Logical Framework planning matrix: Turkish Red Crescent HIV/AIDS Project

<table>
<thead>
<tr>
<th>Overall Goal</th>
<th>Project objective</th>
<th>Expected results</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Overall Goal</strong> The spread of HIV/AIDS as well as the discrimination of people living with the disease is reduced.</td>
<td><strong>Project objective</strong> Public awareness, prevention and community tolerance of HIV/AIDS has improved.</td>
<td><strong>Expected result 1.</strong> Turkish Red Crescent has strengthened capacity to educate and raise awareness of HIV/AIDS through training of its staff and volunteers. <strong>Expected result 2.</strong> Awareness of target groups on HIV/AIDS has increased through education, media campaign, public discussion forums and distribution of printed information materials.</td>
</tr>
<tr>
<td>• Annual number of new cases of HIV/AIDS has decreased. • Knowledge and importance of safe sex to prevent HIV/AIDS and STD has increased in the target groups – peer groups.</td>
<td>• Target groups have basic knowledge about HIV/AIDS.</td>
<td>• Red Crescent has trained 135 trainers on HIV/AIDS. • 720 Red Crescent staff and volunteers have increased awareness/knowledge on HIV/AIDS. • 40 teachers in Turkish Red Crescent youth camps are trained to disseminate information on HIV/AIDS to young people. • Two staff members have participated in an international conference and another three in a national symposium on HIV/AIDS to learn and share operational experiences.</td>
</tr>
<tr>
<td><strong>Sources of verification</strong> • Government/NGO reports and statistics. • Turkish Red Crescent activity reports. • Media articles.</td>
<td><strong>Sources of verification</strong> • Governmental statistics. • NGO reports/statistics.</td>
<td><strong>Sources of verification</strong> • Training records • Project progress reports • Monitoring/evaluation reports.</td>
</tr>
<tr>
<td><strong>Assumption/risks</strong> • There is acceptance and understanding from public. • Turkish Red Crescent commitment to the campaign.</td>
<td><strong>Assumption/risks</strong> • Turkish Red Crescent resources attention not diverted by occurrence of major disasters.</td>
<td><strong>Assumption/risks</strong> • Red Crescent staff and volunteers show commitment.</td>
</tr>
</tbody>
</table>

**Expected result 1.** Turkish Red Crescent has strengthened capacity to educate and raise awareness of HIV/AIDS through training of its staff and volunteers.

• Red Crescent has trained 135 trainers on HIV/AIDS.
• 720 Red Crescent staff and volunteers have increased awareness/knowledge on HIV/AIDS.
• 40 teachers in Turkish Red Crescent youth camps are trained to disseminate information on HIV/AIDS to young people.
• Two staff members have participated in an international conference and another three in a national symposium on HIV/AIDS to learn and share operational experiences.

**Expected result 2.** Awareness of target groups on HIV/AIDS has increased through education, media campaign, public discussion forums and distribution of printed information materials.

• 3,100 students have increased awareness on HIV/AIDS.
• People are able to access information on HIV/AIDS from the Turkish Red Crescent web page.
• Red Crescent promotional and educational materials on HIV/AIDS.
• Five seminars organized on HIV/AIDS during the year.
• Red Crescent has participated/co-sponsored public events to promote safe sex and advocate against stigma.

**Sources of verification**
• Project progress reports;
• Federation monitoring and evaluation reports.
• TV reports / newspapers articles.
### Expected result 1.
1.1 Train 135 trainers from amongst the TRCS health personnel in the blood and health and community centers, and headquarters.
1.2 Educate the 720 health personnel and volunteers of the blood, health and community centers and staffs of the headquarters by trained instructors.
1.3 Train 40 teachers from the Turkish Red Crescent youth camps.
1.4 Participate in national and international conferences and symposiums to share and learn from each others’ experiences.

### Resources
These resources required to implement all planned activities:
- Red Crescent staff and volunteers.
- Printing/publishing materials.
- Workshops/seminars costs.
- Travel/transportation costs.
- Other administration costs.

### Sources
- Turkish Red Crescent
- Advertisement agency ‘Saatchi & Saatchi’
- Mass media.

### Preconditions
Availability of funds through the Federation’s network.

### Expected result 2.
2.1 Develop and disseminate education and promotional materials – 120,000 brochures, 1,000 posters, 5,000 t-shirts, 5,000 stickers and 10,000 bookmarks - through Turkish Red Crescent blood, health and community centres as well as at various public events organized by other institutions.
2.2 Provide peer-education for 2,400 students in four youth camps and for 700 students at two universities of Ankara.
2.3 Update the Turkish Red Crescent web site with new illustrations of the global campaign.
2.4 Organize five seminars in two universities and Red Crescent community centres on special Red Crescent days/weeks.
2.5 Conduct theatre performances on HIV/AIDS related issues with the participation of celebrities.
2.6 Develop TV spots on HIV/AIDS and participate in various TV and radio programmes to promote safe sex and advocate against stigmatisation.

### Resources

### Sources
- Commitment of the Turkish Red Crescent leadership and staff.
- Support from Government and other humanitarian actors.

### Preconditions
Turkish Red Crescent HIV/AIDS project

1. Background

1.1. Context

In Turkey the first HIV/AIDS case was identified in 1985. Government statistics show there are 1,300 registered cases as of 2001. However, UNAIDS estimates that the total number of people living with HIV/AIDS ranges between 7,000 and 14,000. Although the number is low compared to other countries, the situation can quickly worsen unless more preventive measures are taken.

Turkey’s mixed social and cultural structure, together with its demographic, social and economical characteristics, increases a possibility of the rapid spread of sexually transmitted diseases (STDs) including HIV/AIDS. In addition, poor education, lack of awareness and inadequate health care system contributes to increased vulnerability to STDs and HIV/AIDS. Studies have shown that public awareness of transmission and protection from STD is low. In addition, cultural barriers and beliefs restrict the access of the population to information regarding STD and reproductive health. Young people are the most vulnerable to HIV/AIDS and Turkey’s youth are a growing group of the population. A demographic and health survey conducted by the Hacettepe University shows that nearly half of the population in Turkey is under the age of 25, of which 19.5% are of 10-19 years old.

The Federation has been supporting the Turkish Red Crescent Society since 2003 as part of the global HIV/AIDS stigma action. Together with the national society, it has engaged in a dialogue with key humanitarian actors and initiated the establishment of a working group of representatives from the Ministry of Health and National Education, UNESCO National Health Committee, UNICEF, Family Planning Association of Turkey, public institutions, academies, and non-governmental organizations. The group has developed a national strategy on prevention of the spread of HIV/AIDS and initiated re-forming of a national commission. The Turkish Red Crescent is an active member of this commission and has played an instrumental role in the development of the national plan of action for 2003-2005 to prevent stigmatisation and discrimination of people living with HIV/AIDS. Within this plan, the Turkish Red Crescent has focused on training its staff and volunteers as well as the public to raise the awareness of HIV/AIDS related issues.

Tackling the stigma associated with HIV/AIDS is one of the main opportunities to reduce the spread of this disease. Often people living with HIV/AIDS may not know or do not want to admit or talk about it, cultural barriers and beliefs have made the topic taboo, and people living with AIDS are discriminated against.

The contribution of the Turkish Red Crescent to the fight against HIV/AIDS has been highly appreciated by government authorities and partner organisations. Efforts will continue over the coming year as the Turkish Red Crescent has an obligation to act and fight stigma in all its forms.

1.2. Problems and needs

Main problem: Spread of HIV/AIDS and stigmatisation of people living with HIV/AIDS.
Logical Framework Planning Matrix: Turkish Red crescent HIV/AIDS project

Causes:
- Lack of adequate information and low awareness on HIV/AIDS among the public.
- Poor education.
- Limited access to the information on reproductive health and safe sex.
- Ethical & cultural beliefs/ taboos.
- Inadequate public health care and strategy to improve public awareness.

Effects:
- Governmental statistics show that there are 1,300 people living with HIV/AIDS in Turkey as of 2001. UNAIDS, however, estimates the total number of HIV/AIDS to range between 7,000 and 14,000.
- High vulnerability of the youth group to HIV/AIDS.
- Intolerance towards people living with HIV/AIDS.

1.3. Stakeholders

<table>
<thead>
<tr>
<th>Institutions</th>
<th>Government/ Ministry of Health</th>
<th>Other Institutions/ NGOs</th>
<th>Media</th>
<th>Public</th>
</tr>
</thead>
<tbody>
<tr>
<td>Problems</td>
<td>Limited resources. Lack of expertise/funds</td>
<td>Lack of co-operation and coordination.</td>
<td>Limited access to information on HIV/AIDS.</td>
<td>Lack of knowledge.</td>
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<tr>
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<td></td>
<td>Restricted access to information.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>High vulnerability to HIV/AIDS.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Interests</th>
<th>Reduce number of annual new cases of HIV/AIDS.</th>
<th>Reduce vulnerability to HIV/AIDS.</th>
<th>Disseminate information on HIV/AIDS.</th>
<th>Access to info on mode of disease transmission and prevention.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Experience and knowledge.</td>
<td>Interest in Red Crescent activities</td>
<td>Interest in sexual health issues.</td>
<td>Increase public awareness to reduce vulnerability to HIV/AIDS.</td>
</tr>
</tbody>
</table>

Potential
### Logical Framework Planning Matrix: Turkish Red Crescent HIV/AIDS project

<table>
<thead>
<tr>
<th>Interaction</th>
<th>Reports, studies, statistics by experts.</th>
<th>Access to large communities.</th>
<th>Full participation in the training of trainers, organise targeted discussion forums, activities, public and/or social events.</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Turkish Red Crescent will coordinate its HIV/AIDS educational activities with the Ministry of Health.</td>
<td>The Red Crescent, together with other NGOs, will hold regular meetings with the HIV/AIDS National Committee. NGOs participation/contribution to the development of a National plan on HIV/AIDS.</td>
<td>Close cooperation between the Red Crescent and the national media to carry out public campaign on HIV/AIDS through TV/Radio, and newspapers/magazines.</td>
<td></td>
</tr>
</tbody>
</table>

### 1.4. Internal analysis of the Turkish Red Crescent

<table>
<thead>
<tr>
<th>Internal</th>
<th>External</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Strengths</strong></td>
<td><strong>Opportunities</strong></td>
</tr>
<tr>
<td>• Indigenous organisation with extensive network of branches.</td>
<td>• Support from the International Red Cross and Red Crescent Movement.</td>
</tr>
<tr>
<td>• A unique mandate of an auxiliary organisation to the Government’s humanitarian efforts.</td>
<td>• Good cooperation with partner national societies.</td>
</tr>
<tr>
<td>• Red Crescent is a main provider of blood (60%) to the government hospitals; Has 23 blood collection centres and adequate human/financial resources to run the activities.</td>
<td>• Full support from the Ministry of Health.</td>
</tr>
<tr>
<td>• Commitment of the Red Crescent to address the HIV/AIDS.</td>
<td>• Respect from communities and partners.</td>
</tr>
<tr>
<td>• The Red Crescent is an active member of the national HIV/AIDS Commission.</td>
<td>• Good co-operation/co-ordination with other agencies working on HIV/AIDS.</td>
</tr>
</tbody>
</table>

| Weaknesses | Threats |
Logical Framework Planning Matrix: Turkish Red crescent HIV/AIDS project

| • Lack of experience and inadequate public health policy. | • Lack of interest/commitment from partners. |
| • Poor procedures and mechanisms to screen potential blood donors. | • Reduced number of blood donors because of lack of confidence in the safety of transfusion services. |
| | • Probability of contamination of blood collection centres. |
| | • A well-developed tourism increasing the risk of the spread of STD and HIV/AIDS. |

2. Overall Goal
The spread of HIV/AIDS, as well as, discrimination of people living with the disease is reduced.

**Indicator of the overall goal:**
- Annual number of new cases of HIV/AIDS has decreased.
- Knowledge and importance of safe sex to prevent HIV/AIDS and STD has increased in the target groups – peer groups.

**Sources of verification:**
- NGO/Government reports and statistics.
- Turkish Red Crescent activity reports.
- Media articles.

**Assumptions/risks:**
- There is acceptance and understanding from public.
- Turkish Red Crescent shows systematic commitment to the campaign against stigma.

3. Objective
Public awareness, prevention and community tolerance of HIV/AIDS has improved.

**Indicator of project objective:**
- Target groups have basic knowledge about HIV/AIDS.

**Sources of verification:**
- Governmental statistics.
- NGO reports/statistics

**Assumptions/risks:**
Turkish Red Crescent resources are not diverted by major disasters/emergencies.
4. Expected Results and indicators

4.1. Expected result 1. Turkish Red Crescent has strengthened capacity to educate and raise awareness of HIV/AIDS through training of its staff and volunteers.

Indicators:
- Red Crescent has trained 135 trainers on HIV/AIDS.
- 720 Red Crescent staff and volunteers have increased awareness/knowledge on HIV/AIDS.
- 40 teachers in Turkish Red Crescent youth camps are trained to disseminate information on HIV/AIDS to young people.
- Two staff members have participated in an international conference and another three in a national symposium on HIV/AIDS to learn and share operational experiences.

Source of verification:
- Training records
- Project progress reports
- Monitoring/evaluation reports.

4.2. Expected result 2. Awareness of target groups on HIV/AIDS has increased through education, media campaign, public discussion forums and distribution of printed information materials.

Indicators:
- 3,100 students have increased awareness on HIV/AIDS.
- People are able to access information on HIV/AIDS from the Turkish Red Crescent web page.
- Red Crescent promotional and educational materials on HIV/AIDS.
- Five seminars organized on HIV/AIDS during the year.
- Red Crescent has participated/co-sponsored public events to promote safe sex and advocate against stigma.

Source of verification:
- Project progress reports;
- Federation monitoring/evaluation reports.
- TV reports/newspapers articles.

5. Project activities related to expected results

5.1. Activities to achieve expected result 1.
1.5 Train 135 trainers from amongst the TRCS health personnel in the blood and health and community centers, and headquarters.
1.6 Educate the 720 health personnel and volunteers of the blood, health and community centers and staffs of the headquarters by trained instructors.
1.7 Train 40 teachers from the Turkish Red Crescent youth camps.
1.8 Participate in national and international conferences and symposiums to share and learn from each others’ experiences.

5.2. Activities to achieve expected result 2.
2.1. Develop and disseminate education and promotional materials – 120,000 brochures, 1,000 posters, 5,000 t-shirts, 5,000 stickers and 10,000 bookmarkers - through Turkish Red Crescent blood, health and community centres as well as at various public events organized by other institutions.
2.2. Provide peer-education for 2,400 students in four youth camps and for 700 students at two universities of Ankara.
2.3. Update the Turkish Red Crescent web site with new illustrations of the global campaign.
2.4. Organize five seminars in two universities and Red Crescent community centres on special Red Crescent days/weeks.
2.5. Conduct theatre performances on HIV/AIDS related issues with the participation of celebrities.
2.6. Develop TV spots on HIV/AIDS and participate in various TV and radio programmes to promote safe sex and advocate against stigmatisation.

6. Monitoring and evaluation
• Monitoring will be conducted jointly by the Turkish Red Crescent and Federation through analysis of regular reports from the National Society, survey of beneficiary satisfaction and attendance of training sessions.
• A final project evaluation will be carried out by the end of 2004 to investigate the impact of the project and develop recommendations. Findings will form the basis for the future planning.

7. Implementation and timetable

<table>
<thead>
<tr>
<th>Activities</th>
<th>Jan '04</th>
<th>Feb '04</th>
<th>Mar '04</th>
<th>Apr '04</th>
<th>May '04</th>
<th>Jun '04</th>
<th>Jul '04</th>
<th>Aug '04</th>
<th>Sep '04</th>
<th>Oct '04</th>
<th>Nov '04</th>
<th>Dec '04</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expected result 1.</td>
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</tr>
<tr>
<td>Activity 1. Train 135 trainers from health personnel of the blood, health and community centers and headquarters staff.</td>
<td>x</td>
<td>x</td>
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<td>x</td>
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<tr>
<td>Activity 2. Train 720 health personnel and volunteers of the blood, health and community centers and headquarters staff by trainers.</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
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<tr>
<td>Activity 3. Train 40 teachers in Turkish Red Crescent youth camps.</td>
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<tr>
<td>Activity 4. Participate in national and international conferences and symposiums to share experience and knowledge.</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
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<td>x</td>
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<tr>
<td>Expected result 2</td>
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</tbody>
</table>
Logical Framework Planning Matrix: Turkish Red crescent HIV/AIDS project

<table>
<thead>
<tr>
<th>Activity</th>
<th>Description</th>
<th>Monitoring</th>
<th>Mid-term and/or final evaluation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Activity 1.</td>
<td>Develop and disseminate education and promotional materials – 120,000 brochures, 1,000 posters, 5,000 t-shirts, 5,000 stickers and 10,000 bookmarks - through Turkish Red Crescent blood, health and community centres as well as at various public events organized by other institutions.</td>
<td>x x x x x x x x x</td>
<td>x x x x x x x x x x x x</td>
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<td>Activity 2.</td>
<td>Provide peer-education for 2,400 students in four youth camps and for 700 students at two universities of Ankara.</td>
<td>x x x x x x x x x</td>
<td>x x x x x x x x x x x x</td>
</tr>
<tr>
<td>Activity 3.</td>
<td>Update the Turkish Red Crescent web site with new illustrations of the global campaign.</td>
<td>x x x x x x x x x</td>
<td>x x x x x x x x x x x x</td>
</tr>
<tr>
<td>Activity 4.</td>
<td>Organize five seminars in two universities and Red Crescent community centres on special Red Crescent days/weeks.</td>
<td>x x x x x x x x x</td>
<td>x x x x x x x x x x x x</td>
</tr>
<tr>
<td>Activity 5.</td>
<td>Conduct theatre performances on HIV/AIDS related issues with participation of celebrities.</td>
<td>x x x x x x x x x</td>
<td>x x x x x x x x x x x x</td>
</tr>
<tr>
<td>Activity 5.</td>
<td>Develop TV spots on HIV/AIDS and participate in various TV and radio programmes to promote safe sex and advocate against stigma.</td>
<td>x x x x x x x x x</td>
<td>x x x x x x x x x x x x</td>
</tr>
</tbody>
</table>

### Assessment, monitoring and evaluation

- **Monitoring**
  - x x x x x x x x x x x x
- **Mid-term and/or final evaluation**
  - x

#### 8. Critical assumptions

**8.1. Precondition**
- Availability of funds through the Federation’s network.
- Commitment of the Turkish Red Crescent leadership and staff.
- Support from Government and other humanitarian actors.

**8.2. Assumptions/risks**
- There is acceptance and understanding from public.
- Turkish Red Crescent shows systematic commitment to the campaign against stigma.
• Turkish Red Crescent resources are not diverted by major disasters/emergencies.
• Red Crescent staff and volunteers show commitment.

9. Sustainability
The Federation HIV/AIDS Policy provides a framework to support its member National Societies to design projects according to local needs and feasibility. Within this global framework, the Turkish Red Crescent has developed an HIV/AIDS strategy and has committed to work to raise public awareness of HIV/AIDS to prevent its further spread and discrimination of people living with this disease.