



Innovative Educational Materials for HIV/AIDS
and Life Skills

OVERVIEW
2005

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WHO ARE WE?

The African Pulse is a UK Charity (1104994) working in South Africa. Prior to charity status, a UK based training company, Growth International was the driving force that supported and developed the vision of The Pulse. Growth International has a strong commitment to global corporate responsibility through its work in the UK & South Africa and continues to provide support for The Pulse. Following several research and networking trips, Katherine Lee and Joanna Ward moved to South Africa in 2003 to further the project. We have been brought together by our passion for Africa, in particular South Africa and our commitment to serving communities and contributing to the fight against HIV/AIDS.

The African Pulse Team:

Project Director	Katherine Lee (South Africa)	UK Trustees	Peter Desmond
			Chris Lee
Project Coordinator	Joanna Ward (South Africa)		Sr Laurentia Carroll
			Paul Herbert
		Fundraiser	Francis Soiza

WHAT IS OUR PURPOSE?

The Vision:

The African Pulse equips individuals to make informed life choices in a world affected by HIV and AIDS.

The Mission:

To provide schools and communities in Africa with innovative, relevant teaching tools and skills to promote healthy living with a sustainable and inclusive approach. We plan to achieve this in partnership with a number of stakeholders to develop new media and other edutainment style materials as well as providing training and networking opportunities for schools.

WHAT ARE OUR AIMS AND OBJECTIVES?

The charity has the following objectives:

- Advance HIV prevention in schools;
- Nurture skills and attitudes required to sustain healthy life choices;
- Produce local, relevant materials to improve capacity for teaching life skills and HIV/AIDS education;
- Engage learners through interactive, entertaining and educational tools;
- Provide innovative, flexible and user friendly resources;
- Enhance the integration of HIV/AIDS and life skills learning into other subject areas; and
- Empower educators to be the agents of change in this crisis.

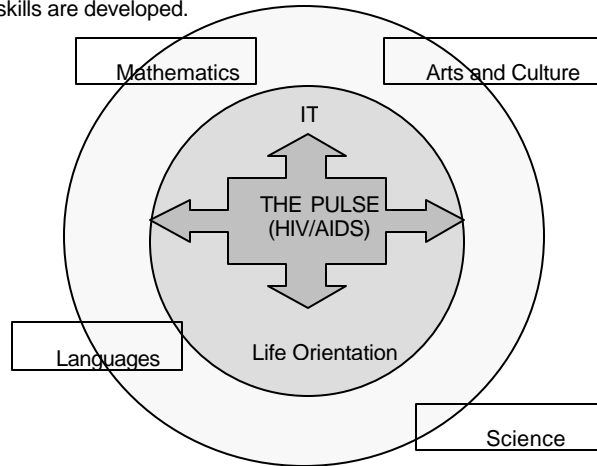
WHAT IS THE PULSE OFFERING TO MEET THESE OBJECTIVES?

'The Pulse' is an initiative of The African Pulse Charity; an educational media package aimed at 11 to 14 yr old South African learners (grade 7 and 8) for use in 'Life Orientation'. The package comprises of a **CD-ROM, Comic Book and video** that includes animated stories, games and interactive classroom work. The programme addresses issues around growing up, relationships, healthy living, sexuality and HIV/AIDS with a focus on promoting positive values and attitudes. The programme is so called because of its reference to a youthful, upbeat contemporary approach to healthy living and love using a new and innovative format of delivery.

The **medium** of CD and comic book provide flexibility for the end user- the teacher. The materials can be used in conjunction with one another or as a stand-alone resource. Using parts of the materials along side other resources is also an opportunity that the Pulse allows – a feature that is promoted by its simple content and user-friendly format.

Storytelling is a powerful medium that has been adopted by this programme. A series of stories that are interweaved with the assessment standards of the national curriculum drive the learning in a non-threatening and entertaining manner offering a platform to address sensitive issues.

Although life skills have been recognised as an essential aspect of learning and holistic development, the timetable does not allow for sufficient time to tackle these issues. The Pulse strives to support the national efforts to integrate HIV/AIDS education and life skills into **other learning areas** besides Life Orientation to ensure these skills are developed.



CONTENT TABLE

The African Pulse: Overview 2005

STORY	1 MANDLA'S STORY	2 GUGU'S STORY	3 BENNIE'S STORY	4 BELINDA'S STORY	5 FEROZA'S STORY	6 LYNDON'S STORY
MAIN SUBJECT / STORY TITLE	GROWING UP 1: PERSONAL DEVELOPMENT	GROWING UP 2: PHYSICAL DEVELOPMENT	COPING WITH PRESSURES	BEING RESPONSIBLE	LEARNING ABOUT DISEASE AND HIV/AIDS	LIVING WITH HIV/AIDS
LEARNING OUTCOMES	LO 1.4 LO 3.1 LO 2.4 LO 3.3 LO 2.5	LO 1.1 LO 1.4	LO 2.1 LO 2.2 LO 3.2 LO 3.4	LO 2.3 LO 3.3 LO 3.5	LO 1.1 LO 1.3	LO 1.3 LO 3.2
LEARNING AREAS	<p>Positive self-image Being an individual Your gifts, strengths and weaknesses</p> <p>Feelings Personal values</p> <p>Celebrating differences Understanding and accepting new feelings Explain and evaluate your own ability to cope with emotions and response to change</p> <p>Attraction to others Girlfriends and boyfriends Understanding and accepting new feelings Sexual urges Relationships (good and bad)</p>	<p>Positive body image Different body shapes Celebrating differences</p> <p>Basic hygiene and living healthily Good understanding of: Internal body changes Menstrual cycle Sperm production Voice change Understanding of External body changes. Sexual Intercourse Pregnancy</p>	<p>SA Constitution</p> <p>Bullying Peer pressure How to deal with it Passive, Aggressive and Assertive behaviour. Saying 'No'</p> <p>Social discrimination Gender Stereotyping Media influences</p> <p>Personal Boundaries Sexual harassment/abuse Abusive behaviour Drug and alcohol abuse</p>	<p>Making decisions Consequences of actions and facing up to them. Considering others</p> <p>Understand the important characteristics of a meaningful relationship The right time to have sex. Why have sex? What is the meaning of it in a relationship?</p> <p>Contraception Consequences Pregnancy, STDs, HIV/AIDS Being proactive in your community</p>	<p>Keeping healthy Illnesses: Serious and not: Colds/flu/infections -TB / Cancer/ etc -HIV/AIDS – A different type of disease</p> <p>Fighting germs Keeping healthy Immune system</p> <p>HIV/AIDS – not seen. How it works.</p> <p>Transmission of the virus Basic prevention</p> <p>What is HIV/AIDS? Affect on society? Problems it creates</p> <p>Making choices Being informed</p> <p>* This story has been developed for piloting purposes and for Phase 2 development</p>	<p>Respecting each other Caring for the sick Myths and perceptions How do people feel when they have HIV/AIDS-Losing someone Caring for someone at home Testing Living positively with HIV. Medicine Protect yourself and others. Understand irresponsible behaviour Protecting yourself and your partner. Talking openly about HIV/AIDS Telling others about HIV/AIDS</p>

The Pulse has been piloted with 600 learners and 18 teachers in Cape Town in partnership with the Schools Development Unit, Khanya and Central EMDC (Education Management and Development Centres) of the Western Cape Education Department. Here are some comments about the Pulse materials:

"I'm really very impressed by the whole package. It has enormous potential. Even in its present early form it's better than anything else I've seen for this age group - I haven't seen anything that includes an IT component like this." Kathy McCabe, Khanya

"The programme is great...the kids raved about it...I found there was a lot of interaction in the groups...it means I can use the CD with one group and then work with a smaller group using the comic book or other research material in the library"
– Grade 7 Educator, Camps Bay Primary

"I'm loving the materials...I can use the comic book in Science or English...I was stunned by the children's attentiveness and how seriously they took the subject...some of the things they say just give me goosebumps." Grade 8 Educator, Cathkin High School

"It's a fresh approach...the children loved it...they can interact with the comic book...they asked to take it home to read it...they're dying to see the CD now...the quiz worked very well for the learners – often they can't verbalise their feelings or experience on a certain issue...here at least they can make some contribution and some decision about how they feel". Grade 8 Educator, Kensington High School

"Ground-breaking!" "[The Pulse] pioneers the use of technology as a tool for HIV/AIDS education. It is an inventive method of encouraging learners to make informed choices about lifestyles, living positively and healthy living." Naz Lalla, Khanya IT project.

"I have been working with African Pulse (Katherine Lee) since the last term of 2004. This programme is highly recommended for the senior phase.... I strongly support the outcomes of the programme."
Sandren Naidoo, HIV/AIDS Coordinator, EMDC Central, Department of Education

"...us teachers have so much to prepare for...but their [the learners'] enthusiasm just made me more enthusiastic about it because its relevant content and the CD is very interactive and they enjoyed it really ... they really didn't want to leave....Then I started enjoying it because of their questions and the discussions that we had.... I found it a very easy material to adapt for the classroom situation." Grade 8 educator, Christel House

"I liked the characters and the activities"

"I love the story"

"Feroza is just like us!"

"It helps me to understand more about HIV/AIDS"

"While we were learning we were also having fun"

Aged 12 and 13 yr old school children in Pulse pilot

WHO ARE OUR PARTNERS?

The African Pulse, with Growth International, have partnered with the **Schools Development Unit at the University of Cape Town** (section 18 A Organisation) and **Media Lab**, a local company that produces educational media training packages. We have also partnered with **Khanya** (IT project of the Western Cape Education Dept- WCED) and **Central EMDC of WCED** to conduct our pilot.

Other international sponsors include **EURO RSCG**, a New York based advertising agency that has donated programming skills to the development of the Pulse pilot CD-ROM. **KPMG's** UK offices have offered up to 100 hours of in-house skills for strategic development of the project.

The charity has more recently partnered with **WCED** on a longer-term strategy to produce materials for schools in the province. This venture involves South African corporate, **Sanlam** as a primary sponsor. **Arepp:Theatre for life** is a South African trust which has been performing theatre in schools for the last 10 years. In partnership with this group, The Pulse hopes to strengthen and compliment their work and message of choices and rights across the country by providing materials to extend the impact through interactive, story based delivery.

The Pulse is exploring partnerships with other South African and International NGOs in terms of development, production, training and distribution. These include: **Digital Links, World Population Fund (SATZ -'South Africa Tanzania', Life Skills programme- and Today's Choices Programmes), UK schools, Bournemouth University, Media in Education Trust**

WHO ARE OUR BENEFICIARIES?

- EDUCATORS (Developing teaching skills, IT and life skills – providing support)
- LEARNERS (Providing fresh new approach to life skills, health and HIV/AIDS education)
- PARENTS (Learners taking materials home to share with family)
- DEPARTMENT of EDUCATION (Complementing curriculum, supporting HIV/AIDS integrated approach strategy and contributing to teacher training efforts)







WHAT IS THE NEED?

- 10% of all new HIV infections worldwide occur in South Africa, where the estimated prevalence is 5.3 million.(UNAIDS)
- Teachers are in need of new and innovative resources with which to facilitate 'Life Orientation' lessons.
- Life Orientation is often regarded as a 'free period' and not as an important learning area.
- Life Orientation requires an interactive, experiential teaching method.
- Learners have stated that they learn most about sex through media and at school. These two platforms have not been harnessed to their full potential.
- Learners need to be re-engaged with Life Orientation and HIV/AIDS education. There is currently a stagnant attitude towards learning in this area.
- Learners of this age are vulnerable and exposed to new feelings and pressures and it is a time when many values or perceptions are formed around sex and HIV/AIDS.
- 24% of grade 6 and 7 learners are sexually active and 40% believe that you cannot contract AIDS at this age. (MRC)
- Schools that have access to IT resources often lack country/culture relevant software.
- There are currently no resources of this kind for Life Orientation available for this age group.

WHAT HAS BEEN ACHIEVED SO FAR?

2002	<ul style="list-style-type: none"> • January 2002: First study trip to Gauteng and Mpumalanga sponsored by Growth International • June 2002: First CD developed at Bournemouth University, UK • September 2002: 2nd study trip to Gauteng, Western Cape and Mpumalanga
2003	<ul style="list-style-type: none"> • January 2003: £10,000 received from BIS scheme, UK Government • March 2003: 3rd study trip to Gauteng, Western Cape and Limpopo • May 2003: Project Coordinator, Jo Ward joins the Pulse • June 2003: Project Director K.Lee moves to Cape Town & partners with UCT • August 2003: Partner with South African media production company, Media Lab to develop the Pulse • October 2003: £5,000 donation from A&N Ferguson Trust Fund • November 2003: Jo Ward moves to Cape Town office • December 2003: K.Lee & SDU secure tender to develop HIV/AIDS care and support training programme for Africa (Africa America Institute (AAI) / USAID)
2004	<ul style="list-style-type: none"> • February 2004: New York advertising agency (Euro RSCG) sponsors development of CD-ROM • March 2004: Pulse CD-ROM pilot complete • March 2004: Pulse CD-ROM show cased at CIVICUS World Assembly, Gabarone, Botswana • June 2004: Comic book developed and completed • July 2004: CD and comic first pilot at Atlantis High School, Western Cape • August 2004: £7,000 raised by sponsored walk in UK • September 2004: Africa-America Institute HIV/AIDS care and support training programme completed and facilitated in 5 African countries (Funded by USAID) • October 2004: The African Pulse Charity is launched. • November 2004: Partnership with Dept of Education (EMDC Central) & schools IT programme, Khanya, for pilot of Pulse CD & comic in 10 schools.
2005	<ul style="list-style-type: none"> • January 2005: The African Pulse becomes a member of AIDS Alliance and Make Poverty History Campaign • February 2005: Pilot commences the 3 month process • May 2005: Pulse wins KPMG CSR strategy to write business plan • May 2005: Growth International and Pulse win Community Mark Award, UK • July 2005: Pilot and Evaluation complete • July 2005: The African Pulse is commissioned by the South African Education Department to develop a media package for all primary schools in the Western Cape – funded by Sanlam

NEXT STEPS: WORK PLAN

Phase	2004	2005	2006	2007
Phase 1: Western Cape – pilot and evaluation				
Phase 2: Development of media package- 'Feroza's Story'				
Phase 3: Distribute and implement package to primary schools in Western Cape including teacher training				
Phase 4: Monitoring and Evaluation of Feroza's Story a) with WCED b) with Arepp				
Phase 5: Distribute and implement Feroza's Story to primary schools across South Africa				
Phase 6: Development of subsequent stories and packages with Arepp and Dept of Education				

FUNDINGS NEEDS

Production of Materials for 6 stories Timeframe - 12Months		
<i>Item</i>	<i>Cost (ZAR)</i>	<i>Details</i>
Project Director	120,000	R10,000 per month
Project Coordinator	120,000	R10,000 per month
Education Consultant	10,000	10 days
Scriptwriter	30,000	6 storylines
Voice Artists	43,800	R1825 per 10 minutes x 4 x 6
Sound Design	10,000	Recording equipment and tapes
Music	3,000	Copyright
Graphic Design	69,500	R1,150 per day x 10 x 6
Illustration (comic book)	61500	Artist and printing
Animation (CD)	240,000 (full)	Full = 3D flash animation (plus copyright) x 6
Programmer	120,000	6 weeks x 6
Teacher Guide Writer	60,000	R800 per day x 10 x 6
Learner Activity Designer	19,200	R800 per day x 5 x 6
Publisher/Editor	18,000	R300 per hour x 10 x 6
Video editing and transfer	30,000	2 days editing and graphics x 6
Music	6,000	Copyright
Office costs	30,000	Rent/ Communication/Printing R2,500 a month x 12 months
Travel	24,000	School research (R400 a month) x 12
<u>Total</u>	R1,015,000/ £87,500 (conversion rate 16/08/05 R11.6 – 1 sterling. XE.com)	

Photographs of the Pulse



Jo Ward and Katherine Lee with children at African Pulse Exhibition-World AIDS Day, Athlone Stadium Dec 2004



Learners using the Pulse comic book during the pilot



Children using the Pulse comic book and CD-ROM at World AIDS Day



Grade 7 learners using the Pulse CD-ROM at Tenteleni School, Khanyamazane Township, Mpumalanga