



*Appropriate, Participatory and Practical Social messaging and mobilisation*

# NEWSLETTER

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## POSITIVO OPENS IN MALAWI

### MALAWI

#### POPULATION

• **15,380,888 (World Bank, 2011)**

#### HIV/AIDS

• **9<sup>th</sup> worst HIV affected country in the world (UNAIDS)**

• **50,000 new HIV infections every year (UNAIDS)**

• **An estimated 1**

In her remarks during the first General Assembly for Positivo International in Malawi, Mrs. Aurelie Andriamialison (UNAIDS Community Mobilisation and Networking Advisor) stated, “*In the history of the AIDS response, civil society has always been a catalytic agent, initiating, consolidating and bringing forward new ideas and concern around human rights, speaking with many voices, representing many different perspectives, mobilizing political leadership, bringing life-saving prevention messages directly to communities and advocating for a world of free of stigma and discrimination*”

From its beginning, Positivo has always been creative in its AIDS response, targeting communities with Positive and powerful HIV/AIDS messages using music in a practical, participatory and appropriate means. After reaching more than 30 schools and factories recording songs with powerful HIV/AIDS messages written by the community for the community in Mozambique and South Africa, it is another step forward for us to establish Positivo International in Malawi on the 24th November, 2012.

Darren Clark (Positivo Mozambique ex president) who was accompanied by Helen Smith, presented a powerful presentation about Positivo’s activities in the past 6 years in Mozambique and South Africa. He was very happy to extend the methodology to Malawi and he said, “*after we have successfully conducted more than 30 festivals with diverse target groups recording songs they have written for themselves in Mozambique and South Africa, I am happy to see Positivo International being planted in Malawi today, I hope that this methodology will bring huge impact to Malawi’s HIV/AIDS response*”

The meeting was attended by Organisations like United Nations Joint Response on Aids (UNAIDS). It was also attended by people of different fields of expertise including teachers, human rights representatives and health workers. Positivo International is thanking all those who attended the conference and we believe that together we can move forward and positively in response to HIV/AIDS in Malawi.

*Wishing you all a merry Christmas and Prosperous 2013!*

# JOINT VENTURE TO ACHIEVE 100% ACCESS TO HIV/SRHR IN MALAWI

## HOW CAN YOU HELP US!

Every donation you make help us reach as many people as possible. You can help us in many ways:

### *Adopt a project*

Help rural isolated communities to access health and education resources through establishing their own mobile resource library that stays forever...

You can also support us to conduct HIV/AIDS music workshop with school children

### *In kind supporters*

You can help Positivo International reach as many communities as possible through donating music and studio equipments, used vehicle, computers or any kind of support

Positivo International in Malawi has recently joined Journalists association against aids (Journaids) and Child Rights, Information and Documentation Centre (CRIDOC) in a proposal to UNAIDS to implement a three year project titled: “*Scaling up Access to Information to Youth in HIV and Sexual Reproductive Health Responses*” Positivo International’s HIV/AIDS music workshops and its Carts and Donkeys for Development (CaDD) methodologies will be some of the activities of the project. We are happy to get connected to Journaids and CRIDOC. The proposed districts for the project are: Nsanje, Zomba, Mangochi, Lilongwe, Nkhosakota, Nkhata bay, Mzimba, Karonga, Mchinji and Chitipa,

## OUR PROJECTS IN MALAWI

### *Carts and Donkeys for Development (CaDD) Project*



Malawi has a population of 15.6 million people (World Bank, 2011). More than 80% of the population live and work in very isolated rural areas where access to most social services is very minimal. There is a huge gap between the rural and urban areas due to a number of factors one of which is lack of access to free and universal up to date development information. Women and girls need to learn more about their rights and how they can protect themselves from contracting HIV. Farmers need information to develop their farming practices and know more about markets so that they can improve their family income to be able to send their children to school and become independent citizens

Above all, rural community members need access to information to HIV/AIDS and Sexual and Health Reproductive related information. Although there are a lot of Information, Education and Communication written materials available, there is no platform to get them to rural areas and stay there for the population to use. Positivo International realizes that the 73% literacy rate (World Bank, 2008) can be useful in extracting written health information and share it with others if access is provided especially in the remotest areas where community libraries are not available. Our methodology of using carts and donkeys for to send health and development messages across is not a new method to rural people. We are only using available rural resources to solve problems in a practical, sustainable and appropriate manner. We create mobile libraries that can visit a village once every two weeks with written resources mainly on HIV/AIDS and Sexual and Health Reproductive issues. One library can support more than 6 villages. The methodology can be used to address all kinds of social issues.

***Help us reach as many rural communities as possible! Donate to Positivo International in Malawi.***

## HIV/AIDS Music Workshops

### HOW CAN YOU HELP US!

#### *Become a volunteer*

You can choose to give your time to Positivo International even while in your own country. You can help us with networking and fundraising activities for us to implement projects in Malawi. You can also help us to get group volunteers for a specific project and period of stay in Malawi.

#### *Corporate Partnership*

You can become an agent of Positivo International at your workplace. Connect Positivo International to your company's social responsibility program

OR

Just email us at [positivomw@gmail.com](mailto:positivomw@gmail.com) and discuss the best way to get involved.

**HAPPY CHRISTMAS!!**



*“Music expresses that which cannot be put into words and that which cannot remain silent.” (Victor Hugo, French Poet)*

Music is part of Malawi's daily life. Our project targets the youth in schools, involving them in HIV/AIDS education and dialogue and use their messages to form lyrics for a song so powerful to educate others. We move to the people with our mobile recording library with a view that they capable of solving their own social problems and that they are able to spread the information about HIV/AIDS on their own. All we do is using music to amplify their messages and getting them involved in a practical way thereby turning them into community HIV/AIDS activists.

We agree with Mrs. Aurelie Andriamialison, who during our first General Assembly in Lilongwe said, *“Through music, Positivo International has been engaging communities and young people to become the actors of a social transformation. It is my hope that through this powerful vehicle, that is music, the right information and the facts about HIV will be brought to all communities, more Malawians will go and get tested, more males will go for voluntary medical male circumcision, all positive pregnant women in Malawi will get ARV, the youth will have access to friendly health services, respect and compassion towards people living with HIV and other key at-risk populations will become a natural attitude among Malawians.* With 50,000 new HIV infection each year, there is still a long way to go to win HIV/AIDS battle in Malawi and engaging the youth in such a methodology will help create a confident generation of activists who can become agents of positive change.

*Be part of us, help us reach as many youth as possible, donate to help us conduct a workshop!*

## FRIENDS OF POSITIVO IN CANADA

When we introduced the Cadd methodology to our friend, Samantha Kemp who has visited and volunteered in a hospital Malawi, she said, *“I was pleasantly surprised to hear that you were using donkeys and carts to get messages across! It is the true meaning of grassroots and sustainability! I always thought that things like this along with community health workers travelling in rural areas as the best support to health care and a countries development”*. Samantha Kemp became the first honorary member of Positivo International in Canada to help us with networking and fundraising activities in the future especially with CaDD project for the benefit of poor isolated rural Malawians

*Positivo in Malawi welcomes you Samantha and wishing you and your family a happy Christmas and prosperous New Year!!*