

Young Love

Committed. Informed.
Young. Healthy. Safe.

I. Overview and Motivation

In Botswana, 9.7 percent of teenage girls are pregnant.¹ Teenage pregnancies can be damaging to a girl's future – prematurely stunting her education and job prospects. What's more, teenage pregnancies are a leading indicator for HIV/AIDS. Early pregnancies signal a high rate of unprotected sex. Indeed, Botswana's high teen pregnancy rate is accompanied by even higher rates of HIV/AIDS. In 2011, over 23.4% of Botswana were infected with HIV/AIDS, the 2nd highest rate in the world.²

One rationale for the link between teen pregnancy and HIV is that older men, termed “sugar daddies”, often prey on younger girls and insist on having unsafe sex. Young girls opt into these relationships for financial benefit and assume that older men are mature, stable and safe. Therefore they often concede to unsafe sex. A series of studies in Botswana showed that 25% of young girls have older boyfriends, and for every year's increase in the age difference between partners there is a 28% increase in the odds of having unprotected sex.^{3 4}

A study in Kenya found that correcting young girl's risk perceptions and informing them about the dangers associated with “sugar daddies” was enormously effective, reducing teen pregnancy by over 60% with older men.⁵ The program itself was simple: a short 20-minute DVD and an NGO-facilitated 30 minute workshop.

We aim to scale this program across Botswana, starting in the capital city of Gaborone. The dissemination plan is as follows: centralize curriculum, training, DVD and materials with “Young Love,” an NGO supported by D-Prize. Then disseminate. The dissemination will be managed by Young Love and broken into four phases. (1) Top-down (2) Grass Roots (3) Mass Media Marketing and (4) Institutional. We plan to reach 200 schools between March-April, 2014. Our mission is to empower girls to lead a full and healthy life via evidence-based educational programming.

II. Dissemination

In terms of dissemination of the sugar daddy program, we plan to take a four-pronged approach. By tackling the HIV epidemic from all angles, we can ensure maximum impact.

1. Top Down. We will provide Sugar Daddy DVDs, training, and curriculum to school heads. Noam Angrist, a co-founder of Young Love, is a lecturer in the Department of Education at the University of Botswana (UB). He spends 3-5 hours per week of face time with 50+ school heads every semester. By providing principals with critical information, and encouraging its dissemination, the potential for impact is enormous. Each principal manages 20-30 teachers, which in turn teach 20-50 students. Through this channel, we can reach 20,000-75,000 students in just one implementation cycle. This reach is national. The principals pursuing continuing education at UB come from all corners of Botswana, including Maun, Francistown, Mochudi, Gaborone and more. Furthermore, this Top Down approach is sustainable. Once a teacher is trained, they will be adept at delivering the material for many years. Thus, many cohorts of students will benefit. This same logic holds true further up the chain: one principal can affect multiple cohorts of teachers. Thus, concentrating dissemination at the top by housing distribution of the campaign in UB's continuing education program can yield enormous and cost-effective outcomes. As an added accountability measure, we plan to institute random visits to schools nationwide. This will ensure that principals are delivering HIV risk information down the chain.

2. Grass Roots. We will enlist the UB's Young Women's Leadership Club (YWLC) to lead Sugar Daddy after-school and in-school enrichment programs across schools in Gaborone. The YWLC provides an ideal vehicle for a grass-roots sugar daddy campaign. Its 20+ membership is comprised of empowered female Botswana students at UB who are motivated, highly capable, and relatable role models for young girls. They've been through the same struggles and triumphs. Thus, not only can the YWLC deliver the sugar daddy message, their message will *have traction*. In addition, the U.S. Embassy will partially support the YWLC campaign. Brenda Duverce, co-founder of

¹ United Nations Population Fund. http://botswana.unfpa.org/2013/07/22/7423/teenage_pregnancy_high_in_schools/

² UNICEF. http://www.unicef.org/infobycountry/botswana_statistics.html

³ Langeni, T. (2007). Contextual factors associated with treatment-seeking and higher-risk sexual behaviour in Botswana among men with symptoms of sexually transmitted infections. *African Journal of AIDS Research* 6(3): 261-269.

⁴ Nkosana, J. M. (2006). Intergenerational sexual relationships in urban Botswana. PhD thesis, Department of Public Health, University of Melbourne.

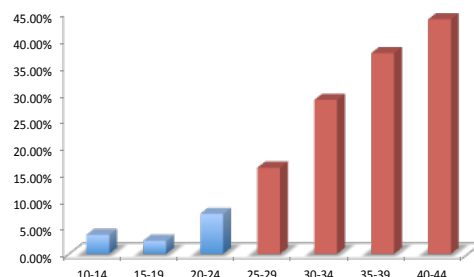
⁵ Dupas, Pascaline (2006), “Relative Risks and the Market for Sex: Teenagers, Sugar Daddies and HIV in Kenya,” www.povertyactionlab.org.

Young love, has deep ties with the YWLC and the U.S. Embassy. She recently ran a campus-wide Gender-Based Violence (GBV) event joint with the YWLC and the U.S. Embassy, with the Ambassador as a Keynote speaker. Thus, we have already seen YWLC deliver effective grass-roots campaigns. They are now excited to devote their energies to the sugar daddy campaign. Finally, the Centre for HIV and AIDS Research at UB has pledged their support, including materials, training and advice/expertise in helping the YWLC roll out the campaign.

3. Mass Media Marketing. We will include “Sugar Daddy” messaging in nationwide radio broadcasts. This approach will have the widest possible reach. The use of radio and well-known DJs will further add a novel pop-culture element to the campaign, making youth receptive to it. We believe this approach, coupled with intensive grass roots and top-down instruction, will lead to massive uptake of the Sugar Daddy message. We have already partnered with Stepping Stones International (SSI), one of the largest NGOs in Botswana, to put this plan into action. SSI is rolling out a radio campaign on HIV/AIDS prevention in the spring of 2014. After a few preliminary talks with us, they are eager to include specific “sugar daddy” messaging. With support from D-Prize, we could create materials, a cogent message, and branding to roll out the message across Botswana’s airwaves. This approach, in addition to covering a large swath of the population and being enshrined by a “cool” radio effect, is also extremely cost-effective. One message on one airing can reach 100,000+ Batswana. For those who are also exposed to grass roots or top-down messaging, the message will be further internalized.

4. Institutional. We plan to deliver sugar daddy messaging in partnership with the Baylor International Pediatrics AIDS Initiative. Baylor has one of the largest clinics in Gaborone with over 2,000 patients. Baylor also has 7 sites across Botswana where it reaches almost 1,000 youth outside of the capital. Currently, programming includes discussions about multiple concurrent partnerships (MCP), intergenerational sex and correct condom usage. We plan to capitalize on Baylor’s network and existing curriculum (<http://www.k4health.org/toolkits/alhiv/botswana-teen-club-life-skills-curriculum>), and supplement it with specific sugar daddy DVDs and the approach used in Kenya. For example, Baylor’s current program does not specifically outline the numeric HIV risks associated with each age group. We plan to incorporate this in, and make it specific to the Botswana context (see graph below).⁶ We believe this institutional approach could have the largest impact of all. Baylor has 10+ years of experience running enrichment programs in Botswana. They also have a network of students and staff devoted to the project. All they need are the right resources and guidance to roll out the campaign. We’ve already spoken with Baylor about D-Prize and they’ve expressed serious interest in expanding beyond the clinic and rolling out our specific sugar daddy campaign throughout schools in Gaborone. They further want to link this message with MCP, since often MCP occurs with older men. According to one study done in Botswana, 45% of men aged 18-49 reported having more than one partner in the last 12 months.⁷ In fact, the focus on sticking to *one partner of the same age* motivated our name: “Young love,” where the number “1” replaces the letter “l” in love. Were we to advance in the D-Prize competition, we would be able to devote the funds to materials, training, transportation (minimal, since we’ll remain within Gaborone in the trial phase), and R&D to evaluate our impact. Baylor would provide expertise, networks, and 4-6 devoted staff. This approach is scalable, feasible, and effective.

Male HIV Prevalence Rate by Age, Botswana



III. Conclusion

We are committed to bringing Young love from a vision to reality. We have experience founding and running NGO’s, have connections with J-PAL (Noam has worked directly with their director) - which conducted the initial sugar daddy evaluation in Kenya and can provide us resources/expertise - and are passionate about the project. With D-Prizes help, we can implement all four elements of our dissemination plan. We are already living in Gaborone on Fulbright Scholarships. Thus, we are immersed in the target location. We know the culture, have worked with all partners mentioned in the proposal, including UB, SSI, the U.S. Embassy and Baylor, and can implement a 3-month trial immediately. What’s more, we can devote one hundred percent of D-Prize money to the scale up itself (as opposed to travel). Since the Young love project is perfectly related to our Fulbright topics, we are excited to direct our full attention to Young love. We are applying to D-Prize because want to go beyond research and do something actionable. We want to make a difference in Botswana. Staying true to our research roots, we also plan to evaluate our efforts with hard data. Within two years, we aim to reach *all* schools in Botswana, reduce teen pregnancy to below 4% and come a giant step closer to eradicating HIV/AIDS in the country that needs it most.

⁶ data source: <http://www.naca.gov.bw/sites/default/files/The%20National%20Response%20to%20HIV%20and%20AIDS%20Information%20Package.pdf>
⁷ <http://www.naca.gov.bw/sites/default/files/Survey%20reports/MKGB%20LS%20report.final.complete.pdf>