

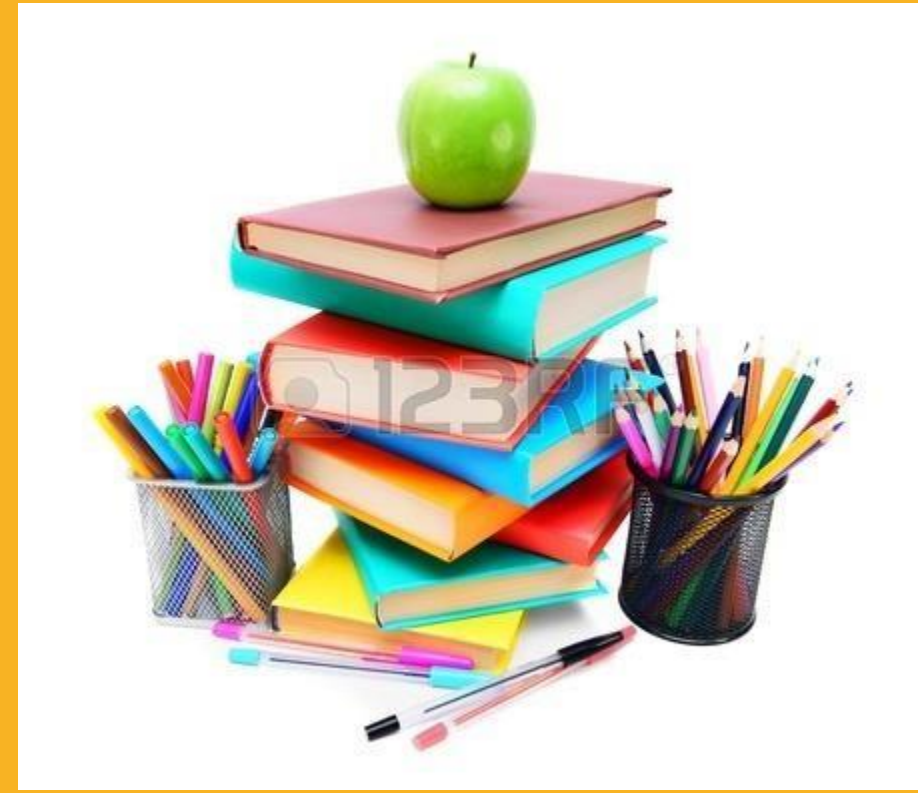
CLUB MAISHA PROPOSAL

FOR: NATIONAL AIDS CONTROL COUNCIL

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BACKGROUNDSTUDY

LITERATURE REVIEW

35.3 million people in the world are living with HIV. **Sub Saharan Africa** accounts for the largest population of these individuals totaling **25million**.

The **larger urban population** consists of those living in informal settlements popularly known as **ghettos**, slang for slum. According to the **African Population and Health Research Center** (APHRC) a study in 2014 revealed that **70%** of Nairobi's inhabitants live in the ghettos.

Evidence shows that a large section of the ghetto population comprises the youth who are suffering from the **high unemployment rates**. The latter, coupled with an **education system** that focuses on **performance** rather than **imparting of knowledge**, leads to the development job seekers rather than job creators.

Further, artistic talents have been **sidelined** and the focus skewed towards money making. The idle youth have been a point of concern as they often engage in deviant behaviour such as **violent crime, irresponsible sexual behavior, petty theft, drug abuse, gang violence** and **prostitution** which are pre cursors to exposure to HIV and AIDS.

As evidenced by research, a platform where the youth can actively engage in useful enterprise is the panacea to the current quagmire and as such I would like to propose a Reality TV Infotainment Dance Show dubbed **Club Maisha** to absorb raw unexploited talent that exists in the Kenyan informal settlements as well as increase youth engagement and participation in gainful activities.

WHY CLUB MAISHA?

- The program will be operating at the behest of the National AIDS Control Council (NACC), where it will provide a clear strategy as to how the Maisha Brand shall gain mileage, retention and recognition rating even beyond the show's existence
 - ❖ With girls aged between 15-24yrs being the most vulnerable in the informal sector, *Club Maisha* will have a special category for the girls with an assured award
 - ❖ If the girl's group goes on to win the overall award, they shall be assured of two prizes which includes the specialized category
 - ❖ In order to create cohesion and partnerships among the genders, save for the **All Girls Teams** the rest of the groups will be required to have at least 30% representation of each gender
 - ❖ The groups will be assigned specific tasks to be illustrated in dance by NACC and other partners. These tasks will look to address specific HIV and AIDS issues and themes such as 'It is cool to know my status', 'I have taken the test.'
 - ❖ The show will seek to leverage on Sarakasi Trust, the best dance unit in East and Central Africa, that has a wealth of experience with working with youth from the informal settlements
 - ❖ Statistics and qualitative data will be collected before, during and after the period of the show in order to gauge assessment of the gains made and how to improve on future campaigns. This will be courtesy of the program organizers
 - ❖ The *Club Maisha* project is expected to run for a total of 3 months that will yield a total of 13 episodes



MODUS OPERANDI

OBJECTIVES

- The program’s success will be measured based on its ability to meet the following objectives:
 - ❖ Main Objective
 - **To drive the anti-stigma message home** to adolescents and young people while **Promoting** and **engendering** responsible sexual behavior amongst Kenyan youth
 - ❖ Specific Goals
 - **Create a perception change among adolescents and young Kenyans to embrace PLWHA and to stop the stigma and discrimination of PLWHAs.**
 - **Create sexual behavior change** agents from the young people within estates
 - **Create anti-stigma agents** from the young people and adolescents
 - **Create a perception change** among Kenyan audiences in regards to life in the informal settlements
 - **Engendering peaceful coexistence** between the youth living in informal settlements and between the two genders
 - **Empowering young girls** especially those that live in informal settlements to take control of their sexuality and therefore their destiny.
 - **Arming** the youth with **life skills** they can use to become **self-provident**
 - **Mentorship** of the youth through engagements with leading corporates, artists and personalities within the whole TV and entertainment industry
 - **Create pride** and **ownership** of a successful reality TV show amongst Kenyans that live in informal settlements.

METHODOLOGY

- The producer in partnership with the identified production company will conduct the groundwork of recruitment and with NACC approval, dance groups will be selected. NACC and her partners will interact with the participants straight from the auditions level
- Key activities will be:
 - With the guidance of NACC and CBOs the **production team** shall **identify youth** groups and **youth leaders** to assist in the in the sourcing of suitable and secure venues to hold auditions within the selected settlement and estates within the counties
 - The production team shall also **engage the youth groups** and their **leaders** through **publicity** and **advertising** of the call for auditions through word-of mouth, placement of posters in strategic locations and road shows (public address system)
 - Auditions to be held in six participating counties around the country from where two groups will be selected to make the final contestants list of 12.
 - During the auditions, the **youth** shall be **engaged** to **manage security, maintain order** and any other **production activities** such as erection of the set, production runners, and the registration process so that they can have ownership of the process and therefore support it fully
 - Special **TV Profile features** of every participating group/team **showcasing their struggles, practice sessions, living conditions, triumphs** and **challenges** amongst other components shall be recorded and youth will be hired to assist with these productions.
 - A segment of the program will be dedicated to the **celebration of the unique 'Street'/Ghetto culture** present in the different participating informal settlements within the selected counties, i.e in Nairobi County, Dandora is renowned for her Hip Hop culture, Kibera for soccer juggling skills etc

- Each episode will be themed to address a particular issue of **HIV & AIDS importance**, for instance responsible sexual behaviour amongst the youth

JUSTIFICATION OF METHODOLOGY

- Participation of the youth in set up and security is critical in instilling a sense of ownership of the program
- Empowering of girls is a critical component as women and girls aged 15-24 account for 21% of new sexual infections with a prevalence of 4-6 times higher than boys of the same age
- Data collection both qualitative and quantitative is essential in ensuring the project stays on course to deliver the mandate it has been designed for
- Mentorship of the youth by the different stakeholders will enable NACC to keep tabs on the youth groups as well as mold them to become mentors and ambassadors in the fight against HIV and AIDS

DELIVERABLES

- Key outputs of the Club Maisha Reality Dance Show will be:
 - Identification and creation of anti-stigma agents from the youth living in the settlements – Improved knowledge on issues surrounding infection, Stigma and Discrimination of PLWHAs.
 - Encouragement of young girls to take control of their sexuality and also participate in gainful activities that are traditionally associated with the male gender
 - An increase in responsible sexual behavior amongst adolescents and young people
 - An increase in positive attitude towards life in general and the struggles in informal settlements in particular especially by PLWHA who reside in informal settlements.
 - Nationwide exposure to the often-neglected raw talents in informal settlements through the reality TV show
 - Engendering of cohesion amongst the diverse participants through active participation in the creation of dance pieces together
 - Inculcate amongst the Kenyan youth the virtue of self-reliance through the exploitation of ones talents

TREATMENT

- The program structure will take the following shape:
 - a. The first season shall feature 12 teams, two each selected from 6 counties.
 - b. Season one shall cover the following six counties: Nairobi, Kisumu, Machakos, Kiambu, Kakamega and Uasin Gishu, or any first six counties the client shall deem first priority.
 - c. Of the twelve, four will be girl's teams
 - d. The areas to have girl's teams shall be selected through a raffle so that there is fairness
 - e. The twelve teams will be divided into two groups (A&B), this shall also be done via a raffle
 - f. Episode one through to six shall involve the pre-selection and audition process at all the 6 counties
 - g. Episode one to six will feature interactive discussions recorded as live within the County estates from where the dance crews would have been derived. This will take a total of 9 minutes of the actual program duration (50 minutes) and it shall be spread at 3 minutes in each of the three segments of the program so as to eliminate the boredom of discussions within an edutainment program
 - h. Episode 7 shall feature Group A – No elimination
 - i. Episode 8 shall feature Group B – No elimination

- j. Episode 9 shall feature Group A – Elimination of 2 teams
- k. Episode 10 shall feature Group B – Elimination of 2 teams

TREATMENT CONT...

- j. Episode 11 shall feature Group A and an appearance by a celebrated dance crew like FBI – Elimination of 2 teams
- k. Episode 12 shall feature Group B and an appearance by a celebrated dance crew like Al Qaeda – Elimination of 2 teams
- l. Episode 13 shall be the Grand Finale with 4 teams in the finals. The girls' team that stays on the longest in the competition shall automatically win the special category for the girls. If more than one girls' team qualify to the last four, then the one that posts the best result amongst them wins the prize for the special category.
- m. Episode 7 to 13 shall all include an interactive feature of feedback in different locations within Nairobi that shall engage young people in discussions around HIV.
Again this will cater for 9 minutes of the actual program time and shall be spread in the three segments of the program
- n. All participants **MUST** be residents of the county's estates/ghettos as at the time of auditioning for the competition
- o. There will be a short segment within the program titled 'Unrivalled' that shall showcase the most outstanding/improbable dance move pulled by any one of the groups whether during training or at competition
- p. The dance moves can be executed as dramatized pieces that highlight the various HIV themes
- q. At audition level, the episodes shall feature segments of freestyle street moves shot ad hoc on location at any of the participating ghettos.

r. This shall be a one-hour (essentially 50 mins) production.

PRIZES

- The awards for the program will be as follows:
 - ❖ 1st position – Ksh. 1,000,000
 - ❖ 2nd Position – Ksh. 500,000
 - ❖ 3rd Position – Ksh. 250,000
 - ❖ Special Category for Girls – Ksh. 250,000
- Rewarding of the top three contestants will ensure active engagements from all the participating teams and the areas from which they come as well as sustained interest in the competition for subsequent seasons.
- The special category for girls is meant to ensure that they are inspired to participate in the competition. More often than not dancing competitions are skewed to favor boys however Club Maisha will seek to rectify that.



STAKEHOLDERS

NACC & PARTNERS

- ***National AIDS Control Council (NACC)***

NACC is the leader in the fight against HIV and AIDS in Kenya. Having adopted several strategies over the years that have effectively enabled it to combat the scourge. It seeks to offer policy and strategic framework for mobilization of resources and coordinating resources for prevention of HIV transmission and care providence and support to those infected in Kenya

- ***NASCOP***

- ***Ministry of Health***

- ***Population Services Kenya (PS Kenya)***

PS Kenya as an organization addresses the most serious health challenges affecting resource-poor and vulnerable communities in Kenya, including HIV/AIDS, reproductive health and family planning, and the greatest threats to children under five including malaria, diarrhoea, pneumonia and malnutrition.

- ***The National Authority for the Campaign against Alcohol and Drug Abuse (NACADA)***

The Authority's main focus is on demand reduction, which involves providing preventive education, public awareness, life skills, treatment, rehabilitation and psycho-social support to the general public. It also contributes towards supply suppression through policy formulation and capacity building.

YOUTH GROUPS & SARAKASI TRUST

- **Youth Groups**
- Most informal settlements have youth groups that actively participate in micro and small scale income generating activities as well as useful engagements such as peace building, security provision, garbage collection and disposal, environment cleaning, sports talent exploitation, car washing, offloading of trucks amongst others.
- These groups will therefore make great ambassadors for the TV program which will ensure both horizontal and longitudinal access to the best raw dance talent within the settlements.

SPECIAL GROUPS

- ***Persons Living with HIV(PLWHIV)***
- Club Maisha will not be complete without the inclusion of these individuals since the program aims to create awareness on matters pertaining to HIV, this particular group will come in handy.
- These groups will be encouraged to participate. Their participation will be strictly voluntary and confidentiality of their status will remain assured unless they otherwise willingly decide to make it public.
- ***Community Based Organizations (CBOs)***
- A number of CBOs have been in the frontline in working with PLWHIV these groups have provided support and through their activities have given PLWHIV hope.
- These groups will come in handy in mobilizing both the young people that live in these areas as well as PLWHIV. to actively participate in the show. It is imperative that they feel part and parcel of the program as they will continue working and implementing the program's objectives even after its conclusion