

**CASE STUDY :: 02**

Kicking AIDS Out!

LOCATION

African initiative but now used in Zambia, Zimbabwe, Kenya, Namibia, Lesotho, Tanzania, Vietnam, Eritrea, South Africa, Mali, Canada, Norway, United Kingdom

OBJECTIVES

Increasing awareness and breaking down prejudices of HIV/AIDS

BACKGROUND

More than half of all new HIV/AIDS infections strike people under the age of 25. Girls are hit harder and younger than boys, and infant and child death rates have risen sharply. Children and adolescents are at the centre of the HIV/AIDS crisis, yet they are the ones who offer the greatest hope for defeating the epidemic.

Many programs offer HIV/AIDS education but often the information is not delivered in an effective manner. Kicking AIDS Out! is an international network of organizations which uses sport as the platform for HIV/AIDS education to spark behavioural change. It offers an innovative approach to linking sport/physical activity and HIV/AIDS education. Sport is the most popular activity among youth and has a unique chance to educate and influence the future generation of people. Sports give the children joy and hope, opportunities to learn while they play with others. Sport, physical activity and educational games offer a unique, non-threatening, fun, safe environment where HIV/AIDS can be openly discussed, where they can acknowledge the epidemic and learn the life skills to survive it. Sport can also be a positive input in the lives of those already infected and affected by HIV/AIDS. Central to success and sustainability is capacity building. Kicking AIDS Out develops programmes to train coaches, trainers and leaders, building capacity at the individual, organizational and community.

PURPOSE

To provide a framework through Kicking AIDS Out! that can be adapted to local needs. More specifically to:

- 1** help prevent future HIV/AIDS infections by providing a fun, innovative approach that offers accurate HIV/AIDS and healthy lifestyle information and a forum for discussion for youth and others at risk
- 2** reach those most at risk of contracting the virus and provide them with the knowledge to protect themselves
- 3** help reduce the stigma of HIV/AIDS by providing inclusive sporting programmes and movement games, integrating those affected and infected with the virus
- 4** train local coaches, sport leaders and youth leaders in the community with Kicking AIDS Out! training, equipping them with the skills to integrate accurate HIV/AIDS information in their programmes
- 5** train leaders within the community to increase local capacity and to enhance the skills within the local sporting system.

PARTNERS

The following organisations have been involved in the project:

- Edusport Foundation
- Sport in Action
- National Sport Council of Zambia
- Kicking AIDS Out Alliance-Zambia,
- EMIMA (Tanzania, Education, Sport and Physical Activity Promotion Programme),
- Lesotho National Olympic Committee,
- OlympAfrica Youth Ambassadors,
- SCORE (Sports Coaches' OutReach)
- PAY (Physically Active Youth)-Namibia,
- Zimbabwe Sport and Recreation Commission
- MYSA (Mathare Youth Sports Association),
- NIF (Norwegian Olympic Committee and Confederations of Sports)
- Commonwealth Games Canada (CGC)
- UK Sport,
- Right to Play-Zambia
- Vietnam Football Federation
- Eritria Football Association
- Norwegian Football Association
- Mali Football Association.
- IDS providing support to the KAO Zambia alliance of EDUSPORT Foundation. We are also members of the KAO international fundraising committee.



TARGET

Children, youth, girls and women, and all at risk of contracting HIV/AIDS

STEPS

- 1 'Kicking out aids' was initiated by Edusport Foundation (a Zambian Sports NGO), adopted by NORAD (the Norwegian Development Agency) in 2001 and has since developed into an international network of 'northern' and 'southern' partner organizations.
- 2 Sport, physical activity and movement games have been adapted to include an HIV/AIDS protection and education component, helping to reduce the stigma of HIV/AIDS and to advocate for healthy lifestyle choices.
- 3 Programmes implemented by member organisations integrate sport skills and life skills through movement games, role plays, drama and other cultural and recreational activities.
- 4 Kicking AIDS Out! has developed extensive training materials for coaches, leaders, and youth leaders to use, building capacity at the individual, organizational and community level. Using these materials, local coaches and leaders are trained to help tackle HIV/AIDS in their own communities. Four levels of training are required to become fully qualified as a Kicking AIDS Out! coach or leader.
- 5 The Kicking AIDS Out workshop in Nairobi brought together 30 people from 7 countries to look at the role sports organisations have to play with regard to HIV/AIDS, paying particular attention to movement games, developing policy and forming a cohesive, effective network. The workshop aimed to establish a Kicking AIDS Out network in South and increase co-operation and collaboration between partners; to share experiences in the area of sports and AIDS in a structured and systematic way and to develop a policy on AIDS for sports clubs.
- 6 In 2004 an informative instructional manual and video was produced and distributed to teachers and coaches
- 7 The Kicking AIDS Out! network is about to develop a standardized course which will be implemented by all the members. The object of this project is to bring about change - change in behaviour, the reduction of HIV prevalence among young people and create an environment conducive for caring for those infected with or affected by HIV infection.

OUTCOMES/IMPACT

- Highly successful initial project that has now spread to a network of countries.

BENEFITS

- Provides a non-threatening and fun environment where HIV/AIDS can be openly discussed, where young people can acknowledge the epidemic and learn the life skills to survive it.
- Targeted at young people so influencing future generations
- Provides a positive input in the lives of those already infected and affected by HIV/AIDS
- Its success and sustainability is largely a function of its extensive and quality assured programmes to train coaches, trainers and leaders, building capacity at the individual, organizational and community levels.

POLICY IMPLICATIONS

- Initial pilot spread to other countries through networking.
- Make it sustainable by training local individuals and building it into local community projects.
- Involve youth in the planning and development of programmes

RECOMMENDATIONS

- 1 Kicking AIDS Out! creates a network of information sharing and best practices, promotes policy development and supports local projects. It provides a forum for exchange between organizations from different countries, with different contributions.
- 2 Involve youth in planning and developing sports programs so providing them with a sense of being valued and having an opportunity to contribute to the construction and reconstruction of their communities.
- 3 Make it sustainable by training local leaders with the skills to train others so investing in the communities and building a knowledge base.
- 4 Youth will be more receptive if youth leaders are used and a peer-to-peer approach is adopted. Young people relate well to people similar in age, background, and interest. Coaches and youth leaders provide excellent role models for other youth, who often have no parents to look to for guidance.

FURTHER INFORMATION

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