

Africa Goal 2014: Concept Note



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Acronyms

AIDS	Acquired Immunodeficiency Syndrome
AMREF	African Medical and Research Foundation
CHW	Community Health Worker
CSO	Civil Society Organisation
FHI	Family Health International
FIFA	Fédération Internationale de Football Association
GBV	Gender Based Violence
HCT	HIV Counselling and Testing
HIV	Human Immunodeficiency Virus
IEC	Information, Education and Communication
LGBTI	Lesbian, Gay, Bisexual, Transgender and Intersex
MCP	Multiple Concurrent Partnerships
MDGs	Millennium Development Goals
M&E	Monitoring and Evaluation
MMC	Medical Male Circumcision
MSM	Men who have Sex with Men
PLHIV	People Living with HIV
PMTCT	Prevention of Mother to Child Transmission of HIV
SASO	Salima AIDS Support Organization
UNAIDS	Joint United Nations Programme on HIV/AIDS

Abstract

Following the success of both Africa Goal 2006 and Africa Goal 2010, the Africa Goal team will take to the road once again to harness the massive passion and unifying power of football, specifically the FIFA World Cup – the biggest global football spectacle - to reach the most at risk and hardest to reach people in East and Southern Africa with life saving HIV information and services.

Africa Goal provides an unparalleled opportunity to create an inclusive and open platform to engage and empower key groups in a non-stigmatising, non-discriminatory and non-confrontational manner.

The Africa Goal team will target the highest HIV prevalence areas in the world, following the “AIDS Highway” through East and Southern Africa - where increased mobility and migration in conjunction with rising disposable incomes and the associated escalation of transactional sex along this central transport and trade route were a major contributor to the spread of HIV through the region.

Stopping at border towns, truck stops, fishing villages, informal settlements and rural outposts, Africa Goal events naturally draw huge crowds of most at risk groups which have proven the most challenging to reach through conventional health promotion strategies -including young people, men, sex workers, truck drivers, marginalised groups and those engaged in transactional sex.

There is an incredible sense of enthusiasm, excitement and passion surrounding football in Africa. People of all ages and backgrounds gather at the end of the day to cheer their local teams, the dust barely having a chance to settle on constantly in-use village football pitches; children run after homemade footballs on their way home from school, constructing balls out of whatever materials are at hand in order to play; bar, hotel and shop owner scour magazines and newspapers for pictures of celebrity footballers to adorn their walls and a crowd always gathers around whichever radio or television screen is airing a big match.

No other sport has the capacity to draw as much attention in the region, and the World Cup is the ultimate spectacle. By harnessing this incredible opportunity which presents itself only once every four years, Africa Goal - working with local partners - creates an ideal platform to overcome traditional barriers to access of HIV services to engage and empower people most at risk of HIV infection.



“Give me the ball... and I will make it happen”... George Weah

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The Africa Goal 2014 campaign will take place from 12th June – 13th July 2014.

About Africa Goal

Africa Goal harnesses the popularity and unifying power of football by screening live World Cup matches and using this platform to provide access to life saving HIV information and services.

1.1 Africa Goal's Objectives

- To increase awareness of, and access to, HIV counselling and testing, prevention and treatment services amongst most at risk groups in East and Southern Africa
- To create an enabling environment for open dialogue, discussion and information sharing around HIV issues - free from stigma and discrimination – to drive change at both the individual and community level in most affected communities in East and Southern Africa
- To strengthen the capacity and reach of civil society organisations working in the HIV sector in East and Southern Africa.

Africa Goal's Mission

To support improved HIV awareness and service provision amongst most at risk populations in East and Southern Africa, using the FIFA World Cup as an innovative and effective platform for engagement and empowerment.



Figure 1: Africa Goal event in Salima, Malawi. A crowd gathers to watch a live FIFA World Cup match following an HIV information sharing session by local CSO, Salima AIDS Support Organization (SASO)

1.2 The Africa Goal Team

Africa Goal is implemented by a diverse team of professionals who provide their time and skills on a completely voluntary basis. Each of the team members brings to the project a specific skill set, experience and expertise. The 2014 team comprises media professionals, technicians, logistics experts, as well as health and development practitioners who have experience in HIV and AIDS initiatives across Africa. The Africa Goal team functions on a basis of equality of team members, and clear and transparent division of roles and responsibilities to ensure smooth running of project activities, whilst at the same time fostering flexibility and teamwork.

2. Africa Goal's Change Strategy

2.1 A Focus on Hard to Reach and At Risk Groups

More than thirty years since the onset of the HIV epidemic, a number of challenges continue to hamper the global HIV response, with particularly devastating results in the hardest hit regions of East and Southern Africa.

In order for the global goals of getting to zero new infections, zero AIDS related deaths and zero discrimination to be realised, new and innovative ways must be found to engage and empower key populations including young people, men and those engaged in sexual transactions and multiple concurrent partnerships (MCPs) - groups who have proven the most challenging to reach through conventional health promotion methods due to prevailing gender disparity, social inequality and discrimination. Without effective inclusion and participation of these key groups in HIV interventions, high HIV prevalence will continue to hamper health and development goals in the region.

Africa Goal's change strategy harnesses the popularity and unifying power of football – followed and played with enormous enthusiasm and passion throughout the target regions – as an effective, innovative and appropriate channel to engage hard to reach and most at risk groups with vital HIV information and services, and address stigma and discrimination in communities.

2.2 An Innovative Platform for Engagement

The FIFA World Cup - Africa Goal's platform for engagement - is the largest global football spectacle, followed with the greatest enthusiasm of all football events. The Africa Goal team travels through East and Southern Africa (through Kenya, Uganda, Tanzania, Malawi, Zambia, Zimbabwe, Mozambique and Swaziland), stopping at strategically selected high HIV prevalence locations including border towns, fishing villages, rural outposts and other HIV 'hot spots' where they screen live World Cup matches (on a large outdoor projector screen) and combine these with HIV information activities and service provision, in collaboration and partnership with local CSOs.

With 25 million people living with HIV, 1.6 million newly infected and 1.2 AIDS related deaths in 2012, Sub-Saharan Africa remains the region most affected by HIV in the world.

Within Sub-Saharan, the impact of HIV is most concentrated in East and Southern Africa.

With only 5% of the world's population, East and Southern Africa is home to half the world's population living with HIV and accounts for 48% of the world's new HIV infections amongst 15 – 49 year olds and 48% of all AIDS related deaths (UNAIDS 2012).

With the 2015 deadline for realisation of the MDGs fast approaching, sustained focus must be placed on strategies for engagement and empowerment of most at risk, and hard to reach, groups in these regions – the epicentre of the HIV epidemic.

The World Cup screenings in high HIV prevalence zones naturally draw crowds of most at risk and hardest to reach groups, including young people, men, sex workers, transport workers, MSM and those engaged in sexual transactions and MCPs. Once gathered, the non-stigmatising, non-discriminatory and inclusive environment created by the events provides an ideal platform for effective engagement and empowerment of these critical groups who may otherwise be excluded from accessing key HIV services and information.

2.3 Partnerships for Change

Throughout the campaign, Africa Goal partners with local civil society organisations (CSOs) who lead the HIV activities, provision of services, information sharing sessions and discussions. This collaboration ensures that activities and information are in line with priority community needs and strategies and helps to build the impact and reach of both the Africa Goal initiative and the CSOs, who embrace the opportunity to support realization of their own organisational goals and targets. Africa Goal ensures its local partners uphold basic values regarding non-discrimination and equality, especially with regards to sexual and reproductive health rights, before engagement. Africa Goal also engages local leaders, community health workers, advocates, community champions, PLHIV and change agents to support and reinforce their roles and efforts in addressing HIV in their communities.

Whilst specific issues to be addressed are dependent on the local contexts of the event locations, Africa Goal and its partners provide space for open and inclusive dialogue, information sharing and service provision focused on four main goals: HIV prevention and treatment targeting most at risk populations; empowerment of key groups (including marginalised groups, women, young people, men and PLHIV); addressing barriers to access of services created by stigma, discrimination, inequality and violence and strengthening capacity and reach of local service providers and uptake of services.

Activities include raising awareness about HIV prevention and treatment and providing on-site HIV counselling and testing (and onward referral for treatment, PMTCT, monitoring and care where applicable); information and discussion regarding the importance of knowing one's status, PMTCT, gender based violence and inequality, stigma and discrimination, sexual diversity and sexual minorities; and the promotion of active male engagement and participation in health and parenting. During the 2014 campaign, there will be a specific focus on promoting couples' testing and prevention of paediatric HIV transmission (in line with regional and national priorities) – as well as a continued focus on at risk and vulnerable populations.

Africa Goal will also partner with regional HIV knowledge management specialists to develop target specific IEC information packages. Two separate packages of materials will be developed – one for adults and one for children. Packages will include information booklets, stickers, posters, World Cup match calendars and bags (adult packages will also include both male and female condoms as well as simple instructions and diagrams for correct use). In addition, football T-shirts, vuvuzelas and footballs - printed with HIV prevention messages will be developed. All materials will be distributed in collaboration with CSO partners at the Africa Goal events. Dissemination of these high quality, target specific materials through Africa Goal's community partnerships will strengthen capacity of local CSOs as well as ensure that a standardised package of key information is disseminated at all the Africa Goal events.

For the 2014 campaign, a new Africa Goal mobile app will be developed and shared with community members (many of whom now have smart phones). The Africa Goal mobile app will complement the reach of the Africa Goal IEC materials, website and blog - reaching more people with key HIV

information and facts – as well as enabling people to follow the World Cup tournament results and the Africa Goal team’s progress.

2.4 Old Obstacles: New Solutions

Many community level HIV interventions have been hampered by entrenched HIV related stigma and discrimination which contributes to community members’ fear of attending health information sessions and clinics; low levels of male engagement due to prevailing gender inequalities and a sense of HIV being ‘women’s business’; low levels of perceived individual risk (including a rise in risky sexual behaviours amongst young people) and associated low levels of independent health seeking behaviours; punitive laws and stigma deterring most at risk groups from independently seeking essential HIV services (for example, all Africa Goal target countries have criminalised homosexuality); and health service access challenges such as conflicting priorities of work or social engagements during health centre opening times and transport limitations.

The platform created by the Africa Goal project transcends these widespread obstacles to engagement, empowerment and participation – bringing together key community HIV service providers and change agents with the people most in need, and most likely to be excluded from, HIV services in a unifying and open environment ideal for effective engagement. It uses this environment to both provide information and services in a non-stigmatising way and create space for open and inclusive discussion around aspects of stigma and discrimination in communities and the impacts on stigmatised persons and groups. In this way, Africa Goal seeks to realise its goal of supporting improved HIV awareness and service provision amongst most at risk populations in East and Southern Africa, using the FIFA World Cup as an innovative and effective platform for engagement and empowerment.

The one month World Cup tournament presents an unparalleled opportunity to engage hard to reach and most at risk groups. Having implemented the project since 2006 and developed partnerships with key CSOs in many of the highest HIV prevalence areas in the region, Africa Goal provides an ideal platform to harness this opportunity.

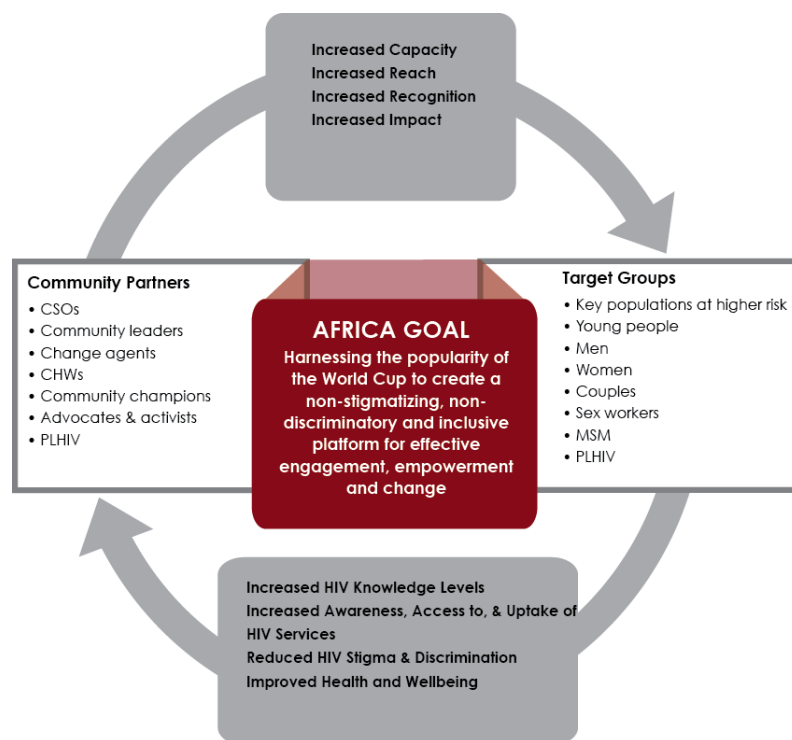


Figure 2: The Africa Goal Model – Bridging the intersect between most at risk groups and community health service providers by creating an effective, non-stigmatizing, non-discriminatory and inclusive platform for engagement, empowerment and change.



Figure 3: Seke, Harare. Patsime Edutainment Trust and SAfAIDS lead HIV activities, including a drama illustrating the risks associated with gender inequality and GBV, at an Africa Goal event

3. Africa Goal's Impact

In just one month during the 2010 FIFA World Cup, Africa Goal reached over 20,000 people in the highest prevalence communities across East and Southern Africa with HIV services and information. Given the nature of the events, and the excitement surrounding the World Cup matches, it is anticipated that each direct beneficiary will discuss the matches and share information they received with at least one other person, continuing Africa Goal's impact beyond the events themselves. The Africa Goal IEC materials, blog, website and mobile app – which include target specific HIV messages - further increase Africa Goal's reach.

Partnerships with local CSO service providers also enables participants to reflect on and share information received and access services in the weeks, months and years following the events.



Figure 4: Sotik, Kenya. With an audience of 500 community members, the Africa Goal event helped to boost recognition and reach of the Sotik HIV and AIDS Committee which conducted HIV information sharing sessions and provided on site HCT

Africa Goal Impact and Feedback

Hon Benedict Xapa, Minister of Health, Swaziland

"I think it is very innovative – taking the spirit of the World Cup – especially, taking it to the communities, targeting the males. In Africa, we have a huge challenge where males usually don't go for HIV testing...for us, in Swaziland, bringing the men together today – we had so many men coming and most of them went for HIV testing".

Africa Goal Beneficiary, Baringo, Kenya

"I've thought about getting tested before but I've never been. Today, we saw lots of people lining up and my friends and I said, why not? Yes, it's frightening – but it's better to know. My girlfriend and I both went for testing today".

Fernando Chilwane, Zimpeto District Secretariat (Outskirts of Maputo)

"Young people don't learn about health issues in schools and families never talk about it, people are embarrassed to talk about sex. This has been great - we need more events like these."

Paul Kasonkomona, HIV and LGBTI Rights Activist, Zambia

"People that had not expected to be captured with this information are now being captured and we are talking to them and they are responding." [Paul used the Africa Goal platform to engage communities on issues around LGBTI rights and HIV prevention for MSM].

AMREF's Country Director for Kenya, Ms Mette Kjaer

"Events like this keep HIV on the agenda, people will keep talking about it. When they talk about it this afternoon, they won't only talk about the football match, they'll talk about the drama sketch, the songs. In that way they'll share, they'll discuss and challenge each other. This is how people's behaviour can be changed."

4. Africa Goal 2014 Activities

Africa Goal 2014 events, implemented in partnership with local CSOs, will include a combination of the following – selected depending on the community's priority needs and strategies:

- HIV related dialogues, participatory discussions and presentations
- On-site voluntary HIV counselling and testing, with a specific focus on couple's testing (and onward referral for services including treatment, PMTCT services, care and support where required)
- Drama and edutainment presentations
- Informational film or video screenings (country and language specific)
- HIV related quizzes or question & answer sessions
- Testimonies provided by people living with HIV, community advocates and champions
- On-site medical male circumcision (safe male circumcision has been found to reduce risk of HIV transmission in men by 60%)
- Development and dissemination (in collaboration with partner organisations) of target specific information, education and communication (IEC) materials, designed in line with the football World Cup theme to ensure audience appeal

- Dissemination of key HIV information and facts through the Africa Goal mobile app, blog and website.

Africa Goal 2014 will take specific and strategic steps to mitigate any environmental impacts of the project. Wherever possible, Africa Goal uses high performance, low emission fuel to minimize carbon emissions from the project vehicles and generator. In addition, in 2014 Africa Goal intends to go carbon neutral and will engage an accredited local carbon finance mechanism to perform a carbon emissions audit, provide environmental impact reduction advice and support the purchase of locally sourced project emission offset carbon credits to counter any unavoidable emissions.



Figure 5: Morogoro, Tanzania. Over 2,000 people gathered for HIV information activities implemented by FHI, including an educational drama



Figure 6: Baringo, Kenya. A young man accesses HCT for the first time, on site at an Africa Goal event



Figure 7: Mbita, Kenya. Two men discuss HIV Information in the Africa Goal IEC materials

5. Expected Results of Africa Goal 2014

Africa Goal 2014 anticipates the following results:

- At least 20,000 people in high HIV prevalence locations across East and Southern Africa directly reached with HIV information and services.
- At least 1,000 people have accessed on-site HIV counselling and testing services at the events implemented during the one month campaign
- At least 15 CSOs supported to increase reach and recognition within their target communities
- At least 15 community leaders, advocates, champions and change agents supported to reinforce their roles and responsibilities in addressing HIV in their communities
- At least 5,000 people reached with key HIV information through the Africa Goal mobile app, website and blog.

Whilst the composition of event participants varies from location to location, it is anticipated that at least 50% of participants reached will be young people (under 24 years); 70% men and boys; and 30% women and girls.

The United Nations considers sport to be a powerful tool to promote education, health, development, and peace. Sport unites people of all social classes, cultures, and religions in a positive and educational way.

As the Special Adviser to the United Nations Secretary-General on Sport for Development and Peace, it is with great pleasure that I offer my support to the Project, "Africa Goal 2010"... The initiative is an extraordinary example of the application of sport as a tool for development and peace-building efforts.

This project exemplifies how sport can be used as a valuable tool to initiate social change and through its activities, contributes to the attainment of the Millennium Development Goals. I wish you great success and all the best for the continuation of your exceptional efforts throughout the next year!

Geneva, 27 May 2010

Figure 8: An excerpt from a letter of recognition from Wilfried Lemke - Special Adviser to the United Nations Secretary-General on Sport for Development and Peace

6. Africa Goal 2014 Project Monitoring and Evaluation

Monitoring and Evaluation (M&E) will be lead by a designated M&E specialist, using tools developed specifically for the project. Africa Goal will monitor and evaluate project results and impact through:

- Tracking and recording of the number of direct beneficiaries reached at each event (disaggregated by gender (male and female) and age group (children under 15, young people 15 – 24 years and adults above 24 years))

- Monitoring the number of people who access on-site HIV counselling and testing at the project events (wherever possible, data regarding whether people have accessed testing services previously and whether couples / partners accessed testing services together will be collected in collaboration with testing facilities). Numbers of people accessing other key activities conducted at the events, such as medical male circumcision (MMC) will also be monitored
- Conducting participant surveys with participants at each of the events to ascertain beneficiary knowledge, attitudes, behaviours and practices – as well as individual-level impact of Africa Goal events
- Conducting key informant interviews with community leaders, CSOs, change agents and champions. Key informants and partner CSOs will be engaged in advance to gather information on pre-event conditions (Africa Goal will share simple M&E tools which can be integrated into existing partner activities). Partner CSOs will continue to be engaged to evaluate post-event impact (to monitor any change in number of people seeking and accessing HIV information and services in communities targeted)
- Tracking the number of IEC materials disseminated (disaggregated by gender (male and female) and age group (children under 15, young people 15 – 24 years and adults above 24 years))
- Monitoring Africa Goal website, blog and mobile app traffic (disaggregated by location and, wherever possible, usage).
- Conducting regular group de-briefing and feedback sessions among team members to evaluate activities and logistics and identify areas for improvement for subsequent events and future campaigns, as well as identify and mitigate risks and support team building and psychosocial health.



Figure 9: Africa Goal's IEC materials, footballs, T-shirts and vuvuzelas were very popular with audience members – and helped reach more people with HIV prevention messages and information (all materials were developed in partnership with SAfAIDS, a regional organisation specialising in health information management)

7. Africa Goal 2014 Budget

ITEM	QUANTITY	UNIT COST (US\$)	TOTAL COST (US\$)
Equipment / Hardware			
AC/DC Inverter	1	250.00	250.00
Generator	1	300.00	300.00
DSTV PVR Decoder	1	400.00	400.00
LCD Projector (+ 4000 Lumens)	1	2,000.00	2,000.00
Extra Projector Bulb	1	700.00	700.00
Projector Screen (4m x 3m)	1	400.00	400.00
Satellite Dish, Wiring + Mount	1	500.00	500.00
Speakers + Amplifier	1	500.00	500.00
Spare Car Parts	2 Cars	500.00	1000.00
First Aid Kit	2 Kits	50.00	100.00
Projector Mounting Table	1	150.00	150.00
			Subtotal: \$ 6,300.00
Subscriptions / Services			
DSTV Subscription	2 Months	80.00	160.00
Website subscriptions/ hosting	1 Year	140.00	140.00
Internet (3G/4G)	1 Month	200.00	200.00
			Subtotal: \$ 500.00
Project Costs			
Accommodation	10 people	544 (32 days at \$17 per day)	5,440.00
Meals	10 people	448 (32 days at \$14 per day)	4,480.00
Fuel	2000 Lt	1.52	3,040.00
Car Servicing	2 Cars	550.00	1,100.00
Car Insurance (Comesa)	2 cars	1400.00	2,800.00
Carnet de Passage	2 cars	1400.00	2,800.00
Visas	10 people	375.00	3,750.00
			Subtotal: \$ 23,410.00
Carbon Offsetting			
Emissions audit & purchase of emission offset carbon credits	Lump sum	275.00	275.00
			Subtotal: \$ 200.00
TOTAL			\$ 30,410.00

NB: All team members implement the project on a completely voluntary basis (taking time off work in order to do so) and pay for their own travel to and from the project start and end points.