

**AFRICAN NETWORK FOR STRATEGIC COMMUNICATION  
IN HEALTH AND DEVELOPMENT (AfriComNet)**

**FORUM FOR CHANGE: HIV/AIDS, Alcohol and Gender  
A Strategic Communication Perspective  
5 -9<sup>th</sup> August 2007, Addis Ababa, Ethiopia**

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<i>Registration</i>	<i>Sunday - 5<sup>th</sup> August 2007</i>
1400 hrs - 1700 hrs	Registration and collection of conference packets
<i>Day 1</i>	<i>Monday - 6<sup>th</sup> August 2007</i>
0800 hrs - 0900 hrs	Registration of participants and administrative issues
0900 hrs - 0930 hrs	<b>Welcome and Opening</b> Peter Mwarogo, AfriComNet Shelagh O'Rourke, USAID Bunmi Makinwa, UNAIDS
0930hrs - 0945 hrs	<b>Official Opening and Keynote Address</b> His Excellency, Minister of Health, Ethiopia
0945 hrs - 1045 hrs	<b>PLENARY SESSION: Framing the Issues</b>  <b>Gender norms and their implications on HIV and AIDS</b> Bogaletch Gebre, Kembatti Women's Self -Help Center, 2007 Global Health Council Jonathan Mann Award for Health and Human Rights  <b>Alcohol and its role in HIV prevention, care and treatment</b> Chester Morris, High Risk Intervention Specialist  Q &A
1100 hrs	<b>BREAK</b>
1115 hrs - 1130 hrs	<b>SHORT FILM: Alcohol use and male norms</b> Robert Ritzenthaler, Associate Director, ROADS Project/Kenya, Family Health International

1130 hrs – 1245 hrs	<p><b>PLENARY SESSION: Impact of alcohol on HIV transmission, care and treatment</b></p> <p><b>Three-country rapid qualitative assessment of alcohol and HIV programming</b>  Nkandu Luo, Former Minister of Health, Zambia  Chester Morris, High Risk Intervention Specialist</p>
1300 hrs – 1400 hrs	<p><b>LUNCH</b></p>
1400 hrs – 1515 hrs	<p><b>PLENARY SESSION: Alcohol abuse: research and practices in Kenya</b></p> <p>Karusa Kiragu, Associate, Population Council, Kenya,  Murad Saad, Director, Reachout Center Trust, Mombasa,  Kenya, 2006 United Nations Vienna Civil Society Award  Joseph Ochieno, Family Life Education Project, Busia, Kenya</p> <p><b>Q&amp;A</b></p>
1515 hrs – 1545 hrs	<p><b>PLENARY SESSION: Linking behaviors: a challenge for strategic communication professionals</b>  Lynda Bardfield, Associate Director for Strategic Behavior Communication, FHI</p> <p><b>Q&amp;A</b></p>
1545 hrs – 1600 hrs	<p><b>Tea Break</b></p>
1600 hrs - 1800 hrs	<p><b>SMALL WORKING GROUPS</b>  In four groups, speakers will present examples of alcohol-related interventions and programs. The goal of the exercise is to help communication practitioners address how alcohol impacts HIV and AIDS programming. The groups will make recommendations on strategies employing advocacy, interpersonal communication, mass media and community based interventions.</p> <p><b>Advocacy</b>  Jennifer Kimani, NACADA, Kenya  Assefa Yibeltal, HAPCO</p>

**Interpersonal communication**

Cathy Ngarachu, Support For Addictions Prevention and Treatment in Africa (SAPTA)

Rukia Yassin Abdulrahman, Liverpool VCT Care & Treatment Centre, Kenya

**Adherence Counseling**

Yigeremu Abebe, Clinton Foundation, Ethiopia

**Mass media**

Lynda Bardfield, Media literacy, FHI

Gwen Morgan, PSI, Kenya

1800 hrs - 2000 hrs

**SOCIAL EVENT**

*Day 2*

*Tuesday – 7<sup>th</sup> August 2007*

0830 hrs – 0930 hrs

**PLENARY SESSION: Changing gender norms**

**Personal experiences working to pass Kenya’s Sexual Offences Bill (2006)**

Njoki Ndung’u, Nominated Member of Parliament, Kenya,  
UN Kenya Person of the Year 2006

**Impact of male gender norms on HIV transmission, as well as prevention, care and treatment; program responses**

**Q&A**

0930 hrs – 1100 hrs

**PANEL DISCUSSION: The role of traditional and faith-based leaders in shaping and maintaining gender norms**

Moderator: Mike Egboh, Country Director, Pathfinder,  
Nigeria

Stevie Nangendo, Lecturer, University of Nairobi  
The Emir, His Royal Highness (HRH) Dr. Haliru Yahaya,  
Nigeria

Carol Breslin, Medical Missionaries of Mary, Ethiopia  
Bogaletch Gebre, Founder Kembatti Women’s Self –Help  
Center, 2007 Global Health Council Jonathan Mann  
Award for Health and Human Rights  
Aba Serekbirhane, Ethiopian Orthodox Church

**Q & A**

1100 hrs

**BREAK**

1115 hrs – 1300 hrs

**PRACTICAL EXERCISES: Gender norms and practices that impact HIV and AIDS programming**

Key Facilitators:

Wondwessen Belete, Men as Partners (MAP) Programme  
Officer, EngenderHealth, Ethiopia

Kent Klindera, Senior Technical Advisor for Gender and  
Youth, EngenderHealth, South Africa

Jeffrey Monakisi, MAP Transformation Agent,  
EngenderHealth, South Africa

Dumisani Rebombo, Senior Project Officer, EngenderHealth,  
South Africa

In four concurrent groups, facilitators will lead participants in practical exercises to: 1) examine gender stereotypes; 2) reflect on how traditional practices reinforce gender norms; 3) consider the differences between sex and gender.

The goal of the exercise is to offer communication practitioners practical workshop activities to address gender norms that might impact HIV/AIDS and gender-based violence prevention programming. The groups will make recommendations on strategies that can be implemented through advocacy, interpersonal communication, mass media and community-based interventions.

**1300 hrs**

**LUNCH**

**1400 hrs - 1445 hrs**

**SHORT FILM: African Transformation: a tool for changing gender norms**

Donna Sherard, Deputy Regional Representative, Health Communication Partnership (HCP), John Hopkins University

**1445 hrs - 1600 hrs**

**PLENARY SESSION: Impact of gender based violence on HIV**

Bunmi Mankinwa, Director, UNAIDS

Jessie Mwambo, Senior Lecturer, Muhimbili University Hospital, Tanzania

Dumisani Rebombo, Senior Program Officer (MAP Program) EngenderHealth, South Africa

**Q &A**

**1600 hrs - 1800 hrs**

**SMALL WORKING GROUPS: Addressing GBV**

In four concurrent groups, speakers will present examples of gender based violence interventions and programs.

The goal of the exercise is to help communication practitioners address how gender based violence impacts AIDS programming and to identify and recommend strategies that can be implemented.

**Advocacy**

Movement of Men Against AIDS, Kenya

Abebe Kebede, Ye Ethiopia Goji Limadawi Dirgitoch

Aswogaj Mahiber (EGLDAM), the former National  
Committee on Traditional Practices of Ethiopia  
(NCTPE)

**Interpersonal communication and counseling**

Katembu Kaumba, YWCA, Zambia

**Mass media**

Ronald AHIRIRWE, Young Empowered and Healthy (YEAH),  
Uganda

**Community-based**

Maende Makokha, UJANA, FHI Tanzania

Sam Thenya, Nairobi Women's Hospital, Kenya

1800 hrs

**AfriComNet Annual General Meeting  
(all members invited)**

*Day 3*

*Wednesday - 8<sup>th</sup> August 2007*

0830 hrs - 1030 hrs

**PANEL DISCUSSION: The role of the media in shaping, sustaining and changing norms around alcohol, gender and gender-based violence**

Moderator: Robin Tyson, Lecturer, Namibia University

Pontsho Makhetha, SABC, South Africa

Fungai Machirori, SAfAIDS, Zimbabwe

Olaide Olufumilayo Olumide, Nollywood, Nigeria

**Q & A**

1030 hrs

**BREAK**

1030 hrs - 1115 hrs

**SMALL WORKING GROUP BREAKOUT SESSION:  
Taking Action**

Participants will break into four groups to identify key take-away messages. They will also consider specific steps to share and apply what they have learned at the practicum. Take-away messages will form the basis of the practicum declaration to be disseminated via a press release, the AfriComNet website and at important regional fora such as the East, Central and Southern Africa (ECSA) Health Ministers meetings website.

1115 hrs - 1200 hrs

**SMALL WORKING GROUP: The Addis Ababa Declaration**

Two representatives from each group above convene in a small working group to draft the practicum statement of consensus observations and recommended action.

1200 hrs - 1300 hrs

**PLENARY: Refinement and Adoption of Addis Ababa Declaration**

Participants review and refine declaration and commit to regional, national and organizational actions

1245hrs - 1300 hrs

Declaration read publicly to assembled members of the press

1300 hrs

**CLOSING CEREMONY AND REMARKS**

Peter Mwarogo, Chairman, AfriComNet