



**Youth Alert!**  
**Real Man / Real Woman Delayed Sexual**  
**Debut**  
**Music Special**

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# Youth Alert! Goal and Strategy

## Goal

- ✓ Reduce HIV and STI transmission among in and out-of-school youth 10-14

## Strategy

- ✓ Equip young people with evidence based, balanced, relevant, age appropriate life skills and correct HIV/AIDS prevention info
- ✓ Bottom Line: Delay sex for as long as possible until they are ready to make an informed choice about becoming sexually active

# **Real Man / Real Woman Campaign Background**

- Young women whose sexual debut < 15 years old significantly more likely to contract HIV
- Early sexual debut increase HIV risk by:-
  1. Lengthening exposure to HIV
  2. More lifetime sexual partners
- Delayed Sexual Debut crucial part of 'ABC'
- Campaign 100% based on evidence

# Real Man / Real Woman Research Base

## Regional Focus Group Discussions

- 74 FGDs conducted with M and F, sexually active and non sexually active youth, 14 – 19, in Botswana, Malawi, DRC, Mali, Rwanda, Tanzania, Togo, Uganda and Zambia
- Constant comparative analysis to highlight common and divergent themes



## Results

- Informed design of regional Delayed Sexual Debut Behavior Change Communications regional campaign targeting youth in peri-urban and urban settings in 16 African countries

# Real Man / Real Woman

## Research Results

### Sexual Passage

- FGD participants talked of sexual intercourse as a 'sexual passage' from childhood to adulthood

### Man or Woman?

- Desire to be a 'man or 'woman' influenced sexual decision making

"If you refuse, that boy will say, 'You don't love me,' so you will be forced to give in since you do not want to lose him."

Zambia, sexually active female, age 14-16

### Social Context

- For males – peer pressure added to pressure to 'prove' one's manhood
- For females – fitting in with friends/acquiring money or gifts influenced decision making

"It is friends who push you, they tell you that if you do not do that, you are not a man. So, you also [have sex]. By this, you feel as a man among your friends."

Togo, sexually active male, age 17-19

### Other

- Sexual violence and coercion were pervasive in their communities
- Need for more parental communication and education about sex

# Real Man / Real Woman Campaign Timeline

## September 2005

- Real Man / Real Woman Mass Media and Interpersonal Communications launched

## November 2005

- Partnered with Malawi Music Association and young, talented Malawian groups to produce 6 Real Man / Real Woman songs

## March 2006

- PSI/Malawi's Video Production Unit worked with 6 groups to produce MTV style music videos

## January 2007

- One hour Real Man / Real Woman Music Video Special completed and aired on TVM and PSI/Malawi's Targeted Outreach Communications (TOC) teams

## August 2007

- Entered in the 2007 Global Media Awards





# Why the Music Video Special?



- Music and Video powerful and effective tool in reaching and engaging with young people – “By Young People for Young People” with HIV prevention messages
- Exposes musical talent of young Malawians and creates effective role models for young people
- Presents the choice to delay sexual debut as healthy, positive and in a youth friendly manner
- Never been done before in Malawi – unique, cutting edge and a ‘talking point’
- Due to integrated nature of Youth Alert! Program, Music Special easy to incorporate

Thank You from the Warm  
Heart of Africa!

Enjoy the Movie!!, Any  
Questions?



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