

Brazil & South Africa using Bridges of Hope in World Cup HIV Prevention Campaign

What an event - the first African FIFA World Cup - with some surprise results and dramas, both on and off the field.



One focus of drama off the field is a bus (as shown above during the official launch of the health campaign on 2nd July), decorated with football themes (outside) and with humorous and creative HIV prevention cartoons (inside). During and for some time after the World Cup, the bus is visiting fan parks, public viewing areas (PVAs), community centres and informal settlements throughout the Gauteng province. Three skilled facilitators from Health & Wellness Education Centre travel with the bus and at each venue run *Bridges of Hope* activities (adapted with a football theme) before inviting participants into the bus to view and discuss the artwork (examples on page 2).

This HIV Awareness & Prevention Campaign is a joint initiative between the Brazilian Ministry of Health, the Gauteng Department of Health and Social Development and other partners. The programme is integrated with the Gauteng province PLAY IT SAFE campaign and partners include the Gauteng Department of Sport, Arts, Culture and Recreation, The Wake Cup, UNODC, Health & Wellness Education Centre and *Bridges of Hope*.

The official launch on 2nd June at Mary Fitzgerald Square, Johannesburg, included a dramatic show by the Portela School of Samba and short speeches and presentations by representatives of the Brazil and South African Governments and other partners involved in the programme.



Peter Labouchere introducing *Bridges of Hope* at the official launch of the bus with Beverley Katz, Health & Wellness Education Centre Director and the three facilitators, Samuel Masilo, Joseph Doctor Sadike and Christopher Mlizane.



Facilitators using *Bridges of Hope* activities *Can you tell* and *Walking the Bridges* with groups of young and older participants at Yeoville Multipurpose Community Centre, Johannesburg



Brazil & South Africa using *Bridges of Hope* in World Cup HIV Prevention Campaign (cont)



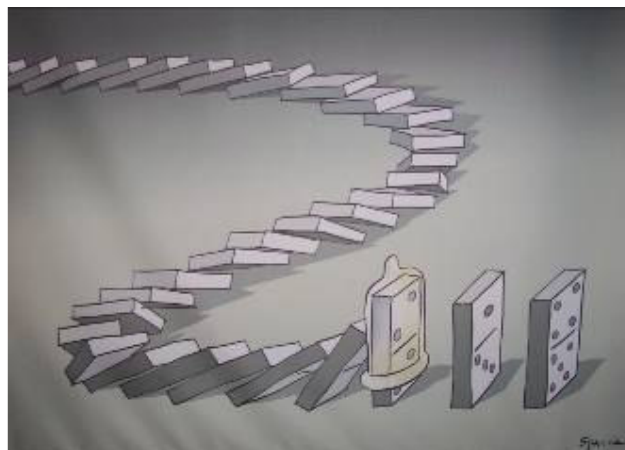
Images by SIFISO YALO, South Africa

Some of the 20 Activities in the 2010 edition of *Bridges of Hope* have been adapted and tailored specifically for the World Cup, with additional images by Sifiso Yalo, the brilliant cartoonist for The Sowetan newspaper. For example, as shown above, the 'future island' has been replaced with an image of a footballer powering home a goal, representing personal life *goals* of each audience member. Dangers and threats in life (including HIV) are represented by images of the footballer being injured, substituted or receiving a red or yellow card. To stay healthy and reach your goal, you must ensure that you stay on one of the safe routes through these dangers, i.e. on the bridges which can represent (amongst other things) modes of prevention and/or support.



Facilitating *What happens in the body* with a group of young participants at a community centre.

Some of the artwork displayed inside the bus:



by SPACCA - Brazil



by RONALDO - Brazil



by LUCIANO FELIX - Brazil