



The Ugandan Academy for Health Innovation and Impact

History of HIV exhibition Project
Progress report August 2018 – February 2019



Infectious Diseases Institute
College of Health Sciences, Makerere University, Uganda
Investing In The Future – Impacting Real Lives



Objective 1: To establish an exhibition of historical HIV/IEC materials through participatory curation

Recruit staff

- Recruited the 1 project coordinator, 2 volunteers, 1 curator and 3 guides.

Organize stakeholder meetings

- 2 stakeholder meetings were held for icons and expert clients on 11th September 2018 and 26th October 2018 respectively at IDI Makerere. Attendance- 15 stakeholders and 20 Expert clients
- 3 advisory meetings were held on 28th August 2018 and 26th November 2018 at IDI Makerere and another one 18th January 2019 at Uganda Museum.

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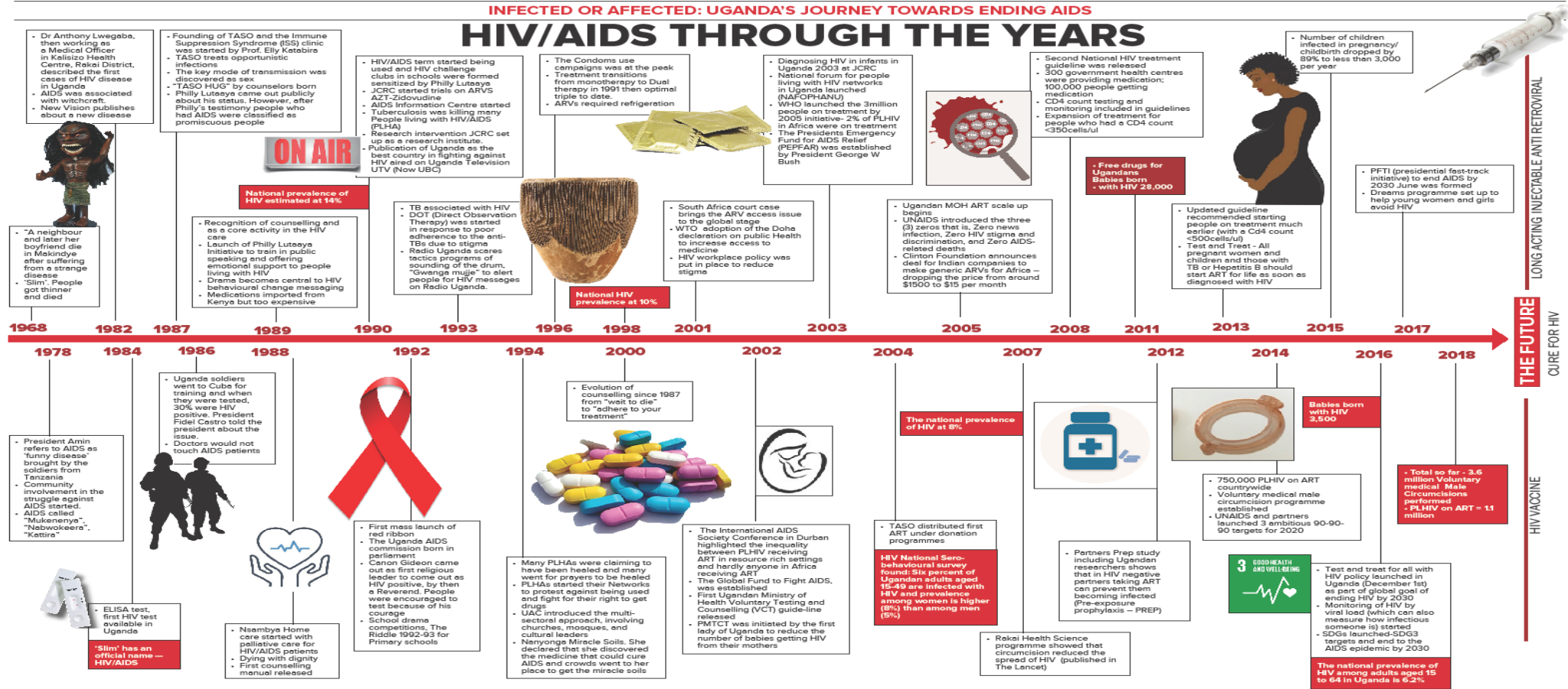


Dr. Christine Ondo presenting to the icons during the stakeholders meeting on 11/9/2018 at IDI Makerere



Kara Blackmore presenting to the expert clients during the stakeholders meeting on 26/ 10/2018 at IDI Makerere

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Time line for the history of HIV in Uganda, created using the information from the stakeholders meeting.

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Collection of archival materials

- Over 1000 materials were collected, scanned and photocopied. The process involved digging through different organizational and individual archives, cataloguing, sorting and cleaning materials about HIV for the last 30 years.
- Several organizations were also visited during this process. These included; UNAIDS, JCRC, Mild May, MRC, Straight talk Uganda, UHMG and THETA.

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HIV/AIDS archival material at TASO Kanyanya



Archival material received from Uganda AIDS Commission

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Physical construction for the exhibition

- An interactive exhibition site was set up in a period of 5 days. The site was set up with different themes to help create an interactive environment. These included; the timeline space, knowledge tree, myths and reality space, cinema space, listening boxes and HIV testing booth.

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Mirembe (designer) setting up the material for the exhibition at Uganda Museum



Knowledge tree set up for the exhibition at Uganda Museum

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Provide feed back to stakeholders on the exhibition

- The exhibition was launched by the Ambassador of the Ireland embassy on 28th November 2018 at the Uganda Museum. Over 95 participants attended this event.
- Another advisory meeting was held on the 18th of Jan 2019 for the advisory committee members. Where the exhibition report from 28th Nov – 21st December 2018 was given to the committee. They were 12 people attended.

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Ambassador William Carlos and Minister for Presidency Esther Mbayo cutting the ribbon at the launch of the exhibition on 28th/11/2018 at the Uganda Museum

Objective 2: To evaluate the responses of the participants to HIV materials.

Conduct quantitative data collection

- **2,202** participants visited the exhibition from 1st December 2018–6th February 2019-994 females and 1208 males, Marital status-524 Marrieds,1661 Singles, 9 Divorced/ separated, 8 widowed, Level of education: 947-University, 101- College, 128-'A' level, 816-"O" level, 194-primary, 16-never attended school. 946 were students and 290 were international visitors.
- 913 people were screened at the HIV booth, 356 were tested and 8 people were found HIV positive.

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Development of IRB requirement /data collection tools

- IRB approvals were secured from TASO and UNCST.
- Qualitative data collection tools were developed and data collection team were trained on usage.

Conduct qualitative data collection

- Interviews and observations were used to collect qualitative data during the exhibition. 117 exit interviews for young and older Adults. 48 Observations for Exhibition Attendees (Age Groups, Individuals, Friends and Families and Academic Institution Staff) (48)
- 4 FGDs, 18 in-depth interviews at HIV testing booth were conducted.

Objective 2: To evaluate the responses of the participants to HIV materials.

Themes Analyzed

- Reactions to particular **HIV Exhibition Themes** of Interest by **Age Group.**
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- **HIV Exhibition Themes** with **Most Impact** and can be used for communicating HIV messages in contemporary times by Age Group
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- **HIV Exhibition Themes to Motivate Behavioral Change** in relation to HIV by Age Group.
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- **Observations** of Exhibition Attendees by categories.

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Data analysis methods

- The Age Group Categories analyzed were: **18-24, 25-30** and **31+ years.**
- Observations for all Exhibition attendees were analyzed thematically by *Age Groups*, Individuals, Friends/Families and Academic Institution Staff
- Nvivo Version 12 was used to generate Codes for Exit Interviews.
- Advanced Microsoft Excel was used to merge Data and assign Materials specific Themes and
- SPSS Version 20 was used to run bar graphs for Themes and Specific Materials.

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▪ Lessons learnt/Conclusion

From Exit Interviews

- Interest in HIV Exhibition Themes was revealed among the Younger Adults (18-24) and Older Adults (30+) compared to the middle Aged Adults (25-30). The Theme of Remembering picked the highest interest compared to other themes.
- The most interesting HIV Exhibition materials were ARVs, the Sculpture, Memory Quilt, Timeline, Shattered Mirrors and Philly Lutaayas' Videos. The 18-24 year olds expressed higher interest compared to other Age Groups

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- The most impact HIV Themes and which can be used for communicating HIV messages are: Remembering, Music Dance and Drama and Advocacy. Overall, Music Dance and Drama received the highest response rate by the Age Group of 18-24.
- The most impact HIV materials which can be used for communicating HIV messages were Music, Dance and Drama, followed by Philly Lutaaya's Videos, Sculpture, Myths and Reality and ARVs.

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- On HIV Exhibition Themes that may motivate Behavioral Change in relation to HIV, Advocacy received the highest responses and was highly rated by the 18-24 Age Group. It was followed by Remembering, Unknown and Believing.
- Overall, the Age Group of 18-24 had the highest response rates; followed by the 31 and above.

- Findings revealed that HIV behavioral change catalysts vary by Age Group. On HIV Exhibition Materials that may motivate Behavioral Change, the Sculpture, Shattered Mirrors, ARVs were the most highly ranked materials. Specifically, the 31 and above Age Group rated Sculpture most while the 18-24 rated Shattered mirrors and the 25-30, ARVs.

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- Findings demonstrate that while Music Dance and Drama may be good in communicating HIV messages, they may not necessarily motivate behavioral change in relation to HIV as was revealed by the different three Age Groups
- Findings from observations clearly indicate existing gaps in HIV sensitization which have continuously led to knowledge gaps among adolescents and other youth and particularly with regard to HIV treatment and transmission. HIV/AIDS education and sensitization is therefore still wanting.

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- HIV campaigns seem to have shifted from prevention to treatment thus leaving a certain age group of the adolescents and young adults ignorant about the prevention of the disease. As revealed by a number of questions asked about HIV spread and prevention from attendees, the adolescents need further sensitization while starting with the basics about the virus.

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- The size of ARVs really scared most adolescents; some of them promised to change their sexual behavior right after seeing them. The young adults' rating of ARVs as a motivator to behavioral change was therefore justified.
- HIV/AIDS messages should be adolescent friendly, attractive, catching and well communicated even when they are printed in books.

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Key stakeholders viewing materials during the Exhibition launch on 28/11/2018



Students from Tropical High school viewing the time line at the exhibition.

Objective 3: To scale up to other sites

Organise funder meetings

- 5/3 funder meetings were held with the Ireland embassy to review project implementation progress and budget.

Communication and visibility

- A catalogue developed and disseminated to exhibition attendees
- Exhibition highlighted in the media (2 articles New Vision and NBS)
- Visibility on The Ugandan Academy Website and Twitter handle
- Banners and fliers were distributed
- A one hour interactive interview aired on Beat FM
- The exhibition was aired on BBC on 31st January 2019.



New Vision article for 12th Dec 2018



Thank you

