

THE JOHNS HOPKINS SCHOOL OF PUBLIC HEALTH

CENTER FOR COMMUNICATION PROGRAMS

WORKING PAPER NO. 2 · SEPTEMBER 1995

**Reaching Young People Worldwide:  
Reproductive Health Communication  
Activities to Date, 1986-1995**

Cover Illustration: Lea Salonga and Menudo perform *That Situation*, from the album, *Menudo in Action!*, released by Octoarts in 1987. (See the Philippine Multimedia Campaign for Young People, page 37.)

*Prepared by the Johns Hopkins Center for Communication Programs, Population Communication Services, Population Information Program with primary support from the United States Agency for International Development under Cooperative Agreement DPE-3052-A-00-0014-00.*



# That Situation

like it's coming from your best friend!

## CHORUS:

*There's so much in life  
That we would like to do  
We can wait for love  
Until we know it's true  
It's up to us  
Not to jump into that situation*

*I'm too young, not ready yet  
I've got so much to do  
Got to take it step-by-step  
It's best for me and you  
It's up to us  
Not to jump into that situation*

*Let's take it easy  
One step at a time  
Why should we risk it  
Our future's on the line  
It's up to us  
Not to get into that situation*

*Is this what we want  
Is it worth risking  
All we have ahead to do  
Let's not make that mistake  
We're gonna be all right  
If we choose to wait*

REPEAT CHORUS

*I'm too young, not ready yet  
I've got so much to do  
Got to take it step-by-step  
It's best for me and you  
It's up to us  
Not to jump into that situation*

*Let's take it easy  
One step at a time  
Why should we risk it  
Our future's on the line  
It's up to us  
Not to get into that situation*

REPEAT CHORUS

INSTRUMENTAL

*Is this what we want  
Is it worth risking  
All we have ahead to do  
Let's not make that mistake  
We're gonna be all right  
If we choose to wait*

*It's up to us  
Not to jump into that situation  
It's up to us  
Not to jump into that situation  
....situation....situation....*

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Lyrics to *That Situation* written by Gary Valenciano and sung by Lea Salonga, Charlie Masso, and Menudo. Composed, performed, and recorded for the Philippine Multi-Media Campaign for Young People, 1987-1990 (see page 37).

## PREFACE AND ACKNOWLEDGEMENTS

Young people between ages 10 and 24 now number 1.6 billion worldwide—one-fifth of the planet's population. More than half live in developing nations. By the year 2025 the total number of young people will exceed 2 billion.

As they grow from children to adults, young people have changing health needs. Pregnancy poses far greater health risks to adolescent girls than to adult women. Young mothers are more likely than older mothers to live in poverty, and their children are more likely to have health problems. Young men and women face debilitating, even fatal, sexually transmitted diseases, including HIV/AIDS. The cost of their care can burden a whole community. Young people need information, counseling, and access to services so that they can protect their health, including their reproductive health.

For more than a decade, the United States Agency for International Development (USAID) has provided major support to the Johns Hopkins Population Communication Services (JHU/PCS), a component of the Johns Hopkins Center for Communication Programs (JHU/CCP), to support more than 30 communication programs around the world to help young people protect their health. Programs in Africa, Asia, Latin America, the Near East, and the New Independent States seek to inform young people about safe sexual behavior and to help them obtain high-quality reproductive health services. Mass communication programs reach young people through the media they enjoy—movies, videos, popular songs, and plays. Interpersonal communication programs reach young people by improving their communication with parents and health care providers. Community-wide programs mobilize young people to participate in community activities and mobilize communities to help their young people.

This publication reviews these projects and presents the lessons that JHU/CCP has learned from its experience in communicating with young people about their reproductive health. The lessons apply to designing programs, gaining widespread support for programs, and evaluating program effects. This experience can be useful to program planners seeking to communicate with young people. Further information about the projects summarized here is available in project reports prepared by JHU/CCP staff members, who gladly will provide the reports upon request. Readers may request project reports from the relevant JHU/CCP divisions. As projects for youth continue to develop and evolve, this compilation will be updated.

The report is derived from information provided by JHU/CCP staff members. Michelle Fryer, Karungari (Karusa) Kiragu, and Ann McCauley gathered the program materials and identified the lessons learned. Christine Claypoole helped compile the

research and Adrienne Kols assisted in drafting the manuscript.

The United States Agency for International Development has supported the participation of JHU/CCP in the programs described in this compilation, primarily under Cooperative Agreement DPE-3052-A-00-0014-00, Population Communication Services/Population Information Program. For this support we gratefully thank the United States Agency for International Development. We also thank the Ford Foundation, the David and Lucille Packard Foundation, and the S. H. Cowell Foundation for their assistance.

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October 1995

# CONTENTS

<b>PREFACE AND ACKNOWLEDGEMENTS</b> .....	v
<b>PART I. INTRODUCTION: YOUTH—A PERIOD OF TRANSITION</b> .....	1
Lessons Learned .....	5
JHU/CCP/PCS Youth Projects, 1986-1995 (Summary table) .....	12-13
<b>PART II. JHU/CCP/PCS YOUTH PROJECTS</b>	
Part II A. Africa .....	15
Part II B. Asia .....	33
Part II C. Latin America .....	43
Part II D. Near East .....	53
Part II E. New Independent States .....	59
<b>PART III. ADDITIONAL ACTIVITIES THAT BENEFIT YOUTH INITIATIVES</b> .....	65
Worldwide Communication Activities .....	67
Reaching Youth as a Secondary Audience .....	68
Advocacy Programs .....	70
<b>ABBREVIATIONS</b> .....	73
<b>BIBLIOGRAPHY</b> .....	74



## **PART I. INTRODUCTION: YOUTH—A PERIOD OF TRANSITION**

Between ages 10 and 25 young people go from being children cared for by their parents to adults responsible for their own lives. During this transition they must adjust to physical changes and learn how to handle sexual relationships. While young people are curious about adult behavior and long for independence, they need guidance from adults to negotiate the challenges they face during these years. Caring adults can provide information, advice, and reproductive health services to help young people to make sensible choices for a healthy future.

Without such help, some young people put their futures at risk by engaging in unprotected sex. Most sexually active teenagers do not use contraception. Research finds that, of every 20 teenagers, one contracts a sexually transmitted disease (STD) each year. (Definitions of abbreviations are provided on page 73.) One-half of all HIV/AIDS infections have occurred in people under 25, amounting to 6 million young people infected with the virus today (PRB 1994). Early parenthood can rob young mothers and fathers of education and so limit their opportunities. Among young married women in developing countries between age 15 and 19, contraceptive prevalence is a low 17 percent (PRB 1994). As the number of young people increases, so does the cost of caring for those who have problems—a cost that burdens whole countries.

### **Introducing a Sensitive Subject**

Although many societies recognize the need to offer guidance to young people about sexual matters, it is often difficult to find effective and culturally acceptable ways to reach young people. Reproductive health and sexuality are always sensitive subjects, and they are especially so when young people are the audience. Many parents and policy-makers fear that informing youth about reproductive health issues will encourage promiscuity. Some parents prefer that they, and no one else, speak to their children about these matters. Some parents want not to discuss these issues with their children at all. Service providers may be biased against offering reproductive health services to young or unmarried people. Embarrassment and lack of information may inhibit discussion even when adults recognize the threat posed by young people's ignorance of, or inattention to, reproductive health issues.

Building support for reproductive health information and services for youth is thus an essential first step. Before a project can proceed, program managers must win the approval of policy-makers, health care providers, parents, and young people themselves. This means anticipating controversy and offering policy-makers and the

public accurate information about adolescent sexuality and its consequences. Thus research on adolescent behavior and then effective advocacy become necessary to establish a reproductive health program for youth.

Sometimes it is not possible to overcome public and policy-makers' resistance to a project designed to communicate to a young audience. Projects addressed to more general audiences, however, can reach and influence youth. In Bangladesh, for example, many young girls attend village discussion groups, called Jiggashas, intended to provide health information and supply contraceptive methods to married women. Whenever mass media are used, messages will reach audiences of all ages. Likewise, any program directed to married women and men can reach younger as well as older couples. Advocacy projects also can influence the attitudes and behavior of young people by raising general sensitivity to the importance of education for girls, the value of delaying marriage, women's roles and status, and related issues.

Most young people are eager to learn about reproductive health and open to advice on how to handle personal problems. To change the behavior of young people, however, programs must be designed and implemented with their participation. With input from youth, communication programs for young people have a good chance of gaining young people's support and positively affecting their personal behavior and decisions.

## **Using Multiple Channels**

Effective programs use multiple approaches to disseminate their messages including the mass media, interpersonal communication, and community mobilization. The mass media can be highly effective in reaching young people who are particularly interested in and influenced by popular culture as it is reflected in popular music, movies, television, and radio. Performers can serve as role models for healthful behavior, and broadcast messages can encourage young people to resist pressures to become sexually active or to engage in casual sex. Equally important, mass-media programs can cross generational lines and facilitate discussion among parents and their children about sensitive subjects.

In contrast, interpersonal communication offers young people the personal counsel and referrals they need to make and implement reproductive health decisions. To reach young people, counseling services may be offered over telephone hotlines, during radio call-in programs, by counselors stationed at public places and available for discussion, or in the privacy of clinics or doctors' offices.

Community mobilization serves yet a different purpose, addressing the broader social group whose norms so greatly influence the behavior of individual young people.

School-based programs that also involve parents and teachers, for example, can reach an entire age group.

Collaborating with local organizations in more than 20 countries, the Johns Hopkins Population Communication Services (JHU/PCS), a component of the Johns Hopkins Center for Communication Programs (JHU/CCP), has applied all these approaches to the 32 programs JHU/PCS has developed for young audiences. It has also incorporated messages about youth into programs for parents, community leaders, and health care providers. In addition, it operates more than a dozen activities and services that benefit young people as part of wider audiences.

### **A Collaborative, Step-by-Step Process**

These projects follow a step-by-step procedure to ensure that all materials and activities are tailored to the intended audience, appropriately designed, and efficiently distributed, and that the effectiveness of project outputs is evaluated. The process begins with a careful review of the audience, an assessment of current policies and programs and the reproductive health services available, and an evaluation of communication resources. Formative research, audience segmentation, and pretesting help to ensure that a project's outputs are appealing and that its messages are readily understood. Most JHU/PCS projects also include a monitoring and evaluation plan that allows managers to supervise implementation and assess program impact. Systematic research and evaluation of this kind have enabled JHU/CCP/PCS and its collaborators to identify and apply the lessons learned from completed projects to later activities. This working paper reviews JHU/PCS projects designed primarily for young people (i.e. those people between ages 10 and 25, whom the World Health Organization defines as young adults). The table on pages 12-13 summarizes the main activities of the projects.

Experience in communicating with youth about reproductive health gained over the course of a decade has given JHU/CCP/PCS useful insights into the design and implementation of effective youth projects. Thus the remainder of Part I presents the key lessons that have emerged to date from JHU/CCP/PCS projects. The projects themselves are summarized in Part II.

Sections toward the end of this paper also report briefly on two other categories of JHU/CCP activities that benefit youth indirectly. First, young people are a secondary audience for many reproductive health projects directed mainly to adults; especially in conservative cultures, indirect communication of this kind may be the only acceptable way to reach young people. Second, some projects pursue the interests of youth by providing information to adults, because it is adults who determine policy and attitudes toward reproductive health information and services for young people.

JHU/CCP invites insights and suggestions from all readers of this Working Paper, especially from persons and institutions worldwide who work with young adults on family planning, reproductive health, and related projects.



# LESSONS LEARNED ABOUT COMMUNICATION PROGRAMS FOR YOUTH

## **1. Build broad, high-level support for the project from the start.**

Reproductive health projects for youth are often controversial. Parents, policy-makers, religious groups, and other influential people may fear that, by openly discussing sexuality and family planning and providing services, such projects condone premarital sex and encourage promiscuity. To build support for a project, it is important at the outset to identify and work with high-level supporters and opponents of youth programs. In Kenya, for example, the National Council for Population and Development, the Family Planning Association of Kenya, and JHU/CCP/PCS began by interviewing national legislators, district health teams, and other influential people to determine their positions on reproductive health information and services for young people (this project and all others cited as examples are summarized in Part II of this document). When this assessment revealed that national policies in Kenya would be a major obstacle to a project targeting youth, advocacy was made a major component of the project.

To build support for a youth project, program managers must inform policy-makers and community leaders, as well as potential collaborators, of the extent of the adolescent sexuality problem. A JHU/CCP/PCS project aimed at preventing transmission of HIV/AIDS among youth living on city streets in Brazil first sought the support of the *favela* (shanty town) communities and the young people themselves. Next, the project team held informational meetings, video screenings, and press conferences with local health officials, youth agency directors, and community leaders to persuade them to back the project.

Another approach is to invite leaders and gatekeepers to participate in the design process, perhaps by serving on a project advisory committee, as is the case with a youth project in Uganda. This gives program planners an opportunity to assess which materials and services are acceptable and to defuse potential opposition. Including influential persons from the start of the project can make them vocal champions of the effort and its message in later stages, as long as they are kept informed throughout the project.

## **2. Start small, then expand gradually.**

Because reproductive health programs directed toward youth are sensitive in nature, planners should begin their work on a small scale and expand their efforts

slowly. One possibility is to start with a pilot project in a limited geographic area, evaluate its impact carefully, convince decision-makers of its value, and then expand the project. This is the approach taken by the Reproductive Health Services Expansion Program in Kyrgyzstan, developed by the Ministry of Health with technical assistance from JHU/CCP/PCS. The initial campaign was limited to the metropolitan area surrounding the capital and to

Russian-speaking youth so that the Ministry of Health could gain experience in working with youth before designing a national program.

Another approach is to begin with less controversial projects for which there is broader support and then systematically build on them until more sensitive issues can be addressed. In the Philippines, for example, two popular songs recorded by Lea Salonga and Menudo in 1987-88 urged teens to wait before becoming sexually active and encouraged them to call a telephone hotline to discuss their problems. That hotline provided evidence of the pressures confronting young people and generated topics for a series of three 1992 television specials that explored issues of teen pregnancy, parent-child conflict, and drug abuse. A 1995 radio talk show, *Open Line*, is taking the next step, providing frank and open discussion of young callers' questions about such subjects as reproductive health, sexuality, dating, and peer pressure.

### **3. Rely on research and evaluation to design an effective project.**

Audience analysis and pretesting of materials are just as important when working with youth audiences as with adults. Young people are suspicious of adults' "preaching" and stop listening when they feel that adults misunderstand them. To reach youth directly, projects must speak to young people in their own language, using spokespersons and media they trust and addressing issues they recognize as important. In Ecuador JHU/CCP/PCS advisors taught project staff how to use formative research to enhance the popularity and effectiveness of a new radio program, *Entre Nosotros (Between Us)*, for young, urban women. A survey of women's listening preferences guided the selection of radio stations, time slots, and topics for the show.

Pretesting to gauge the appeal and effectiveness of materials is also critical. Before *Entre Nosotros* was aired, two pilot episodes were screened for focus groups to assess the credibility, acceptance, and ability of the program to convey messages about reproductive health. Sometimes such pretests dictate important changes. When the Planned Parenthood Foundation of Nigeria pretested the songs developed by the Nigeria Music Project, for example, they found that focus-group participants did not always understand the message of the song developed for young people, titled *Wait for Me*. To clear up the confusion and emphasize the family planning message, the lyrics were revised to include the phrase "plan with me" as well as "wait for me."

### **4. Involve youth from the start.**

Participation by young audiences in formative research and monitoring is standard for all JHU/CCP/PCS youth projects. In Kenya, for example, several panels of young people have been assembled to listen to weekly radio programs and provide feedback to the show's producers. Even greater involvement by young people—perhaps in designing materials or working as promoters—can help ensure the success of a project. In Côte d'Ivoire, \_Association ivoirienne pour le Bien-être familial (AIBEF) worked with JHU/CCP/PCS to sponsor a theater workshop and drama competition for high school students. The competition asked students to write and perform plays with themes of sexual responsibility. Student authorship ensured that the winning play, *Yafaman*, was realistic and appealing to other young people. In fact, the drama was so effective that the video is now being distributed throughout Africa. Likewise, the "Hits for Hope" contest in Uganda invited young people to compose and perform a theme song for the HIV/AIDS campaign. Young people also served as judges for the contest.

Because young people sometimes distrust their elders, youth may be more receptive to messages from their peers than from adults. In an effort to promote peer outreach, JHU/CCP has helped the Fertility Research Unit of the University of Ibadan to train students to work as campus educators and promoters. These young Nigerians disseminate information about family planning and the prevention of STDs to their fellow students, distribute condoms, and make referrals to the University health center for clinical services.

## **5. Recognize that young people are eager for accurate information about sex.**

Most young people want to appear grown up. They want to learn how to handle the sexual and emotional aspects of adult relationships. Their interest should be viewed as an opportunity rather than a problem. It guarantees an eager audience for any project disseminating information about reproductive health and advice on young people's interpersonal problems. In Kenya, for example, phone lines for the *Youth Variety Show*, a radio call-in program, have been kept busy during the show since the first broadcast. Hundreds of letters to the hosts have also be received from avid listeners.

When young people cannot obtain accurate information on reproductive health matters, many may accept hearsay and rumor as fact. In Peru, for example, misconceptions about family planning became so widespread that it was necessary for Apoyo a Programas de Población (APROPO), to develop the street play *Ms. Rumors* specifically to counter rumors. Focus groups in countries all over the

world have found that young people want instruction on sexual matters and blame unwanted pregnancies on ignorance.

## **6. Use information to link young people with services.**

Information alone is not enough for some young people. Sexually active youth also need social support, counseling and services for family planning and STD-prevention. JHU/CCP/PCS has tried to increase the effectiveness of projects by making counselors and service providers available to young people. At performances of *Ms. Rumors* on university campuses in Peru, for example, students could pick up brochures listing clinic locations or ask questions of counselors after the performance. A critical component of telephone hotlines in Peru and the Philippines is a referral network tailored to young people's needs. Radio talk shows in Kenya and the Philippines that encourage young people to call in with questions also provide referrals. In Uganda the *DJ Berry Show* tells adolescents where to go for HIV testing and counseling.

Where youth do not have access to legal, safe, affordable, convenient, and confidential reproductive health services, projects may need to advocate changes in national policy, train providers who are reluctant to serve young, unmarried people, or establish alternative sources of care. Thus the advocacy component of the Kenya Youth Initiative Project is working to create a climate in which reproductive health services can be offered to young people. At the same time, the project is training providers from selected clinics in how to serve young people when they seek help.

## **7. Do not forget the boys.**

Youth projects must address young men as well as women. Pressured by peers and sometimes even by adults to prove themselves sexually, adolescent boys are vulnerable to STDs (including HIV/AIDS) and may jeopardize their own future chances, as well as their partners; if they make teenage girls pregnant. In the Philippines one of the Project Heartline television dramas developed by the Philippine Center for Population and Development, focused on the impact of the *Barkada*, or peer group, on young men. This story, which discusses drug abuse as well as accidental pregnancy, explores how peer pressure can sometimes conflict with and overwhelm the values taught by a young man's family.

In many countries a double standard for sexual behavior among young people prevails: What is permissible or even encouraged for boys is forbidden for girls.

In response, projects in Uganda are attempting the long process of changing community norms, of trying to hold boys to the same standards of behavior as girls and to take the pressure off young girls to be sexually active. Thus the television drama *Adopted Twins* offers an unusual story of teenage pregnancy. The young mother leaves her unwanted babies on their father's doorstep with a note announcing that he, too, is responsible for the infants—a responsibility he rejects by leaving the infants at an orphanage. On the basis of evidence that boys have more control than girls over condom use and sexual relations, an HIV/AIDS prevention campaign in Uganda has designated boys as its primary audience. The campaign is designed around bicycle rallies, soccer matches, rap music and disco contests in order to attract male audiences.

## **8. Work with adults and families.**

Parents are influential sources of information and advice for their children, even if children do not always follow their advice. Research in many countries has found that young people would like their parents to provide more information about the sensitive issues of puberty, sexuality, and relationships with the opposite sex. Unfortunately, many parents lack the information, skills, and confidence to discuss these matters adequately with their children, even though they may recognize the need for fuller communication. Youth projects can help overcome the communication barriers by helping parents to recognize their own assumptions and biases, by providing accurate information about reproductive health and problems facing young people, and by teaching parents to be better communicators.

Mass-media programs in many countries have taken the first step. Simply by breaking some of the traditional taboos and openly discussing adolescent sexuality, many radio soap operas, television dramas, and popular songs developed with JHU/CCP/PCS help have encouraged parents and their children to talk to each other. Fostering family communication is the primary theme of the Kenyan radio soap opera *Understanding Comes from Discussion*. A fictional family provides positive role models for listeners; one episode, for example, shows the mother telling her daughter about menstruation, while in another the daughter follows her parents' advice and rejects a boy's unwanted advances.

Other projects offer parents and children more direct advice. A Philippine video entitled *Talking It Over*, produced by the Foundation for Adolescent Development with assistance, discusses the role of both parent and child in opening and sustaining lines of communication. In Peru APROPO has produced segments on television talk shows encouraging parents to talk with their children. These sketches and panel discussions sensitize parents to important sexual issues, such as

teenage pregnancy, and offer parents advice on how to talk with their children about sex.

## **9. Work with schools.**

Although schools offer a natural route to reach large numbers of young people, many school principals, teachers, and parents distrust sexual education programs. JHU/CCP/PCS projects have worked successfully with several school systems by cooperating with both adults and young people to design appropriate programs. Programs encourage sexual responsibility by distributing print materials (for example, *Youth, Love and Sexuality* pamphlets in Ecuador), staging plays (such as *Yafaman* in Côte d'Ivoire), or screening videos in school (for example, *Living Stories of Yemeni Families*). Special presentations can be reinforced by repeated exposure to reproductive health issues in the regular curriculum. In Nigeria JHU/CCP/PCS and CEDPA collaborated on a pilot project to integrate Population and Family Life Education (Pop/FLE) into many of the subjects offered in both junior and senior secondary schools.

School administrators and teachers do not always support reproductive health programs for their students, however, and unsympathetic staff members and parents may limit the subjects discussed or services provided. For this reason, the Foundation for Adolescent Development in the Philippines considers school officials, faculty members, and parents to be important audiences for their videos for young people on health, sexuality, and development. In Nigeria teachers' lack of motivation was a serious problem for the Pop/FLE curriculum, even though teachers received special training.

## **10. Work with the community.**

Community activities offer yet another way to reach young people. Entertaining events such as the bicycle rallies and soccer matches staged by the Uganda HIV/AIDS Prevention Campaign, or the drama competitions and parades launching the MUDAFEM campaign in Nigeria, can stir the community to take action while engaging young people. Collaborating with religious organizations, women's groups, youth groups, and other community organizations also helps involve diverse members of the community. In the Philippines, for example, the Commission on Population, is mobilize the *Sangguniang Kabataan*, the government-sponsored youth groups, to advocate population management. In Egypt the Minya Initiative worked through schools as one aspect of mobilizing every segment of the community, including politicians, women's organizations, and the clergymen of two faiths.

## **11. Use a variety of communication channels.**

By using various communication media, youth projects can reach different audiences with complementary messages. The mass media, for example, are flexible, entertaining, and able to present role models. Because young people are already eager for popular culture, programming with reproductive health messages on television and radio, popular songs, and music videos can attract large audiences. Pop tunes promoting sexual responsibility in Mexico and the Philippines, for example, became hit songs among teenagers. The mass media also legitimize the concerns of young people to adults, both parents and policy-makers.

In contrast, print materials provide detailed information on reproductive health that young people can share with friends or refer to. With help from JHU/CCP/PCS, the Young Adults' Sexual Responsibility Project in Madagascar produced a series of comic books and pamphlets. The publications provided teenage boys and girls with basic information about their reproductive systems, the problems of unplanned pregnancies and of STDs, and contraceptive methods. Program managers supplemented these core print materials with a wide variety of promotional materials, including posters, T-shirts, and tote bags to generate interest in the project. These items serve well to transmit brief, key messages such as campaign slogans.

Compared to mass-media, live events reach smaller audiences but can generate enthusiasm and get youth directly involved. Performances, concerts, competitions, and rallies, such as the Philippines World AIDS Day Concert or *Hits for Hope* concerts staged by the Uganda HIV/AIDS Prevention Campaign, draw crowds of young people and can harness the powerful force of peer pressure. Plays generate discussion among peers and allow young people to ask questions on the spot. After performances in Nigerian schools of *As You Make Your Bed*, for example, the student audience discussed the messages of the play and expressed their concerns. Boys admitted that they had never before realized the effect that their sexual behavior and lack of responsibility had on girls.

## **12. Provide engaging and positive role models for youth.**

Providing young people with role models whom they respect and wish to emulate can encourage healthful behavior. Many projects use celebrity spokespersons who are popular with young people. To be effective, however, a celebrity's lifestyle must illustrate the wholesome attitudes and behavior promoted by the campaign. In the Philippines, the Population Center Foundation advised JHU/CCP/PCS to

select popular artists Menudo and Lea Salonga for a music project not only because they were well-liked performers but also because they had a clean, wholesome image that reinforced the campaign. Moreover, well-liked celebrities who discuss their own personal problems show young people that everyone can be vulnerable.

Role models need not be real people. Young people also may identify with the fictional characters portrayed in television dramas and radio soap operas. In JHU/CCP/PCS productions, realistic stories give these characters the opportunity to depict appropriate behavior. In the African film *More Time*, for example, audiences see a young girl, Thandi, struggling to decide whether to have sex with her boyfriend. Her actions show young women in similar circumstances why and how they might refuse a boyfriend. At the same time, such productions show young women and men that a refusal to engage in sex and accepting that refusal are socially appropriate.











## **PART II A. YOUTH PROJECTS IN AFRICA**

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### **Côte d'Ivoire**

*Yafaman*, page 18

### **Kenya**

Youth Initiative Project, Advocacy Component, page 19

Youth Initiative Project, Educational Component, page 20

*More Time*, page 22

The National IEC Situation Survey, page 23

### **Madagascar**

Young Adults' Sexual Responsibility Project, page 24

### **Nigeria**

Kaduna State Family Planning IEC Campaign, page 25

The Music Project, page 26

Multi-Dimensional Approach to Young Adults Fertility  
Management IEC Campaign (MUDAFEM), page 27

Population/Family Life Education Youth Curriculum, page 28

### **Uganda**

*Good Times with DJ Berry*, page 29

HIV/AIDS Prevention Campaign, page 30

*Adopted Twins*, page 31

### **Zambia**

*Making Choices*, page 32

## **Côte d'Ivoire**

*YAFAMAN* (video drama)

### **Project objectives for youth**

- To increase use of modern contraceptives by sexually active adolescents
- To promote favorable attitudes toward sexual responsibility and a small family norm among young people going to school

### **Project description**

High-school students wrote the drama *Yafaman* (*Forgive Me*) during a workshop supported by the Association Ivoirienne pour le Bien-être familial and JHU/CCP/PCS.

The challenge for the students was to create a drama that explored problems related to the early start of sexual activity—the major concern identified by Ivoirian youth in audience research. After receiving national acclaim as the best school play of 1992, *Yafaman* was developed into a 40-minute video drama and filmed by a professional Ivoirian production company. The video premiered under the joint auspices of three government ministries (Health, Culture, and Information) and was broadcast on national television. Schools nationwide use the video and a companion guide developed by JHU/CCP/PCS to stimulate student discussion about sexual responsibility. *Yafaman* has been dubbed into English for distribution throughout Anglophone Africa by the Union of National Radio and Television Organizations of Africa (URDNA) Programme Exchange Centre.

Duration of project: January 1991 through June 1994

### **Research and evaluation**

- Prior to the development of *Yafaman*, JHU/CCP/PCS conducted qualitative and quantitative baseline research with women of reproductive age, high school students, and service providers.
- An impact survey of 393 students found that 55 percent had watched *Yafaman*. Of those, 75 percent found it realistic, 64 percent understood its message, and 29 percent said they would consider being sexually responsible.

### **Communication outputs and activities**

Live performances, video drama, facilitators' discussion manual, family planning songs, and promotional materials

### **Collaboration and support**

Association Ivoirienne pour le Bien-être Familial (AIBEF); technical assistance provided by JHU/CCP/PCS with funding from USAID

### **Award**

- First Prize, Côte d'Ivoire National School Theatre Festival, 1993

**Publications**, see bibliography number 34.

## **Kenya**

### **KENYA YOUTH INITIATIVE PROJECT, Advocacy Component**

#### **Project objectives for youth**

- To increase the knowledge of policy-makers and community leaders about the consequences of unwanted pregnancies and STDs (including HIV/AIDS) among Kenyan youth
- To encourage policy-makers and community leaders to support sex education, counseling, and services for young people

#### **Project description**

The advocacy component of the Kenya Youth Initiative Project is making policy-makers and community leaders more aware of the consequences of unwanted pregnancies and STDs for Kenyan adolescents. It is also informing them of the difficulties young people face when they try to obtain reproductive health information and services. Network advocates will make presentations to District Development Committees, journalists, parliamentarians, parents, and community leaders in which they advocate informed decisions on reproductive health issues facing Kenyan youth.

The project plans to produce and widely distribute a booklet, fact sheets, and wall charts that present information on adolescent sexuality, unwanted pregnancy, and the prevention of STDs.

Duration of project: April 1994 through December 1995

#### **Research and evaluation**

- Formative research including literature reviews, in-depth interviews with policy-makers, and media content analysis guided the development of all materials.
- Baseline information about the project's target audience came from a national information, education, and communication (IEC) survey conducted by JHU/CCP/PCS.
- Project staff will monitor coverage of adolescent reproductive health issues in the mass media (for example, in newspaper and magazine articles) to see the project's impact on public discourse.

#### **Communication outputs and activities**

Booklet, fact sheets, wall charts, slide show, and seminars

#### **Collaboration and support**

National Council for Population and Development, Family Planning Association of Kenya, and a Project Advisory Committee that includes youth service organizations, cooperating agencies, research organizations, media institutions, donors, and donor-supported programs; technical assistance provided by JHU/CCP/PCS with funding

from USAID

## **Kenya**

### **KENYA YOUTH INITIATIVE PROJECT, Educational Component**

#### **Project objectives for youth**

- To encourage sexual responsibility among young people
- To encourage youth who are not yet sexually active to postpone the initiation of sexual activity
- To urge sexually active youth to seek counseling and services
- To foster communication between young people and their parents about sexual issues

#### **Project description**

The Kenya Youth Initiative Project uses various materials to encourage Kenyan youth to reduce the rates of unwanted pregnancies and STD transmission among urban youths age 13 to 19 and to encourage dialogue between youth and their parents, older brothers and sisters, and respected elders. Weekly radio broadcasts over a six-month period, including the one-hour *Youth Variety Show* and a 15-minute radio drama in Swahili (*Dau La Ujana*), are disseminating key messages and encouraging communication between young people and their parents. The *Youth Variety Show* has spun off a weekly newspaper segment called *Teen Bus*. Also planned are three sets of booklets in comic format focusing on managing boy-girl relationships, parent-child communication, and pregnancy and STDs. The project sponsored a new category, Youth and Responsible Health Behavior, in the 1995 National Drama Festival and conducted a workshop to train teachers to integrate messages about sexual responsibility into drama, dance, and verse performances. In addition, JHU/CCP/PCS conducted several workshops: to develop project messages and materials, to acquaint District and Provincial Adjudicators with the theme of the drama festival, and to orient youth counselors whose organizations were highlighted on the radio variety show.

Duration of project: April 1994 through December 1995

#### **Research and evaluation**

- JHU/CCP/PCS is conducting a content analysis of letters received from the audience (within three months of the radio shows, more than 230 letters had been received; virtually all complimented the producers).
- A national IEC survey conducted by JHU/CCP/PCS collected baseline information.
- Focus group discussions were held with parents as well as youth to help develop messages for the project.
- JHU/CCP/PCS is analyzing clinic statistics from selected youth counseling centers to assess the project's impact on the demand for services; within three months of the broadcasts, 70% of the clinic clients had heard the *Youth Variety Show*.
- Follow-up questions about the project will be added to the Kenya Omnibus Survey.

- Twelve radio panels provide feedback on the radio programs, as do letters from listeners. These two sources of information will track public reaction to project messages and will guide the design of further messages.

## **Kenya**

YOUTH INITIATIVE, Education Component (continued)

### **Communication outputs and activities**

Radio drama program, radio variety show, booklets, National Drama Festival Trainers' Workshop, Adjudicator's Workshop, and message design and materials development workshop

### **Collaboration and support**

National Council for Population and Development, Family Planning Association of Kenya, and a Project Advisory Committee that includes youth service organizations, cooperating agencies, research organizations, media institutions, donors, and donor-supported programs throughout Kenya; technical assistance provided by JHU/CCP/PCS with funding from USAID

**Publications**, see bibliography numbers 9, 10, 26, 30, 31, 45, 46, and 47.

## **Kenya**

*MORE TIME* (motion picture)

### **Project objectives for youth**

- To encourage sexual responsibility among young people
- To inform young people about the sources of reproductive health and counseling services
- To encourage young people to delay the start of sexual activity and teach skills to negotiate boy-girl relationships
- To foster communication between youths and parents about sexual issues
- To increase the support of policy-makers for reproductive services for young people

### **Project description**

JHU/CCP/PCS purchased distribution rights in Kenya to *More Time*, a prize-winning feature-length Zimbabwean film about adolescent love and sexuality from Development through Self-Reliance, Inc. Produced by John and Louise Riber and the Media for Development Trust Production in Harare and directed by Isaac Mabhikwa, the movie was shown in cities throughout Kenya in 1994. The film provides an insightful look at young people growing into adult relationships while facing the threat of HIV/AIDS. The story focuses on a young girl, Thandi, who faces the same choices as many teenagers: whether or not to become sexually active with her boyfriend, whether to use protection, and how much attention to pay to peer pressure. After discussing these issues with her mother and considering the possible consequences of sexual intercourse, Thandi decides to wait before becoming sexually active. A local agency was hired to promote the film before each screening. Many dignitaries attended the premiere, and JHU/CCP/PCS plans to distribute 200 copies of the film, with a discussion guide, to youth centers and schools throughout Kenya. Negotiations are currently underway for national broadcast on television.

Duration of project: June 1994 through July 1995

### **Research and evaluation**

- Questions on exposure and reactions to *More Time* were inserted in the Kenya National IEC Situation Survey.

### **Communication outputs and activities**

Motion picture film, video, discussion guide, and promotional materials

### **Collaboration and support**

National Council for Population and Development; technical assistance provided by JHU/CCP/PCS with funding from USAID

### **Awards**

- Best Film, Best Actress, and OAU Best Acting Awards, South Africa Film Festival

(Zimbabwe), 1993

- Director's Award, Africa Film Festival (Milan, Italy), 1993
- Best Foreign Film, Black Film Makers Hall of Fame Festival (United States), 1995

## **Kenya**

### THE NATIONAL IEC SITUATION SURVEY

#### **Project objectives for youth**

- To provide benchmark data for evaluating a number of IEC activities, including the Kenya Youth Initiative Project and the Kenya Provider and Client Project (Phase II)

#### **Project description**

This IEC Situation Survey was the first of its kind in Kenya and represents one of the largest survey projects undertaken by JHU/CCP/PCS. The 37 districts surveyed include more than 90 percent of Kenya's population. The survey sampled over 6,400 respondents—approximately 1,000 pairs of parents and children ages 10 to 14, 1,500 teenagers 15 to 19, and 2,900 adults age 20 and over. Because of its carefully constructed questionnaire, the study has provided important information about a wide variety of reproductive health behaviors in Kenya. It has also been the testing ground for the IEC module that will be incorporated into future Demographic and Health Surveys. JHU/CCP is currently planning for wide dissemination of the survey results.

Duration of project: July through December 1994

#### **Collaboration and support**

National Council for Population and Development; technical assistance provided by JHU/CCP/PCS with funding from USAID.

**Publications**, see bibliography numbers 36, 37, and 39.

## **Madagascar**

### **YOUNG ADULTS' SEXUAL RESPONSIBILITY PROJECT**

#### **Project objectives for youth**

- To encourage sexual responsibility among young people
- To promote favorable attitudes about modern family planning among young women

#### **Project description**

Working with Fianakaviana Sambatra (FISA), JHU/CCP/PCS developed multimedia materials to promote sexual responsibility in schools. Focus group research revealed that many youths ages 12 to 15 were sexually active but were fearful of modern contraceptives and the organizations that provide them. On the basis of results of the focus group discussions, the project staff developed music video, television and radio spots, a series of comic books, posters, leaflets, T-shirts, and other materials to educate youths ages 13 to 25. Animated figures of reproductive organs ("Ovuline" and "Spermato") appeared on many materials, making it easy for young people to recognize the project's outputs. The project also included an IEC training component to provide FISA with the expertise to carry out successful IEC interventions in the future.

Duration of project: December 1990 through March 1994

#### **Research and evaluation**

Focus-group discussions provided information for the development of messages and materials.

#### **Communication outputs and activities**

Music video, comic books, television and radio spots, leaflets, posters, clinic video, two slide shows for FISA animators, contraceptive kits for educators, and promotional materials

#### **Collaboration and funding**

Fianakaviana Sambatra—Madagascar Family Planning Association; technical assistance provided by JHU/CCP/PCS with funding provided by USAID

#### **Award**

- Award of Excellence, Music Video/Non-English Language category, 1994 Joey Awards (San Jose Film and Video Commission, USA)

**Publications**, see bibliography numbers 3 and 19.

## **Nigeria**

KADUNA STATE FAMILY PLANNING IEC CAMPAIGN:  
*AS YOU MAKE YOUR BED* (mobile drama)

### **Project objectives for youth**

- To encourage young women to complete school in the predominantly Muslim area of Kaduna State, where marriage and childbearing occur at early ages
- To encourage responsible sexual behavior among youth

### **Project description**

*As You Make Your Bed*, a mobile drama, was performed at eight school sites for student audiences

in the spring of 1992. The performances were the catalyst for group discussions held immediately afterwards. Students participated in problem solving activities and also debated issues raised by the play. These sessions elicited high praise for the drama and reinforced the play's theme that it is important for young women to complete school. After watching the drama, many girls expressed a desire to finish their education and secure economic independence. During focus group discussions conducted after the play, many boys, who had previously been nonchalant about their sexual behavior, acknowledged the consequences of their actions.

Duration of project: January 1989 through December 1993

### **Research and evaluation**

- The impact of the drama was evaluated in focus group discussions as well as by surveys using structured questionnaires. Among the 328 students interviewed who saw the play 96 percent said they liked the drama, 95 percent found the characters appropriate, and 97 percent they would recommend it to their friends as well as watch it again.
- Ninety-one percent of respondents understood the themes of the drama, including the advantages of self-control and abstinence, the parent/child relationship, sexual responsibility, the importance of education, and family planning.

### **Communication outputs and activities**

Drama competition, live drama performances, workshop for youth organization leaders, and leaflets

### **Collaboration and support**

Kaduna State Ministry of Health, Kaduna State School Administrators, and Planned Parenthood Federation of Nigeria; technical assistance provided by JHU/CCP/PCS with funding from USAID

**Publications**, see bibliography number 62.

## **Nigeria**

THE MUSIC PROJECT: *WAIT FOR ME* AND *CHOICES* (songs and videos)

### **Project objectives for youth**

- To promote sexual responsibility

### **Project description**

Popular entertainers King Sunny Ade and Onyeka Onwenu were recruited to record two songs, both by Onwenu, promoting sexual responsibility. One of the songs, *Wait for Me*, was designed for young audiences. It portrays a young couple facing the strain of premarital sexual pressure. *Choices*, written for married couples, encourages listeners to seek information about family planning methods because “you can make love without making children.” The two songs and their accompanying top-quality music videos became immediate national hits; *Wait for Me* remained the number one song in Nigeria for weeks. In short order, the songs generated extensive, free news coverage, including more than 80 magazine and newspaper articles. The performers earmarked a percentage of their royalties from sales of the album and music videos for family planning programs. Corporate sponsorship was provided by Coca-Cola, which provided some of the promotional items carrying the slogan, “Coca-Cola and the PPFN (Planned Parenthood Federation of Nigeria) say, *Love with Care*”.

Duration of project: July 1989 through December 1993

### **Research and evaluation**

- JHU/CCP/PCS collected baseline data through both quantitative and qualitative methodologies.
- Focus groups pretested the songs and videos, which were revised accordingly.
- An impact survey found that 92 percent of those who heard the songs approved of their messages, 34 percent discussed the songs with someone, 16 percent discussed family planning with their partners, and 13 percent discussed family planning with a health provider.

### **Communication outputs and activities**

Music cassette tapes, music videos, and promotional products

### **Collaboration and support**

Planned Parenthood Federation of Nigeria; technical assistance from JHU/CCP/PCS funded by USAID

### **Awards**

- National Recognition Award, Practicing Musicians Association of Nigeria
- “Best Combined Media Effort on Behalf of Population,” Global Media Award, The Population Institute
- Winner, Gold Screen Competition, film category, National Association of Government Communicators (for the music video *Choices*)
- USAID International Certificate of Appreciation
- Award for Service to Humanity, Rotary Club of Ota, Nigeria, to Onyeka Onwenu

- Ibadan Polytechnic award to Onyeka Onwenu
- Pan-African Arts and Music Award to Onyeka Onwenu
- "Outstanding Young Person of Nigeria in 1990" to Onyeka Onwenu, I.C. Jaycees

**Publications**, see bibliography numbers 25 and 29.

## **Nigeria**

MULTI-DIMENSIONAL APPROACH TO YOUNG ADULTS  
FERTILITY MANAGEMENT IEC CAMPAIGN (MUDAFEM)

### **Project objective for youth**

- To reduce unplanned pregnancy among young people by training students at the University of Ibadan to provide information, counseling, and contraceptives to fellow students

### **Project description**

The Multi-Dimensional Approach to Young Adults Fertility Management (MUDAFEM) project is unique because it offers reproductive health services exclusively by young people to young people. With support from JHU/CCP/PCS, project staff trained 360 university students as peer educators and 60 as peer promoters to provide detailed information and services to the approximately 8,000 undergraduates at the University of Ibadan. A drama competition, parades on campus, and the distribution of print materials launched the project. Leaflets on contraceptive methods and STDs, posters, T-shirts, and stickers were produced to support the efforts of the peer educators and promoters. The project received wide acclaim: Several schools in Nigeria and a university in Ghana have expressed interest in undertaking a similar activity.

Duration of project: September 1990 through June 1994

### **Research and evaluation**

- Structured questionnaires completed by students before and after the project were used to measure its impact. A comparison of the two surveys shows an increase in the proportion of students who know that HIV/AIDS is transmitted through unprotected sexual relations with an infected person (from 70 percent to 92 percent) and in the proportion who know that HIV/AIDS is spread through body fluids (from 72 percent to 81 percent).
- Knowledge of contraceptive methods increased: Norplant increased from 9 percent to 22 percent, withdrawal from 54 percent to 84 percent, IUD from 52 percent to 76 percent; foaming tablets from 61 percent to 85 percent; rhythm from 62 percent to 86 percent; the pill from 81 percent to 91 percent, and condoms from 85 percent to 94 percent.
- Two-thirds of respondents to the follow-up survey reported knowing MUDAFEM peer promoters.

**Communication outputs and activities**

Leaflets, posters, drama contest, workshops, parades, and promotional materials

**Collaboration and support**

Fertility Research Unit of the University of Ibadan; technical assistance provided by JHU/CCP/PCS with funding from USAID

**Award**

- Sasakawa Health Prize, World Health Organization, 1993

**Publications**, see bibliography numbers 1 and 38.

# Nigeria

## POPULATION/FAMILY LIFE EDUCATION YOUTH CURRICULUM

### Project objectives for youth

- To help students understand the relationships among population growth, natural resources, the provision of social services, employment, resource development, and quality of life

### Project description

This project developed new, culturally appropriate teaching materials to help students learn about the impact of population growth on the quality of life. The Nigerian Education Research and Development Council, JHU/CCP/PCS, and the Center for Development and Population Activities developed a curriculum on population and family life education (POP/FLE) that was integrated into five subject

areas taught in secondary schools: home economics, social studies, mathematics, science, and geography. The project produced support materials (such as teachers' guides, posters, and leaflets), conducted workshops for principals and other school officials, and trained teachers before implementing the curriculum. In 1991, more than 460 teachers in 110 pilot schools were trained to teach the new curriculum, and plans are underway to expand it nationwide. The curriculum is also being revised for

use with nonschool groups such as the Boy Scouts, Girl Scouts, and church groups. In a second effort,

this project also developed a comic book, *Your Destiny is in Your Hands*, for secondary school students. By focusing on the experiences of one family, this 1993 comic book puts issues such as population, overcrowding, unemployment, and the depletion of natural resources in the context of daily life.

Duration of project: January 1990 through June 1993

### Research and evaluation

- The comic book *Your Destiny is in Your Hands* was pretested in focus group discussions before production.
- Baseline and follow-up surveys found mixed results for the new curriculum, with improvements in some geographical areas and grade levels but not in others.
- Among senior secondary school students, the percentage of respondents who could name a benefit of practicing family planning increased after the new curriculum was implemented. The proportion who could name a benefit to the father rose from 72 percent to 98 percent; to the mother, from 85 percent to 98 percent, and to the children from 60 percent to 98 percent.
- Monitoring revealed administrative problems that hampered the implementation of the new curriculum. For example, many of the trained teachers were transferred when participating states were subdivided, leaving some schools without a trained instructor. Financial handicaps, lack of transportation, and

general economic turmoil in Nigeria also hampered the project.

**Communication products**

Comic book, FLE teachers guide, workshops/training sessions, and print materials

**Collaboration and support**

Nigerian Educational Research and Development Council, the Center for Development and Population Activities; technical assistance provided by JHU/CCP/PCS with funding from USAID

**Publications**, see bibliography number 4.

## **Uganda**

*GOOD TIMES WITH DJ BERRY* (radio program)

### **Project objectives for youth**

- To persuade youth to abstain from sex or use condoms every time they have sex
- To persuade youth to get HIV testing and counseling if they do not already know their HIV status
- To direct youth to HIV/AIDS counseling and peer education groups

### **Project description**

Young people face a serious threat from HIV/AIDS, a threat recognized and addressed by *Good Times with DJ Berry's* one-hour radio program designed for teenagers ages 15 to 19. DJ Berry, a popular disk jockey and AIDS activist who is HIV-positive, is the creative inspiration for the show, which is a component of the Delivery of Improved Services for Health (DISH) Project. Airing four days a week, the show advocates healthy and responsible sexual behavior, emphasizes prevention of HIV infection, seeks to improve people's attitudes towards HIV-positive persons, and directs listeners to HIV/AIDS testing and counseling centers. Each program combines popular music with educational messages delivered in DJ Berry's unique and contemporary style. DJ Berry also talks to local celebrities, health professionals, and other people who work with youth.

Duration of project: December 1994 through July 1995

### **Research and evaluation**

- The entire program, including the brief message spots dropped into each program, were pretested among in-school and out-of-school youth age 15-19 in Kampala before broadcast.
- The program's reach will be assessed as part of the evaluation of the DISH Project.

### **Communication outputs and activities**

Radio program and radio spots

### **Collaboration and support**

Pathfinder International, INTRAH, EP&A, Polytechnic of Information Technology, and Radio Sanyu; technical assistance provided by JHU/CCP with funding provided by USAID to prime contractor Pathfinder International; other funding sources include Ford International and the California Community Fund

**Publications**, see bibliography number 16.

# Uganda

## HIV/AIDS PREVENTION CAMPAIGN

### Project objective for youth

- To increase the proportion of young people in ten districts of Uganda who practice safer sex.

### Project description

The HIV/AIDS Prevention Campaign is a component of the Delivery of Improved Services for Health (DISH) Project; JHU/CCP is responsible for the project's IEC activities. Young men ages 15 to 19 are the primary audience for this six-month mass media campaign, which is the first of three waves of IEC activity planned for the project's five-year life span. The young men's sexual partners form a secondary audience. The campaign slogan, "The Choice is in Your Hands," aptly describes the campaign's key message: young people can prevent HIV/AIDS infection if they practice safer sex. Radio programs and spots, posters, and newsletters will encourage young men to delay sexual activity if they have not already begun and to use condoms when they do become sexually active. In June 1995 a "Hits for Hope" music contest was held in 10 districts at which young artists performed original songs with an AIDS-prevention message. The winning song, *Ray of Hope*, written and performed by a Kampala-based youth band, Director of House Lane B, was chosen as the theme song for the upcoming six-month mass-media campaign. A second "Hits for Hope" contest is scheduled for October 1995. The plan is to record and air on national radio an album of AIDS-prevention songs written by young people. Thus, again, young people will have the chance to reach their peers with a vital message. Four districts are also organizing local campaign activities, including bicycle rallies, drama competitions, video shows, and soccer matches.

Duration of project: May 1995 through December 1995

### Research and evaluation

- Message design was based on focus group discussions with young men and women in six of the ten districts.
- The slogan and message materials will be pretested among the target group.
- A campaign monitoring system will track exposure to campaign media and self-reported attitude and behavior changes among selected youths.

### Communication outputs and activities

Radio program, radio spots, newsletter, music concerts, bicycle rallies, drama contests, rap/disco contest, cinema spots, debate contest, and a soccer match

### Collaboration and support

Pathfinder International, INTRAH, EP&A, Ministry of Health, the District Health Teams, Polytechnic of Information Technology, and Media Consultants Limited;

technical assistance provided by JHU/CCP with funding provided by USAID to prime contractor and Pathfinder International

## **Uganda**

*ADOPTED TWINS* (television drama)

### **Project objective for youth**

- To encourage sexual responsibility among young people

### **Project description**

Broadcast on Uganda Television, the film *Adopted Twins* emerged from a competition on family planning and health themes for television and radio. JHU/CCP/PCS provided technical assistance to URTNA on the drama's production. The film portrays the economic hardship parents face raising and educating many children and the resulting strain on family relations. The film underscores the consequences of unplanned pregnancies and the availability of family planning methods to sexually active young people who want to remain in school.

The central character is a young schoolgirl, Naba, who becomes pregnant with twins. Expelled from her home and school, rejected by her boyfriend, and unable to carry the responsibilities of motherhood, Naba leaves her babies on their father's doorstep. Not wanting the babies, he leaves them at the gate of an orphanage where they are adopted. With determination, ingenuity, and a year's toil as a babysitter, Naba eventually locates the adoptive parents and discovers that the very children she has cared for over the past six months are her own. Intent on leading a normal life, Naba takes the twins and returns to her grandmother's compound, only to be imprisoned for kidnapping.

Duration of project: produced in 1991

### **Research and evaluation**

- The program was pretested among a group of Uganda youth.

### **Communication outputs and activities**

Video drama

### **Collaboration and support**

Union of National Radio and Television Organizations of Africa, Family Planning Association of Uganda, and Uganda Television; technical assistance provided by JHU/CCP/PCS with funding from USAID



## **Zambia**

*MAKING CHOICES* (videotaped drama)

### **Project objective for youth**

- To encourage young men and women to practice abstinence and be sexually responsible in order to protect themselves against HIV/AIDS

### **Project description**

HIV/AIDS prevention is the primary theme of this drama created by a Zambian writer and designed for young men and women ages 15 to 25. *Making Choices*, produced by JHU/CCP subcontractor to the Academy for Educational Development (AED) in the AIDSCOM project, tells women that they need to take action in order to protect themselves against HIV/AIDS, either by practicing abstinence or by insisting that their partners use condoms. The video aired several times on national television in 1992 and 1993. Three hundred copies of the video and a companion guide have been distributed throughout Zambia, and the drama is now being shown in schools.

Duration of project: December 1988 through August 1992

### **Research and evaluation**

- Focus group discussions were conducted with youth, parents, and community leaders to investigate their understanding of and attitudes toward the threat of HIV/AIDS. A large adult group discussion was also held to explore what the message of the drama should be.
- The concept and plot synopsis of *Making Choices* was pretested among both youth and adults before the drama was produced.

### **Communication outputs and activities**

Video and discussion guide

### **Collaboration and support**

AIDSCOM, the Ministry of Health, Copperbelt Health Education Project, and Kitwe Radio Drama Group; technical assistance provided by JHU/CCP with funding provided by USAID to prime contractor, AED





## PART II B. YOUTH PROJECTS IN ASIA

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### **Indonesia**

*Alang-Alang*, page 36

### **Philippines**

Multimedia Campaign for Young People, page 37

*Open Line*, page 38

Project Heartline, page 39

Videos on Adolescent Health, Sexuality, and Development, page

40

Video Contest for Young People, page 41

World AIDS Day Concert, page 42

## Indonesia

*ALANG-ALANG* (television drama mini-series)

### Project objectives for youth

- To emphasize the importance of schooling for girls
- To encourage the limiting of family size to prevent health problems

### Project description

*Alang-Alang* is a dramatic three-episode mini-series produced for the National Family Planning Coordinating Board (BKKBN) with technical and financial support from JHU/CCP/PCS. Directed by Teguh Karya, one of Indonesia's leading film directors, the drama shows the resilience of a young girl, born in a Jakarta slum, who seeks a better life. While her family survives by scavenging and reusing garbage, she struggles to better herself through education and eventually becomes a teacher. The film's principal messages are the importance of mutual support within the family and community, the need to educate girls, and the health problems of multiple pregnancies. The mini-series, named after the tenacious weed like crab grass, aired on Indonesian television in January 1995. The video will also be shown by mobile video vans. Promotional activities included a 10-minute video, flyers, a televised interview with the Minister of State for Population, Prof. Dr. Haryono Suyono, and a press conference announcing the broadcast.

Duration of project: July 15, 1994 to April 1, 1995

### Research and evaluation

- To evaluate the film, JHU/CCP conducted six focus group discussions with parents of daughters in elementary and secondary school. The participants were moved by the drama and understood the main themes of *Alang-Alang*: the importance of education for girls as well as boys and of family planning.
- Some parents discussed the drama with their children after viewing the episodes, and most reminded their children not to take their education lightly.
- The impact of the drama will be evaluated after showings by mobile video vans.

### Communication outputs and activities

Video, promotional video, and other promotional materials.

### Collaboration and support

Teater Populer, Inter Ksatria Film, and the Ministry of State for Population/BKKBN; technical assistance provided by JHU/CCP/PCS with funding from USAID

### Awards

- Best Assistant Actor and nine honorable mentions, Indonesia Sinetron Festival, 1995

# Philippines

MULTIMEDIA CAMPAIGN FOR YOUNG PEOPLE (songs and videos)

## Project objectives for youth

- To encourage sexual responsibility among young people
- To help young people with problems by providing access to counselors via a telephone hotline

## Project description

This music project, developed by the Population Center Foundation (PCF) in collaboration with JHU/CCP/PCS, featured two songs, *That Situation*, by Gary Valenciano and *I Still Believe* by Manny Aquino, that encouraged young people to delay sexual activity. With lyrics that urged young people not to get into "that situation," i.e., an unwanted pregnancy (see page iii), to "play it right" and to "wait for a while" before initiating sexual activity, Filipina singer Lea Salonga and the international group Menudo called attention to sexual responsibility and prompted young people to talk to parents and friends about the songs' themes. Lea Salonga toured schools and spoke to youth about sexual responsibility. Campaign promotions encouraged young people to call *Dial-a-Friend*, a telephone hotline, to talk to trained counselors about their problems, including boy-girl relationships, dealing with parents, and peer pressure. More than 22,000 callers reached the hotline during the first 18 months. The hotlines continue to operate with funding provided by corporate sponsors long after JHU support has ended.

Duration of project: June 1987 through July 1990

## Research and evaluation

- An impact survey following the launch of the second song, *I Still Believe*, found that 92 percent of young people recalled the song and its lyrics, 70 percent understood the song's message, 51 percent said it had influenced them, and 44 percent reported talking with parents or friends about its message.

## Communication outputs and activities

Telephone hotline, music cassette tapes, music videos, live performances, speaking tour, posters, and promotional materials

## Collaboration and support

The Population Center Foundation; technical assistance provided by JHU/CCP/PCS with funding from USAID and Johnson & Johnson Foundation; continued with funding from Pepsi-Cola and Philippines Long Distance Telephone Co.

## Awards

- International Certificate of Appreciation, USAID, 1989

**Publications**, see bibliography numbers 5, 6, 7, 17, 24, 26, 51, 57, 58, and 64.

# Philippines

*OPEN LINE* (radio talk show)

## Project objectives for youth

- To provide youth with information concerning health, family planning, sex, and related issues
- To provide young people with the services of a psychologist on a radio call-in show
- To provide the Philippine Family Planning Program (PFPP) and donor agencies with current information on the needs and problems of young people

## Project description

*Open Line*, a one-hour radio talk show, is unique in the Philippines, discussing family planning and health issues with youth as the primary audience. The host opens each program, aired live on weekdays from 10 to 11 p.m., by discussing an issue that callers have frequently inquired about on the *Dial-A-Friend* telephone hotline. Topics include adolescent reproductive health and sexuality, family planning issues, man-woman and boy-girl relationships, parent-child relationships, and peer pressure that leads to risk-taking behaviors such as alcohol and substance abuse or early sex. During the second portion of the program, the host invites young listeners to call in and discuss their problems on the air with a psychologist.

Duration of project: November 16, 1994 through September 1, 1995

## Research and evaluation

- A PFPP representative monitors each episode of the program, recording the topics discussed, the number of phone calls received, the nature of the problems presented, and the number and type of referrals.
- To get immediate feedback on the counseling segment of the show, callers are interviewed after they finish their conversations on the air.
- Post-broadcast surveys will assess the extent of the show's listenership, the profile of typical listeners, the clarity of the messages, the benefits of the show to listeners, and actions taken as a result of discussions on the air.
- The number of advertisers and private organizations, as well as the degree of their sponsorship are monitored in order to build a list of organizations interested in sponsoring future youth activities.

## Communication outputs and activities

Radio program

## Collaboration and support

Philippine Family Planning Program and Eagle Broadcasting Corporation; technical assistance provided by JHU/CCP/PCS with funding from USAID

## **Philippines**

PROJECT HEARTLINE (television drama mini-series)

### **Project objectives for youth**

- To raise awareness in young people and their parents of the need for responsible sexual behavior
- To increase young people's ability to recognize and avoid situations in which sexual relations are likely to occur
- To help young people resist pressure from peers and partners to engage in premature sexual relations
- To encourage youth to discuss these issues with their peers and parents

### **Project description**

A series of three prime-time television specials dramatized problems and pressures often confronted by young people, including difficulties with interpersonal relationships, pre-marital sex, and unwanted pregnancy. Actual problems reported by young people to the *Dial-A-Friend* hotline formed the basis for the dramatic story lines of each of the two-hour dramas. The shows, which aired on consecutive Saturdays in June 1992, starred well-known television and movie personalities to attract a broad viewing audience. Young viewers were encouraged to call the hotline to talk about their problems with trained counselors.

Duration of project: March 1990 through July 1992

### **Research and evaluation**

- To assess the effectiveness of the first television special, TRENDS surveyed 200 students from ten public and private schools in Greater Manila before and after they viewed the drama. The results were used in the development of the second and third specials in the series.
- Surveys were conducted at 10 universities and colleges after the other two specials were broadcast to evaluate their impact.

### **Communication outputs and activities**

Videos and promotional materials

### **Collaboration and support**

The Philippine Center for Population and Development; technical assistance provided by JHU/CCP/PCS with funding from USAID

**Publications**, See bibliography number 18.

# Philippines

## VIDEOS ON ADOLESCENT HEALTH, SEXUALITY, AND DEVELOPMENT

### **Project objectives for youth**

- To promote sexual responsibility among youth
- To increase knowledge about sexually transmitted diseases and HIV/AIDS
- To encourage colleges and universities to participate in health and development programs and services for young people

### **Project description**

Together with the Foundation for Adolescent Development, Inc. (FAD), JHU/CCP/PCS has produced six videos for young adults that dramatize the most common types of problems handled by FAD counseling centers. The stories focus on adolescent reproductive health and sexuality, young love, and young people's relationships with parents, peers, girlfriends, and boyfriends. FAD will use the videos and the accompanying guide book during workshops in public and private schools in Metro Manila, in sessions held for out-of-school youth at FAD's community outreach sites, in training sessions for professionals who work with young people, and in advocacy meetings with policy-makers. The videos also may be screened in community assemblies and other public forums to stimulate discussion about adolescent reproductive health and sexuality. Copies will be distributed to schools, universities, and youth agencies for use in their own programs.

Duration of project: December 1994 to November 1995

### **Research and evaluation**

- Scripts were developed based on research, focus groups, and pre-tests with adolescents.
- The user's guide includes monitoring and feedback forms to be completed before and after the video presentations.
- Surveys before and after the videos are screened will determine the level of knowledge of the audience before each video presentation and the changes in knowledge that result from the presentations.

### **Communication outputs and activities**

Videos, guide book, workshops, training sessions, and advocacy sessions

### **Collaboration and support**

The Foundation for Adolescent Development, Inc.; technical assistance provided by JHU/CCP/PCS with funding from USAID

# Philippines

## VIDEO CONTEST FOR YOUNG PEOPLE

### Project objectives for youth

- To increase young people's awareness of population issues
- To increase the volume and quality of media coverage of population issues

### Project description

A video contest for young people is one component of a larger project, run by the Commission on Population (POPCOM), titled "Organizing for Population and Advocacy and Mobilization in Local Government Structures." This project focuses on two issues: first, on balancing population with resources and the environment, and second how the status and role of women are affected by population issues and sustainable development.

The video contest challenges men and women under age 25 to develop creative population and development messages in three different formats—music videos, documentaries, and feature videos. Winning entries will be professionally produced and aired on local television channels to promote the Population Management Program. In addition, this project will mobilize the Sangguniang Kabataan (SK), the government-sponsored youth group, to participate in population and development activities. Local-level SK officials will form a nationwide network to advocate population management when the project is expanded to other provinces.

Duration of project: November 1994 through October 1995

### Research and evaluation

- Baseline data have been collected from previous projects and Department of Health activities. They include the results of a recent survey of legislators and an assessment of local government units by the Commission on Population.
- An impact evaluation will measure the project's impact on the implementation of population programs, youth involvement, and community participation.

### Communication products

Workshops, seminars, video competition, and videos

### Collaboration and support

Commission on Population; technical assistance provided by JHU/CCP/PCS with funding from USAID

## **Philippines**

### **WORLD AIDS DAY CONCERT**

#### **Project objectives for youth**

- To produce the World AIDS Day Concert for an audience of young people

#### **Project description**

JHU/CCP/PCS provided technical assistance in the production of the World AIDS Day Concert at the Folk Arts Theater on December 1, 1994. This free concert was the primary event of World AIDS Day in the Philippines and launched a wide variety of activities planned by the Department of Health for AIDS Awareness Month. Over 8,000 people attended the “Sounds Family” concert, which featured popular singers, celebrity families, and child performers. A television program and three music videos based on the concert reached an even larger audience. The theme of the three-hour concert was "AIDS and the Family: Kayang-Kaya Kung nag Sama-Sama" (We can do it if we band together). The songs called on families to help teach youth about HIV/AIDS and to care for family members who become infected. Nongovernment organizations (NGOs) and social marketing groups added to the impact of the concert by distributing T-shirts with messages on AIDS prevention and safer sex.

Duration of project: November 1994 through June 1995

#### **Research and evaluation**

This project did not have an evaluation component.

#### **Communication outputs and activities**

Newspaper advertisements, souvenir program, promotional products, concert, television program, and music videos

#### **Collaboration and support**

GR Creative Management Services; technical assistance provided by JHU/CCP/PCS with funding from *Guess? USA* and USAID





## PART II C. YOUTH PROJECTS IN LATIN AMERICA

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### **Brazil**

*Vida de Rua* Project, page 46

### **Ecuador**

*Angelica*, page 47

*Entre Nosotros*, page 48

*Youth, Love and Sexuality*, page 49

### **Mexico**

The Communication for Young People Project, page 50

### **Peru**

Sexual Responsibility on Prime-time Television, page 51

*Ms. Rumors*, page 52

## **Brazil**

### *VIDA DE RUA* PROJECT

#### **Project objectives for youth**

- To educate street youth about sexual responsibility
- To reinforce accurate knowledge and to correct misinformation about HIV/AIDS transmission
- To develop HIV/AIDS prevention skills among street youth
- To sensitize and inform educators and institutional directors about the youths' risk of HIV/AIDS infection and gain their support for the intervention

#### **Project description**

The Federal University of Minas Gerais, the Department of International Health in the Johns Hopkins School of Public Health, and JHU/CCP joined forces in 1989 to develop a model program for preventing HIV/AIDS transmission among youth living and/or working on city streets. Close to 900 young people participated in 125 outreach sessions sponsored by the *Vida de Rua (Life on the Streets)* project in Belo Horizonte, Brazil's third largest city. More than two-thirds of the young people were exposed to multiple project activities, which were conducted in ten institutions and in street settings. A video, comic book, and educators' manual, designed specifically for the project, transmitted key information about sexuality and HIV/AIDS and served as the stimuli for group discussions, role plays, and theater and art activities. The video and comic book tell a compelling story about a gang of street youth who are sexually active and interact with neighborhood kids who use intravenous drugs. The educator's manual is a training and support tool for implementing HIV/AIDS interventions and contains suggestions for group activities.

Duration of project: April through June, 1992

#### **Research and evaluation**

- Formative research included 379 psychosocial interviews to determine whether street youth were sexually active. The project team also conducted several focus group discussions and in-depth surveys among 145 young people.
- Pre- and post- cross-sectional surveys were conducted with a sample of approximately 400 youths. The initial survey assessed the youths' knowledge of and attitudes towards HIV/AIDS, risk behaviors, and exposure to information. The data showed that, after participating in the project, street youth held fewer misconceptions about HIV/AIDS and were more knowledgeable about its transmission.

#### **Communication outputs and activities**

Video, comic book, educators' manual, and promotional materials

#### **Collaboration and support**

The Federal University of Minas Gerais; technical assistance provided by JHU/CCP with funding from the National Institutes of Health

**Publications**, see bibliography number 48, 49, and 56

## **Ecuador**

*ANGELICA* (television serial drama)

### **Project objective for youth**

- To educate young people about reproductive health

### **Project description**

Over the course of 100 episodes, this television soap opera shows how Angelica, a young female physician, struggles to meet the needs of the poor clients attending her clinic. Reproductive health issues are woven into the story, with each episode covering a specific topic such as delaying pregnancy, promoting safe sex, the first sexual experience, or preventing transmission of STDs. JHU/CCP is co-producing the soap opera with Centauro, a local production company that specializes in TV dramas. The ECUAVISA television network will begin broadcasting *Angelica* in October, 1995.

Duration of project: January 1995 through April 1996

### **Research and evaluation**

- JHU/CCP/PCS conducted eight focus group discussions (FGDs) to measure preexisting attitudes toward sexuality and contraception among young people in Quito and Guayaquil. FGD participants were aware of many family planning methods, but their knowledge of proper use was limited.
- To collect immediate feedback on the program, focus groups discussions will be conducted during the broadcast of the soap opera.
- A cohort study of approximately 1,000 young adults and surveys in selected secondary schools will be used to evaluate the reach, recall, and impact of the series.

### **Communication outputs and activities**

Television soap opera and promotional materials

### **Collaboration and support**

ECUAVISA and Centauro; technical assistance provided by JHU/CCP/PCS with funding from USAID

## **Ecuador**

*ENTRE NOSOTROS* (radio program)

### **Project objectives for youth**

- To rectify misconceptions and misinformation about female health and sexuality, adolescence, family planning, and contraceptive methods

### **Project description**

*Entre Nosotros (Between Us)*, a 10-minute radio program, addressed young, urban women between the ages of 18 and 25. The show employed a magazine format that combined music, dramatizations, interviews with reproductive health specialists, and reflections by the program's host. Agencies that serve young people's reproductive health needs suggested topics that would appeal to listeners such as the first sexual experience, parent-child communication, and STDs. To encourage attendance at health clinics, the program also tried to reduce misconceptions and rumors. Initially, three radio stations broadcast the program's 30 episodes. Owing to its popularity, however, many local stations chose to rebroadcast the programs.

Duration of project: March 1993 through November 1993

### **Research and evaluation**

- A preliminary survey explored the listening preferences of the intended audience with respect to radio stations, time slots, and program themes.
- Two pilot episodes were pretested in focus group discussions to assess the program's acceptance, credibility, and ability to convey messages on reproductive health.
- After the program aired, researchers surveyed 120 women at three health clinics. Twenty-eight percent remembered the program and said that it helped motivate them to come to the clinic. Of the women who had heard of the program, 60 percent remembered at least one of its messages.

### **Communication outputs and activities**

Radio program

### **Collaboration and support**

IEC Technical Committee of Family Planning of Ecuador; technical assistance provided by JHU/CCP/PCS with funding from USAID

## **Ecuador**

### **YOUTH, LOVE, AND SEXUALITY (pamphlets)**

#### **Project objective for youth**

- To encourage young people to seek information about sexuality, reproductive health, and family planning.

#### **Project description**

An educational pamphlet series for young people, *Jovenes, Amor y Sexualidad (Youth, Love, and Sexuality)*, was developed through an innovative collaboration with JHU/CCP/PCS that combined communication and social marketing. The Center for Studies in Population and Responsible Parenthood (CEPAR) developed the pamphlets, and Fundación Futura, which distributes Protektor condoms through its social marketing program, sponsored their production. The pamphlets featured the Protektor condom logo and thus increased the brand's exposure. Both students and educators were enthusiastic about the pamphlets, which promoted sexual responsibility and were sold to the schools which distributed them. In addition, the national newspaper, *El Comercio*, regularly featured material from the pamphlets in a sex education column for young people.

Duration of project: October 1990 through January 1992

#### **Research and evaluation**

- Results of focus group discussions among young people first suggested the need for such pamphlets and helped develop the content of the pamphlets.
- After materials were developed, they were pretested among young people attending private and public schools. As a result, the artwork was changed, and the number of issues was reduced.

#### **Communication outputs and activities**

Pamphlets

#### **Collaboration and support**

CEPAR, Fundación Futura; technical assistance provided by JHU/CCP/PCS with funding from USAID

## **Mexico**

THE COMMUNICATION FOR YOUNG PEOPLE PROJECT:  
TATIANA AND JOHNNY (songs and videos)

### **Project objectives for youth**

- To promote sexual responsibility for youth
- To encourage young people to postpone sexual activity
- To encourage young adults to seek information and services from family planning centers

### **Project description**

The Communication for Young People Project produced two popular songs promoting the message of sexual responsibility for young adults. The songs were released in 1986. This innovative project, developed by JHU/CCP/PCS, used music and related entertainment to reach audiences throughout a wide geographic region. Tatiana and Johnny, the performers and campaign spokespersons, were very popular with young people. *Cuando Estemos Juntos (When We are Together)* became the number one hit in both Mexico and Peru. The popularity of the songs and their tremendous air play generated substantial publicity in the print media. Two years after the project young people still remembered the songs. They are now classics in Latin America, with a tribute to *Cuando Estemos Juntos*, and *Detente (Wait)* opening a television special in Peru in 1992. The project also has been featured on U.S. television on ABC's newsmagazine program, *20/20*.

Duration of project: January 1986 through October 1988

### **Research and evaluation**

- Researchers surveyed 2,296 youths between ages 10 and 19 to assess the project's impact. Half of those surveyed talked to female friends about the songs, nearly one-third to males.
- The project resulted in an 800 percent increase in the mail received at a counseling center, from some 50 per month before the campaign to an average of 450 at the campaign's peak. Analysis of the letters showed that the fans understood the songs' advice: to postpone sex, not to marry too young, and to be prepared before having children.

### **Communication outputs and activities**

Music cassette tapes, music videos, radio spots, television spots, and promotional materials

### **Collaboration and support**

Fuentes y Fomento Intercontinentales; technical assistance from JHU/CCP/PCS with funding from USAID.

### **Awards**

- Global Communication Medal, The Better World Society, 1986

- Global Media Award, The Population Institute, 1986
- Platinum Award, USAID, 1986

**Publications**, see bibliography numbers 7, 21, 22, 23, 26, 27, and 51.

## **Peru**

### **SEXUAL RESPONSIBILITY ON PRIME TIME TELEVISION TARGETING TEENAGERS IN PERU (television drama mini-series)**

#### **Project objectives for youth**

- To encourage sexual responsibility among young people
- To encourage young people to seek information and counseling from professionals
- To foster communication between parents and children on issues of sexuality

#### **Project description**

This 10-episode television mini-series will promote sexual responsibility and publicize a new telephone hotline service for young people. The mini-series will be released first on television. The project will also encourage local NGOs to show the drama on video to secondary schools in order to prolong its impact among youth. To promote the use of the mini-series in schools, a special discussion guide will be designed to accompany the drama. JHU/CCP will give technical assistance to drafting the TV mini-series script, conducting formative research, assessing effectiveness of the message, establishing a peer-to-peer hotline and a referral system for young people, and designing a promotional campaign for schools.

Duration of project: March 1995 through March 1996

#### **Research and evaluation**

- Formative research includes focus group discussions with young people, parents, and teachers as well as in-depth interviews with young people.
- A cohort panel study of a sample of 120 young people age 15 to 21 will provide evaluation data.

#### **Communication outputs and activities**

Television mini-series and discussion guide.

#### **Collaboration and support**

REDES/JOVENES (an NGO network association of youths); technical assistance provided by JHU/CCP with funding from the David and Lucille Packard Foundation and the S.H. Cowell Foundation

**Publications**, see bibliography number 27.

## **Peru**

*MS. RUMORS* (street theater)

### **Project objective for youth**

- To correct young couple's misconceptions about contraceptive methods, especially the pill and condom.

### **Project description**

Apoyo a Programas de Población (APROPO) created the street theater production *Ms. Rumors* with technical assistance from JHU/CCP/PCS. The play, designed to correct misinformation about contraceptives, has been performed in a wide variety of public spaces in Peru as well as in secondary school classrooms, on the campuses of universities and technical schools, and in clinic waiting rooms. After each performance, counselors answered questions and distributed brochures listing clinic locations and a telephone hotline number. At universities and technical schools, counselors answered questions. In secondary schools, these counselors led discussions with student audiences.

Duration of project: September 1992 through March 1994

### **Research and evaluation**

- A survey of 90 young people, conducted both before and after they viewed the play, found that *Ms. Rumors* was quite effective in reducing misinformation and negative attitudes associated with modern contraceptives.

### **Communication outputs and activities**

Live drama and posters

### **Collaboration and support**

Apoyo a Programas de Población; technical assistance provided by JHU/CCP/PCS with funding from USAID

**Publications**, see bibliography number 63.





## PART II D. YOUTH PROJECTS IN THE NEAR EAST

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### **Egypt**

The Minya Initiative, page 56

### **Yemen**

*Living Stories of Yemeni Families*, page 57

# Egypt

## THE MINYA INITIATIVE

### **Project objectives for youth**

- To engage children in encouraging their parents to space births and seek family planning services
- To raise children's awareness of population and family planning issues, so that they will be more likely to adopt family planning when they eventually marry

### **Project description**

The Minya Initiative, an 18-month pilot project in the Upper Egypt governorate of Minya, used many innovative approaches to promote family planning among married couples. Educational supervisors, youth leaders, and State Information Service (SIS) staff conducted 106 educational meetings in schools, reaching 106,000 school teachers, senior students, and parents. After viewing a family planning video, participants discussed a wide variety of topics, including the dangers of early marriage and repeated pregnancies and the psychological impact of large families on children. Educational meetings were also held in rural youth centers, reaching about 3,400 village young people. Some promotional materials were specifically developed for students, such as notebooks carrying family planning messages. In addition, special events were held in schools during the October and December 1992 Health Weeks sponsored by the Initiative; these included art, crossword, and poetry competitions. The goal of the youth activities was to expose school children to population statistics and raise their awareness of the importance of family planning, so that they would influence their parents to use family planning.

Duration of project: January 1992 through December 1993

### **Research and evaluation**

- Baseline and follow-up household surveys were conducted to evaluate the impact of the project. Schools proved to be a popular location for meetings: 29 percent of all respondents who attended a meeting sponsored by the Initiative went to a meeting held at a school. Schools attracted larger attendance than meetings held in villages, clinics, mosques, and churches.

### **Communication outputs and activities**

Educational meetings, school competitions, enter-educate events, school notebooks, and promotional materials

### **Collaboration and support**

National Population Council, State Information Service, Directorate of Health/SDP, Federation of Islamic Associations, Coptic Orthodox Church, Coptic-Evangelic Church, Clinical Services Improvement Project, Egyptian Family Planning Association, Private

Practitioner Family Planning Project of the Egyptian Junior Medical Doctors Association, Popular Culture Department/Directorate of Cultural Affairs, Population Education Department, Directorate of Education, Women's Committee, and Directorate of Youth and Sports; technical assistance provided by JHU/CCP/PCS with funding from USAID

**Publications**, see bibliography numbers 14 and 20.

## **Yemen**

*LIVING STORIES OF YEMENI FAMILIES* (video documentary)

### **Project objective for youth**

- To raise awareness of population problems among young people

### **Project description**

With technical assistance from JHU/CCP/PCS, the Ministry of Information in Yemen produced a powerful documentary in 1991 on the consequences of rapid population growth titled *Living Stories of Yemeni Families*. Aired both on television and at a national conference for policy-makers, the documentary features clips of Yemenis candidly discussing issues such as overcrowding, economic difficulties faced by large families, the importance of and desire for female education, the dangers for girls of early marriages and early pregnancies, the maternal health risks of having many closely-spaced children, and the importance of family planning to national development. A folktale woven throughout the program warns of overcrowding on the "Destiny Ship"; it suggests that ancestors would have supported limiting family size rather than abusing the resources that Yemen has to offer. A series of seven television spots were produced, based on footage from *Living Stories of Yemeni Families*, to deliver messages on the importance of family planning for preserving the life and health of mothers and children. UNESCO has incorporated these materials in its population education program, screening them in schools to promote discussion of population problems.

Duration of project: August 1991 through September 1992

### **Research and evaluation**

- Qualitative research suggested that a mass-media campaign on family health be conducted in Yemen and provided information to help design the drama's messages.
- Researchers evaluated the message appeal, comprehension, relevance, and influence of the drama in focus group discussions with general audiences.

### **Communication outputs and activities**

Video drama and television spots

### **Collaboration and support**

Ministry of Information, UNESCO; technical assistance provided by JHU/CCP/PCS with funding from USAID

### **Awards**

- Honorable Mention, American Film & Video Festival, 1993
- Certificate of Appreciation, EarthPeace International Film Festival, 1993
- Certificate of Special Recognition, National Association of Environmental Education Film and Video Festival, Quintana Roo, Cancún, Mexico, 1994

**Publications**, see bibliography number 15.







## PART II E. YOUTH PROJECTS IN THE NEW INDEPENDENT STATES

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### **Kazakhstan**

Reproductive Health Services Expansion Program, page 62

### **Kyrgyzstan**

Reproductive Health Services Expansion Program, page 63

## **Kazakhstan**

### **REPRODUCTIVE HEALTH SERVICES EXPANSION PROGRAM**

#### **Project objective for youth**

- To encourage young people to seek information about modern contraceptives
- To promote the use of modern contraceptives for spacing births among young married couples

#### **Project description**

In early 1995 the Human Reproductive Center of Almaty and JHU/CCP launched two multimedia campaigns for young people. The first designed to reach young unmarried people, promoted the theme: “Youth is wonderful, don’t leave it to chance” (see page 59). The goal of the campaign was to increase awareness of safe, modern methods of contraception. The second campaign, intended for young married people, promoted birth spacing with the theme: “A child should not be a mistake.” Both campaigns included television and radio spots, posters, and brochures distributed at women’s health clinics, schools, and universities. The videos will also be shown in the waiting rooms of health clinics and youth centers.

Duration of project: October 1993 through March 1995

#### **Research and evaluation**

- JHU/CCP/PCS conducted 24 focus group discussions to provide formative research.
- Additional focus groups were conducted to pretest materials.

#### **Communication outputs and activities**

Television spots, radio spots, posters, brochures, and promotional materials

#### **Collaboration and support**

Human Reproductive Center of Almaty, Totem (a private television and radio station); technical assistance provided by JHU/CCP/PCS with funding from USAID

## **Kyrgyzstan**

### REPRODUCTIVE HEALTH SERVICES EXPANSION PROGRAM

#### **Project objective for youth**

- To encourage young people to seek information about modern contraceptives.

#### **Project description**

In collaboration with the Ministry of Health and a private television station, JHU/CCP/PCS developed and carried out a multimedia campaign in early 1995 urging young people to be sexually responsible. The campaign included television and radio spots, a poster, and a brochure. The theme was: “Happiness for two, brought to you by your friend, contraceptives,” a phrase that rhymes in Russian.

Duration of project: October 1993 through March 1995

#### **Research and evaluation**

- Twenty-four focus group discussions were conducted to provide formative research.
- Additional focus groups were held to pretest materials.

#### **Communication outputs and activities**

Television spots, radio spots, posters, and brochures

#### **Collaboration and support**

Ministry of Health, Pyramid (a private television/radio station); technical assistance provided by JHU/CCP/PCS with funding from USAID







# WORLDWIDE COMMUNICATION RESOURCES

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## **Population Reports**

This quarterly journal reviews issues in family planning and related health matters. With more than 140,000 copies in up to seven languages reaching readers in 170 countries, **Population Reports** has the largest circulation of any family planning journal. In its first issue on young adults (*Youth in the 1980s: Social and Health Concerns*, Series M, No. 9, Nov.–Dec. 1985), **Population Reports** analyzed the problems faced by young people, including poor education, unemployment, unplanned pregnancies, and other reproductive health problems. New approaches to these problems were discussed, including those developed by parents, schools, churches, health organizations, social agencies, and family planning associations.

A new issue of **Population Reports/Meeting The Needs of Young Adults**, Series J, No. 41, forthcoming in 1995, will discuss the differing health needs of young adults. Some need help in postponing sexual activity. Others need information and clinical services to protect themselves from unplanned pregnancies or STDs, or to ensure a safe pregnancy and good maternal health. The primary methods of reaching young adults are discussed, including communication programs, family life education, HIV/AIDS prevention programs, condom distribution, and clinic services.

## **Media/Materials Clearinghouse**

The Media/Materials Clearinghouse (M/MC) which actively collects and disseminates sample materials from and to family planning and health communication projects worldwide, now include 2,200 pamphlets, posters, videos, audiotapes, teaching materials, and novelty items for or about children and youth.

A packet on “Reaching Young People” includes 14 items from projects worldwide—badges, pamphlets, and posters. Produced in 1994, this packet (like the rest of the series) has been distributed in English, French, and Spanish by communication specialists worldwide.

## **POPLINE**

In 1994 an article in *Database* magazine commended POPLINE for providing broader coverage of adolescent reproductive health issues than do narrowly focused medical databases. POPLINE regularly reviews more than 10 journals specializing in adolescent health for articles and currently includes more than 7,750 documents from developed and developing countries focusing on young people. Overall, this international computerized bibliographic database contains more than 220,000 entries on population and health issues and is accessible at more than 235 sites worldwide on compact disc (CD-ROM).

## REACHING YOUTH AS A SECONDARY AUDIENCE

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Many JHU/CCP/PCS projects directed towards adults also reach young people. When married couples are the intended audience of a project, married women and men under age 25 are also included. In other cases, the children in a household will see posters, listen to popular radio programs, or watch television spots that carry reproductive health messages for their parents. Sometimes, parents also bring their children to live events sponsored by reproductive health projects for adults. Below are brief descriptions of some of the many JHU/CCP/PCS projects designed for adults whose impact spills over into younger age groups.

### **Bangladesh**

The Jiggasha Communication Project has used rural communication networks to extend the reach of family planning fieldworkers. Women meet with their neighbors and a fieldworker to learn about family planning and reproductive health issues in village discussion groups or "Jiggashas." While the project is not directed specifically to young people, many young married women participate in the Jiggashas. Unmarried girls of all ages also come with their mothers or older sisters to the Jiggashas and are exposed to the issues discussed.

### **Burkina Faso**

The goal of the 1991-1995 Family Planning IEC Expansion Project was to increase the use of modern contraceptive methods in Burkina Faso. The primary audience for the national multi-media campaign, women of reproductive age, included many young adults ages 18 to 25. Younger Burkinabe, under the age of 18, also attended the festive national and provincial launch activities and were exposed to the project's mass-media materials. A traveling theater troupe consisted largely of young people, and one leaflet was designed for a youth audience.

### **Colombia**

A 1989 campaign in the Atlantic Coast region of Colombia promoted temporary contraceptive methods in order to boost the contraceptive prevalence rate. One of the methods promoted, *Tahiti* brand condoms, appealed to young men age 15 to 25. Promotional messages explaining how condoms could preserve a young man's freedom by preventing unplanned pregnancies and HIV/AIDS spurred a 74 percent increase in condom sales in a six-month period.

### **Nepal**

During 1992 village and ward-level Population Communication Committees helped design and carry out a series of family planning activities in two Nepali villages, including Family Planning Communication Festivals. During these festivals, villagers used song, dance, and drama to present messages about maternal and child

health and family planning. Young people attending the events were exposed to messages originally designed for adults.

## **Peru**

During the 1993-94 *Las Tromes* campaigns, television and radio programming, posters, signs and banners, and a wide array of promotional materials brought family planning information to young married couples between the ages of 18 and 28. Among the messages were the benefits of spacing births and of delaying the birth of the first child until a marriage has settled. An evaluation of the first year's activities shows the campaign reached nearly 40 percent of women and men, most of whom talked to others about what they had learned.

## **Philippines**

*WOMANWATCH*, a television program airing regularly in the Philippines since 1986, broadcast a four-part series on reproductive health and family planning issues in 1992-93. Developed by the Woman's Media Circle Foundation, the series included a show on the topic of teenage pregnancy. Broadcast live, *WOMANWATCH* asks audience members to participate in panel discussions by calling in their questions. The program attracts a broad audience of about 1.6 million people, many of whom (35 percent) are under the age of 25.

## ADVOCACY PROGRAMS

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Some reproductive health projects which address adult audiences advocate changes in social conventions, traditional practices, or national policies that will protect the health of young people. JHU/CCP projects, for example, have encouraged families to postpone marriage and childbirth for young women, argued against the customary preference for sons, and championed a daughter's right to medical care, education, and an equal share of parental concern. Listed below are some of the many JHU/CCP/PCS advocacy programs that benefit youth.

### **Egypt**

The 1992 television drama *And the Nile Flows On* addressed issues of early marriage and childbearing, bridal consent and forced marriage, the use of contraception to space as well as limit births, and the preference for sons. The plot of this 17-episode series revolved around the marriage of a village money broker to a child-bride, who was forced into the union by her indebted father. Most viewers found the serial both easy to understand (90 percent) and convincing (80 percent), while half discussed it with others.

### **India**

*Nazariya*, the story of a father and his emotional journey into the social mores of son preference, aired on Indian National Television on National Population Day in 1992. Six hundred copies of the drama were also distributed to the Indian states, together with promotional materials. The drama's messages included the benefits of spacing births and limiting family size for the sake of the mother's health.

### **Indonesia**

The 1992 television drama *Tasi, O Tasi* which aired as part of the Equatorial Trilogy series, focused on a young girl born into a large rural family. Her future is compromised when debt forces Tasi's spendthrift father to marry her off at an early age. Later, Tasi becomes a prostitute in the slums of Jakarta and is forced to leave her son with her brother. An impact survey found that three-quarters of the men and women aged 18 to 35 who watched the one-hour drama liked it and found the story touching (76 percent).

### **Oman**

The goal of the Birth Spacing Project, which began in 1994, is to discourage early marriage and pregnancy and to encourage birth spacing. One key message of the project is that women put their own health and the health of their children at risk if they become pregnant before the age of 18. Over 200,000 leaflets and flipcharts developed by the project discuss the health benefits of delaying a woman's first birth and spacing subsequent births.



## **Pakistan**

The 1991 television mini-series *Aahat (An Approaching Sound)* examines the predicament of a young mother who bears four daughters in just six and one-half years. Broadcast nationally, this drama explores the social pressures and marital tensions associated with having only female children. The story promotes the status of female children, the importance of birth spacing, and communication between wives and husbands. During its initial broadcast, *Aahat* reached 80 percent of Pakistanis with access to television and continued to circulate in pirated video copies.

## **Peru**

Since 1992, APROPO, a Peruvian health marketing communication organization, has developed enter-educate sketches and panel discussions on family planning and reproductive health themes for a popular television talk show, *Guisela en America*. Some of these segments have challenged entrenched attitudes ("Sexual Initiation: Why Men *Yes* and Women *No*?"), while others have encouraged parents to discuss sexual responsibility with their children ("How to Talk about Sex to Our Children").

## **Turkey**

The award-winning film *Berdel*, which aired on Turkish television in 1991, shows how three women become victims of the local tradition requiring every man to have a son. In this tragic story, a man barter one of his six daughters for a new bride in hopes of fathering a boy. Many viewers reportedly changed their attitudes about the relative value of sons and daughters after viewing the drama.

*Hope Was Always There*, a television drama that premiered in 1991, tells the story of a dedicated young midwife stationed in a remote village. The midwife boldly argues with one of the village elders that young married girls should wait until they are older before having babies. The midwife provides a strong role model for women, showing that women can speak up and make a difference in their villages.



## ABBREVIATIONS

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AED	Academy for Educational Development (U.S.)
AIBEF	Association ivoirienne pour le Bien-être Familial (Ivory Coast)
APROPO	Apoyo a Programas de Población (Peru)
BKKBN	National Family Planning Coordinating Board of Indonesia
CEDPA	Center for Development and Population Activities (Nigeria)
CEPAR	Center for Studies in Population and Responsible Parenthood (Ecuador)
DISH	Delivery of Improved Services for Health (Uganda)
FAD	Foundation for Adolescent Development, Inc. (Philippines)
FGD	Focus group discussion
FISA	Fianakaviana Sambatra (Madagascar)
FLE	Family life education
FP	Family planning
HIV/AIDS	Human immuno-deficiency virus/acquired immune deficiency syndrome
IEC	Information, education, and communication
INTRAH	Program for International Training in Health (Uganda)
JHU/CCP	Johns Hopkins Center for Communication Programs
JHU/CCP/PCS	Johns Hopkins Population Communication Services/Population Communication Services
M/MC	Media and Materials Clearinghouse of JHU/CCP
MUDAFEM (Nigeria)	Multi-Dimensional Approach to Young Adults Fertility Management (Nigeria)
NGO	Nongovernmental organization
PCF	Population Center Foundation (Philippines)
PFPP	Philippine Family Planning Program
POPCOM	Commission on Population (Philippines)
POP/FLE	Population and Family Life Education (Nigeria)
PRB	Population Reference Bureau (U.S.)
RH	Reproductive health
SIS	State Information Service (Egypt)
SK	Sangguniang Kabataan (Philippines)
STDs	Sexually transmitted diseases
URTNA	Union of National Radio and Television Organizations of Africa
USAID	United States Agency for International Development

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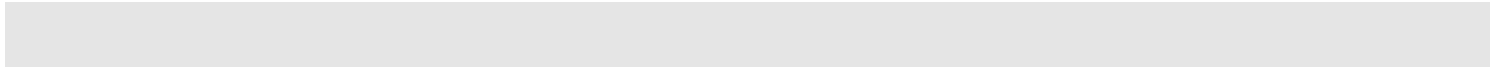
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