

# Panel Discussion II: Development of Appropriate Messages

## 9. Messages to Counter the Vulnerability of Young People (China)

- Liu Yongfeng, School Health and HIV/AIDS Project Officer, UNESCO, China

### Messages to Counter the Vulnerability of Young People

China Country Team  
Presented at:  
Regional Forum on Lifeskills-Based Education for  
Behavior Development and Change  
Bangkok, 1-4 June 2004

### Outline

1. What do we know about young people?
2. Was this knowledge used for program and intervention planning/designing?
3. What key messages could be drawn from our knowledge of young people?
4. How should these messages be presented to the young people?

### 1. How much do we know about Young People?

Some, but very limited:

- National-level data not available
- Scattered surveys exist but
  - vary in scope & quality
  - focus on quantitative KAP assessment
  - Lack attention to other determinants

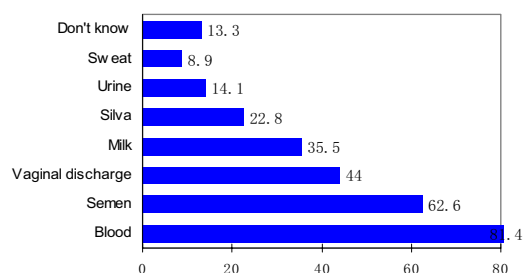
### Major references

- A review/synthesis of 198 studies done in the 1990s
- PLA studies in 14 project sites (2001)
- Baseline surveys of China/UNFPA 5<sup>th</sup> Country Program (2004):
  - CPR/03/P01: 6 rural counties (CFPA)
  - CPR/03/P02: 10 rural schools (MOE)

### Major findings

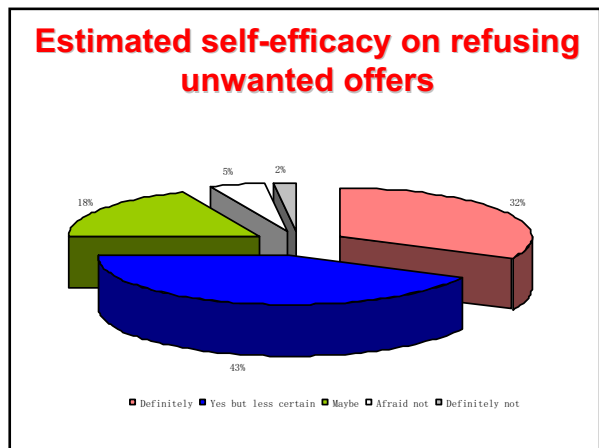
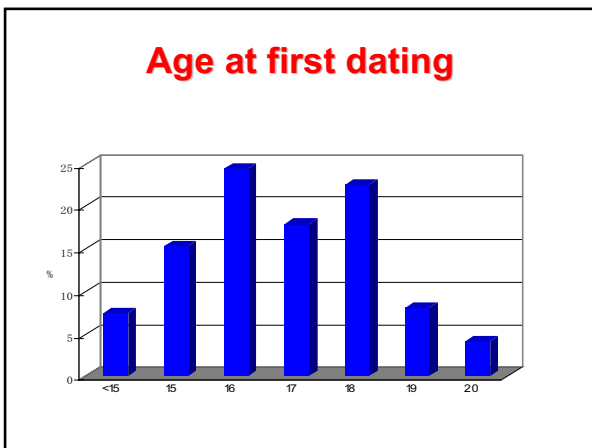
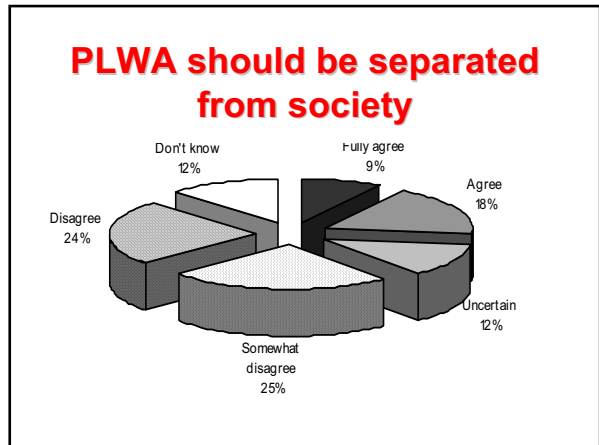
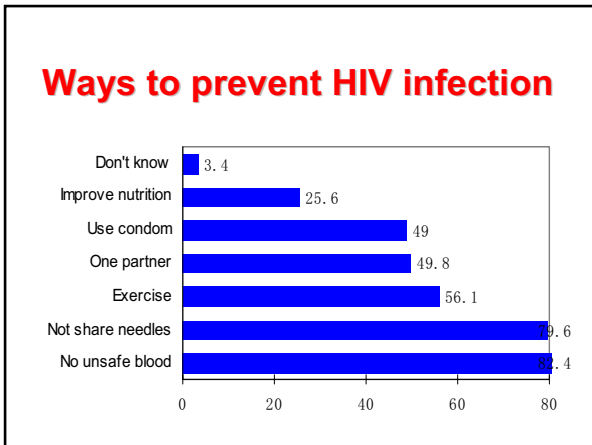
- Diversified and changing
- General trend/patterns
  - Knowledge: most knowledgeable in basics, but with uncertainties and misinformation
  - Attitude: conservative and liberal attitude to courtship and premarital sex co-exist
  - Behavior: some involved in risks

### Routes of HIV transmission



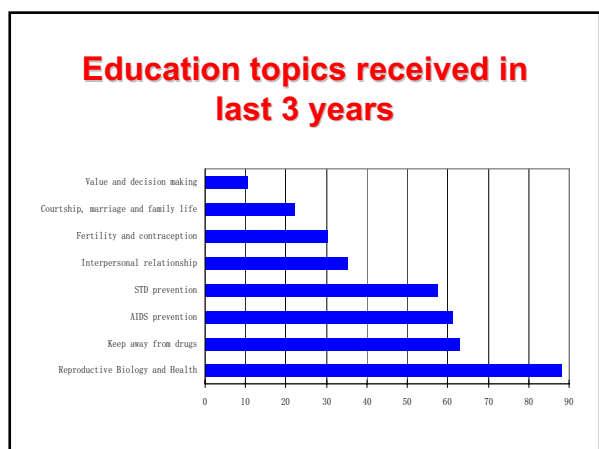
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### Premarital sexual activity

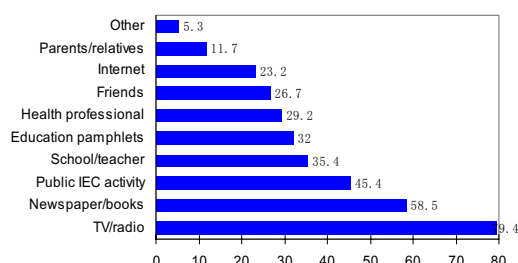
- Secondary Schools: 5%, Geographical variations insignificant
- Tertiary Schools: 10%
- Higher prevalence among out-of-school peers
- 44-90% at premarital check-ups (50-70% below 24; more 60-70%)



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### Information sources of HIV/AIDS



### 2. Were findings fed into actions?

- Yes, to certain extent, indirectly
- More for advocacy
- Less directly leading to specific intervention designs

### 3. What key messages could be drawn from research findings?

- Facts – accurate, consistent and comprehensive
- Attitude/value – Self-efficacy
- Skills – lifeskills for risk/harm assessment, prevention and reduction

### Examples of key messages

- Key facts:
  - Three routes of transmission
  - Daily contact does not lead to risks (sharing food, hugging, kissing, shaking hands, swimming and playing together....)

### Examples of key messages

- Persistent and correct condom use can prevent HIV/STD/pregnancy
- Both boys and girls have the right and responsibility to protect themselves from HIV/STD/pregnancy
- Seeking medical help from registered clinics, unregistered clinics can only make things worse

### Examples of key messages

- To care is to be cared, to help is to be helped
- HIV is our enemy, while People with HIV are our friends
- People with HIV/AIDS need our care and support
- What would I need if I were infected?

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### Examples of key messages

- Sexuality is part of human being, it is natural and healthy to talk about it
- Young people have the right to access to health information and service
- Think twice (about consequences) before act
- Just say “No” when you don’t want to
- To love is to care and to be responsible for
- .....

### 4. How should the messages be presented to young people?

#### Youngsters prefer:

- Non-judgemental discussions
- Interactive/entertaining activities
- Audio-visual
- Comic books
- Website

#### Adults prefer

- Lectures
- Exhibitions
- Textbook reading

## 10. Deriving appropriate messages for Pinoy Youth


- Bella Marinas, Bureau of Secondary Education, Department of Education, Philippines

### Deriving appropriate messages for Pinoy youth

The Philippines

Bella Mariñas

Bureau of Secondary Education,  
Department of Education



### From survey to messages

- Identify...
  - Risk behaviours, gaps in knowledge, & attitudes?
  - Service gaps? (e.g., for ARSH, HIV/AIDS)
  - Vulnerabilities? (e.g., socio-economic factors)
  - Who/what do young people listen to for info?
- Baseline
- M&E
  - Changes in knowledge, attitudes & behaviours
  - Effectiveness of delivery mode

### Survey to message: Sexual health

- Increasing % young people (15-24 y.o.) having pre-marital sex
- Decreasing age of sexual initiation
- Fewer sexually active young people using condoms
- Majority of 1st sexual experiences unplanned

Key messages	Existing messages
<ul style="list-style-type: none"> <li>• Responsibilities come with being sexually active</li> <li>• There are other ways to express love than sexual intercourse</li> <li>• <i>If sexually active</i> <ul style="list-style-type: none"> <li>• <i>Male:</i> Show that you care: be faithful &amp; use condoms</li> <li>• <i>Female:</i> You can say "no"</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• You must be ready to face responsibilities such as parenthood, once you decide to engage in sexual relationships (Revitalized Home Room Guidance for HS)</li> <li>• Promiscuous sexual behaviour exposes a person to sexually transmitted diseases (NFE)</li> </ul>

### Survey to message: Reproductive health

- Young pregnant women do not access prenatal services
- 36% of abortions are among young women
- 3/4 maternal deaths are among young women
- Only 18% of females w/ RH problems sought medical help

Key messages	Existing messages
<ul style="list-style-type: none"> <li>• Reproductive health is a human right</li> <li>• Go to the nearest health center</li> <li>• Reproductive right = right to make RH decisions free of discrimination, coercion &amp; violence</li> </ul>	<ul style="list-style-type: none"> <li>• Reproductive health is a human right (NFE)</li> <li>• Reproductive right = right to make decisions regarding reproduction, free of discrimination, coercion &amp; violence (English 4)</li> </ul>

### Survey to message: HIV/AIDS

- 95% had heard about HIV/AIDS
- 28% think HIV is curable
- 73% thought there was no chance of getting AIDS

Key messages	Existing messages
<ul style="list-style-type: none"> <li>• HIV is not curable, but is preventable. Take responsibility over your own actions</li> <li>• Anyone can get HIV</li> <li>• HIV can have devastating impact on individuals, families &amp; communities</li> <li>• Have open-minded &amp; compassionate attitude towards persons with HIV</li> </ul>	<ul style="list-style-type: none"> <li>• AIDS is preventable. Everyone has responsibility in prevention</li> <li>• Abstinence, Be faithful, consistently &amp; use Condoms</li> <li>• AIDS affects the individual, family, community &amp; nation</li> <li>• Have open-minded &amp; compassionate attitude towards persons with HIV</li> </ul>

### How to present messages?

Survey results	Presentation
<b>Family</b>	
<ul style="list-style-type: none"> <li>• 44% young people have lived away from home</li> <li>• 10% of surveyed youth freely discuss sex with parents</li> </ul>	<ul style="list-style-type: none"> <li>• Dormitory/boarding house-based support groups</li> <li>• Parent education</li> <li>• Actively engage                             <ul style="list-style-type: none"> <li>• Parent-Teacher-Community-Associations</li> <li>• Local Social Welfare Office</li> </ul> </li> </ul>
<b>School</b>	
<ul style="list-style-type: none"> <li>• Staying in school ↔ fewer risky behaviours</li> </ul>	<ul style="list-style-type: none"> <li>• Provide informal space for young people to discuss sensitive matters</li> <li>• Teacher training                             <ul style="list-style-type: none"> <li>• lifeskills approach</li> <li>• desensitization to talking about sensitive issues (e.g., sexuality)</li> </ul> </li> </ul>

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Survey results		Presentation	
<b>Peers</b>			
<ul style="list-style-type: none"> <li>Half of youth learned about sex from friends of same sex</li> </ul>	<ul style="list-style-type: none"> <li>Build youth skills in:                             <ul style="list-style-type: none"> <li>Negotiation/refusing</li> <li>Dealing w/peer pressure</li> <li>Information gathering &amp; analytical thinking</li> <li>Counseling</li> </ul> </li> </ul>		
<b>Media</b>			
<ul style="list-style-type: none"> <li>Mass media = "the new surrogate parent"</li> </ul>	<ul style="list-style-type: none"> <li>Nuture youth's capacity to critically analyze media messages</li> <li>Work w/ media to develop &amp; transmit fact-based, positive messages</li> <li>Giving youth correct information</li> </ul>		



Challenges for the future	
<ul style="list-style-type: none"> <li>Periodic conduct of youth surveys                             <ul style="list-style-type: none"> <li>How often?</li> <li>Scale?</li> </ul> </li> <li>Surveys are costly!                             <ul style="list-style-type: none"> <li>Who pays?</li> </ul> </li> <li>Institutionalize review of curriculum &amp; delivery                             <ul style="list-style-type: none"> <li>How, when &amp; by whom?</li> <li>Are messages consistent with survey findings?</li> <li>Are teachers using lifeskills approach?</li> </ul> </li> <li>Working with NGOs &amp; other BDC partners                             <ul style="list-style-type: none"> <li>Who does what with whom?</li> </ul> </li> </ul>	



## 11. Development of Prevention Messages from Survey & assessment of Vietnamese Youth (SAVY)

- Dr. Ha Huu Toan, Assistant Project Officer, Healthy Living and Lifeskills, UNICEF Vietnam



**DEVELOPMENT OF PREVENTION MESSAGES FROM SURVEY & ASSESSMENT OF VIETNAMESE YOUTH (SAVY)**

**WHAT DO WE KNOW ABOUT YOUNG PEOPLE IN VIETNAM?**

- Knowledge
- Attitudes
- Behaviour/Skills
- Perceptions and beliefs
- Needs and expectations

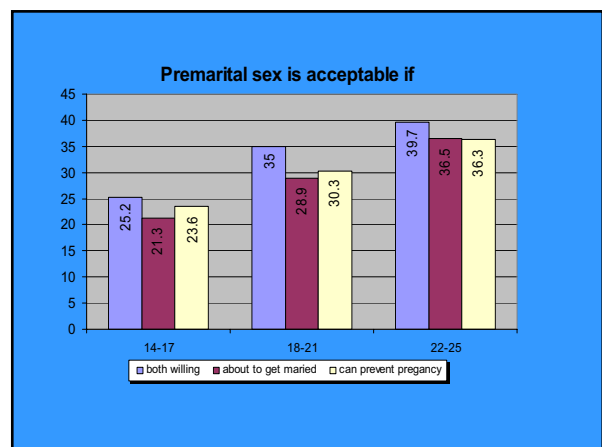
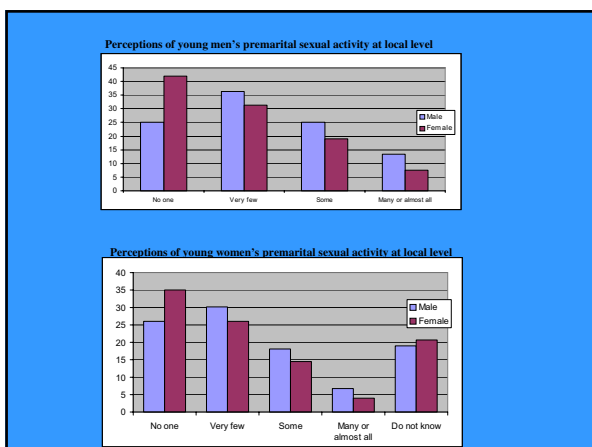
**KNOWLEDGE**

- 75% without correct knowledge of fertile time during a woman's cycle
- 15% do not think it is possible for a person who looks healthy to have HIV (12% Kinh and 35% ethnic minority)

**ATTITUDES**

- Condoms use: high level of knowledge but negative attitudes (55% think carrying a condom implies improper relationships)
- Pre-marital sex
  - Perceptions of various degrees of prevalence
  - Different views

*The matter can be talked about and addressed*



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### BEHAVIOUR

#### Dating and Relationship Experiences by Age Group

Relationship Type	14-17	18-21	22-25
Dated	~85	~88	~90
Kissed	~45	~60	~75
Touched	~15	~30	~45
Had sex	~5	~10	~15

- Relationships experience of young people can be talked about
- Young people can be supported to learn how to keep themselves safe

### BEHAVIOUR

- 12% single young men who are sexually active, have sex with commercial sex worker (condom use reporting at 93%, rural young men 18-21 at 90% and 22-25 at 88%)
- High knowledge of contraceptive (97%), but use 14.5%

### Percentage of Urban Male Ever Smokers by Age Group

Age Group	Percentage
Total	45
14-17	21
18-21	57
22-25	76

- Average age starting to smoke: 16.9
- 54% smoke due to having smoking friends
- Supporting the development of safer behaviour with regard to smoking

### SKILLS

- Help seeking skills (e.g skills to communicate)
- Skills to cope with peer pressure (e.g smoking, drinking)
- Building self-esteem and confidence
- Negotiation skills
- Problem solving skills

### Respondents who talked to other about puberty by gender

Category	14-17	18-21	22-25
Male T	~15	~15	~15
Female T	~90	~85	~80
Male R	~10	~10	~10
Female R	~85	~75	~70

Gender	percentage
Male	14.25
Female	80.59

### BEHAVIOUR

- Keeping in mind: Peer group composition - 60% of young people report same sex groups, 25% mixed

## 12. Result of the Survey

- Johnson George Toa, Senior Education Officer, Ministry of Education, Youth Development and Training, Vanuatu

### RESULT OF THE SURVEY

- DESIGN OF THE PACIFIC STAR
- PRINTING OF MATERIALS – IN MODULES.
- TRAINING OF MASTER TRAINERS
- TRAINING COMMUNITY TRAINERS
- TRAINING OF PROVINCIAL YOUTH LEADERS

### NATIONAL EDUCATION YOUTH DEVELOPMENT AND TRAINING CORPORATE PLAN

- STAKE HOLDERS CONSULTATION MEETING IN ALL THE 6 PROVINCES
- YOUTH STAKEHOLDERS CONSULTATION MEETING – NGOs
- AID DONORS CONSULTATION MEETING
- PROVINCIAL EDUCATION BOARD – CONSULTATION MEETING
- GOVERNMENT DEPARTMENTS – CONSULTATION MEETING

### EDUCATION POLICY

- IN-CORPORATE IN THE EDUCATION POLICY UNDER NON-FORMAL SECTOR- EFA – Recommendation to recognize non-formal education.
- TVET System to harmonize both Formal and non-formal sector – (life skill)

### YOUTH DEVELOPMENT AND TRAINING POLICY

- CROSS – MULTI SECTOR SYSTEM – 80% OF THE TOTAL POPULATION NEEDS BASIC SKILLS – IN RURAL AREAS.
- DEFINE IN 3 SECTORS – 1) Youth and Sports. (2) Technical and Vocational Training.