

**AIDS & Mobility Europe Working Group III
Young migrants living with HIV/AIDS**

Good practices – Denmark

Kick AIDS Out!: football and education on HIV/AIDS issues



AIDS-Fondet/ Training, Information and Counselling Centre (TICC) and Cross Over

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African Associations in the Greater Copenhagen Area

General description

Introduction

Due to the enthusiasm and love for football among young migrant people in Denmark, the Training, Information and Counselling Centre (TICC) saw fit to use football as a tool to educate young people on issues pertaining to HIV and AIDS.

Through its communicators, TICC has a working relationship with associations representing different African nationalities in the Greater Copenhagen Area. TICC called upon these organisations for a briefing on the intended objective. It was decided that a football tournament should be arranged during summer and that the different associations were to mobilise their youth and arrange training sessions. To ensure that no interested youth would be left out, country associations with few members, who could not form a football team on their own, were encouraged to partner with their neighbouring countries. The teams were to organise themselves in close contact with TICC.

A week ahead of the tournament, the coaches were called for a second briefing with the aim of finalising the plans. All necessary authorities were informed about the tournament and parents were asked to allow their children to take part in the event.

Eleven teams from the Greater Copenhagen Area participated in the tournament.

Goal

- Young African men and boys have achieved more knowledge on prevention of HIV and AIDS

Target group

- The primary target group were young African men aged 16 to 25
- The secondary target group were the audience and the coaches/leaders of the football teams

Practical information and needs

Budget, funding

The project was funded by the Danish National Board of Health

Time investment

The matches took place during weekends. All activities were carried out by TICC communicators and volunteers and by some of the participating organisations. The staff of TICC also participated.

Contacts

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Methods

Information material was made available especially for the coaches to use during the training sessions and for handing out to the audience during the tournament.

The matches were played during weekends. Information booths with information material and condoms were set up.

Before the finals, the key speaker made a speech on the prevention of HIV and AIDS. TICC communicators were present among the audience, handing out material and condoms to anyone interested.

Evaluation

Advantages/difficulties

The tournament attracted a lot of people and the attendance was highly impressive.

Due to its popularity, the choice of using football as a means of providing information on HIV and AIDS to young people is obvious. It attracts a lot of both players and audience.

However, the very popularity of the game can at the same time be disadvantageous, as players as well as the audience might be more focused on football than on HIV and AIDS issues.

It is therefore of paramount importance that the players and their coaches be well-informed in advance about the purpose of the tournament – i.e. that information about HIV and AIDS will be provided during the tournament. The same goes for the audience, who must know in advance that informing about HIV and AIDS is an important part of the tournament.

Number of people reached

About 130 players and 11 coaches/leaders participated.

The size of the audience is estimated to have been between 300 and 500.

Materials

TICC standard information material and condoms were made available at the information booths and handed out to persons in the audience by TICC communicators.

The Copenhagen International Club

General description

Introduction

The Copenhagen International Club (CI-Club) has 265 members primarily with a Somali background, and has sister associations in five other larger cities in Denmark.

The collaboration between Cross-Over and the CI-Club started in September 2005. Cross-Over is a project of AIDS-Fondet which challenges differences in order to give equal access to information about HIV and AIDS. The project crosses over barriers of culture and language. Cross-Over contacted the person responsible for activities in the CI-Club. A meeting was established where both Cross-Over and the CI-Club introduced their organisations. In the meeting it was agreed that the CI-Club representatives should turn to their support base and their members and ask them firstly if they were at all interested in conducting HIV/AIDS activities and secondly what kind of activities they would like to implement in their association.

After this the CI-Club returned to Cross-Over with a project proposal with three main types of activities: a football tournament for boys and young men, debate and cultural evenings for people of all age groups, and finally a sewing course for girls and younger women. In all activities information on HIV/AIDS, STI and unwanted pregnancy was of course included. The proposal was well planned with activities covering the whole year.

The CI-Club had introduced the Cross-Over method to their members, and they were all much excited about the fact that they themselves should develop the activities, make action plans and be responsible for the implementation of the different activities.

The activity that will be focused on in the next section as a good practice is the CI-Club football tournament for boys and young men – The so called HIV-CUP.

Goal

- Young Somali men and boys have achieved more knowledge on prevention of HIV and AIDS, other STIs, and unwanted pregnancies.
- Young Somali men and boys have a positive attitude towards people living with HIV/AIDS and to speak openly about HIV/AIDS.

Target group

- The primary target group were Somali men aged 16 to 25.
- The secondary target group were the coaches/leaders of the football teams.

Practical information and needs

Budget, funding

The project was funded by the Danish National Board of Health.

Time investment

The tournament took place during a weekend. All activities were carried out by volunteers from Ci-Club. Two AIDS-Fondet staff members participated.

Contacts

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2700 Brønshøj

Webstite: www.kiklub.dk

Methods

The tournament took place in a weekend, and began with a gathering of the players, where information on HIV/AIDS was given by a Somali doctor. Around one hundred Somalis attended this information arrangement.

After the information arrangement the football tournament started. To secure more information on the subjects and to ensure that unanswered questions could be addressed, an information booth was set up. Two counselors trained in HIV/AIDS, STI and unwanted pregnancy issues were present in the booth ready to answer questions. The football players – individually or as teams – as well as the audience were welcome to contact the counsellors. At the booth, pamphlets both in Somali and in Danish, and condoms were available.

The next day the football players gathered for another information session. The session began with a presentation of a DVD made by a Danish Somali TV producer. The first part of the film was a portrait of a young Somali HIV positive woman living in Denmark. Anonymously the young woman tells her story of how she acquired HIV, and how it is to live with HIV as a Somali woman in Denmark. After the portrait, a Somali doctor provided facts about HIV/AIDS.

Following the film there was a vivid debate on many different aspects of the disease covering questions on more factual matters to questions on stigma and discrimination.

Evaluation

Advantages/difficulties

The advantage of using football as a means of providing information on HIV and AIDS to young people is – of course – the enormous popularity of the game. It really attracts both players and audience. A disadvantage is that the players naturally are focused on playing football, and not on being lectured about HIV and AIDS.

One good way of tackling this problem is to have the tournament take place over more than one day and with the teams, or most of them, staying overnight. This implies that they are gathered and ready for receiving information.

It is of very great importance that the players and their coaches be well-informed in advance about the purpose of the tournament – i.e. that information about HIV and AIDS will be provided during the tournament.

Using the DVD as an introduction to the discussion proved a good idea.

The football tournament turned out to be a huge success and a lot of members from other Somali organisations participating in the tournament asked Cross-Over for more information and the possibility of collaboration. Hence, new activities are already in the development phase.

Number of people reached

About ninety players and eight coaches/leaders participated, while some thirty persons watching.

Materials

Cross-Over has elaborated a small pamphlet containing very basic information on HIV and AIDS in various languages. The intention is to interest the reader in the subject so they will seek more information on www.cross-over.dk, where much more substantial information is available in the corresponding language. The pamphlet is at present available in Danish, English, French, Somali, Thai, Arabic and Urdu.

A DVD about a young HIV-positive Somali woman has been produced partly sponsored by Cross-Over. The DVD made a visible impression on the young men while watching it.