Lightning talks

Evidence from evaluations of MTV Shuga
The Beginnings:
Formative and Summative Research on MTV Shuga in Kenya 2009-2010

Dina L.G. Borzekowski, Ed.D.
Aims & Context

Can a locally produced dramatic series impact sexual health among 15 to 24 year olds in Kenya?

This was the onset of the project.

But what behaviors were we talking about?

• Message testing and formative research in voluntary counseling and testing (VCT) throughout the country.
Design and methods

We decided to employ the Theory of Planned Behavior, exploring how attitudes, subjective norms, and perceived behavioral control predicted intentions around HIV-related behaviors.

Formative research, which occurred all over Kenya in 10 VCT centers, explored young people’s thoughts about the proposed scripts, plots, and characters.

The summative research only occurred in Nairobi. We concentrated on 3 outcomes:

1) Engaging in concurrent relationships
2) Interacting with HIV+ people (reducing stigma); and,
3) Getting tested

In the summative research we used 2 different approaches (a panel study and a viewing group study to evaluate the impact of Shuga-Kenya.)
Results

A) Panel study (N=946)
   Among youth, 64% were aware and 60% had seen Shuga.
B) Viewing group study (N=103)
   By definition, all had seen Shuga.

Youth who were exposed, remembered, liked, understood, and found the messages to be realistic. High levels of communication with close friends, classmates, and co-workers.

Perceived impact on personal attitudes.

Controlling for baseline, the show significantly affected intentions 1) Engaging in concurrent relationships, 2) Interacting with HIV+ people (reducing stigma); and, 3) Getting tested.
Implications

Offered evidence of the power of mass media, and the dramatic format, to impact public health.

Country comparison – The role of a gate-keeper.
MTV Shuga Naija (3rd season)


Abhijit Banerjee (MIT), Eliana La Ferrara (Bocconi University) & Victor Orozco-Olvera (World Bank)
Study aims

- Systematic reviews of HIV information-only campaigns show limited impacts on sexual behaviors (e.g., Krishnaratne et al 2016).
- Does edutainment work? Is it a good investment?
- Large-scale experimental study that measured 8-10 months after exposure causal impacts on viewers’ HIV and GBV knowledge, attitudes and behaviors.
- The study also
  - Included objective measures for HIV behavior change (i.e., HIV testing, condom demand, and Chlamydia) and items list techniques to indirectly ask questions for sensitive questions.
  - Experimentally measured spillovers on friends of viewers.
  - Studied the role of program transportation and character-identification on program effectiveness.
  - Contributed to a meta-analysis of HIV edutainment studies in developed and developing countries (Orozco, Shen and Cluver 2019)
Study setting and Methods

Study population
• 18-25-year-old men and women in urban and peri-urban areas in 7 towns in SW Nigeria.

Study design
• Cluster randomized control trial (over the weekend, youth were invited to entertainment screenings in nearby schools: Treatment=54, Control=26 clusters).

Data
• 5,166 (baseline) and 4,986 (8-month follow-up).
• Baseline balance and 3% follow-up attrition uncorrelated with treatment, baseline outcomes and controls.
Cluster RCT

Treatment
MTV Shuga Naija
(3 hours, with short GBV subplot)

Control
Gidi Up, similar format and timing but lacking HIV/GBV messaging
Results

8-10 months later…

- Improvements of $0.10-0.13$ SDs in HIV knowledge and attitudes (knowledge spillovers on friends)
- HIV testing doubled (objective)
- Sexual concurrency halved
- Chlamydia infections halved (objective)
- Reshaped GBV attitudes and decreased incidence of sexual violence by a third (items list)
8-10 months later…

- Improvements of **0.10-0.13 SDs** in HIV knowledge and attitudes (knowledge spillovers on friends)
- HIV testing **doubled** (objective)
- Sexual concurrency **halved**
- Chlamydia infections **halved** (objective)

- Reshaped GBV attitudes and decreased incidence of sexual violence by **a third** (items list)

Program impacts on (i) HIV knowledge, (ii) HIV attitudes and stigma, and (iii) attitudes towards risky sexual behaviors were mediated by

1. Program immersion &
2. Character-identification
Policy implications

1. MTV Shuga had important impacts on HIV and GBV outcomes after 8-10 months, including behaviors.

2. The mechanisms of program-transportation and character-identification, unique to edutainment, partly drove our results.


   Considering the CRCT large effects and the fact that MTV Shuga is broadcasted all across sub-Saharan Africa, an informal calculation by the World Bank’s DIME team suggests that for every $1 invested in the show, there is a return in health and welfare benefits in the order of $150.
Evaluation of MTV Shuga Naija

MTV Shuga Naija Seasons 3 and 4, Nigeria 2018-2021

Paul Hutchinson
Dominique Meekers
Christopher Beaudoin
Elizabeth Omoluabi
Akanni Akinyemi
Objective: To measure the extent to which the MTV Shuga Naija TV drama and related programming improve practices related to sexual and reproductive health and rights (SRHR) among urban youth in three states of Nigeria
Design and methods

- Theory of Planned Behavior
- Study design
  - Comparing youth over time in high-dose state (Lagos) with youth in low-dose states (Kaduna and Kano)
  - Comparing youth over time with known exposure to Shuga to those without exposure to Shuga
- Data: 2,886 youth 14-24 years old interviewed in 2018, 2019 (face-to-face) and 2020 (phone)
- Outcomes:
  - Primary: contraceptive use, condom use, experiences of gender-based violence
  - Secondary: beliefs, attitudes, norms, perceived behavioral control
Results

- The program achieved wide reach: 5.7M+ broadcast views
  - 8.7M+ YouTube views
  - 8,000 participants in public screenings
  - 51,000 peer education participants
  - 1,100 DVDs distributed
  - Lagos: 1 in 2 males; 1 in 5 females
  - Cost / youth reached: US$0.50

- MTV Shuga Naija showed large potential to influence the precursors to gender-based violence and empower youth to acknowledge it

- MTV helped shift:
  - Motivation to use contraception
  - Ease and confidence in using modern contraception.
  - Modern contraceptive use by > 8 percentage points.

![Graph showing probability of unwanted attempts at sex, agree not rape if girl doesn't fight back, and spoke with parents about sex violence with and without exposure.]
Implications

Using an integrated communication approach, the dramatic storylines of MTV Shuga Naija do more than just convey information about important health issues; they model beneficial behaviors and actions, demonstrate positive and negative consequences, and shift norms around sensitive issues.
MTV Shuga: Down South 1
The effect of a mass media serial edu-drama on uptake of sexual and reproductive health and HIV services in a DREAMS site in rural KwaZulu-Natal, South Africa

Maryam Shahmanesh, Natsayi Chimbindi, Thembelihle Zuma, Nambusi Kyegombe, Nondumiso Mthiyane, Glory Chidumwa, Jaco Dreyer, Isolde Birdthistle, Sian Floyd, Cherie Cawood, Siva Danaviah, Theresa Smit, Kathy Baisley, Guy Harling, Janet Seeley
Aims & Context

Can a mass-media edu-drama improve awareness and uptake of sexual health and HIV prevention interventions and the sexual health of Adolescent Girls Young Women in South Africa?

• May 2017 and September 2019

• MTV-Shuga (Down South)

• South Africa

• Rural and Urban districts (uMkanyakude, eThekweni, City of Johannesburg, Ekurhuleni)

• Determined Resilient Empowered AIDS free Mentored and Safe (DREAMS) districts
Design and methods

• Study Method
  • Representative surveys 13-24-year-old females
  • Longitudinal cohort (n= 2184)
  • Cross-sectional surveys (n=4127)

• Exposure MTV Shuga
  • Reported seeing any MTV-Shuga
  • Able to recall outcomes

• Outcomes
  • Incident HSV-2
  • Incident pregnancy
  • Consistent condom use
  • Uptake of HIV-testing and
  • Uptake of contraception
  • Awareness of HIV Pre-Exposure Prophylaxis (PrEP).

Figure 1: Conceptual framework for MTV Shuga impact on HIV prevention in uMkhanyakude

MTV Shuga
Increase awareness, demand & uptake of individual interventions
Build on normative change

Outcomes
- HIV test
- Contraception uptake
- HSV-2
- PrEP awareness

Community/ family

Male Sexual partners

Individual AGYW

Social networks

Individual interventions
- AGYW & men
- SRH: Condoms; VMMC
- HTC & ART; PrEP

Community interventions
- Social assets; caregiving; normative change
Results

Exposure to MTV Shuga at Baseline (cohort) n=2184

In the cross-sectional analysis:

1477 (35.8%) reported watching any MTV Shuga

276 (6.7%) recalled the storyline (high exposure).
Results

Association between MTV Shuga and HIV prevention outcomes

HIV testing
Awareness of PrEP
Contraception
Consistent condom use

Adjusted odds ratio

0 0.5 1.0 1.5 2.0 2.5 3.0 3.5 4.0

Unadjusted Adjusted*

*Adjusted for age, education, SES, area and DREAMS

Association between MTV Shuga and SRH outcomes

Teenage Pregnancy
Pregnancy
HSV-2

Adjusted odds ratio

0 1.0 3.0 5.0 7.0 9.0

Unadjusted Adjusted*

*Adjusted for age, education, SES, area and DREAMS
Implications

- **MTV Shuga** was consistently associated with raising awareness of new HIV prevention technologies such as HIV PrEP.

- **MTV Shuga** improved demand for some HIV prevention and sexual health technologies (contraception and self-reported condom use).

- Need to raise exposure and active watching of **MTV Shuga**
  - School based or community-based MTV Shuga film clubs

- For greater impact **MTV Shuga** demand creation needs to co-ordinate with service delivery models that support universal risk informed HIV prevention.
Down South 1 evaluation in KZN, cont

The salience of MTV Shuga Down South on adolescents’ internalization of SRH information

Nambusi Kyegombe, Zuma T, Hlongwane S, Nhlenyama M, Chimbindi N, Birdthistle I, Floyd S, Seeley J, Shahmanesh M
Aims & Context

How did young people in rural KwaZulu-Natal engage with and experience MTV Shuga? To what extent (and how) did MTV Shuga influence their attitudes and behaviour towards sexual and reproductive health and HIV prevention?

• May 2017 and September 2019

• MTV Shuga Down South

• Rural poor district of KwaZulu-Natal South Africa

• MTV-Shuga aired at the same time as Determined Resilient Empowered AIDS free Mentored and Safe (DREAMS)- a programmatic scale-up of evidence based multi-sectoral HIV prevention for AGYW
Design and methods

- 8 community-based screenings
  - Deep rural, rural, rural with mine, peri-urban
- 25 individual interviews
- 13 FGDs
- Females and males aged between 15-30
- Mixture of in-school and out-of-school
- Informed consent/assent
- Analysis: Thematic complemented by constant comparison and deviant case analysis techniques
Results

• Young people showed high levels of awareness of SRH and HIV though described constraints in accessing SRHR services
  • Stigma (AGYW)
  • Moral judgement

• Majority had not watched MTV Shuga and felt uncomfortable watching it with adult family members

• Young people valued MTV Shuga as being relatable and believable

• Fictional characters grappling with similar challenges provided a **guide to navigate** -
  • Early sexual debut
  • Alcohol and sex
  • Transactional and Intergenerational sex
  • Condom use
Implications

• *Important to enable young people in rural areas to watch MTV Shuga with peers in a safe space with facilitated discussion*

• *MTV Shuga successful demand creation needs to be met by service delivery models that are accessible and non-judgmental*
Impact evaluation of ‘Down South 2’ in Eastern Cape, South Africa 2020

A mixed methods evaluation, funded by Unitaid

Isolde Birdthistle, Sarah Mulwa
Venetia Baker, Sophie Sarrassat, David Khanyile, Cherie Cawood, Simon Cousens

Epicentre
Health Research
Rationale

Innovations in bio-technology are expanding options to prevent HIV Yet demand & uptake remain low among young people Can a popular, immersive multi-media campaign like MTV Shuga help to close age & gender gaps?

Study aims

1. To evaluate the effect of the new season of the MTV Shuga Down South multi-media campaign on HIV prevention outcomes, specifically:
   • % of young people who know their HIV status
   • awareness, demand for and use of HIV self-testing (HIVST) and PrEP

2. To understand the mechanisms by which MTV Shuga affects young people including their knowledge, motivation & opportunity to use HIV self-screening and PrEP, and any broader effects on social influences.
Mixed methods design
in the context of COVID-19

Online Youth Survey
[N=3431 15-24 yr-olds]

• Structured questionnaire
• Self-administered on own device (website with reverse charges, no data charges to participants)
• Targeted recruitment through school and community groups & online channels in Mthatha, Eastern Cape

Embedded Qualitative Study
using virtual methods*

- In-depth interviews
  15-24yr females & males

- Focus group discussions
  15-24yr females & males

- Parent group discussions

- ‘Gogglebox’-style reaction videos
- Self-filmed viewing DS2

*Phone, WhatsApp, Zoom

Social media analyses
Findings

Of 3,431 survey respondents, predominantly in Eastern Cape:

43.3% engaged with any MTV Shuga campaign

24.1% engaged with MTV Shuga DS2

- Watched MTV Shuga DS Season 2: 6.9%
- Listened to MTV Shuga DS2 on radio: 2.1%
- Read graphic novel for DS2: 10.0%
- Watched the documentary called MTV...: 11.3%
- Attended small group discussion on DS2: 15.0%
- Attended a community event on DS2: 8.5%
Levels of each outcome are higher among those exposed to DS2 vs those not exposed, except for outcomes on interest to use HIVST & PrEP (already high).
Exposure to MTV Shuga Down South 2 was strongly associated with higher odds of each outcome
(except for interest in HIVST among the older group)

* For all outcomes variables adjusted for are: age, gender, schooling status, home language, setting, province, food insecurity, household media index, individual media index, relationship status and sexual history
Among those exposed to D2, the proportion reporting each outcome increased with more exposure to DS2. This is consistent with a dose response and is observed across multiple outcomes.
Summary

The survey findings are consistent with a positive causal effect of MTV Shuga DS2 on multiple HIV prevention outcomes.

The effects remained strong after controlling for many other possible explanations, including other HIV campaigns, but we cannot rule out the effect of other confounders.

Effect sizes were similar for males and females.

Levels of these outcomes increased with more exposure to DS2, consistent with a dose response effect.

We found no evidence of an effect of MTV Shuga DS2 on interest to use HIVST or to give an HIVST kit to a partner.

- Interest was high overall (little scope for DS2 influence) but DS2 may have confirmed a preference for facility testing among young adults in their 20’s.
‘Down South 2’ evaluation in Eastern Cape 2020, cont.

An embedded qualitative exploration

Venetia Baker, Robert McGuire, Simon Cousens, Sophie Sarrassat, Cherie Cawood, David Khanyile, Sarah Mulwa and Isolde Birdthistle
Aims of the qualitative research

1. Identify the mechanisms present in MTV Shuga that influence behaviours (specifically around HIV self-testing and PrEP)

2. To understand how MTV Shuga shapes social norms and their diffusion

3. To investigate how young men interact with MTV Shuga and HIV prevention more broadly
Design and methods

Data collection in the context of COVID-19:
• 31 phone interviews with young people
• 6 age/gender-specific focus groups
• 16 phone interviews with parents
• 9 self-filmed observations

Two Staged Analysis:
Thematic analysis using the Behaviour Change Wheel as a theoretical framework
• Capability Opportunity Motivation → Behaviour
Inductive, data led approach using Grounded Theory
Results

MTV Shuga DS2 boosted knowledge, motivation and preparedness to use HIVST and PrEP, but not the opportunity to access such services (perceived as inaccessible in Eastern Cape)

- “I know what to say when I go get it [HIV self-screening and PrEP], and I know what will be given to me. So, it [MTV Shuga] made it easier, because I actually understand what I will be experiencing and the whole situation.”

**Beyond individual behaviour change**

DS2 influence extended beyond the immediate audience, to conversations with parents, peers, partners, siblings… thus **diffusing ideas and social norms** that make HIVST and PrEP more acceptable and less stigmatised for young people.

- “Straight after watching the show, I had an open debate with my friends about sexual things that are happening around the youth and stuff. So, MTV Shuga helped me talk about issues that I wouldn’t even think of talking to my friends about.”

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**Individual Behaviour**

- **Motivation**
- **Capability**
- **Opportunity**

**Shaping HIV self-testing and PrEP outcomes**

**Social Norms**

- Support and shared decision making with peers
- Initiated HIV prevention and testing with partners
- Conversations with parents [awkward]
Results
– Young Men’s engagement

Successes

- **Inclusion.** DS2 helped to start conversations about sex and relationships that young men reported feeling left out of (as most HIV prevention and sex talks are targeted at young women, or perceived to be)

- **Trust.** DS2 provided a source of trusted information on new HIV prevention tools (HIVST and PrEP) to young men who felt they had previously not had access to a trusted source of information.

- **Choice.** Trust was built by showing how PrEP and HIVST work in real situations, allowing viewers to decide if it was right for them.

Persistent Barriers

- **HIV stigma** was a persistent barrier to seeking testing and prevention services amongst young men. Some feared they could harm themselves should they find out they were HIV positive.

- Some young men felt they were at low **risk** of HIV, even if sexually active, so MTV Shuga’s storylines felt **irrelevant** to them.

- Young men wanted **privacy** while testing as well as access to professional **counseling**. They felt HIVST and clinic testing made them choose between one or the other.
Implications

- MTV Shuga helps young people to **plan** for future relationships, arming them with knowledge and resources to be **prepared before** they may be at risk of HIV.

- There are more **HIV prevention options** available than ever, and more are coming. MTV Shuga offers a **person-centred approach** that helps young people think about their own preferences and choices for prevention and testing.

- Prevention campaigns that aim to change individual behaviour often fail because of existing **social norms**, including stigma specific to young men and women. Discussions about MTV Shuga can **diffuse** ideas into communities and shift social norms.

- Young men want to be included in campaigns and MTV Shuga had a strong influence on males & females equally, but **more young men** should be invited to engage.
Lightning talks

use of data in real time
Real-time analysis of social media engagement with MTV Shuga


Venetia Baker, Georgia Arnold, Sara Piot, Lesedi Thwala, Judith Glynn, James Hargreaves, Isolde Birdthistle
Aims & Context

Context

• SAF and LSHTM Collaboration
• 70 short episodes released daily on YouTube between April and June 2020
• Storylines were centered around COVID-19
• Data were collected from the MTV Shuga YouTube comments and Live Chat function

Aim: To conduct a real-time social media analysis on “MTV Shuga: Alone Together” to understand:
1. Viewers’ experiences and perspectives on the first wave of the global COVID-19 pandemic and national lockdowns
2. How viewers used the series and its online community as a source of support during the global pandemic.
Design and methods

• **First stage:** We analyzed YouTube data in real time, compiling reports to describe themes emerging from the online comments. The reports were discussed weekly to identify how scripts and social media engagement could maximize the series’ impact on viewers.

• **Second stage:** We extracted 3,982 comments and 70 Live Chat conversations from YouTube between April and October 2020. Data were analyzed through a data-led thematic approach.

• Aggregated demographic and geographical data were collected using YouTube Analytics.
The COVID-19 mini-series had over 1 million views and an average 5683 unique viewers per episode on YouTube.
Results

As the first wave of COVID-19 infections and lockdowns came, viewers believed that COVID-19 was serious and felt it was socially responsible for young people to follow public health measures.

But they were significantly concerned about the psychosocial and economic implications of strict COVID-19 mitigation measures on young people.

Tuning in to the miniseries provided viewers with reliable information, entertainment, and an online community during an isolating, confusing, and worrying time.
Implications

- Real-time analysis of social media allowed MTV SAF to quickly learn and amend the scripts & storylines, as scientific understanding emerged.

- Social media can build an online community where viewers can ask peers for advice, solace, support, and resources. This was beneficial during a time of global crisis & uncertainty.

- Peer influence and support online can be a powerful public health tool for establishing social norms, particularly during a novel pandemic where individual behaviors need to shift rapidly in response to emerging scientific understanding, to prevent disease transmission.
Using Digital Dashboards to Strengthen a Media Movement

Five primary data sources across five Shuga campaigns, 2019-July 2021

Speaker
Kim Longfield

Jessica Gergen

databoom

VISUALIST
Aims

- Improve and centralize MTV-Shuga’s data management systems
- Use the data that MTV-SAF currently collects to answer questions about:
  - Content creation
  - Campaign effectiveness
  - Campaign improvement
  - Shifting trends among audiences
- Feature results in an interactive dashboard
- Build capacity among leadership, program staff, and communications team to synthesize, analyze, and use results
Context & Methods

• Generated digitized data where needed
• Mapped data sources, variables, and frequency of reporting
• Synthesized five different data sources (January 2019-July 2021)
• Migrated data to Viacom’s server for automated data prep and cleaning
• Ran descriptive statistics and created machine algorithms to tag comments in social media
• Tested and refined visualizations with MTV-SAF decision-makers
Results

Data in this dashboard view have been adjusted to protect data confidentiality.
Results

Data in this dashboard view have been adjusted to protect data confidentiality.
Results

Peer Educator Program | Participant Survey

Participant Survey Results
Select the survey question category you would like to see below:

Gender Equity | Relationships | GBV | Reporting Violence | HIV Testing

Survey Questions, Gender Equity

Responsibility - Contraception
Wife is responsible for carrying condoms:

<table>
<thead>
<tr>
<th></th>
<th>Pre</th>
<th>Post</th>
</tr>
</thead>
<tbody>
<tr>
<td>N/A</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>Girl</td>
<td>54%</td>
<td>50%</td>
</tr>
<tr>
<td>Boy</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Both</td>
<td>2%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Responsibility - Pregnancy
It is a girl’s responsibility to see that she does not get pregnant:

<table>
<thead>
<tr>
<th></th>
<th>Pre</th>
<th>Post</th>
</tr>
</thead>
<tbody>
<tr>
<td>N/A</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>I Agree</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>Not Sure</td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td>I Agree</td>
<td>8%</td>
<td>8%</td>
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</tbody>
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Situation:
Your boyfriend/boyfriend really wants to have sex with you but there is no condom. You really like him/her and trying to do a lot for you.

<table>
<thead>
<tr>
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<th>Pre</th>
<th>Post</th>
</tr>
</thead>
<tbody>
<tr>
<td>Say nothing, have sex</td>
<td>22%</td>
<td>22%</td>
</tr>
<tr>
<td>Have sex, next time condom</td>
<td>32%</td>
<td>25%</td>
</tr>
<tr>
<td>Try to persuade, have sex</td>
<td>15%</td>
<td>16%</td>
</tr>
<tr>
<td>Say nothing, refuse sex</td>
<td>13%</td>
<td>19%</td>
</tr>
<tr>
<td>Try to persuade, refuse sex</td>
<td>15%</td>
<td>12%</td>
</tr>
</tbody>
</table>

Participant Survey - Comparing Projects

Gender Equity | Responsibility - Contraception
Who is responsible for carrying condoms?

<table>
<thead>
<tr>
<th></th>
<th>AGYW</th>
<th>CTAOP</th>
<th>UNICEF</th>
<th>UNITAID</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre</td>
<td>223</td>
<td>40</td>
<td>4,586</td>
<td>584</td>
</tr>
<tr>
<td>Post</td>
<td>307</td>
<td>35</td>
<td>2,653</td>
<td>622</td>
</tr>
</tbody>
</table>

Data in this dashboard view have been adjusted to protect data confidentiality.
Implications

The Dashboards have made data more accessible (and less intimidating) for MTV-SAF to use

**Content Creation**
- Appropriate media mix
- Shifting trends among audiences

**Campaign improvement**
- Pivot programs where needed
- Audience campaign consumption
- Design of next campaign

**Campaign effectiveness**
- Country campaign monitoring
- Comparisons across campaigns

**Strategy & Growth**
- New markets discovered
- Evidence grounded in a ToC
- Power of aligning formative research, monitoring, and evaluation
Peer Education: The Heart of MTV Shuga

Dr. James Lees & Ms. Lungisile Kweyama

In memory of Joachim Jacobs
Since 2010, peer education programming has been conducted in:
- Kenya
- Nigeria
- South Africa
- Botswana
- India
- Uganda
- Cote d’Ivoire
MTV Shuga episodes respond to young people’s verbal, auditory, visual and kinaesthetic learning styles, allowing viewers to see and feel themselves in the shoes of the characters.

MTV Shuga Peer Education builds on:
- the cognitive, the things we know; and,
- the affective, the things we feel;
- to positively influence the conative, the things we do.

The ability to engage the feelings of young people and integrate emotions with cognitive learning in a manner that positively impacts decisions about behaviour is where MTV Shuga and MTV Shuga Peer Education stand out.
MTV Shuga has always been about young people first, and then the themes that impact their health and already complex lives.

- Teen pregnancy;
- HIV infection or loss of family and friends to HIV;
- STIs;
- Homophobia;
- Violence in relationships;
- GBV;
- Sexual abuse by family members.
- Trauma
The stories we hear are similar in all locations.

Sexual matters including HIV and violence not spoken of within families and schools;

Adult women with children who forgo all relationships with men because they will not trust any man to have unsupervised access to their children. This comes from their own experiences when young;

Young people who talk, often for the first time, about being raped at home from the ages of 6, 8, 10, 12 and 14. Boys who find their voices to talk about being sexually abused by older male and female family members

The young woman who had been violently abused and raped by her step-father from the age of 8, who could not finish school because of fear and trauma, who had a friend at the training who guarded the toilet door each time she used it, who participated for two full days of training and had many important things to say and share. We see this kind of extraordinary courage all the time, from seriously wounded young people who want to reach out and help others know that they are not alone and that they are worthy of something different.
Many young people we reach are wounded by physical and sexual violence. This wounding increases their vulnerability to further harm, including HIV, unplanned pregnancy and more sexual violence. In the general absence of youth-sensitive services, young people have little alternative but to enter a solitary prison of silence, fear, shame, self-blame and extreme unworthiness.

The entire MTV Shuga project offers these extraordinarily vulnerable young people a way forward by helping them break their own silences, find their voices, see that they are not alone, hear that they “are worthy of more” and offers possibility and hope where there was none.
In October, we asked peer educators for one word that captures their experience.

Super
Inspired
Motivational
Wonderful
Amazing
Exciting
Brilliant
Educational
Splendid
Impactful
Empowering
Life-Changing
Prominent
The Solution
We asked, in one sentence, how has MTV Shuga Peer Education changed your life?

It has made me see that I have the potential to change the world just by having the right conversations about social issues.

I have seen the importance of seeking correct information.

I can now share my sad stories and am overcoming my own issues.

MTV Shuga has made me realise we can save young lives from tragedy.

I am now recognized as one of the game-changers in my community.
In one sentence, how have you changed someone else’s life because of MTV Shuga Peer Education?

Three of my participants were afraid to visit a clinic, but now they are not afraid to go.

It has changed the behaviour of some young people in my community and taught them to overcome the challenges they face.

I encouraged someone to get tested for HIV. The results were positive and I have been there for that person ever since they started taking ARVs.

Living in a village with a lack of knowledge on HIV, sex education and GBV, I have been able to change the story.
Implications

There are so many stories revealed through MTV Shuga Peer Education about what MTV Shuga means to young people. Collecting them can help us better understand vulnerable young people’s very personal and often-times monumental journeys of change and the supportive role MTV Shuga can and does play in them.
MTV Shuga

A decade of learning together...
(in a 5 minute summary)

Isolde Birdthistle
Evaluations

- **2009-2010**: MTV Shuga in Kenya
- **2014-2019**: Naija season 3 in Nigeria
- **2017-2019**: Down South Season 1 in KZN South Africa
- **2018-2021**: Naija Season 3 & 4 in Nigeria
- **2020**: Down South Season 2 in Eastern Cape, South Africa
- **Coming 2022**: Babi in Cote d’Ivore (LSHTM & ENSEA)
Policy (Economic development, Food policy, Urbanization)

Community (rural and urban areas)

Organizational (A shift in the workplace environment)

Interpersonal (family size, household’s food security, household’s dietary diversity)

Individual (race & genetics, in-utero dysadaptation, maternal short stature, breastfeeding status, low maternal education)
To finish...