

Description

The **G-PANGE Annual Talent Explosion (GATE) Festival** utilized traditional forms of cultural expression to reach youth with HIV prevention messages. It was designed to tap and nurture the talents of youth involved in the performing arts, providing a unique opportunity for them to market themselves to talent scouts while also communicating health and HIV prevention messages to their peers. GATE was developed as a joint initiative between several PEPFAR implementing partners, including AIDS, Population and Health Integrated Assistance program (APHIA II) partners, Hope Worldwide - Kenya, National Organization of Peer Educators (NOPE), Liverpool VCT (LVCT), I Choose Life, and The Partnership for an HIV-Free Generation, Kenya (HFG/Kenya).



GATE Festival Preliminary Competitions

The partners aimed to reach a half million youth through a multi-tiered strategy that included HIV prevention messaging, increased availability of HIV testing and counselling services, strengthened capacity of youth drama clubs through training and mentorship and ultimately well-produced content that could be used for education outreach activities.

The GATE Festival was implemented at the district, provincial and national levels. Winning teams at the district level advanced to the provincial level competition where they were trained and mentored by professional artists and trainers to help improve the quality of the performances. Seven of the eight provinces that participated were invited to the national festival where the best artists, producers, and directors showcased their talents and creativity.

Two days of performances were held at Kenyatta University. National winners were given opportunities to have their work recorded and produced by private sector companies. The final event was attended by over 4,000 youth. More than 1,500 youth were tested in the week leading up to the event.

Regional and national artists and senior level officials from the Government of Kenya, including Dr. Muraguri, the head of the National AIDS & STI Control Programme (NASCO) and Mr. Kabando wa Kabando, Assistant Minister for Youth Affairs and Sports were also in attendance.



Liberty Arts Group – Winners, GATE 2010

Goal

To implement an **G-PANGE** event that reached youth through the creative arts with HIV prevention messages developed by their peers.

Objectives

- Reach 500,000 youth with HIV prevention messages.
- Reach 5,000 youth with HIV testing and counselling services.
- Build the capacity of 40 youth drama clubs and groups through training and mentoring.
- Produce content for use in education outreach activities and mobile cinemas.

Achievements

- Directly engaged about 400 youth from 50 youth groups in talent competition.
- Reached large populations of youth at the district and provincial levels with HIV prevention information, messages, and services.

- Held a two-day finale event attended by over 4,000 youth.
- Tested 1,587 youth for HIV (809 males and 778 females) during the week-long testing drive held at the festival site.
- Successfully co-branded all events with **G-PANGE**, heightening awareness of the brand and of HFG.
- Received significant media coverage as part of news segments on national television stations during and after the national festival.
- Successfully engaged several well-known national and regional artists as judges, mentors, performers, and invited guests.
- Developed links with private sector partners, including Nokia, Royal Media (Citizen TV and Hot 96 radio), and the Kenya International Film Festival.
- Facilitated recording contracts and enrolment in the National Talent Academy for some of the winning performers.
- Provided exposure for youth who had never travelled outside their local communities.
- Provided economic opportunities for several performers who have since earned income from their talents.
- Mobilised youth to use their talents to communicate HIV/AIDS information and messages.

The ZAMA ZUKA group performance recently completed a 6-month performing tour of India as a result of their participation in the GATE Festival. After being told of the tour, one member noted, "It was like a joke since the group had never thought of performing beyond community and here we were in India."

- Clear guidelines and standards are necessary to ensure consistent high quality performances.

Next Steps

- Disseminate a comprehensive report on the festival to include, case studies of select youth participants, lessons learned, and recommendations for similar future events.
- Continue discussions with other organisations that have similar missions in order to leverage resources, avoid duplication and gather additional lessons learned.
- Explore opportunities to integrate and link with similar national private sector activities.
- Improve the GATE design by aligning the capacity to market needs, introducing new award categories, strengthening public-private partnerships and providing governance for future festivals.
- Efforts are underway to organize the second Annual GATE Festival.

Partners

- HFG/Kenya
- PEPFAR Implementing Partners
- Ministry of Youth Affairs & Sports
- Royal Media
- Nokia
- Kenyatta University
- Kenya International Film Festival

Lessons Learned

- Joint planning and implementation via working groups can be an effective way of leveraging resources.
- There is untapped market potential in the local private sector in HIV prevention.
- Improved monitoring, evaluation, and reporting are required to better measure reach and cost-effectiveness.
- Centralised leadership, coordination, funding and communication are critical for effective implementation of the event.

To learn more about how you can be part of next GATE Festival, please visit:
www.g-pange.com