

Description

Pamoja Mtaani is as an innovative tool that uses technology to inform and educate youth about HIV/AIDS. The game built upon the capacity of Warner Bros. in video game development, and the public health expertise of PEPFAR and its implementing partners.



Screen shot of Pamoja Mtaani Game

The game is set in an urban settlement in Nairobi, Kenya and uses a mix of English and Sheng, a local slang. It follows the adventures of five characters – a 22-year-old female musician, an 18-year-old male footballer, a 19-year-old male “techie”, a 21-year-old tout, and a 23-year-old female medical student – as the matatu (commuter bus) they are riding in is carjacked and the passengers are robbed.

Played by one, or up to five players, characters set off on a mission to retrieve their stolen items. As a player goes through the four levels of the game they also meet non-player characters along the way who reinforce behaviour change objectives. In addition to the main mission there are also opportunities to play side missions and mini-games.

During the pilot phase of implementation, Pamoja Mtaani was deployed in three sites serving youth in Nairobi – Mukuru Centre of Hope, Harambee Home at Micato Safaris/America Shares, both located in the target community of Mukuru, and at the National Youth Service site in Ruaraka.

In addition to the game, health services, including STI treatment, peer education sessions, recreational activities, HIV testing and counselling (HTC) and other services were offered to youth on site or through referral. Large-scale community mobilisation conducted by a team of mobilisers drew youth to the sites. CDs containing the video game trailers and music from local artists, *The Making of Pamoja Mtaani* documentary, t-shirts and other related materials were developed and distributed to raise awareness about HIV and draw youth to the game and available services.

In addition to raising awareness, the game and related activities built skills and created economic opportunities for youth in the targeted community, where unemployment is high and opportunities are few.

Goal

To reach youth ages 15-19 with HIV behaviour-changing messages through the use of an innovative video game developed under the **G-PANGE** brand.



Local youth in Mukuru play Pamoja Mtaani

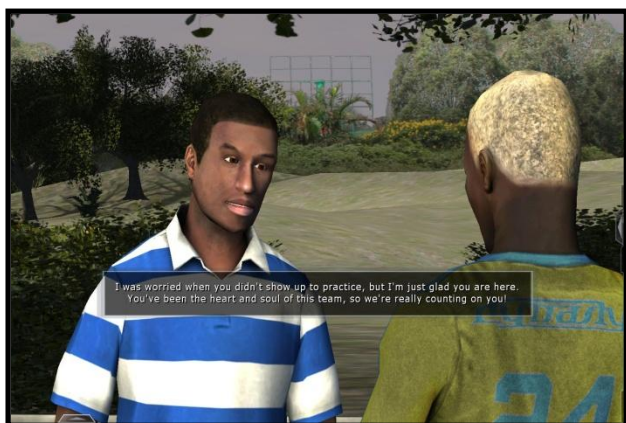
Objectives

Pamoja Mtaani addresses the following five behaviours that can contribute to a reduction in HIV infection rates among youth:

- Delay in sexual debut.
- Reduction in number of concurrent sexual partners.
- Increase in correct and consistent condom use.
- Increase in up-take of HIV testing and counselling services.
- Increase in adoption of secondary abstinence.

Achievements

- Over 4,000 youth have played the game from December 2009 to March 2011, including 300 who participated in the evaluation.
- Video game play has been sustained at two sites: Mukuru Center of Hope and Harambee Home at Micato Safaris/AmericaShare reaching 3,472 youth from May 2010 to March 2011.
- Two levels of evaluation were conducted during the pilot phase from December 2009 to April 2010 - Cross sectional surveys conducted at 30, 60, and 90 day intervals and matrices embedded in the game following each level of play.
- Game featured on *The Patricia Show*, a well-known Africa-based television program broadcast on MNET and reaching 43 countries in sub-Saharan Africa.
- Post-evaluation workshop held with stakeholders to review lessons learned and inform the way forward.
- Over 40 young women and men were employed as game masters, site coordinators, and community mobilisers. In addition to having temporary jobs, the youth working with the project also gained marketable skills that prepared them for long-term employment beyond the project.
- Videogame succeeded in drawing and retaining more youth to the sites.



Screen shot of the video

Lessons Learned – Evaluation Highlights

- Evaluation conducted from December 2009 to April 2010 focused on risk perception and self-efficacy to perform the five HIV-preventive behaviours.
- Significant association between video game exposure and overall change between baseline and post-baseline measures for both risk perception and self-efficacy related to the five behavioural objectives.
- Among males, exposure to the video game increased their intention to initiate secondary abstinence, utilise services (STI treatment and VCT) and reduce sex with older partners.
- Males also showed increased self-efficacy for condom use.
- Among females, exposure to the video game increased their intention to delay sexual debut, self efficacy for reducing concurrent sexual partners and for correct and consistent condom use.

Partners

- HFG/Kenya
- PEPFAR
- Warner Bros.
- Intel
- Microsoft
- PATH
- Mukuru Centre of Hope
- IMPACT - RDO
- Micato Safaris/AmericaShare
- National Youth Service
- Prevention Sciences Consulting LLC

To learn more about Pamoja Mtaani and view the game trailer visit:

www.g-pange.com