



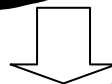
P P S A C



PROGRAMME DE PREVENTION DU SIDA EN AFRIQUE CENTRALE (HIV/AIDS PREVENTION PROGRAM IN CENTRAL AFRICA)

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French acronym standing for “Programme de Prévention du SIDA en Afrique Centrale”

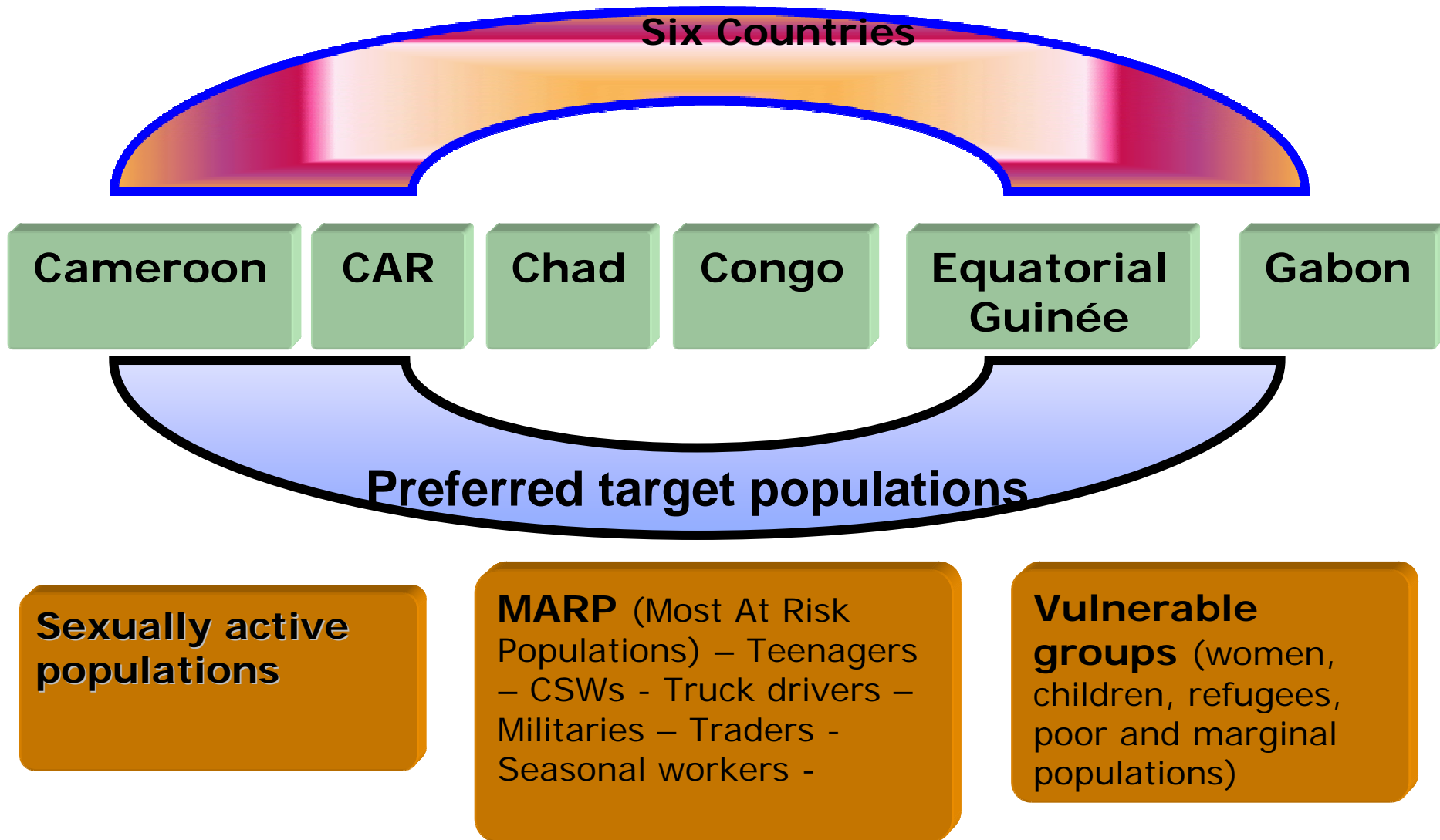
**2000 – 2005:
Bilateral
approach of
the TA from
KFW to SMA
(Social
Marketing
Associations)
in Cameroon,
Chad and the
CAR**

**Focus was
particularly
put on social
marketing
of condoms**

**Due to some
technical limits,
it became
essential to
move from the
bilateral
approach to the
regional one**

**The regional
approach
started in
three (3)
countries,
and now
continues in
six (6)
countries**

Coverage areas and target populations



**How can PPSAC
impact on Fishery
and HIV/AIDS
in Central Africa ?**

Result 1:
The **Social Marketing of Condoms** (with the promotion of a regional brand of condoms: “securié plus”)

Result 2:
FREJES (Regional Youth Forum) as well as **CCSA** (Cross border, Common and Synergic Activities)

Result 3:
Fight against **Stigmatization and Discrimination**

THE SOCIAL MARKETING APPROACH

Availability of condoms in fishing camps

- ❑ “Female fish traders” as part of the commercial network in condoms sales, along side the existing commercial network

CBS (Community Based Services)

- ❑ Awareness on STI/HIV/AIDS.
- ❑ Availability of health products at the community level

Capacities building of “Female fish traders” by existing SMA

Availability of health products (male and female condoms, ORS, Mosquito bed nets...) through Health community agents

FREJES (The Regional Youth Forum)

GOALS

Enable young people to make a specific contribution to the response to STI/HIV/AIDS

Develop a minimum package of activities for young people

Extend the minimum package of activities in countries covered by PPSAC with contribution of all partners through the establishment of a functional structure within the SMA

Hold an annual base exchange and enrichment session on the achievements and good practices in response to STI/HIV/AIDS within youth milieu

FREJES (The Regional Youth Forum)

Possible involvement of youth from fishing camps

- ❑ Peer education in and outside schools;
- ❑ Participation in the production and distribution of the newspaper "100% jeunes";
- ❑ Newspaper articles on the specific milieu of fishing;
- ❑ Involvement in interactive radio program "100% jeunes";
- ❑ Participation to the regional competition "Prix CEMAC de l'excellence"

CROSS BORDER, COMMON AND SYNERGIC ACTIVITIES

Cross border, Common and Synergic Activities intend to **Contribute to the significant reduction of the spread of STI, including HIV at the level of migratory routes within the six (6) member countries of the CEMAC region.**

Main activities will include:

- ❑ Situational analysis; Mapping of mobility and vulnerability; KAP studies; Sensitization campaigns coupled with STI treatment as well as CT; Harmonized planning of activities between countries; Capacities reinforcement of health centers located along side common borders

FIGHT AGAINST STIGMATIZATION AND DISCRIMINATION

- ❑ Setting up of associations of PLWHA within the fishing camps;
- ❑ Promotion of the rights of PLWHA;
- ❑ Promotion of the use of SPIRULINA (a micro algae rich in vegetable protein, minerals, iron, vitamin B and E) by PLWHA

LESSONS LEARNED

Well driven research activities have enabled us to improve on:

- ❑ Shift in strategy and orientations;
- ❑ Orientations related to the integration of new countries;
- ❑ Cost - effectiveness, usefulness and efficiency as regards activities ;
- ❑ Standards Operating Procedures (SOP);
- ❑ Monitoring & Evaluation guidelines.

In that line, some of the major recommendations made by the mid-term evaluation of the PPSAC (phase I) were related to:

- ❑ The importance of a comprehensive cross border integration, as far as vision and activities are concerned;
- ❑ The necessity to broaden partnership;
- ❑ PLWHA should constitute the cornerstone to combat stigma and discrimination;
- ❑ The CBS should be considered as an approach dealing with all the other components of the program;

CHALLENGES

- ❑ **Economical implications of the regional brand of condoms (“sécurité plus”) are yet to be mastered;**
- ❑ **Distribution of condoms free of charge is likely to destabilize the social marketing process, especially as it is now proven that there is no guarantee in the use of condoms acquired free of charge;**
- ❑ **For some specific groups, condoms accessibility is still a major issue (geographical and financial constraints);**
- ❑ **Mobile services for mobile groups (are stand alone services relevant enough for mobile populations?)**

THANK YOU VERY MUCH

MERCI BEAUCOUP