

EMPOWERING COMMUNITIES
THROUGH CRICKET

Busting HIV myths to tackle stigma and save young lives



**THE
MERCURY
PHOENIX
TRUST**



Busting HIV myths to tackle stigma and save young lives

6 month report

Young people in Rwanda, Uganda, Kenya and Cameroon face a high risk of getting HIV. The latest UNAIDS reports shows low levels of basic knowledge of HIV, especially among young people. Cricket Without Boundaries helps young people stay HIV-free by providing HIV information and education in a fun and memorable way through sport.

11%



of adolescents (15–19) are tested for HIV in sub-Saharan Africa.



26

new infections among adolescents (15–19) **every hour.**

70%



of boys & girls (15–19) in sub-Saharan Africa do not have comprehensive HIV knowledge.

Cricket Without Boundaries is a sports-for-development organisation based in the UK that works with partners around the world to use cricket to deliver health and social messages in a variety of communities. We were founded in 2005, initially working alongside communities in Rwanda, Uganda, Kenya and Botswana. We began by raising awareness of HIV/AIDS, promoting gender equality and breaking down stigmas by playing cricket and facilitating discussion to get people talking. By using cricket to build, empower and inspire communities around the world, we aim to change ¼ million lives by 2020.

We are volunteer-led and work directly with communities, country cricket boards/associations or implementing partners to support the leadership and delivery of all our projects. CWB Ambassadors are supported and part-funded to deliver coaching in schools and youth clubs throughout the year, provide coach education to community leaders, teachers and coaches and support mass-participation cricket-based events in the community.

CWB works with trusted delivery partners around the world to grow the game of cricket, while using the sport as a platform for health education and social change.

Cricket Without Boundaries has 3 goals

1. Empower communities
2. Coach children and train adults
3. Link the game to messages and action on health and social issues

This project, funded by the Mercury Phoenix Trust and supported by HIV education charity Avert, is a participatory project seeking to develop and implement adolescent-friendly HIV educational materials focusing on factually accurate information about HIV transmission and prevention and challenging the myths and stigmas that prevent young people accessing key resources including HIV testing and treatment.

This project contributes to all three of CWB's goals by:

1. Developing and using factually accurate, culturally appropriate and participatory designed HIV education resources will empower communities through the shared process of development and empower individuals with the knowledge they need to make informed decisions about their health.
2. The resources will contribute to a more effective coach education and coaching programme, with a clear touchpoint for coaches, teachers and volunteers to refer to in their coaching.
3. Sharing key messages on HIV and stigma reduction in an engaging and accessible format, which can be used in cricket-based games



Resource Development (Autumn/Winter 2019)

The first phase of this project is developing, testing and refining the coaching resources that will assist our teachers, coaches and Ambassadors to deliver effective education on HIV myths and stigma through cricket. Working in partnership with HIV education organisation Avert, appropriate and important messages were identified, and memorable and engaging graphics illustrating these messages were produced. We developed a user guide for community coaches, teachers and Ambassadors, which we included with each card bundle.

We used participatory methods to identify relevant messages for inclusion in the resources.

The following questions were used as prompts for small group discussions amongst young adolescents:

- What questions do you have about HIV?
- What myths are there about HIV?
- How do we prevent HIV?
- What would you do/say to a friend if they told you they were HIV +?
- What do you think of when someone says HIV?

Group discussions were undertaken during breaks in play, throughout Cricket Without Boundaries' mass-participation sessions in September and October 2019.

A total of 110 small group discussions were held, generating 451 responses recorded onto whiteboards.





Impact

A case-study of the information gathering phase in the development of these resources was selected as a feature article for World AIDS Day 2019, on the sector-leading platform SportandDev.org, raising awareness about this approach to resource development and the project more widely.

CWBglobal Retweeted



sportanddev @sportanddev · Nov 30, 2019

@CWBglobal shares their methods to respond to participant needs in teaching about HIV through sport bit.ly/2XZXpdd



<https://www.sportanddev.org/en/article/news/what-questions-do-you-have-about-hiv-participant-centred-approach-cricket-without>

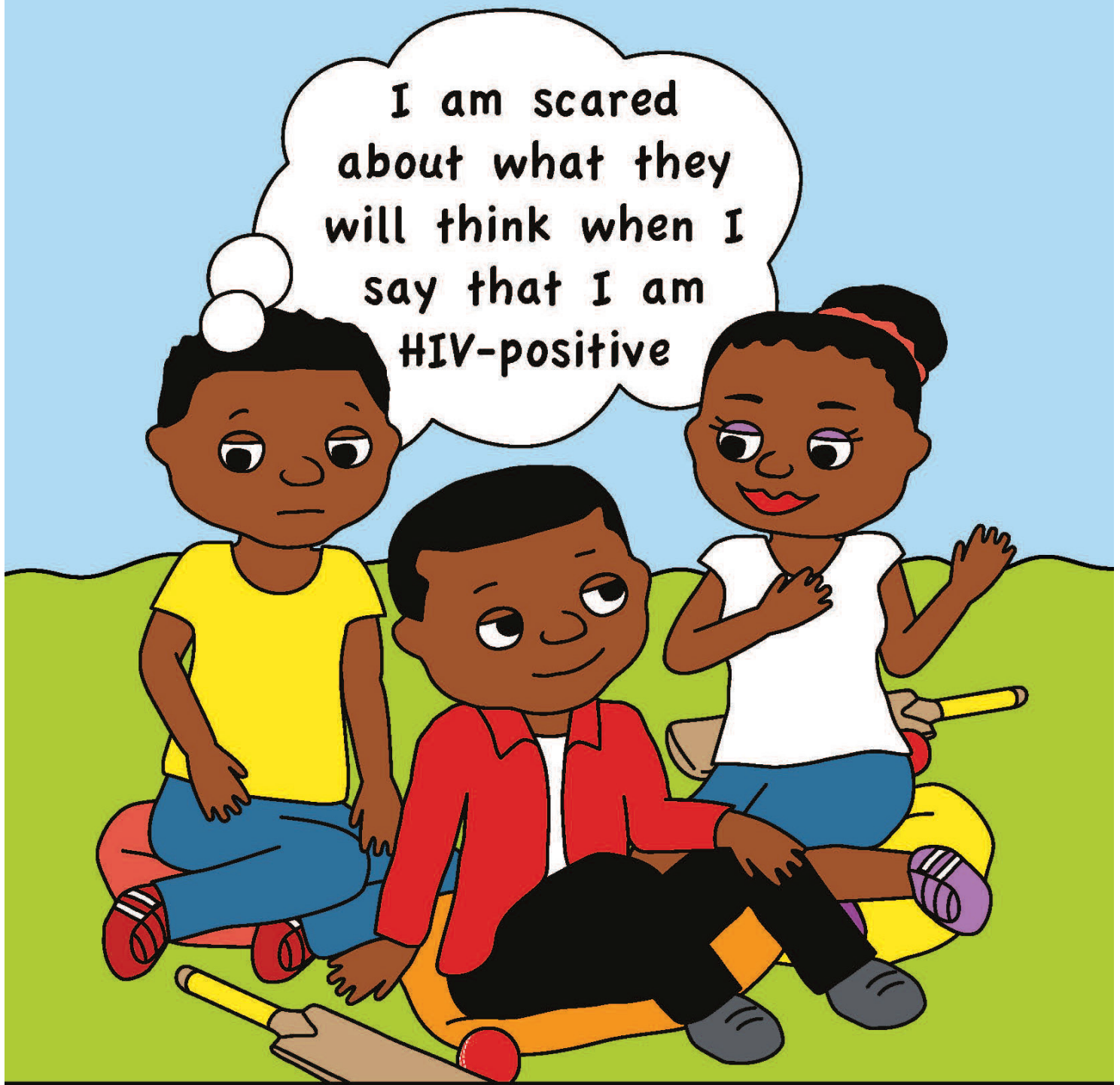
This data was thematically analysed by Avert (and combined with their knowledge as subject-matter experts to identify 10 key messages or topic areas to be covered in the resources.

We used feedback from CWB Ambassadors, as well as Avert's experience of designing resources for use in sub-Saharan Africa to design relevant and appropriate characters to appear on the cards, and then worked with Avert's graphic designer to produce 10 informational cards.

We included cricketing-themed characters, particularly for situation-based discussion points, to help make the characters more relatable to Cricket Without Boundaries' participants.

What advice would you give?

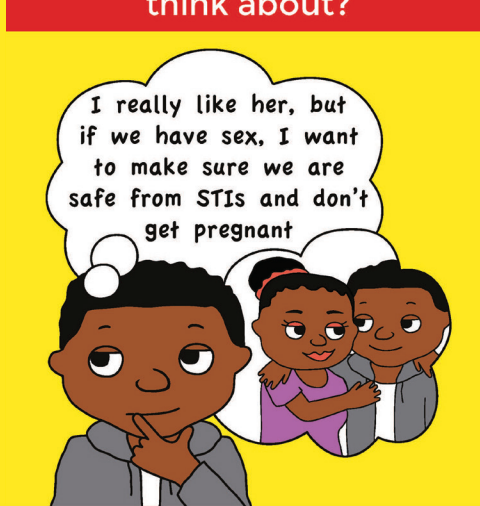
I am scared about what they will think when I say that I am HIV-positive



Are they ready for sex?

What should they think about?

What do you think?



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without BOUNDARIES

Avert)

CRICKET
without BOUNDARIES

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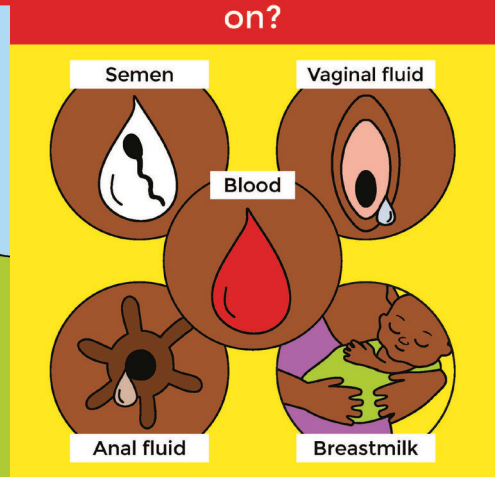
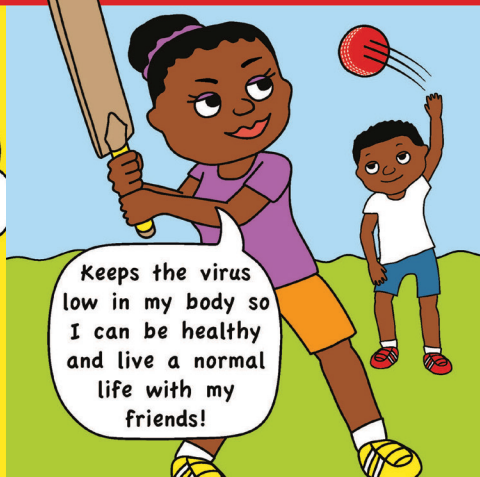
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What worries you about testing for HIV?

What does HIV treatment do?

Through which body fluids can HIV be passed on?



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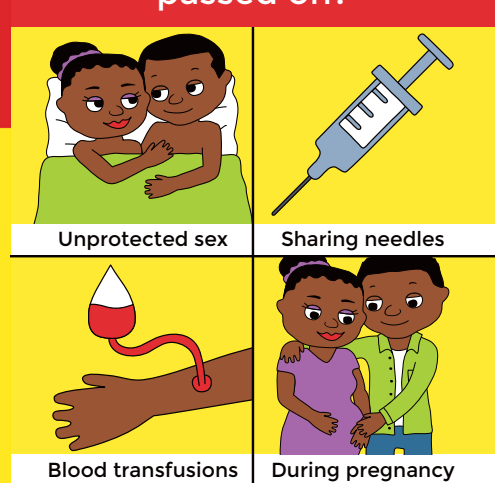
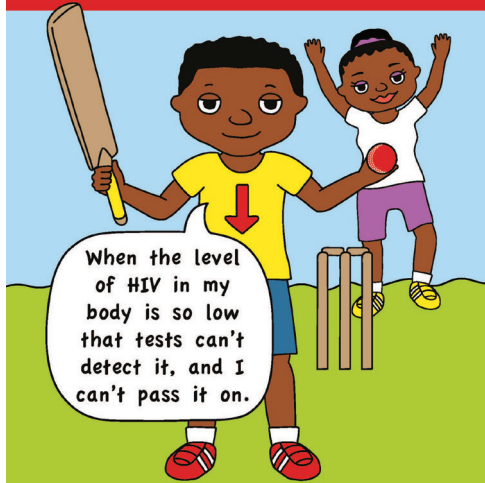
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What does 'undetectable' mean?

Does treatment stop HIV from being passed to your baby during pregnancy or breastfeeding?

How can HIV be passed on?



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These cards were piloted in Rwanda and Kenya by CWB Ambassadors and volunteers, who collected feedback from participants, teachers and community coaches on:

- Attractiveness and usability of the coaching resources
- Relevance and appropriateness of the messages in the resources

Case studies

Rwanda

Mass participation sessions delivered: 26

Children Coached 5,926

Percent girls 49%

Comments from coaches and Ambassadors:

"Very enthusiastic about rapid fire. Good flash card usage with those that batted."

"They was enjoying this game as for the first time in their region and they really asked more questions about the HIV and we have explained to them more and they satisfied and really this cards is more important it will help us in really life."

"Really productive session. The children were fantastic and led to some really interesting discussions around HIV prevention."



Kenya

Mass participation sessions delivered: 9

Children Coached 1,521

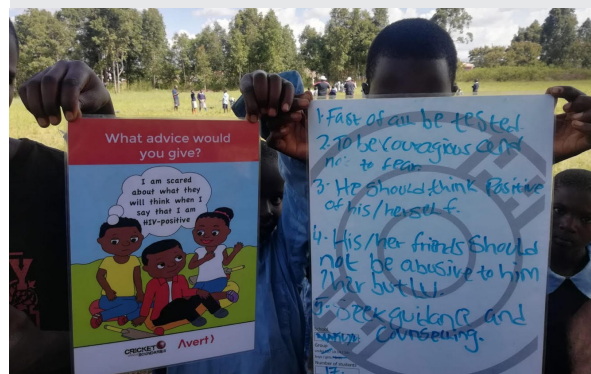
Percent girls 51%

Comments from coaches and Ambassadors:

"Very wide age range. Great enthusiasm by children and teachers. Good engagement with HIV messages. Flash cards worked well."

"Used cards to start conversations and do white-boards."

"Over 200 children from various schools during half term. This school was just used as the base. Some v good cricketers. Flash cards and quiz worked v well. Mixed knowledge of HIV at beginning of session including some very low."



COVID-19

3 further testing projects were planned in Rwanda, Uganda and Malawi. This was to be followed by generalised roll out to CWB Ambassadors for delivery in their weekly sessions. Following the global response to COVID-19 all of these activities have been temporarily suspended, as schools in all CWB countries engaged in our HIV education and prevention work are currently closed.

Cricket Without Boundaries is currently responding to this situation by:

1. Continuing to support our Ambassadors throughout school closures, both with ongoing funding of their posts and with digitally delivered training and mentoring on topics including: player welfare, safety and safeguarding; cricket coaching observation and analysis; and new activity development.
2. Working with our Cricket Association and other partners on organisational capacity building projects.
3. Helping keep our Ambassadors, participants, volunteers and supporters active with regular virtual “cricket” challenges with integrated health and social messages, linked to a range of issues including action we can take to slow the spread of COVID-19.

The newly developed cards have informed parts of our delivery of part 1 of this action plan, and we look forward to picking up where we left off with this project when the global situation allows.

