

# YOUTH VISIONING FOR ISLAND LIVING

## APPLICATION FOR HIV & AIDS PROJECT

### PROJECT PROPOSAL FORM

**PROJECT TITLE** : TALKING HIV & AIDS TO YOUTHS!

**SUBMITTED BY** : Susana Fepulea'i, Avau Jr Memea, Iosia Tiatia and Sylvester Fido - Peer Educators of the Samoa AIDS Foundation.

**PROJECT LEADERS:** Susana Fepulea'i, Avau Jr Memea, Iosia Tiatia and Sylvester Fido. We are trained Peer Educators currently building our capacity as effective agents of change for youths in the promotion and raising awareness on STIs including HIV and AIDS in the community.

**BACKGROUND** : As a group of Peer Educators for Samoa AIDS Foundation we have developed an idea of proposing for an eligible fund from your Agency to back our vision activity which is to target **out of school youths** in the Apia urban area on staying safe from STIs especially HIV and AIDS.

Apart from our Peer Educator role in capacity building, we are also members of the Theatrical Group "Poula" which is targeting **in school youths** in Secondary Schools around the country. What we find is that not all youths are in schools and those who are not, have no access to such services hence are more vulnerable to all health threats, than their educated counterparts. Out-of-school youths often find themselves in risky circumstances to get by, like selling wares on the streets, doing favours for money and more and more youths have succumbed to criminal activities to survive. Their circumstances have made them especially vulnerable to sexual exploitation and the threat of associated diseases including HIV.

What we propose is a Campaign once a year for 2 years, to be initiated in areas where these youths are known to congregate and a time most fitting to get them involved. This outreach program proposes two components :

- (i) an annual evening Youth Rally in Apia with entertainment, information, quizzes and prizes to be won. This "hip" setting will provide the ample opportunity to reach these often "invisible" youths and with the right information, provide them with appropriate life skills to protect themselves on the streets.
- (ii) A quarterly street outreach where peer educators target young people on their knowledge of STIs including HIV and AIDS as well as dissemination of information on prevention and available services.

**SUSTAINABILITY** : This Rally will invite performances from local artists and personalities. Promotion of this activity will invite participation from the business community to support this initiative and this marketing strategy will ensure the sustainability of this program towards a *building better bridges* initiative with our hard to reach communities.

**BENEFICIARIES** : The project will target over half of the local population who statistically represent the “young” portion of Samoa’s population under 30 years of age. The Open Rally will also be telecasted live on television ensuring the participation of an audience of over 100,000 people.

**PARTNERS** : Lead Organisation : Samoa AIDS Foundation will provide the Administration, Planning & Co-ordinating for the Event.  
Other Organisations will include :  
(1) Samoa Red Cross Society (NGO) - Organising Volunteers  
(2) Samoa Family Health Association (NGO) - Organising Volunteers  
(3) Ministry of Women, Community & Social Development (Govt) - Organising Committee / Volunteers

**DURATION** : Annual Event (starting from December 2008)

**PROJECT TOOLS** : Education & Communication (Awareness Campaign, Mass Media Promotion, Information Dissemination) and Advocacy (for Youths in and out of school)

**GOAL**

- (1) To use the “peer to peer” strategy to reach in-school and out-of-school youths in the community.
- (2) Develop opportunities to increase participation of youths in community campaigns for HIV/AIDS.
- (3) Promote awareness of Prevention of HIV/AIDS through non-traditional and less confronting means like Theatre and Drama.
- (4) Raise public awareness of the link between Violence Against Women (sexual abuse) and the spread of HIV through Theatre.
- (5) Raise public interest and promote HIV/AIDS as a national agenda in Samoa through public platforms for dialogue.

**OBJECTIVES**

- (1) To increase knowledge of youths on HIV/AIDS through information.
- (2) To boost involvement of young people promoting awareness of HIV/AIDS among their peers.
- (3) To increase dissemination of information to young people on HIV/AIDS.

- (4) To advocate for behaviour change in young people through promotion of prevention on STIs including HIV.
- (5) To increase knowledge on the abuse of women and the spread of HIV.
- (6) To promote the services of SAF through Information, Referral and the VCCT Clinic for testing.

**BENCHMARKS :**

- (1) To increase knowledge of youths on HIV/AIDS through information.
  - a. Youths answer 3 basic questions on HIV/AIDS to test their knowledge before and after the Program. (Pre & Post Test - enter draw for Prize)
- (2) To boost involvement of young people promoting awareness of HIV/AIDS among their peers.
  - a. Youth performances on HIV/AIDS and volunteer organisers included in the Official Program.
  - b. Street outreach quarterly to assess the needs of young people on sexual health and their vulnerability to STIs including HIV.
- (3) To increase dissemination of information to young people on HIV/AIDS.
  - a. IEC materials are distributed to all participants of the Program including their Youth Group organisations.
  - b. Peer Educators develop a Register for all Organisations that participate to be included in a posting list for HIV/AIDS IEC materials.
  - c. Information dissemination will be done quarterly during the street outreach to boost awareness on the streets of HIV as well as available services for sexual and/or reproductive health.
- (4) To advocate for behaviour change in young people through promotion of prevention on STIs including HIV.
  - a. Peer Educators advocate through their drama presentation, the ABCD of HIV Prevention (**A**bstinence, **B**e Faithful to your partner, Use **C**ondoms if you're not faithful to one partner and/or **D**o something else to stay away from risky behaviours).
  - b. Peer to peer outreach quarterly on the streets of Apia is intended to encourage knowledge of HIV and facilitate a change in behaviour towards safe sex and prevention of HIV.
- (5) To increase knowledge on the abuse of women and the spread of HIV.
  - a. Poula Theatre Group will do a performance on "Violence Against Women and HIV/AIDS"

- (6) To promote the services of SAF through Information, Referral and the VCCT Clinic for young people.
  - a. Include a session on SAF Services in the Official Program for the information of all participants.
  - b. Street Outreach once every three months (quarterly) will promote available services for sexual health including HIV and the services of SAF, SFHA and the Ministry of Health.

## **ACTIVITIES :**

- (1) Awareness raising and promotional :
  - a. Include a brief of Youth Visioning in the official Program
  - b. Encouraging Youth participation in HIV/AIDS awareness programs
  - c. Promote knowledge of all on HIV and facilitating factors like violence against women and sexual abuse.
  - d. Follow-up activities on a quarterly basis – street outreach using peer to peer approach to assess the needs of young people both in and out of school.
- (2) Tackling the Issues
  - a. Target stigma and discrimination associated with HIV/AIDS through education on its causes and effects both medical and social.
  - b. Target risky behaviour through information sharing (IECs) and Poula Performance (Drama Presentation) both during the annual Rally and during the quarterly street outreach.
  - c. Target stubborn attitudes with formal presentation as well as peer to peer outreach on the streets of global, regional and national statistics, burden of HIV on families and economies etc.

## **ACTION NEEDED :**

- (1) Administration
  - a. Organising Committee selected to different organising tasks
  - b. Confirming performances available from Youth Groups for the Program
  - c. Apply and Confirm Venue for the Project (infront of Government Building)
  - d. Decorate Venue for Program
  - e. Hire Equipment for Program
- (2) Media
  - a. Advertise the Project on all available Media in Samoa
  - b. Invite young iconic performers to entertain (Vaniah & Jewel Toloa, Zippo etc)
  - c. Create Media List and send Press Releases (include Regional) on the Project
- (3) Travel
  - a. Arrange travel expenses for performers during rehearsals and on the Program

- b. Arrange travel expenses for peer educators during their quarterly follow-up street outreach
- c. Travel expenses for Organising Committee
- d. Hire Vehicle to transport equipment and volunteers before and after the Rally

**ITEMISED BUDGET: Exchange Rate 13/11/2008 USD 0.3239**

<b>BUDGET</b>	<b>SPECIFICS</b>	<b>ITEMISED for 1 YEAR</b>	<b>AMT (WST\$)</b>
<b>Administration</b>	Venue	\$100/hr x 5hrs	500.00
	Decorations	Balloons, Grafitti IECs	250.00
	Producing IECs	Pamphlets, Posters etc	1000.00
	SAF Office Admin Costs	Personnel & Non-Personnel (10%)	984.45
<b>Stationery</b>	2 Boxes A4	Printing IECs	150.00
	Ink	Printing IECs	165.00
	Colour Markers	2 boxes x \$18.50	37.00
	Colour Posters	100 x \$18.00	1800.00
<b>Hire of Equipment</b>	Full PA System	Speakers, Mics, Mixer, Chords	500.00
	Lighting	Spot Lights, Light Bar	500.00
	Vehicle (15 seater Van)	\$350 x 2 days	700.00
	Chairs	\$2.50 x 500 chairs	1250.00
	Folded Tables	\$2.50 x 5 tables	12.50
	Tent	\$400 x 2 Tents	800.00
<b>Travel</b>	Meetings, Rehearsals & Finals	\$8.00 x 20ppl x 3 days	480.00
	Petrol	\$70.00 x 2 days	140.00
	Outreach Travel	\$10.00 x 4 peer eds x 3 days x 4/yr	480.00
<b>Refreshments</b>	Refreshments	\$10.00 x 20 ppl x 3 days	600.00
	Outreach Refreshments	\$10.00 x 4 peer eds x 3 days x 4/yr	480.00
Proposed Total for 1 Year			WST\$10,828.95
<b>OVERALL PROPOSED TOTAL (2 YEARS)</b>			<b>WST\$21,657.90</b>

*NB : Please note that above Budget is quoted in Samoan Tala (ST\$) for 1 Year only. The overall amount proposed for 2 Years is WST\$21,657.90*