HIV/AIDS AWARENESS, PREVENTION AND CONTROL PROJECT

Uganda
Kato Abdu

Organization type:
nonprofit/ngo/citizen sector
Budget:
$10,000 - $50,000
Website:
http://www.icodi.org

- At risk youth
- Behavioral issues
- Health education
- HIV/AIDS
- Infant health
- Sexuality
- Vulnerable populations

Elevator Pitch

Concise Summary: Help us pitch this solution! Provide an explanation within 3-4 short sentences.
We want to create a “next community generation free from HIV/AIDS pandemic.” This project has been and will continue introducing new measures and methods of extending HIV/AIDS awareness, prevention and control measures in the most vulnerable areas in Uganda and other countries as we grow in order to greatly minimize on the spread of the HIV pandemic.

According to the Ministry of Health (MOH), Uganda had about 1.5 million people were HIV positive and 130,000 children were HIV positive where 65% of them were orphans and the HIV prevalence rate was still high.

We will focus on extending new and modifying existing methods of extending HIV awareness such that old, young, educated and illiterate population can understand HIV/AIDS.

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### About Project

**Solution: What is the proposed solution? Please be specific!**

Many organizations and government have been using television to extend HIV awareness and yet most of the people in Uganda are illiterate and poor to have television sets in their house, we want to use radio stations and physical music and drama which can disseminate information very well to many people including the poor and even to the illiterates populations. Using religious leaders will also be one of our innovative strategies, religious leaders meet a lot of people in churches, mosques and other places of worship, we really know that using these important people to also help in dissemination information on HIV will be very important. We also want to emphasis couple counseling and testing which is not commonly used and which we know that it is very important for couples to be counseled and tested together and also educated about the importance of PMTCT and attending antenatal clinics together.

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### Impact: How does it Work

**Example: Walk us through a specific example(s) of how this solution makes a difference; include its primary activities.**

The project will among its innovative means use traditional dance and drama to spread the awareness among both educated and uneducated populations, the government would us more of posters which are printed in English and could not help the uneducated people to know about HIV and how it is spread. The project will use more model couples in extending HIV awareness, this would attract more couples to test and know their status. We shall also emphasis Prevention of mother to child Transmission of HIV (PMTCT) by also encouraging men to take their wives for PMTCT and antenatal services. The project will use radio talk shows instead of using televisions which are accessed by a few populations and also we shall try as much as possible to involve the youth in this process of extending HIV awareness, this will be an innovative way because there is a growing number of HIV positive youth in Uganda and Africa at large.

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### Organization

**Organization Name**
Integrated Community Development initiative (ICODI)

**About You**
- **First Name** Abdu
- **Last Name** Kato
- **Twitter** millorskato
- **Facebook Profile**

**About Your Organization**
- **Organization Name**
  Integrated Community Development initiative (ICODI)
- **Organization Phone**
  +256200902518
- **Organization Address**
  Integrated Community Development Initiative (ICODI), Po Box 557, Mbarara, Uganda, East Africa.
- **Organization Country**
  XX
- **Country where this project is creating social impact**
  XX
- **How long has your organization been operating?**
  1-5 years
- **Is the project that you are entering related to this organization?**
The information you provide here will be used to fill in any parts of your profile that have been left blank, such as interests, organization information, and website. No contact information will be made public. Please uncheck here if you do not want this to happen.

Innovation

What stage is your project in?

Operating for 1-5 years

Tell us about the community that you engage? eg. economic conditions, political structures, norms and values, demographic trends, history, and experience with engagement efforts.

We have been engaged mostly with the rural and urban poor populations in south western Uganda, the are the vulnerable populations or communities in Uganda where you find families spending less than a half a dollar per day and the situation being coupled with high levels of famine and poverty, such condition have forced the women and youth girls to practice commercial sex in order to get little money for survival and hence this has increased on the HIV transmission among these populations.

The political structures are favorable and they encouraged such initiatives in the communities.

The demographic trends represent more at risk populations especially the youths and my experience with the communities is that they always welcome these projects because they help them much to know about HIV pandemic which kills hundreds of Ugandans every day.

The cultures, norms and values of these communities really do not reject such activities that we have been doing and those that we suggest to do.

Share the story of the founder and what inspired the founder to start this project

I am one of the founders of the Organization (ie ICODI) and this project of HIV/AIDS awareness, prevention and control project. I and some other health professionals and poverty activists were forced to begin this organization and this project in 2010 February after having seen how HIV was increasingly spreading among the populations in Uganda and how it has caused a great impact to the all country’s productivity in agriculture, farming and other sectors, Killing important people in families, communities and the country at large.

I volunteered and worked with one of the HIV treatment and research centre in Mbarara and I used to discuss with the HIV clients on how they contracted HIV, the factors that I was told, to me were really avoidable if there was good awareness, prevention and control programs in the country.

Used to see how the HIV positive people including children were suffering with transport costs to come for treatment.

Social Impact

Please describe how your project has been successful and how that success is measured

Through use of our small contributed funds from the founders and other members, we have been able to carry out 3 HIV awareness, prevention and control trainings which had a total attendance of 1100 people. We have been success if we compare the type and amount of the resources we had to carry out this program. People in areas where we have carried out these trainings know the means to prevent HIV.

How many people have been impacted by your project?

1,001- 10,000

How many people could be impacted by your project in the next three years?

More than 10,000

Winning entries present a strong plan for how they will achieve growth. Identify your six-month milestone for growing your impact

- Collaborating with other NGOs and government departments
- Sourcing for more funds from Organizations, governments, companies, associations, clubs etc to extend our work and also fund raising.

Task 1

Identify the communities to be reached

Task 2

Collaborate with the local leaders, religious leaders and other stake holders of the communities to be reached

Task 3

Developing different training materials to be used in different communities according to the languages used.

Identify your 12-month impact milestone

- Collaborating with other NGOs and government departments
- Sourcing for more funds from Organizations, governments, companies,
- Fund raising activities to help our project continue operating

Task 1

-Identifying the communities to be reached

Task 2

- Collaborating and working with the local leaders, religious leaders to extend the project to different communities

Task 3
- Developing training materials, education and communication materials to educate both the literate and illiterate populations.

**How will your project evolve over the next three years?**

- Collaborate with HIV treatment and research centres
- Take action in a great fund raising means
- Apply for more grants to continue with the project to other areas
- Making the project more visible through internet marketing
- Call in more individuals, companies, associations, groups and others to come and contribute their efforts towards reduction of HIV/AIDS in Uganda

**Sustainability**

What barriers might hinder the success of your project and how do you plan to overcome them?

- The project might face the challenges of funding but Integrated Community Development Initiative through its hard working will make sure that the organizations can apply for more funding from other bodies to continue with the project.
- We shall use great fund raising means to get more money to continue with the project.
- Participate in more collaborations to extend our work even in other areas
- Work hand in hand with the government for this great project

**Tell us about your partnerships**

- Integrated Community Development Initiative (ICODI) has been partnering with communities in different projects ranging from health, famine and poverty reduction and HIV/AIDS awareness, prevention and control projects
- ICODI also is partnering with Humanitarian and Charitable one Trust (http://hacot.org/) which is based in England to reduce on the high levels of famine and poverty among the rural and urban poor in Mbarara - Uganda

**Explain your selections**

Integrated Community Development Initiative (ICODI) has not yet got a grant from any organization, we shall been relying on contributions from members subscription funds, and friends of the organization.

We have wrote project proposals but we haven’t got a grant.

**How do you plan to strengthen your project in the next three years?**

- The project will be strengthened through making more collaboration with other NGOs and CBOs.
- The project will also be strengthened through partnering with the government to extend HIV/AIDS awareness, prevention and control
- ICODI will also get engaged in different fund raising means in order to extend the project in different vulnerable populations.

**Challenges**

Which barriers to health and well-being does your innovation address?
Please select up to three in order of relevancy to your project.

**PRIMARY**

Lack of access to targeted health information and education

**SECONDARY**

Limited diagnosis/detection of diseases

**TERTIARY**

Health behavior change

Please describe how your innovation specifically tackles the barriers listed above.

ICODI will develop training materials and information related to HIV/AIDS that is understandable to both literate and illiterate populations. this has been the mistake by other organizations to develop information in English which is not understandable by the illiterate populations.

**How are you growing the impact of your organization or initiative?**
Please select up to three potential pathways in order of relevancy to you.

**PRIMARY**

**SECONDARY**

Influenced other organizations and institutions through the spread of best practices

**TERTIARY**

Repurposed your model for other sectors/development needs

Please describe which of your growth activities are current or planned for the immediate future.

- Growing with the host country is a current activity because we are trying to reach in other areas where are vulnerable populations.
- We are looking forward to work and collaborate with other organizations to change ways of training and passing information about HIV/AIDS to the literate and illiterate populations
- We shall also in future develop other models to combat HIV/AIDS in the country.
Do you collaborate with any of the following: (Check all that apply)

NGOs/Nonprofits, Academia/universities.

If yes, how have these collaborations helped your innovation to succeed?

The other NGOs/Non profit has helped us in reducing on high levels of famine, poverty and ill health among the rural and urban poor communities in Mbarara- Uganda.

The Academia/Universities have also helped us in developing training manuals and training us in ways on how to reach the communities.

Source URL: https://www.changemakers.com/morehealth/entries/malaria-awareness-prevention-and-control-measure-rural#comment-0