

# Community Conversation Toolkit on HIV Prevention: Participatory Development, Use, and Evaluation

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## Background and Development

- Addresses the fact that less attention was paid to engaging with adults than youth in HIV prevention
- Initially developed through a consultative communication development process using the Action Media methodology with lower literacy audiences in Limpopo, South Africa
- Designed as a regional toolkit for partners to adapt in various local contexts
- Seven country versions available in local languages: Lesotho, Swaziland, Malawi, Namibia, Nigeria, Zambia, Zimbabwe
- For additional information on pre-testing and adaptation please see the poster from the Soul City Institute for Health and Development Communication and their regional partners

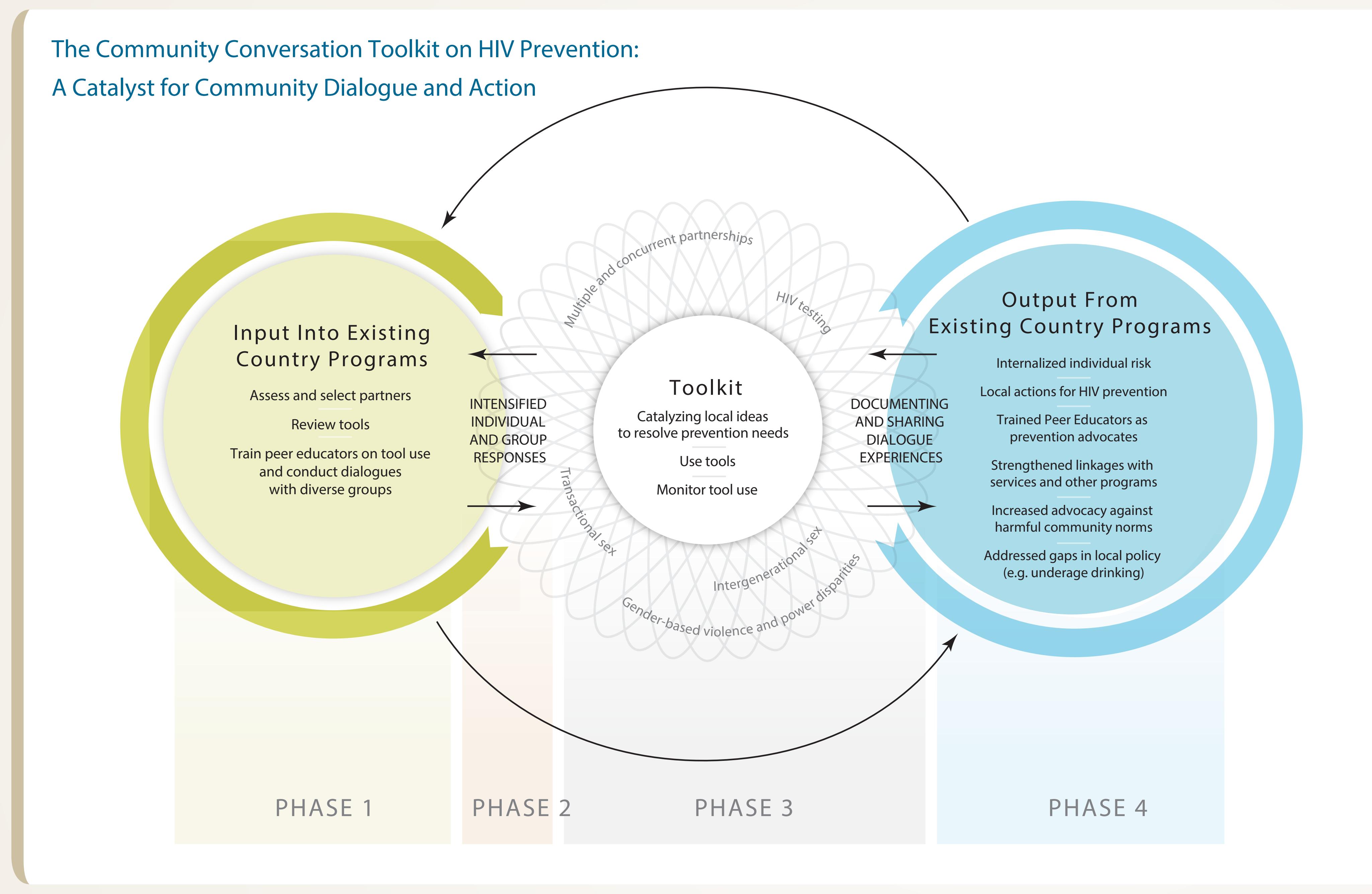
## The Community Conversation Toolkit

- Addresses lack of opportunities for adult audiences to interact with HIV prevention within their context
- Is not prescriptive but allows for local HIV prevention action to emerge through dialogue
- Intended to complement existing HIV prevention activities and address several key drivers: concurrency, cross-generational sex, gender-based violence, and alcohol abuse
- Consists of a facilitator's guide + six interactive materials that are grouped around a simple community mobilization process

1. Facilitator's guide
2. Community mobilizer's cards
3. Role play cards
4. Storytelling finger puppets
5. Proverbs and question throw boxes
6. Promotional playing cards
7. Dialogue buttons



## The Community Conversation Toolkit on HIV Prevention: A Catalyst for Community Dialogue and Action



## Voices & Stories of Users

### Community Leaders in Malawi



- Committed to use their status as custodians of culture to discourage harmful cultural practices (sexual cleansing).
- Drafted a work plan that describes how they will divide up neighboring communities and conduct dialogues around harmful cultural practices
- Carried out two rounds of dialogues in neighboring communities
- Conducted one-on-one sessions using the toolkit
- Planned to modify sexual cleansing practice during funeral ceremonies

*"If I had this toolkit years ago; the chief would have discussed HIV with me and not thrown me out of his house."*

- NGO, director, Malawi

*"It brings the dialogue. It makes people start talking. I have observed tools like this are lacking in our communities"*

- Peer educator, Malawi

### Shapa Boys (bike taxi drivers)



- Group of 12 Shapa Boys plan to hold small dialogue sessions with 125 members of the Shapa Boy group
- Aim to talk about their risks (female clients offering sex instead of payment), responsibilities to their families and what strategies they can take to prevent HIV.
- Several started talking to their wives about unwanted approaches by female clients and being unfaithful.

*"The tools enhance the flow of discussion within a group; bring about full participation from the audience and give room for experience sharing".*

- NGO partner, Nigeria

## Results

- Adapted in 7 countries
- Available in 10 local languages
- 224 partners/peer educators trained on the use of the toolkit

Toolkit triggered dialogue and locally driven actions around:

- Gender based violence
- Access to services
- Concurrency and couple dialogue
- HIV discordancy and condom use
- Alcohol abuse and sexual risk taking
- Harmful traditional practices (sexual cleansing)
- And more

## Lessons Learned

- Run dialogues with partners that have existing community level prevention programs
- Work within community structures
- Allows for a non-prescriptive process of using the toolkit to trigger locally driven individual and community actions
- Outcomes of toolkit use are inevitably local solutions, but the process can be scaled up to address HIV related issues in communities both in developing and developed countries.

Programmatic recommendations from partners:

- Continue working with groups who participated in the dialogues and provide support and follow-up
- Train more peer educators to expand reach to additional audience segments
- Strengthen partnerships and linkages with local services and resources to support individual and group actions

## Next Steps

External evaluation currently being carried out in Malawi and Zambia on effectiveness of the toolkit

- Aims to understand the outcomes of the implementation of the toolkit in relation to HIV prevention in Malawi and Zambia
- Is the toolkit effective? Does it reach its objectives?
- Seeks to address understanding change processes related to reducing individual HIV-related risk behaviors among participants
- Evaluation breakdown:
  - Kasempa and Livingston, Zambia
  - Nsanje and Zomba, Malawi
  - 8 In-depth interviews (Implementing partners, peer educators, dialogue participants, community stakeholders)
  - 16 Focus group discussions (peer educators, dialogue participants, community stakeholders)