

BOTSWANA COUNTRY PROFILE 2003

Intervention Areas/Districts – Based on various criteria – including rates of sexually transmitted infections, HIV and AIDS status, and expressed youth needs – AYA chose 10 of Botswana's 24 districts in which to work. Initial activities took place in four districts –North-west/Maun, Gantsi, Francistown, and Gatleng/Mochudi – with Southern/Kanye, Selibe Phikwe, and Serowe Palapye added in 2002. The remaining districts will be brought on board in 2003. AYA will help ongoing ASRH efforts in these areas by strengthening collaboration efforts, supporting referral services and networking among active organizations, focusing on younger teens, and expanding the project's audience to include both in- and out-of-school youth.

AYA Program Areas

Policy and Advocacy – AYA will review laws, policies and practices related to adolescent sexual and reproductive health (ASRH), and provide policy makers and community leaders with findings from this review to garner support for youth-friendly services. AYA will also help develop a national advocacy strategy and functional advocacy committees at the district and national levels. The central component of this advocacy strategy is the formation of a media coalition, and AYA will train youth advocates to work through the media for better results.

Behavior Change Communication (BCC) – All of AYA's messages, materials, and campaigns will reflect what the community has told them. Audience research will precede mass media activities; and a rapid needs assessment will determine support and technical assistance to local partners implementing behavior change activities. Program activities will include peer education, life planning skills training, enter-education activities and parent training in how to communicate with their adolescent children about ASRH. A key feature of AYA's BCC activities is referral to youth-friendly services.

Youth-Friendly Services (YFS) – AYA will help the Botswana Family Welfare Association provide better youth-friendly services at its facilities and through community outreach activities conducted by youth. AYA will also assist the Family Health Division of the Ministry of Health in establishing youth-friendly services, and improving the institution's quality of service by assessing clinics, training trainers and facility staff, and working with clinics and service sites to improve their programs. Outreach activities at alternative community health service sites, such as schools and sports facilities, will also involve social marketing.

Institutional Capacity Building (ICB) – All of AYA's in-country partners will receive capacity building assistance specific to their technical areas. Additionally, a limited number of partners will receive intensive ICB assistance in areas such as financial management and strategic planning, based on the results of assessments.

Integration of ASRH into Livelihood Skills Development Programs – By providing ASRH information to youth involved in vocational programs, AYA will be able to have a great

impact on many young people's lives, even with limited resources. Teaching youth how to be economically self-sufficient, and giving them vital ASRH information, are critical to their leading long, productive, and healthy lives. AYA will produce livelihood skills planning materials and training modules for teaching trainers at the district and national levels. The young people attending such integrated programs should leave with greater confidence in their ability to abstain from sex, to negotiate condom use, and to use condoms more consistently.

Coordination and Dissemination – AYA will foster better integration of ASRH activities among government offices at the national and district levels. At the district level, the government will include and integrate ASRH issues in their activity plans, and the Ministry of Health's Family Health Division will have a national, integrated ASRH activity plan. AYA will set up youth advisory committees and develop guidelines for collaboration between these committees and in-country partners so young people can have a voice and meaningfully participate in these development activities. AYA will establish a documentation and dissemination center, housed at the Botswana National Youth Council, to provide ASRH information to partners and other interested parties. At district level, the district youth offices will establish youth/ASRH information corners in their offices.

Youth Participation – In AYA, youth are the key spokespersons for their own needs and programs. In addition to specific youth participation guidelines to be followed by in-country partners, young people – through the youth advisory committees – will be members of the village, district and national coordinating groups. They will also be active participants in many of the program areas – including peer education, outreach programs and condom promotion – serving as advocates for all ASRH-related policies.

Sustainability – AYA's work will continue even after the program's end because it has involved the community from the beginning. By enhancing institutional capacity, greater stakeholder involvement at all levels, youth participation, and more government collaboration and program ownership, AYA helps to ensure the continuation of programs addressing ASRH.

AYA Partners and Projects

Botswana Christian Council – Botswana Christian Council will advocate integrating ASRH issues into the teachings of the church, encouraging people to talk about ASRH issues at Sunday school, funerals, weddings, regular church services, and religious schools. The Council will advocate for consensus ASRH language in the church, and will encourage churches to offer their sanctuaries as youth activity centers and offer selected ASRH services in mission schools. The Council will also support the need for ASRH policies and laws and encourage community and political support for ASRH services and resources.

Botswana Family Welfare Association (BOFWA) – BOFWA, an International Planned Parenthood affiliate, will strengthen five existing youth centers and establish centers in three new facilities. BOFWA will assess how youth-friendly the centers are and make improvements accordingly. Its community-based service providers will increase reproductive health outreach for young people, and will also help integrate ASRH into livelihood skills development programs for adolescents.

Botswana National Sports Council – The Botswana National Sports Council will advocate mainstreaming of ASRH issues in sports, to address the ASRH needs of both athletes and spectators. They will develop a policy on ARSH

and sports, which will advocate providing select ASRH services in sports facilities and allocating resources for ASRH and sports programs.

Botswana National Youth Council – The Botswana National Youth Council will establish, strengthen and support national and district level coordination using youth advisory committees and district youth councils. It will consolidate all plans and reports from districts for AYA, and will disseminate important documents and reports to partners and stakeholders within the NGO and CBO communities. The Council will also participate in policy and advocacy efforts for AYA, to create a supportive environment for ASRH information and services. It will establish district ASRH committees, work closely with the District Technical Advisor for ASRH, and participate in District Multi-Sectoral AIDS Committee meetings, thus acting as a liaison between the district ASRH Committee and the Multi-Sectoral AIDS Committee.

Botswana Young Women's Christian Association (YWCA) – YWCA, in collaboration with the Ministry of Education, will improve and scale up the peer approach to counseling teens in primary, secondary, and tertiary schools in four districts (Maun, Francistown, Gantsi, Selibe Palapye and Mochudi). The YWCA's strategies include providing age-appropriate life-planning skills education in schools; offering peer education activities in schools and communities, including condom distribution where appropriate; supporting limited mass media in coordination with the larger AYA mass media effort; using "entertainment-education"; and promoting services through referral networks.

Family Health Division, Reproductive Health Unit – The Family Health Division of the Ministry of Health will conduct YFS activities in health facilities without AYA sites. Beginning with quality assessments, and by

continuously working to improve quality, the facilities will be able to provide, monitor, improve, and maintain youth-friendly services in the AYA districts.

Ghetto Artists – The primary strategy of Ghetto Artists is to combine entertainment with education ("entertainment-education") – a great way to reach youth in Botswana. The group's theater productions at district level – with video used in districts they do not cover – will provide ASRH messages and materials. Research on "entertainment-education" suggests that audiences learn as they are entertained; but as theatre alone does not change behaviors, Ghetto Artists' work offers a nice complement to the existing activities of the YWCA, the Ministry of Education, and BOFWA.

Ministry Of Education – The Botswana Ministry of Education will work closely with the YWCA and selected schools in four districts (Francistown, Gantsi, Mochudi and Maun) to develop or strengthen ASRH programs and activities in primary, secondary, and tertiary schools. The project will train teachers who will, in turn, teach large numbers of in-school adolescents and peer educators about ASRH. The Ministry's ASRH strategies include life planning skills training and co-curricular classroom activities, strengthening and standardizing peer education activities, developing supportive age-appropriate ASRH educational materials and messages for in-school adolescents, and ASRH counseling for guidance counselors and teachers. The project expects to expand to other districts in subsequent years.

Population Services International (PSI) – PSI will advertise youth-friendly services and products to promote healthy lifestyles through its mass media campaigns, focusing on both in- and out-of-school adolescents. Collaborating with young people, PSI will design, pretest,

produce, and disseminate youth-specific reproductive health messages and materials for both broadcast and print media. It will also use open-space advertising and throw street-party campaigns to get people talking about and sharing experiences related to ASRH issues.

Women Against Rape – Women Against Rape will establish effective youth/ASRH programs with special emphasis on sexual violence and rape within schools and the commu-

nity. The IP will also help women’s groups lobby policy makers for policies and legislation condemning sexual violence and rape.

Collaboration With Other Stakeholders –

As detailed above, AYA will involve youth, parents, community leaders, and policy makers to promote positive cultural norms about ASRH. Teachers, health providers, health-related professionals, and social workers will play major roles in implementing the program’s work.