

## Kenya HIV Prevention Partnership Focuses on Abstinence, Behavior Change

The Kenya Episcopal Conference-Catholic Secretariat (KEC-CS) and Chicago's DePaul University are working together to address the growing rate of HIV/AIDS among Kenyan youth.

With support from PEPFAR and the HIV/AIDS Twinning Center, the two faith-based groups have revamped the abstinence and behavior change HIV prevention curricula used in Catholic-sponsored schools throughout Kenya and developed a set of new teaching tools. These materials have already been used to train 736 teachers and the new program has been implemented in 250 schools, reaching nearly 21,000 students.



Catholic school students from Nairobi openly discuss HIV/AIDS and share information about how to protect themselves from infection as part of the abstinence and behavior change programs initiated by the KEC-CS/DePaul partnership.

In an effort to expand their prevention message even further, the partners have also launched a radio-based social marketing campaign. Working with Radio Waumini, a service that transmits throughout Nairobi and its environs, the partners developed new messages and public service announcements, as well as trained broadcasters in effective delivery methods. The radio campaign is expected to reach 500,000 Kenyan youth by the end of 2006.

In the coming year, partners plan to evaluate the effectiveness of their work to date and update the programs as needed. Additionally, they are looking to expand their communication and outreach strategy to include broader use of mass media in an effort to reach young people who are not involved in any of the school-based programs.