

UKWIMYA LULU
YAKUPWISHA
AKASHISI KA
HIV/AIDS
MU BANA

CAMPAIGN
TO **END**
PEDIATRIC
HIV/AIDS

CAMPAGNE POUR
L'**ÉLIMINATION**
DU VIH/SIDA
PÉDIATRIQUE

OLUTALO OLWO
KUMALAWO
MUKENENYA
MU BAANA

KUFARITSA **KUSIRIDZA**
KALOMBA **KA HIV**
NAMATENDA YA AIDS
MUBANA BANGO'NO

CAMPAÑA PARA
A **ELIMINAÇÃO**
DO VIH/SIDA
PEDIATRICO

KAMPENI YA
KUMALIZA
MAAMBUKIZI
YA VVU KWA
WATOTO

“Child Days” in “End Pediatric AIDS” campaign weeks

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Outline of Presentation

- What are Child Days
- Strategies used
- Incorporation into Bi-annual campaign weeks
- Challenges expected
- Expected outcomes

What are Child Days

- ❑ The Government of Uganda began the *Child Days* initiative in 2002
- ❑ Child Days are a period of accelerated action, pushed to community during two months each year to provide preventive health services at health facilities, regular community outreach sites, and primary schools
- ❑ Health workers provide routine and catch-up immunization and vitamin A supplementation for all children under five years and de-worming for children from 1 to 14 years. Women of reproductive age are immunized against tetanus

Strategies used

- Partnerships: MOH, MED, USAID, UPHOLD etc
- Public awareness drives through:
 - Organized DJ mentions
 - Radio spots for children and parents
 - Newspaper announcements
 - Distribution of posters and teaching materials

Outcomes

- ❑ Enthusiastic participation of communities
- ❑ An overwhelming appreciation of services offered
- ❑ On average, districts were able to deworm 69% of all children
- ❑ Immunization coverage doubled during the two months

Use of Mother/Child days in “End Pediatric AIDS” campaigns

- Community-based events with a focus on maternal and child health
- Activities can include:
 - Counseling and Testing for children and pregnant women/ of reproductive age
 - Referrals for mothers in need of PPTCT

Strategies to employ

- ❑ Building of partnerships: MOH, ACP, Policy makers, local leaders, CEPA country partners, district officials, health centers, communities
- ❑ Worldwide to local public sensitization media campaigns involving Radio spots, talk shows, DJ mentions, community dramas and concerts, newspaper announcements, fliers and posters
- ❑ Use of peer mothers and local icons

Expected outcomes

- ❑ Community-specific experiences formulated to “End Pediatric AIDS”
- ❑ Accelerated VCT
- ❑ Increased uptake of PPCT services
- ❑ Empowerment of women
- ❑ Increased collaboration of communities with health workers

Challenges

- Consensus building
- Stigma
- Political environment
- Mobilization

What will work

- ❑ Local and International support
- ❑ Political priorities
- ❑ Already built CEPA stakeholder networks
- ❑ Worldwide attention through concurrent regional/global activities
- ❑ Media awareness

THANKS

