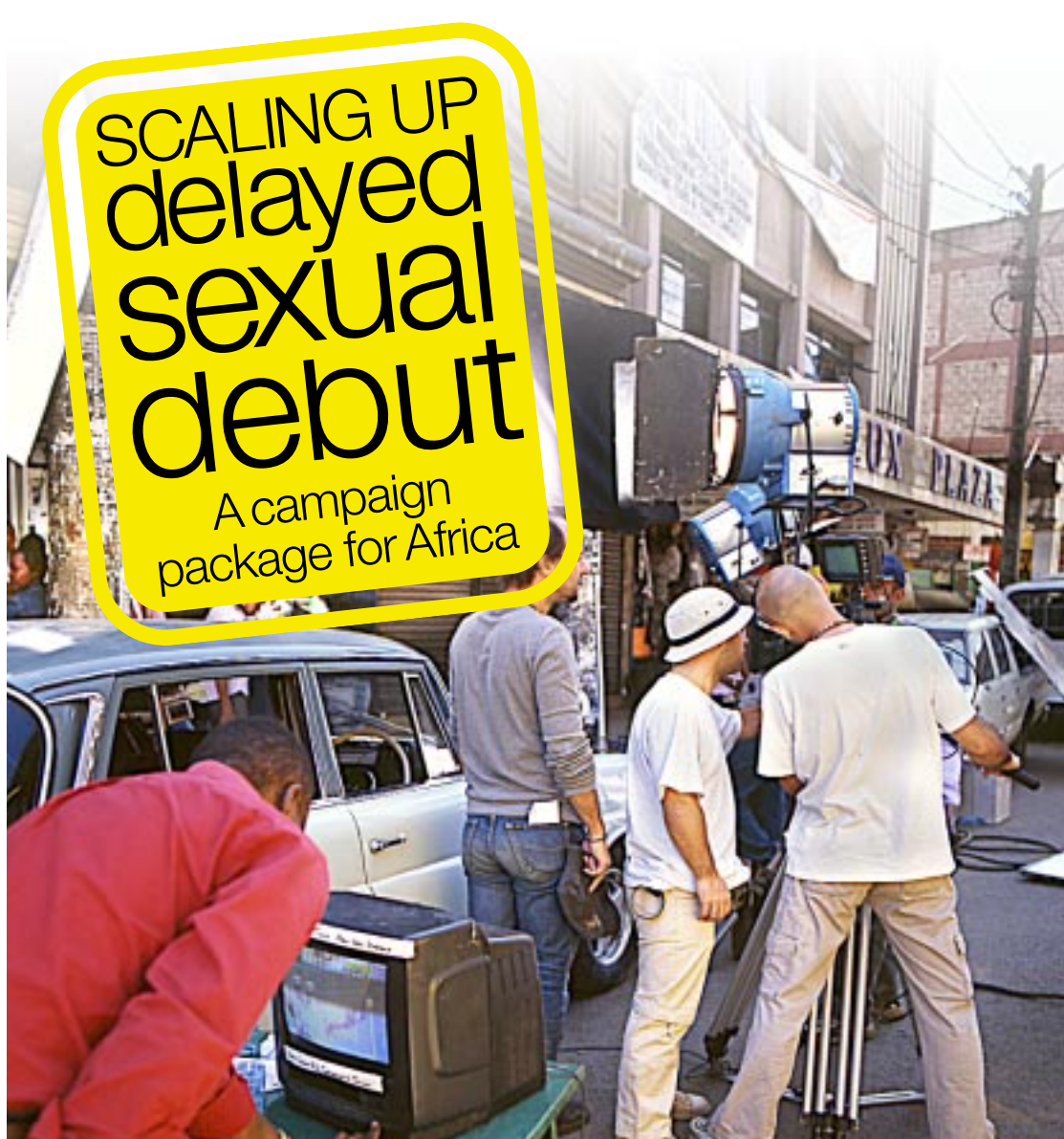


SCALING UP delayed sexual debut

A campaign
package for Africa



- Sexual violence and coercion, intense peer pressure and transactional sex have proven to be major barriers to delayed sexual debut for African teens. In order to address these life-threatening issues, PSI's AIDSMark project has produced a powerful multimedia regional campaign, using television, print, radio and interpersonal communications (IPC). The Delayed Debut campaign aims to encourage youth ages 13-19 to postpone sexual activity, and refrain from engaging in future sexual activity if they are already sexually active.

Advantages

- **High quality** materials, from an award-winning creative team, stand out in any market
- This **low cost** campaign is immediately available to all African countries
- **Captivating messages and visuals** present the choice to abstain as a healthy and respected alternative to destructive sexual behavior
- **Stop re-inventing the wheel!** There is a first rate campaign ready to use

Research

This campaign is 100% based on social research. The research question asked, "Why do many youth engage in sexual activities at an early age?" Qualitative results from focus groups in eight African countries overwhelmingly found this common reason: sex serves as a passageway from childhood to adulthood.

Misconceptions Reported in Focus Groups

- To be a "man" one must have a girlfriend, a sexual partner or even multiple sexual partners.
"... there is such a pressure [to start having sex], because your friend will tell you that they have slept with that girl and you will be forced to prove that you are a man too." (Sexually active male, Zambia, age 17-19).
- To prove "womanhood," young girls must use sex to keep a boyfriend or obtain money or luxury material goods from older men.
"You lack body lotion, and clothes to wear and other things you wish for, thus you indulge in sex as a means of getting what you lacked." (Sexually active female, Botswana, age 14-16).

This campaign will be evaluated after it runs and will be deemed effective if the target audience can recall key elements of the campaign, self-efficacy increases, perceived relationship social norms are modified, and the target audience demonstrates an increased focus on future goals.



Production

Mass Media

Four cutting edge television spots, eight radio spots, and four print advertisements were developed to capture the brutal reality faced by young males and females. Across all media, the campaign illustrates scenarios of strong peer pressure, sexual violence and transactional sex common to youth across Africa. In television production, lighting and unique filming techniques were used to capture this emotional intensity.

For TV and print, sites were selected in Nairobi, Kenya common to other African countries such as schools, bars, and apartments. All scenes for TV and print were shot twice; once with wardrobe and background specific to West and Central Africa and once for East and Southern Africa.

In addition, all voices for radio and TV spots will be recorded in the country of broadcast to ensure accurate language, translation and accent.

Interpersonal Communications

Equally as important as the mass media campaign, an IPC program has been developed to encourage open communication about sex and HIV/AIDS among parents and youth to ensure they are better informed and make healthier choices.



Testing for Quality

Keeping with the research focus, the campaign will be tested at various stages. Prior to production, focus groups were carried out in four of the participating countries to test the ideas and scripts: Zimbabwe, Zambia, Rwanda and the Democratic Republic of Congo. Prior to airing the campaign, a second round of testing will happen in at least four other countries to ensure acceptability and identify any problems.

For more information, contact your local PSI office, or contact:

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