



MTV Shuga Initiative

Cardno manages U.S. Centers for Disease Control and Prevention’s (CDC) and the President’s Emergency Plan for AIDS Relief’s (PEPFAR) Office of the U.S. Global AIDS Coordinator and Health Diplomacy (S/GAC) inputs to the MTV Shuga Partnership.



Overview

The MTV Shuga Partnership works to improve the sexual and reproductive health of youth by using a broad 360-degree campaign, including TV, radio, online, mobile, billboard, print, and facilitated discussions. Key themes focus on HIV/AIDS, family planning, and gender issues. The primary objectives of the partnership are to increase risk perception of youth to HIV infection, increase uptake of HIV testing and counseling services, and increase knowledge of HIV prevention strategies (e.g., partner reduction, voluntary medical male circumcision). The first iteration of the partnership started in Kenya with the airing of the first two seasons, followed by Nigeria, Botswana, and South Africa. The television series is now entering its sixth season in South Africa and continues as a 360-degree demand creation campaign.

Partners:

MTV Staying Alive Foundation; MTV Base; CDC; Gates Foundation; Elton John AIDS Foundation; Viacom; Partnership for an HIV-Free Generation; Department of Basic Education South Africa; YWCA; Botswana Family Welfare Association; Botswana National Youth Council; University of Botswana; Limkokwing University; Governments of Botswana, Kenya, Nigeria, South Africa

Key Services:

- > Partnership Management
- > Contracts & Funds Management
- > Monitoring, Evaluation, and Reporting
- > Communication and Knowledge Management Services

Client:

U.S. Centers for Disease Control and Prevention (CDC)

Office Responsible:

Cardno International Development



Sector:
Health



Location:
Botswana, Kenya, Nigeria, South Africa



Duration:
November 2009 – September 2018



Results

The partnership works to affect positive change in the sexual and reproductive health of young people across Africa. The World Bank conducted a study in 2013 among 5,000 young people aged 18-25 in Nigeria to better understand the impact of the MTV Shuga campaign. The preliminary results found that those who watched MTV Shuga were twice as likely to get tested for HIV six months after watching the show, and there was a 55% reduction in sexually transmitted infections among women after watching MTV Shuga. In addition, the young women interviewed were also choosing fewer and safer partners.

Way Forward

MTV Shuga South Africa continues to forge ahead with new partnerships, including the Department for Basic Education. Between August to December 2018, 525 peer mentors and educators will be trained on using the MTV Shuga peer education guide, so learners may apply this new knowledge in sessions they facilitate in their schools.

Public screenings of MTV Shuga Down South also continue. In May 2018, 130 high school learners from Tetelo, Soweto, and Tembisa attended a screening at MTV Networks Africa studios in Johannesburg. Three episodes were viewed, followed by a condensed video of the HIV storyline. After this, a question and answer session was guided by subject matter experts to support the discussion by delivering accurate information in wording understandable to young people.



HIV TESTING AND COUNSELING

- Nigeria: 47,000 youth reached



GLOBAL REACH

- MTV Shuga 2 Kenya: 300 million
- MTV Shuga 3 Nigeria: 500 million
- MTV Shuga 4 Nigeria: 500 million
- MTV Shuga 5 South Africa: 720 million



MTV YOUTUBE VIEWERS

- Kenya: 417,000
- Nigeria: 2.73 million for Season 3 & 2.3 million for Season 4
- South Africa: 4.9 million



SOCIAL MEDIA ENGAGEMENT

- MTV Shuga 3 Nigeria: 42 million
- MTV Shuga 4 Nigeria: 42 million
- MTV Shuga 5 South Africa: 45 million



RADIO STATIONS BROADCASTING CONTENT

- MTV Shuga 2 Kenya: 15 stations
- MTV Shuga 3 Nigeria: 16 stations
- MTV Shuga 4 Nigeria: 16 stations
- MTV Shuga 5 South Africa: 4 stations



PRIVATE SECTOR CONTRIBUTIONS

- MTV Shuga 3 Nigeria: \$8.53 million
- MTV Shuga 4 Nigeria: \$7.46 million
- MTV Shuga 5 South Africa: \$9 million

For more information contact Cardno:

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