

TANZANIA YOUTH AWARE TRUST FUND (TAYOA)



Youth Entrepreneurship, HIV/AIDS Education, Ubungo Youth Information Centre and Civic and Human Rights Education.
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Ref.No.TAYOA/REF03-1

www.youthaware.org. Help line 0741 800448



April 19, 2003
To Grant Manager
RFE-Dar es Salaam, Tanzania

Dear Sir,

RE: APPLICATION FOR SCALING UP CAMPAIGN ON COUNTRY-WIDE ANONYMOUS HIV/AIDS HELPLINE

TAYOA's brief profile; Tanzania Youth Aware Trust Fund (TAYOA) is a registered non-profit organization that provides HIV/AIDS, entrepreneurship, and civic/human rights education for the young people in Tanzania. Established in November 1997, TAYOA's main mission is to educate young people (up to about 30 years) through practical experience, on social, political, economic aspects, with a view to promote their developments and the nation as whole.

TAYOA's location and addresses office is located at the Kindononi District-Morrocco/Kumbukumbu Street Contact Person is Peter Masika, Tanzania Youth Aware Trust Fund (TAYOA), P.O.Box 77874 Dar es Salaam, Tanzania , e-mail: pmasika@youthaware.org ,Tel: 2667492 mobile: 0744 260 996- Helpline (5.00-7.00 PM) 0741 800448.

TAYOAs is expecting to implement the project with a number of partners—Mobile phone operators, TACAIDS, and media.

We will collaborate with Mobitel, mobile operator currently sponsoring our free helpline services, CELTEL and VODACOM-the most popular mobile phone and Internet operators targeting youths and young adults, with networks throughout the country. These operators have shown interests to participate in the campaign once we get funds to purchase the air-time. We will work closely with the national commission for AIDS (TACAIDS) especially in monitoring and evaluating achievements of the campaign in terms of increase risk perception, prevention and emotional support with reference to the National Policy on HIV/AIDS (Office of the President, 2002) and the Strategic Framework for HIV/AIDS as defined by TACAIDS. We will also use media like ITV, CHANNEL 5, and CLOUDS FM, to inform the people throughout the country about the activities of the entire campaign.

TAYOA's basic concept which we propose in SCALING UP CAMPAIGN ON COUNTRY-WIDE ANONYMOUS HIV/AIDS HELPLINE through prevention, advocacy and information-education-and behavior change communication, is as follows:

Mobile phones in Tanzania are widely spread targeting youths and young adults, with half Tanzanian youths subscribed to different mobile operators (vodacom-100,000, mobitel-25,000, Celtel-40,000 and Zantel-10,000). This provides a unique entry point for providing the needed confidential, anonymous risk perception, prevention and emotional support on SRH and HIV/AIDS, sexual addition, rapes, sexual abuse and sexuality rights in the campaign.

We believe this campaign will complete within **9-months** because of two reasons. Firstly, TAYOA is proposing a campaign which must be time bound and has a good experience of the current its anonymous help-line sponsored by Mobitel which started November 2001. Secondly, this project will be managed by youths themselves in terms of planning, implementation and measuring its outcomes. Thirdly, TAYOA believe that helpline campaign is the best way to conducting risk perception concerning prevention, advocacy and information-education-and behavior change-communication on SRH/HIV/AIDS.

Yours Faithfully
TANZANIA YOUTH AWARE TRUST FUND (TAYOA)

Round 2 – Concept Letter Form

Name of applicant institution: TANZANIA YOUTH AWARE TRUST FUND (TAYOA)	
Type of institution: NON GOVERNMENTAL ORGANIZATION	Year of registration (Attach Registration Certificate): NOV 1997
Title of Project: SCALING UP CAMPAIGN ON COUNTRY-WIDE ANONYMOUS HIV/AIDS HELPLINE	
Proposed institutional partners (if any): MOBITEL, VODACOM, CELTEL, ZANTEL, TTCL, ITV, CHANNEL 5, CLOUDS FM, TACAIDS,	
Experience in the last 3 years with donor funding – list names of donors and amounts of the grants: BASKET FUND FOR ELECTION 2000-64 MLN TSHS, EMBASSY OF FINLAND-68 MLN TSHS, UNAIDS- 4 MLN TSHS, EMBASSY OF IRELAND- 6 MLN TSHS, AYA- 188 MLN TSHS,	
Did you apply to Round 1 of the RFE? (tick the correct box) Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	
Proposed geographical location: TANZANIA MAINLAND AND ZANZIBAR (with mobile phone)	Target population (describe) Youth (10-24 years) and Young Adults (25-35)
Problem: (in one or two sentences, describe the problem you would like to tackle) In Tanzania a small proportion of youth perceived are at risk (That is only 13% & 14% of the respondents male and females, respectively according to AYA baseline report (April, 2003) hence through anonymous and free helpline campaign on their concerns with regard to HIV/AIDS, sexual addiction and self risk behaviour assessment, rapes, sexual abuse and sexuality rights services we will raise their level of risk perception and prevention.	
General objective: (Because short-term projects cannot be expected to have measurable health impact, please provide a one-sentence definition of the expected outcome of the work.) To increase high level of risk perception by 33% & 34% for youth and young adults mobile subscribers through anonymous helpline campaign on risk perception, prevention and emotional support to young people addressing issues of SRH and HIV/AIDS, sexual addiction, rapes, sexual abuse and sexuality rights.	
Concept: (in 1 or 2 paragraphs, describe the concept which you propose to develop into a full proposal) TAYOA propose to embark on a 9-months country-wide campaign targeting youths and young adults with a view to promote high risk perceptions around HIV/AIDS through a free mobile anonymous helpline. The project will be implemented through mobile phones and Internet which are widely used, with 50% of subscribers being youth and young adults (estimated; vodacom-100,000, mobitel-25,000, Celtel-40,000 and Zantel-10,000) and Internet services. This will facilitate discussions on issues of confidentiality, anonymous risk perception, prevention and emotional support on SRH and HIV/AIDS, sexual addiction, rapes, sexual abuse and sexual rights. TAYOA will pay telephone charges -- 4 hours per day (Monday-Friday) and 6 hours on weekends in the campaign to be run by young people-volunteers trained in helpline telephone skills, issues of confidentiality, risk perception. The project will be monitored in terms of number of calls, concerns and issues to be raised, gender of callers, knowledge on the SRH rights and self risk behaviour assessment. We will develop a Swahili manual for use by helpline reminders and promote the project through the media and partner mobile phone operators. Currently, TAYOA runs a free help-line since Nov 2001 sponsored by Mobitel, which has so far benefited 1,700 youths country-wide. We started with one hour per day, now two hours due high demand for the service which attracted other mobile users, hence the need for scaling up campaign in this proposal.	

For use by Grants Manager:

Rec'd on:	Review DT:
Review MSH:	Round CFP 1: No.