

MTV SHUGA

D O W N S O U T H



MTV Shuga Down South Partnership

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 Down South Partnership.



Overview

The MTV Shuga Down South Partnership works to improve the sexual and reproductive health of South African youth ages 15-24 by using a broad 360-degree campaign, including TV, radio, online, mobile, billboard, print, and facilitated discussions. Key themes addressed with the media focus on HIV/AIDS, family planning, and gender issues. The overall partnership is between MTV Staying Alive Foundation, MTV Base/Viacom, CDC, S/GAC, and the Government of South Africa. In addition, implementing partners FHI360, Children's Investment Fund Foundation, Positive Action, and Marie Stopes International provide additional activities with funding outside of the Cardno award to drive peer education, outreach, and HIV testing and counseling activities that will accompany and follow the airing of TV and radio content. Additionally, the Government of South Africa is funding the development and use of a peer education guide for youth outreach.

Partners:

MTV Staying Alive Foundation, NACA, Department of Basic Education South Africa, MTV Base, Viacom

Key Services:

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

Client:

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

Office Responsible:

Cardno International Development



Sector:
Health



Location:
South Africa



Award Value:
US\$2,100,000



Duration:
October 2016 –
September 2018



Results

TV Series

All 12 episodes aired on South Africa TV channels, including MTV Base South Africa and SABC in March 2018, and on eTV and BET in September 2017, reaching 720 million viewers. All episodes are also available on the MTV Shuga website via the YouTube platform (with almost 4.9 million views as of June 2018). The dubbed Zulu language version became available in October 2017. Ten screenings at select universities across South Africa are scheduled for 2018. Screenings will also take place for high school students. For example, 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.

Social Media and Digital Media

Approximately 45 million youth were engaged in HIV awareness and behavior change communications campaigns promoting safe sex, gender-based violence prevention, HIV awareness, and pre-exposure prophylaxis using digital channels. Drivers behind this engagement include three youth bloggers – two from South Africa and one from Nigeria – who posted blogs on the MTV Shuga website, along with MTV Shuga staff.

Peer Education Guide

The public health impact of this behavior change and demand creation campaign continues to expand. Thanks to collaboration with the Department for Basic Education, from August to December 2018, 525 peer mentors and educators will be trained on using the MTV Shuga peer education guide. Learners will be able to apply this new knowledge in sessions they facilitate in their schools.

Radio Production

All 15 episodes of Shuga Radio were aired. The episodes were transmitted on Alex FM, YFM, Cliff Central, and Jozi. Radio reports show that SMS alerts prior to episodes being transmitted helped to boost interaction and increase responses. All radio episodes are available on MTV Shuga's website.

Graphic Novel

Reggie's Story, "Free Falling" was distributed to 29 high schools across several provinces between November 2017 to March 2018 along with *Free4All* newspaper – a high school-based publication with over 100,000 readers. In addition, 10,000 copies of the novel were printed for distribution.

Private Sector Contributions

Through June 2018, the USG investment into MTV Shuga Down South leveraged nearly 500% in additional cash and in-kind contributions from private sector partners Viacom and MTV Base.

For more information contact Cardno:

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