

targeting local leaders. Services are provided in locations, and at times, that are youth-friendly, especially to those engaging in high risk behaviours. IPC materials are used to support these activities.

► **Project Management** — As the Executing Agency the Ministry of Health supports the implementation of the Project ensuring that efficient management, financial, and monitoring and evaluation are in place at national and provincial levels. At the provincial level a number of partners, including Department of Health, Provincial Administration of HIV/AIDS Control Centre, Youth Union, Public Security and mass media, are working together to implement activities. The central Project Management Unit based at the General Department of Population & Family Planning directs and coordinates Project implementation.

### Early achievements

Outputs achieved since the Project launch include:

- The first series of the TV drama 'House with Many Windows' has been produced and aired on VTV1. The drama has been re-aired on provincial television stations.
- Fifteen radio phone-in programmes—'60 Minutes You and Me'—have been launched and are running with active participation from youth.
- Numerous IPC materials have been produced, including HIV/AIDS booklets and flip-charts, providing guidance how to prevent HIV. Materials promoting the use of Voluntary Counselling and Testing (VCT) centres have also been produced.
- Several TV spots have been produced and aired on VNTV. These TV spots will also be shown on provincial TV stations, and distributed on DVD for interpersonal communication use at the community level.
- The Project's website—[www.hoanhiptim.vn](http://www.hoanhiptim.vn)—is on-line, receiving an average of 1,200 visitors per day. In the first three months following the launch of the site, the site received over 150,000 hits.
- A number of VCT centres have been set up, including:
  - Ba Dinh Maternity Station, 12 Le Truc Street, Hanoi; telephone: 04 3734 7531
  - Chuc Son Health Station, Chuong My District; telephone: 04 337 17 623
  - Vo Cuong Health Station, Hoa Dinh District, Bac Ninh city; telephone: 0241 896 292

- Center for Caring of Reproductive Health; Group 58a, Area 6C, Nong Trang Ward, Viet Tri, Phu Tho Province; telephone: 0168 703 6807
- Health Center, Cam Khe Town, Phu Tho Province; telephone: 0210 834 669
- Health Center, Cam Pha District, Quang Ninh province; telephone: 033 3862 048

The *HIV/AIDS Prevention Among Youth Project* is implemented nationally and in 14 selected provinces including Ha Noi, Bac Ninh, Phu Tho, Quang Ninh, Hai Duong, Dien Bien, Da Nang, Thua Thien Hue, Quang Tri, Binh Duong, Ba Ria-Vung Tau, Long An, Dong Thap and Can Tho over five years (2007–2011). Technical support is provided by the BBC World Service Trust, Youth House (Youth Union), Marie Stopes International Vietnam, CARE International Vietnam, the World Health Organisation, and Vietnam Film Corporation.



### HIV/AIDS Prevention Among Youth Project

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## HIV/AIDS Prevention Among Youth Project

### Objective

Youth are one of the most vulnerable groups in Viet Nam in terms of HIV infection. The majority of new HIV infection in Viet Nam is among young people. The National Strategy of HIV/AIDS Prevention identifies an objective to reduce the spread of HIV/AIDS in population to less than 0.3% in 2010, and stop the spread after 2010. The Project supports achieving the Millennium Development Goal Number 6 which is to have halted and begun to reverse the spread of HIV/AIDS by 2015.



*A Youth Advisory Group works with the Project to ensure a youth friendly and relevant approach in the design and delivery of activities.*

To contribute to achieving the objectives, the *HIV/AIDS Prevention Among Youth Project*, funded by ADB and the Government of Viet Nam, focuses on communication activities and community interventions which aim to change youth's attitude and behaviours to prevent HIV spreading among them through promoting:

- ▶ Increased knowledge among youth on HIV/AIDS risks and prevention;
- ▶ Practical life skills around reproductive health and HIV/AIDS prevention; and,
- ▶ Increased access to youth-friendly HIV harm reduction and prevention programmes in 14 Project provinces.

### Approach

The Project offers a comprehensive approach in the implementation of HIV/AIDS prevention activities. A national mass media campaign is helping youth to access up-to-date information and knowledge about HIV transmission routes and prevention. This campaign is supported by community-based interpersonal communications and youth-friendly health services. By including a Youth Advisory Group in the design and delivery of activities, the project results in an effective, youth-focused approach to ensure that the Project actively responds to the special needs of youth.



*Community-based interpersonal communication activities play an important part in the Project approach.*

### Target audience

The Project reaches a broad range of youth aged from 15 to 24, including:

- ▶ *Youth in high-risk situations* including youth using injecting drugs, sex workers, and clients of sex workers.
- ▶ *Vulnerable youth* because of their migrant, education, or employment status.
- ▶ *Mainstream youth* such as youth living with parents who may currently be at low risk, but whose status can be protected and strengthened.

The Project also relies on the involvement of leaders and parents, who have an influence on youth, to accelerate project activities.

### Project Components

- ▶ **Advocacy** — the Project targets a broad range of leaders and policy makers at all levels to support the implementation of the National Strategy on HIV/AIDS prevention and move issues of youth and HIV risk to the forefront of discussion, and to motivate leaders to accelerate efforts to support programme delivery. Advocacy initiatives at the national level are linked to advocacy activities carried out at local levels, sensitising leaders to the needs of young people in terms of youth-focused HIV/AIDS prevention policies and programmes. This has helped strengthen a supportive environment for implementation of various community-based activities targeting youth and influential people including parents, teachers and leaders. Advocacy activities include dissemination of materials targeted at leaders and policy makers, youth forums, a network of young advocates, youth-led conferences, festivals, discussion about national policy and the participation of 'young ambassadors' in national and international conferences. A vibrant youth advisory network of 150 young people including PLWHA is advising the project to ensure a youth-friendly and relevant approach.

*Realising that mass media has a powerful influence on youth, the Project uses television to reach youth with important messages—below, a scene from the TV drama 'House with Many Windows'.*



- ▶ **Mass Media**— a national mass media behaviour change communication programme is designed to influence behaviours and attitudes of young people. An 'enter-educate' approach utilises a variety of outputs including:

- A long-running TV Drama series exploring the lives of

today's Vietnamese youth in different settings. The drama discusses a variety of social and emotional issues affecting youth including love, relationships, drug use, sexuality, families, stigma and discrimination, gender and HIV/AIDS.



*The radio programmes '60 Minutes You and Me' are lead by trained youth moderators.*

- Provincial radio phone-in programmes. One-hour, weekly programmes—'60 Minutes You and Me' give listeners a chance to discuss openly and anonymously issues facing today's youth including HIV/AIDS, love, sexual health, drug abuse, etc, with trained moderators and fellow youth.
- TV and radio spots provide HIV prevention and voluntary HIV testing messages, through the mass media.
- Video documentaries allow for the detailed examination of social issues surrounding HIV/AIDS for use in group viewing settings.
- A web site provides youth with a confidential source of information on HIV/AIDS. A creative, entertaining and interactive site includes a moderated forum, blog, question and answer sections, competitions and real-time chat. Youth can view and download video clips of the TV drama, TV and radio spots and other Project outputs.
- Interpersonal communication (IPC) materials provide HIV/AIDS knowledge to the target audiences and support peer educators and community outreach staff in interpersonal communication.
- ▶ **Community Based Interventions** — The Project supports 15 provinces to implement a programme of youth focused activities, including peer education, life skills training, condom and needle distribution, Voluntary Counselling and Testing, parent education and advocacy