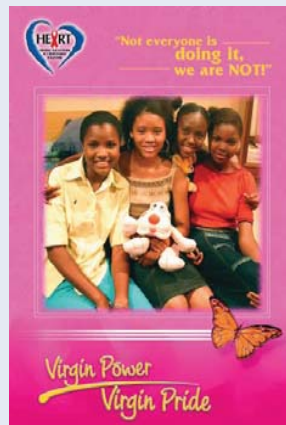


CASE STUDY: HELPING EACH OTHER ACT RESPONSIBLY TOGETHER (HEART) CAMPAIGN IN ZAMBIA

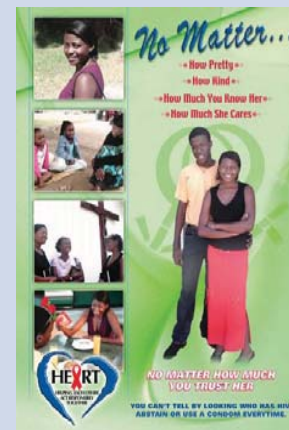
OVERVIEW: The Helping Each other Act Responsibly Together (HEART) Campaign, designed specifically for youth ages 13-19 and by youth, sought to create a social context in which prevailing social norms could be discussed, questioned and reassessed.^[58] The six-month long television and radio campaign comprised five public service announcements (PSAs):

- **Ice Garden Braii**, with the message to boys that condom use is cool and non-use is risky;
- **Choices I Make**, with abstinent boys reminding their peers of why they choose to be abstinent;
- **“When He Says . . .”**, with a series of lines from boys to which girls can reply, “no to sex” and maintain their “virgin power/virgin pride”;
- **When it Matters**, with a message that condoms are not just for casual partners, but for consistent use with regular partners; and,
- **Mutale and Ing’utu**, with the message that you can’t tell who is HIV+ by looking.

The HEART Campaign was implemented by Johns Hopkins University Center for Communication Programs in partnership with the Ministry of Health in Zambia, Population Services International, and several local non-governmental organizations. The overall goal of the campaign was to reduce the sexual transmission of HIV among youth in Zambia.



FINDINGS: Approximately 50% of Zambia adolescents saw the televised PSAs. Some 71% of urban youth and about 36% of rural respondents recalled at least 1 of the HEART TV ads. Nearly 43% of urban viewers and 14% of rural viewers recalled all 5 ads. Young people’s level of general HIV-related knowledge, however, remained low after the campaign; fewer than 50% of respondents answered any given question correctly. At the same time, 74% of male viewers and 68% of female viewers reported that they took at least 1 action as a result of having seen the campaign.



Viewers compared with non-viewers were more likely to report that they were abstinent and, among those who were sexually active, more likely to report condom use.

There was also a dose effect: the more health PSAs the viewers recalled, the greater the likelihood that there was a measurable campaign effect. Viewers who recalled at least 3 television spots were 2.1 times more likely than were low-recall viewers and non-viewers to report condom use during last sex.

