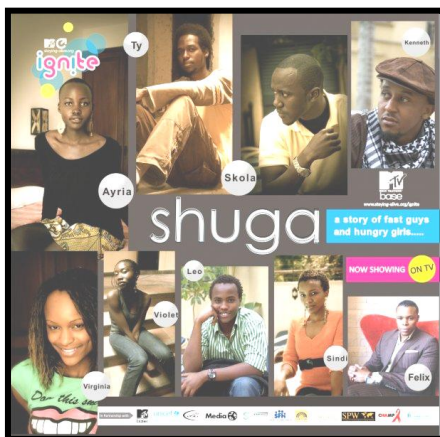


## Description

**Shuga** is a 3-part drama series produced by MTV Ignite, PEPFAR/HFG and UNICEF. It is a hard-hitting drama following the lives, loves and ambitions of a group of young students whose bright lives and fabulous futures are balanced on a knife edge due to their love of danger. Set in Nairobi, Kenya, *Shuga* is a universal story of love, sex, Friday nights and the indelible marks we leave on one another



*Shuga* uses the appeal of television and film to address the universal and timely issues of relationships, aspirations and sexual decision-making in the age of HIV. *Shuga* premiered on November 11, 2009 and was broadcast on all television stations in Kenya, including KTN, KBC, Citizen and Nation. It was also broadcast on 13 MTV channels globally and on 100 third party channels. *Shuga* aired in 73 countries around the world, including 48 African countries, rights free.

In addition to the television series, the partnership developed a "behind the scenes" program and parallel radio campaign, supported an online platform, and developed companion resource materials including a discussion guide for use in community outreach efforts. Three thousand copies of the film have been reproduced and distributed to Kenya's PEPFAR implementing partners to assist in expanding the reach of the film, particularly into rural and low-income settings. Peer educators and cast members serving as ambassadors have been trained in HIV prevention.

Proving the power of media and *Shuga's* universal appeal, the film has also been screened at several events in the United States, including at the West New York Ninth Annual Black Film Festival, Boston University, and Morgan State University, a Historically Black College and University in Baltimore, Maryland.

The latter screening was hosted by Delta Sigma Theta Sorority, Inc, in partnership with Black Entertainment Television (BET) and the Baltimore City Department of Health. It was followed by a panel discussion and HIV testing was available on-site. Over 300 students attended the screening and more than 50 were tested for HIV at the event.

In addition, a live chat between students and the *Shuga* cast was held the following day. This highly successful event has resulted in several other requests for screenings and programs in the United States.

## Goal

To develop a high quality film product and accompanying materials under the **G-PANGE** brand that reaches large numbers of youth with HIV prevention messages, leading to positive changes in their behaviour.

## Objectives

- Increase the risk perception of youth to HIV infection.
- Increase uptake of HIV testing and counselling services.
- Increase knowledge of HIV prevention strategies, including partner reduction and male circumcision.



**Shuga cast members on production set**

## Achievements

- *Shuga* broadcast on all national television stations, reaching 73 countries, including 48 in Africa, through 13 MTV channels and 100 third-party broadcasters.
- In addition to the television audience, more than 100,000 youth have been reached through local screenings and peer education sessions at community outreach events.
- Twelve street teams were established and wrote 124 articles, receiving 516 comments and 6,500 page views.
- Over 11,000 Facebook fans and 2,500 Twitter followers were engaged.
- Evaluation completed and final report available.
- *Shuga* nominated for numerous awards and was the winner of the Gold Award at the World Media Festival.



*Shuga's* main male characters (L-R): Leo, Skola, Kennedy aka "Kennedy the Remedy" and Ty

- *Shuga* screened at the 2010 World AIDS Conference in Vienna.
- A discussion guide and reporting tool developed and distributed to PEPFAR Implementing Partners who then distributed them to their sub-grantees throughout Kenya.
- An additional 3,000 copies of the film reproduced and distributed to PEPFAR Implementing Partners and youth groups.
- More than 1,000 copies reproduced for insertion in *The Insider* Magazine, a popular youth-focused magazine with over 20,000 subscribers, targeting high school students ages 13-18, as part of a **G-PANGE** three-page spread in the August 2010 issue.
- *Shuga* re-aired as part of the UN "International Year of the Youth" launch.
- Cast members trained in HIV prevention and engaged in youth activities.

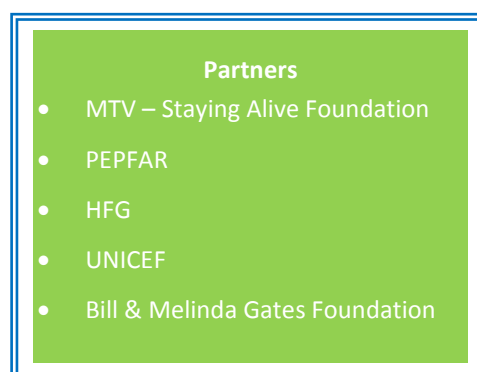
## Lessons Learned and Evaluation Highlights

- More than 64% of youth ages 15 – 24 in Nairobi were aware of *Shuga* and 60% reported having seen the series.
- Over 90% of youth in the Kenya viewer groups felt the show impacted their thinking.
- Participants consistently recalled messages about HIV testing, multiple partners and stigma.
- At least 10% of youth in viewer groups reported discussing the program and its messages with their parents.
- *Shuga* clearly demonstrates the universal appeal of mass media and new technology and the opportunity it provides to reach significant numbers of youth with behavior-changing messages.

## Next Steps

- Release *Shuga II: SexLoveMoney*, an expanded six-part series February 2012.
- Integrate new characters from a second PEPFAR country, Nigeria.
- Continue to partner with cast members as ambassadors in outreach activities.
- Expand peer education sessions using *Shuga* and the companion discussion guide.

To date, *Shuga* continues to be utilized as a community outreach tool for youth. Development and production of *Shuga II* is now underway through a collaborative partnership with MTV International and HFG/K and the HFG Global Secretariat. In addition, a mentorship program supported by UNICEF is underway.



To learn more about *Shuga* and the cast visit [www.g-pange.com](http://www.g-pange.com) or [www.mtvshuga.com](http://www.mtvshuga.com)