

Report of Promoting SRH Health through Sports --STIs/ HIV/AIDS Prevention and Education Activities during Olympics

Summary

The 29th Olympics was held in Beijing in August 2008. As the host city, a great number of guests from abroad rushed into Beijing at this special time. During the Olympics, a large numbers of tourists from China and all over the world also visited Entertainment Establishments (EEs) located in Sanlitun of Chaoyang District in Beijing. Moreover, hundreds of thousands of youth from Beijing universities were recruited to become volunteers for the Olympics and served at stadiums and the Athletes Village etc.

This project aimed to increase the knowledge of sexual and reproductive health (particularly STI/HIV/AIDS prevention) amongst these volunteers and the staff in EEs in Sanlitun and also to promote safer sex practices amongst customers in the EEs.

With the joint efforts of CFP, CYN, UNFPA, Beijing FPA, Chaoyang FPA, as well as the Sanlitun Community, the Promoting SRH Health through Sports project was successfully implemented.

The project was deemed so successful by EE managers, that such establishments have requested that Chaoyang FPA continues to supply IEC material and free condoms for distribution by their staff.

1. Main activities

1.1 Establish coordination committee and organize coordination meetings

In order to successfully implement the project, a Project Coordination Committee (PCC) was established. The members of PCC included leaders of Beijing FPA, leaders of Chaoyang FPA, community leaders from Sanlitun and program offices from CFP. The PCC held three meetings. The first meeting identified responsibilities and the work schedule, and the following two meetings discussed how to effectively develop activities.

1.2 Advocacy meeting with EE managers

A total of 38 EEs located in Sanlitun Street were involved in the project. An advocacy meeting for managers from the bars, restaurants, saunas and discotheques was held by Chaoyang FPA and Sanlidun Community with the following four aims:

- 1) to advocate to the managers to develop the project;
- 2) to identify works and responsibilities;
- 3) to request the managers to select suitable service providers to become voluntary communication volunteers of STIs/HIV/AIDS prevention; and
- 4) to prepare a launching meeting of the project.

1.3 Baseline-survey

Baseline survey for youth volunteers has been held by CFPA and Chaoyang FPA when project start. Methodology of questionnaires and interviews was used to learn knowledge of STIs, HIV and AIDS prevention. According to the baseline survey, we adjusted the contents of peer education. Peer educators emphasized sex harassment and first aid during the training.

1.4 Launching meeting

The Launching Meeting of the project was held on 16 May in a bar in Sanlitun. The meeting achieved its main objectives: 1) to launch the project, 2) to train service for service providers to make them become voluntary communication volunteers of STIs/HIV/AIDS prevention.

The participants at the event included youth from EEs and eight Universities, program officers from UNFPA and CFPA and the local FPA, as well officers from Sanlitun Community. In total, 100 people attended.

1.5 Peer education among university students

- CFPA/CYN trained 82 peer educators from 7 universities during two TOT sessions held on 16 May and 7 June. The contents of training included STIs/HIV/AIDS prevention, preventing and responding to sexual harassment and basic first aid training. A pre-and post questionnaire was conducted to measure the impact of the workshops. (The questionnaire has attached to Evaluation Report)
- According to the feedback for TOT session, we added training contents on sexual harassment and first aid to peer education for Olympic youth volunteers.
- Following the TOT session, the newly trained peer educators conducted peer education among their peers in their respective universities, especially among those Olympics volunteers. Each university has around 500-600 Olympic volunteers, Leaders of Student Group and their mentor, as well as program officers from CFPA and local FPA jointly designed training workplan and work schedule. We requested each university to achieve training for at least 80% Olympic volunteers before Olympics. CFPA and Chaoyang FPA jointly monitored their activities to guarantee quality of peer education and make program smoothly developing. Otherwise, CYN also participated in the program to help peer educators improve their training skills, and organized communication between universities.

1.6 Life Skill training and communication of EE staff

- CFPA and Chaoyang FPA fostered 38 service providers, especially women, in 38 Entertainment Establishments (including bars, saunas, massage venues etc) to be voluntary communication volunteers of STIs/HIV prevention. Participants discussed how to develop activities in EEs and designed a workplan. An assessment questionnaire for the training was conducted to further understand their needs and measure the impact of the workshops.

- Most of EEs have 20 – 40 young people, so each EE held a training conducted by the voluntary communication volunteers during rest times. Sometimes, they also talked knowledge and skills on drug and STIs/HIV/AIDS prevention with their peers. Moreover, when the service providers and the guests chat, sometimes they referred to some topic on drug and STIs/HIV/AIDS. Service provider also provided IEC materials to the guests.

1.7 Development and distribution of IEC materials

- Three kinds of IEC materials with simply STI/HIV prevention messages were developed for EEs, both in Chinese and in English, and were distributed in EEs:
 - 1) Brochures for universities (total: 8000)
 - 2) Brochures for EEs (total: 5000);
 - 3) Small cards were produced that were placed inside business card holders (total: 2000);
 - 4) The small cards were attached to small condom pouches that were the shape of a panda bear (total: 1250); and
 - 5) A Chinese fan was developed with STI/HIV/AIDS prevention messages displayed on it (total: 8000).
- 8000 small booklets on HIV/AIDS prevention were distributed to students at 7 universities, particularly to those who were Olympic volunteers.
- Free shelf for IEC materials was established in each of the 38 EEs. We put IEC materials on the shelf so that the guests were able to easily obtain the materials
- 76 Condom distribution boxes were set up in the toilets at the EEs. There were one in the women's toilet and one in the men's toilet in each of the 38 EEs and free condoms both Asian and Non-Asian sizes were supplied. In total, 6000 condoms were distributed.
- We organized 10 volunteers from CYN and the universities to distribute the IEC materials in bar areas at night on weekend during the Olympics, totally 4 nights.
- EE staff also distributed the IEC materials.
- We encouraged the bars to give the IEC materials like fan, small bag with panda logo as awards during interactive games about STI/HIV prevention organized by the 5 bars. Each bar organized 4-7 such activities.

1.8 Parties about STIs/HIV/AIDS prevention in bars

Two parties were held in July and May in bars. During these events, games were used to promote STIs/HIV/AIDS knowledge. Olympic youth volunteers, young waiters and the bosses from 10 bars, Sanlitun community, Chaoyang FPA, CYN and CFPA more than 80 people participated in the two parties. There were performance such as sports dancing, singing, Chinese traditional sports and games, as well as nteractive games on sports and

STIs/HIV/AIDS.

1.9 Assessment of project

Assessment has been conducted by CFPA. Results from pre-test and post-test of peer education has been selected to analyze to evaluation the activities of peer education

A project evaluation meeting also was held after the project, project officer, service providers and the bosses in EEs participate in this meeting, and give lesson learnt, recommendations for future works, etc. (see the evaluation report)

2. Main outputs

2.1 Initiated project link between the Olympics and SRH for first time

China held the Olympic Games for the first time. We took advantage of this chance to promote SRH. We not only promoted the SRH knowledge and skills of youth Olympic volunteers and service providers, but also contributed to the efforts to ensure the Olympics were safe and healthy.

2.2 Expanded ASRH work into EEs

Local FPA staff and community leaders have previously implemented some public education programs, but they have seldom conducted activities in EEs. Through this project, they provided information and skills to youth working in EEs.

2.3 Fostered peer educators for seven universities in Beijing

Following the training of peer educators for this project, CYN intends on using the skills of these peer educators for future ASRH activities.

2.4 Increased knowledge of SRH issues (particularly STI/HIV/AIDS prevention) and increased life skills amongst Olympic volunteers

(see the evaluation report)

2.5 Increased awareness of SRH issues and life skills amongst EE staff

The project was deemed so successful by EE managers, that such establishments have requested that Chaoyang FPA continues to supply IEC material and free condoms for distribution by their staff.

2.6 Improved capacities

Through their involvement in the provision of peer education and project management, youth volunteers and staff from the local FPAs and the Sanlitun community improved their capacity.

3. Lessons learned

3.1 The need to tailor training to specific groups

We learnt that it is very important to tailor training to meet the needs of specific groups. As a group, the Olympics volunteers are interested in learning about specific issues. Following the review of the first TOT, we learnt that volunteers wished to have further training on sexual harassment and first aid, and thus we included more training on this issues in the second TOT.

3.2 The benefits of youth participation

Youth from CYN and EEs participated in the project design; implementation and the monitoring and evaluation so as to improve young people's capacities and make the project better meet the needs of young people. This project benefited from youth participation and provided a good example to Chaoyang FPA about what can be achieved when young people are involved in the full project cycle.

3.3 activities restricted by government

We learnt that it is important to be prepared for unexpected delays caused by things outside our control. We had not expected our activities to be restricted or delayed by security measures implemented by the government due to the Olympics

3.4 The need to commence activities at the beginning of the project cycle

A number of activities, such as the preparation of the IEC materials, were delayed and thus needed to be rushed in time for the beginning of the Games. In the future, we should commence our activities at the beginning of the project cycle.

4. Financial report

Item	Expenditure USD
To establish coordination committee, organize coordination meeting	
- 3 coordination meeting	300
- a advocacy meeting for the bosses from EEs	200
Sub- total	500
To train communication volunteers among entertainment employees	
- 2 training workshop	1,350
- training \$ communication in 38 EEs	3,800
Sub- total	5,150
Peer education in different universities	
- 2 TOT for peer educators	3,160
- Peer education in 7 university	Allocate 920 to each university 6,440
Sub- total	9,600
IEC-materials	
- IEC materials for university 8000	1,170
- IEC materials for EEs 5000	750
- Free shelf for IEC materials 38	1,320
- Free box for Condom 76	590
- Cardcase 2000	440
- Small bag 1250	1,900
- Fan 8000	1,760
Sub- total	7,930
A Launching meeting and two parties about STIs/HIV/AIDS prevention in bars: Tea, coffee, present, renting room etc.	4,590
Baseline research, monitoring and evaluation	1,730
Total	29,500