

Creative Brief: HIV Prevention in Traditionally Circumcising Areas

Scope of Work

To develop three campaign creative concepts (“big ideas”) for the campaign to promote safe sex practices during the traditional circumcision ceremonies in Bugisu through behaviour change communication. The three concepts will be pre-tested among the target audiences in order to select one. Each of the three concepts should include a proposed name for the campaign, a slogan, a key visual and proposed messages and executions.

Deliverables

- 3 creative concepts, each including:
 - Proposed name for the campaign
 - Slogan for the campaign
 - Key visual
- Proposed messages/executions for the campaign, based on the concept test:
 - Radio spots
 - Posters
 - Information packs, flyers, brochures.
 - Interpersonal communication (meetings, debates)

Key Facts about HIV in Traditionally Circumcising Areas (Bugisu)

- HIV is lower among circumcised men, but is not lower in Bugisu than in other parts of Uganda among non-circumcising communities.
- During traditional circumcision ceremonies, men are encouraged to have casual sex; newly circumcised men are encouraged to have unprotected sex after circumcision both as way of ‘testing their manhood’, ‘being cleansed of pre-circumcision uncleanness’ and ‘accelerating’ the wound healing process; there is a lot of alcohol abuse and sharing of sexual partners; and defilement and rape are common. These practices greatly increase the risk of HIV transmission.
- *Imbalu* festivals (initiation ceremonies through traditional circumcision) will take place from August – December 2010.
- *Ennemba* and *kumulindi* rituals (campsite events for newly circumcised to have their first sex acts to complete the process of initiation) will reach a climax in January 2011.

Campaign Goal

To contribute to the reduction in HIV and STI incidence during the traditional circumcision season in Bugisu.

Audiences

There are 2 primary audiences for this communication campaign.

Audience 1 – Boys and girls in Bugisu region

- Circumcised and uncircumcised boys.
- Young men and women age 12-25 years – adolescents who are easily excited.

- Boys and girls who jointly participate in traditional ceremonies.
- Majority support or have undergone traditional male circumcision.
- Are largely influenced by peers and local leaders.

Communication Objective

- Increase awareness of the risk of HIV infection during *imbalu* festivals and *ennemba* and *kumulindi* rituals.

Desired Behaviours

- Talk with peers and parents/guardians about how to prevent HIV transmission during the circumcision season.
- Prevent HIV through abstinence from sex, condom use or mutual faithfulness to a partner who is HIV negative.
- Seek SMC from health facilities.

Key Constraint

Strong social pressure to participate in the circumcision celebrations

Key Promise

If you support one another to stay safe from HIV during the initiation events, you will remain healthy and become more valuable to your family and community.

Key Message Content

- There is a lot of drinking, drug abuse, unprotected sex, sharing of sexual partners, defilement, and rape at '*imbalu*' festivals and '*ennemba*' or '*kumulindi*' rituals. These practices put all young men and women at risk of HIV infection..
- As future leaders, it is important to avoid behaviour that can put you at risk of HIV infection during '*imbalu*', '*ennemba*' or '*kumulindi*':
- Make a promise with your friends to help each other enjoy the *imbalu* festival without getting HIV.
- It is not true that vaginal fluids will help your wound heal faster. In fact, it is very dangerous to have unprotected sex before your circumcision has healed. It can lead to serious infections, including HIV.
- It is not true that having sex with an older woman will cleanse you of 'past evil spirits'. In any case, such a woman may infect you with HIV.
- If you have sex at all, please use a condom.
- The more people you have sex with, the more likely you are to become infected with HIV.
- Abusing alcohol or taking ganja or other drugs clouds your judgment and puts you at risk of having unprotected sex. Celebrate responsibly.
- Listen to advice from parents, religious leaders, and health workers.
- Insist on 'one knife per candidate' during *imbalu*. HIV and other diseases can be spread from one candidate to another through unclean knives.
- Go for HIV counselling and testing if you have ever had unprotected sex.
- The safest way to be circumcised is by a trained health provider in a health facility.

- To avoid complications, seek medical examination to find out if you are fit for circumcision.

Audience 2 – Parents of circumcision candidates

- Heads of families where boys reside.
- Men and women who are biological parents or caretakers.
- Are responsible for bringing up the children.
- Live both in rural and urban communities.
- The first point of contact for primary socialization (cultural norms, behaviour and all the expectations of the society).
- At circumcision, they arrange for the ceremony (select the surgeon, venue, time etc).
- Have limited knowledge about HIV prevention strategies and risks of HIV transmission during traditional circumcision ceremonies.
- Have limited knowledge about benefits of SMC and where it is offered.
- Do not know the basic safety standards necessary for male circumcision to be safe.

Communication Objective

- To create awareness and dialogue among parents of circumcision candidates about the possibility of HIV transmission during traditional circumcision and the availability of SMC services at health facilities.

Desired Behavior

- Discuss the risks of HIV infection during traditional circumcision with their sons and daughters
- Insist on one knife per candidate and ensure that circumcision is performed during daylight.

Key Constraint

Lack of knowledge about how traditional circumcision procedures and ceremonies increase risk of HIV infection

Key Promise

If you protect your son from acquiring HIV during circumcision ceremonies, he will be healthy, productive and able to live longer.

Key Messages

- As the person that arranges for the circumcision ceremony, you have a very important role to play in order to lower the risk of HIV infection for your son.
- The safest way for your son to be circumcised is by a trained health provider in a health facility.
- Medical male circumcision and traditional male circumcision can be complementary – it is possible for traditional circumcisers and health workers to collaborate to ensure safety for candidates and give them guidance on HIV prevention.

- Safe male circumcision services are available (free of charge) at *[names of health facilities]*.
- If you choose traditional circumcision, insist on one knife for one candidate. Sharing knives can spread HIV from one candidate to another.
- It is safer for your son to be circumcised during daylight.
- Just because you were circumcised traditionally does not mean that your son cannot be circumcised medically. Culture is dynamic and may change over time.
- There is a lot of drinking, drug abuse, unprotected sex, sharing of sexual partners and rape at 'imbalu' festivals and 'ennemba' or 'kumulindi' rituals that put your sons and daughters at risk of HIV infection. Talk to your adolescents about the risks of these behaviours.
- It is very dangerous for anyone to have unprotected sex before the circumcision wound has healed. It can lead to serious infections, including HIV. If your children are going to have sex, encourage them to use condoms.
- The community will lose future leaders if the spread of HIV is not controlled.
- Seek medical examination to find out if your son is fit for circumcision.
- Your son should not be circumcised if he has the following conditions that can be diagnosed by health workers:
 - Wounds or infections around the genitals
 - Discharge from the urethra
 - Chronic disorders of the penis or foreskin (e.g. elephantiasis)
 - Anatomical penile tendencies (e.g. hypospadias and episadias)
 - Sickle cell anaemia
 - Congenital bleeding disorders

Tone:

The concept should be informative, provocative, attention-grabbing, engaging and persuasive.

Other Creative Considerations:

The concept should:

- Be culturally sensitive
- Information should have a fresh and conversational tone
- Refer to well known traditional rituals related to male circumcision as a form of initiation into 'manhood'.
- Make reference to local events so the campaign resonates with target audience
- Translate well in local language
- The proposed executions for the campaign should be below and above the line.

Timing

Creative concepts should be ready for sharing in a period of 1 week from the time you get a go ahead.