

**Smiling black and white youths holding up different childrens' books; a two-sided advertisement for the Macmillan Boleswa AIDS Awareness Programme. Colour lithograph, ca. 1996 (?).**

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Ten Rand and a Yellow Dress

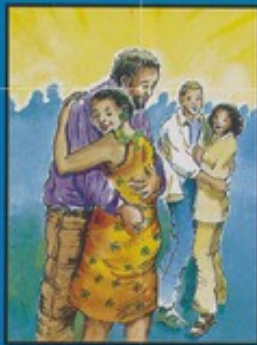


Gladys Newwenya



LEVEL 1

The Truck Driver's Love



Emily Tabo

LEVEL 2

The Final Whistle



Gary Rathbone

LEVEL 3

# The Macmillan Boleswa AIDS AWARENESS PROGRAMME

# The Macmillan Boleswa AIDS AWARENESS PROGRAMME

## What is the Macmillan Boleswa AIDS Awareness Programme?

The Macmillan Boleswa AIDS Awareness Programme is a structured set of educational materials for use in schools. The materials are suitable for the senior primary level up to the senior secondary level.

At each level, there are a number of story-books (readers) about AIDS, which also contain factual information about the disease and its transmission. Children can study these readers in a variety of subjects within the curriculum.

There are also Teacher's Guides, which provide the teacher with information on AIDS and ideas on how to use each story in the classroom. The training and support of teachers is an important part of the Programme.

## What are the aims and objectives of the Programme?

The main aim of the Macmillan Boleswa AIDS Awareness Programme is to reduce the spread of HIV and AIDS amongst schoolchildren. The Programme has the following objectives:

- to inform schoolchildren about AIDS and HIV;
- to reduce the level of sexual activity amongst schoolchildren;
- to change schoolchildren's attitudes towards sexual behaviour;
- to encourage the careful use of condoms;
- to create compassion for those who are already suffering from AIDS;
- to stimulate care for AIDS sufferers and their dependants;
- to encourage long-term protective behaviour.

## How did the Programme begin?

The Programme began when the Botswana Red Cross Society approached us at Macmillan Boleswa Publishers, with a view to helping to develop some AIDS awareness materials for schoolchildren in Botswana.

## What research has gone into the Programme?

When we started with the Programme, we wanted to produce something that really worked, so research was a very important aspect from the beginning. We looked at other educational materials and packages, and we read all the available research on AIDS education. It is clear that most AIDS education programmes fail for the following reasons:

- they are too general and fail to target specific groups, so that people do not believe that AIDS can happen to them;
- the medium (e.g. video, radio) is unfamiliar or inappropriate;
- the programmes are not open and honest about sexual behaviour;
- they fail to make the connection between information and behaviour, so that people who know a lot about AIDS still get involved in high-risk behaviour;
- there are many different programmes available, but there is little co-operation among programme developers, particularly across the southern African region as a whole.

We decided to avoid all of these mistakes in the following ways:

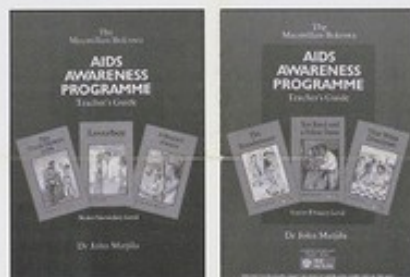
- by targeting very specific groups and showing them that they can be at risk;
- by utilising the familiar and appropriate school medium of books. The books in our Programme exploit the African tradition of conveying wisdom through storytelling;
- by being open and honest about sexual behaviour;
- by involving children in stories about characters with whom they can identify so that they realise that AIDS could happen to them, and that they must make responsible choices about their own behaviour;
- Macmillan Boleswa has offices in all the countries in the southern African region, and we are well placed to co-ordinate the sharing of resources and expertise.

Having made these decisions about our Programme, we then developed three prototype readers to be trialled at three different levels in Botswana. The trial, which was conducted in both urban and rural areas, was carefully monitored and researched by the Botswana Red Cross Society.

The results of this trial were so positive that we went on to develop more readers for Botswana, as well as for other regions, incorporating the improvements that were suggested during the trial.



The training of teachers is an important part of the Macmillan Boleswa AIDS Awareness Programme.



Teacher's Guides provide information on AIDS and ideas on how to use each story in the classroom.

## How were the materials developed?

Materials for the Programme were developed by a team of experienced authors and storytellers, in conjunction with various organisations involved in AIDS research and education.

Several of the books were developed from ideas that were generated at writers' workshops.

## What is the structure of the Macmillan Boleswa AIDS Awareness Programme?

Each reader in the Macmillan Boleswa AIDS Awareness Programme consists of a story about AIDS, followed by the basic facts about AIDS and a test-yourself quiz.

The Programme targets three specific levels of schoolchildren, and is colour-coded accordingly:

- **Level 1 (green)**  
These readers are for the Senior Primary level (the last two years of primary schooling). There is a Teacher's Guide specifically for this level.
- **Level 2 (blue)**  
These readers are for the Junior Secondary level (the first three years of secondary schooling). There is a Teacher's Guide specifically for this level.
- **Level 3 (yellow)**  
These readers are for the Senior Secondary level (the last two years of secondary schooling). There is no Teacher's Guide for this level, as the readers are for self-study. Information that we have obtained from teachers themselves suggests that, at this level, teachers would not be happy to spend time on anything that is not 'for exams'. To make up for this loss of class discussion, the readers at this level include an expanded factual section about AIDS.

The readers cover a wide range of situations, and some stories take place in urban areas while others are set in rural areas. We are developing more readers for each level so that teachers have a wider selection and can choose those stories that are most appropriate to the circumstances of the majority of their pupils.

## What sort of issues do the stories deal with?

AIDS and HIV are the major issues in each story, but there are a number of other issues that are connected to AIDS and HIV. Examples of these issues, which appear in the stories, are:

- |                     |                           |
|---------------------|---------------------------|
| alcohol             | condom use                |
| contraception       | family dynamics           |
| homosexuality       | infected blood            |
| infection rate      | multiple partners         |
| needles             | peer pressure             |
| pregnancy           | prostitution              |
| race                | role models               |
| 'safer' sex         | sexual behaviour          |
| social conditions   | sharing with the infected |
| sugar-daddies       | symptoms                  |
| traditional doctors |                           |

## How can you implement this Programme in your school?

If you would like to use these materials in your school, contact your Ministry or Department of Education, or write to us at Macmillan Boleswa.

Macmillan Boleswa will provide a training workshop for teachers in your area on how to use the materials effectively. At the workshop, we will tell you whom you can contact in your area if you wish to find out more about AIDS or if one of your pupils has a special problem concerning AIDS.

The implementation in schools of this Programme is being supervised by a special committee called the *School AIDS Awareness Consultative Committee (SAACC)*. A number of organisations are represented on this committee, including a variety of community-based organisations, organisations involved in AIDS education, as well as general educational organisations. This committee will help and support you in any way that you need.

## How can you find out more about the Macmillan Boleswa AIDS Awareness Programme?

You can find out more by sending your queries to your nearest Macmillan office. The addresses of our different offices are given at the bottom of this poster.

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