

HIV/SRHR SBC Toolkit for Adolescents and Young People in ESA Region

July 2021 (Updated May 2024)

Introduction

What is the aim of the toolkit?

- This toolkit includes a set of high-quality Social and Behaviour Change (SBC) materials for adolescents and young people on HIV, sexual and reproductive health and rights (SRHR) and related topics.
- The materials have been developed to:
 - improve knowledge and understanding
 - drive adolescent and youth engagement and behaviour change
 - promote demand and encourage uptake of services within the Eastern and Southern Africa Region (ESAR)

How should the materials be used?

- Country teams are responsible for ensuring the content is tailored to the local context. This involves consultation with key stakeholders, including adolescents.
- Adaptation may include for example alignment with relevant policies; translation to local terminology; and, links to local services and resources.

What principles guided the development of the materials?

- **Developed with AYP:** The materials have been co-created with adolescents and young people from the region mobilised by the Global Network of Young People Living with HIV (Y+ Global) from Eswatini, Kenya, Namibia, Tanzania, Zambia and Zimbabwe.
- **Relevant:** The content addresses identified gaps in knowledge on HIV and SRHR issues as defined by adolescents and young people in the region. Topics were defined from analysis of questions submitted to [U-Report](#) country sites and of online and social media listening reports from the region.
- **Responsive:** The content has been specifically tailored to meet adolescents' and young people's needs and provides inclusive, empowering and rights-based messages.
- **Interactive:** The content is visual, engaging and creative including web content, case study scenarios, quizzes, attractive graphics and illustrations.
- **Accessible:** The materials are written in simple, clear and friendly language that is suitable for readers around grade 6. The content and design are intentionally tailored to a low resource/technology environment and lower literacy audiences.
- **Adaptable:** The materials are suitable for online and offline use and can be adapted for different languages. The toolkit provides guidance and tips on adapting the products

to different contexts, for example by modifying to align with local policies and terminology or adding specific links to local services.

- **Technically sound:** All content has been reviewed by technical experts within UNICEF and across regional UN organizations representing a diverse range of technical expertise.

What materials are included in the toolkit?

The materials include:

1. **Nine Question & Answer (Q&A)** downloadable, designed documents. Each Q&A has approximately 10 questions, and links to the other topics:

- Healthy Relationships
- Staying Safe
- Sex and other stuff
- All about HIV
- Living with HIV
- Being a Young Parent
- New Materials:
 - HPV Vaccine
 - Puberty
 - Talking to your child about relationships and sexual health

The Q&A content can be made available online and have links between them to signpost people to different information. They are the key resource documents with content that can be used and adapted for multiple platforms e.g., as standalone documents to support peer counselling discussions on key topics, to develop scripts for radio shows, or to develop additional SBC Materials.

The PDFs contain 3 file types including a high-resolution print-ready version for professional printing as a booklet; a low resolution for online sharing; and a home or office print version. Each PDF contains space at the end that can be edited in Adobe to add links and information specific to each country context. Design files and the original word versions are available through UNICEF ESARO if further content adaptation is required.

2. **15 pages of new content for the [Internet of Good Things \(IoGT\)](#) platform** across the 3 domains of SRH, physical health and mental health. The pages include scenarios to encourage interactive engagement; links to other pages and five accompanying quizzes with answers to test knowledge, with content drawn from the Q&As; links to local services and support; and additional links to external information and sites.

- **10 Sexual and reproductive health pages:**
 - Let's talk about consent
 - Sex and other stuff
 - Contraception, condoms and STIs
 - Pregnancy
 - Sex, Media and Technology (2 pages)
 - Accessing services during COVID-19
 - All about HIV (2 pages)
 - Living with HIV and sexual relationships

- **3 new pages for young adolescents and their caregivers focusing on:**
 - HPV Vaccine
 - Puberty
 - Talking to your child about relationships and sexual health

- **2 Physical health pages:**
 - Living well with HIV
 - Staying Safe

- **3 Mental health pages to complement an additional package being finalised by ESARO:**
 - Living with HIV and your mental health
 - Healthy Relationships
 - Being a Young Parent

For more information about how best to adapt and integrate these pages into your current loGT platform, please contact Christopher Brooks at cbrooks@unicef.org

3. **5 quizzes** that test knowledge and provide answers on key topics for dissemination by SMS, social media, on [U-Report](#), [TuneMe](#) or other platforms. The quizzes also include links to the Q&As and loGT pages. These can be adapted and translated by country offices but is advised that the adaptations adhere to the 160-character SMS limit to disseminate the quizzes most effectively.

4. **A client satisfaction poll** to be shared via U-Report to gather information on young people's experience of SRH and HIV services. This poll could be used by countries to follow on from the poll assessing the level of uptake of SRH/HIV services in time of COVID-19 launched by several country teams in May 2021 or could be disseminated as a separate survey.

5. **A social media pack** to support countries to promote the new materials and content, direct young people to the relevant platforms and offer links to services and support. The social media pack includes:
 - A social media grid in excel format provides content to help build social media posts to promote the toolkit materials and content. Adaptable and versatile, the grid can be used to support the development of posts on a topic from the suggested content provided. This includes:
 - key messages
 - sample posts
 - image ideas
 - hashtags and links to information for all 6 topic areas

 - A bank of over **110 images** that have been developed to support posts using characters and icons used throughout the toolkit.
 - A document on general social media tips and ideas to support people less familiar with posting on social media.

The toolkit has been produced by Kate Iorpenda, UNICEF ESARO HIV & C4D consultant with graphic designs by Garry Robson. This work was made possible through the 2gether 4 SRHR programme funded by the Government of Sweden.

For queries and information on how to use the toolkit, please contact Alice Armstrong, UNICEF Adolescents & HIV specialist, (aarmstrong@unicef.org) and/or Massimiliano Sani, UNICEF Communication for Development Specialist, (masani@unicef.org).

