

ANNUAL REPORT



International Federation of Red Cross and Red Crescent Societies
Fédération Internationale des Sociétés de la Croix-Rouge et du Croissant-Rouge
Federación Internacional de Sociedades de la Cruz Roja y de la Media Luna Roja
الاتحاد الدولي لجمعيات الصليب الأحمر والقمر الأحمر

GHANA

12 March 2004

In Brief

Appeal No.: 01.31/2003 ([Click here to access the 2003 Appeal](#))

Appeal target: CHF 217,580 (USD 149,250 or EUR 147,932)

Appeal coverage: 79.5% ([Click here to access the Final Financial Report](#))

Appeal 2004: Ghana no. 01.29/2004 ([Click here to access the 2004 Appeal](#))

This Annual Report reflects activities implemented over a one-year period; they form part of, and are based on, longer-term, multi-year planning.

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Overall analysis of the programme

The Federation support to the [Ghana Red Cross Society](#) greatly contributed towards the improvement of the national society's governance and management. The activities supported focused on the action with youth HIV/AIDS programme which aims for STI/HIV/AIDS prevention among the youth and is in line with the national society's strategy. The youth are feared to be the most at risk, according to a national survey that reveals the national prevalence rate at 3.5% .

The involvement of Ghana Red Cross in HIV/AIDS activities began in 1993. In developing the project, the Ghana Red Cross, WHO and the Federation addressed some of the weaknesses of previous youth peer education and HIV education projects. Based on that, a set of game-based educational activities that involved young people in STI/HIV/AIDS information, attitudinal change and skills development were developed. In 2003, the Ghana Red Cross continued to expand this youth STI/HIV/AIDS peer education programme in Central, Volta and Eastern regions. Peer educators were able to reach a total of 24,744 young people from the three regions in 2003.

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There was a notable reduction in the prevalence rate of HIV in some of the programme areas where the Ghana Red Cross has worked according to a survey conducted by the Ghana AIDS Commission. For instance, the Eastern region, which previously had the highest rates of up to 7.9%, has shown significant reduction of infection. Condom sales have also increased dramatically. In 2003, the project saw an improvement in its monitoring activities. The project was monitored at district, regional and national levels and involved school authorities and community leaders for greater acceptability.

The Mothers Clubs which promote community health originated in Ghana through an alliance of female adults who voluntarily promote maternal and child health in line with the framework of [ARCHI 2010](#). The Mothers' Clubs focus more on the health of mother and child and form the basis for health promotion at the grassroots. The programme aims at equipping women with knowledge and skills concerning their priority health needs and related social development; promoting immunization, child health education, HIV/AIDS awareness, income generation and self-help activities. They are largely supported by both the participating national societies as well as the Ghana Red Cross. The Federation supported the participation of Ghana Red Cross at a community social mobilization conference in Namibia in October 2003 where a presentation revealed the effectiveness of the programme.

Health and care

Goal: To contribute towards the reduction of morbidity and mortality linked to childhood illnesses and transmission of HIV/AIDS/STIs in Ghana.

Objective: The Ghana Red Cross has reinforced its efforts to combat childhood illnesses, and STI/HIV/AIDS among youth in selected regions in Ghana, through intensified information, education and communication (IEC) and social mobilization activities.

Action with Youth HIV/AIDS

The HIV/AIDS intervention continues to benefit youth in Central, Volta and Eastern regions. In the Central region, 84 peer educators were maintained for Cape Coast and Awutu/Efutu/Secnya districts. A total of 7,003 youth were reached. The average age of people reached was between 13 and 25 years.

The intervention in Volta has equally been beneficial to the youth in the three districts; including the newly created district in the last quarter of 2003. The number of peer educators was 88, and reached 15,039 youth (8,294 males and 6,745 females) in and out-of-school, through awareness campaigns. The average age of males in schools is 15 and 13.5 years for females while the average age of males and females out-of-school youth is 24 and 23.5 years.

The Eastern region in the heart of Ghana has 88 peer educators. The project reached 2,702 youth; 1,637 males and 1,065 females. The average age of youth in-school is 14 and 12 males and female respectively while the average age of out-of-school youth is 17 and 16 years for males and females respectively.

Achievements

- Newly recruited peer educators continued to attend weekly review meetings with the longer-serving youth peer educators (YPEs) to share experiences and knowledge.
- Most target groups were visited regularly by the regional secretaries and their district youth organizers to maintain their morale.
- A peer education training workshop was successfully carried out for 264 peer educators in all three regions.
- Volunteer motivation has improved since 2002 although there was some difficulty in payment of allowances at the beginning of 2003.
- Ghana Red Cross in collaboration with other organizations co-ordinated peer education projects to build upon existing knowledge, promote positive attitudes and offer support regarding needed skills.

Impact

- A total of 24,744 youth have been reached since the intervention began in these three selected regions; Eastern, Central and Volta. This has been made possible as a result of the training of 264 peer educators for the project.
- The peer educators are seen as role models and as a result, their target group members appear receptive to information, education and communication concerning HIV/AIDS resulting in a positive impact on youth.
- Although there was a range of information, education and communication activities which contributed to increasing knowledge about HIV transmission and prevention, it is recognized that behavior change requires sustained inputs with varying IEC methods which the Ghana Red Cross are keen to continue doing. The approach has not only led to awareness and increased knowledge of the youth, but it also consolidates this knowledge.
- The efforts and methodology have contributed to a rise in condom sales in Ghana; predominantly in Accra. A survey conducted by the Ghana Social Marketing Foundation (GSMF), a non governmental organization whose activities include the promotion and sales of condoms in and around Accra metropolis, revealed that the sale of the male condom has gone up to about 800% and the female to about 300%.
- Youths have demonstrated openness in sharing issues concerning their reproductive and sexual health.
- Some target group members say they have given up activities of gang sex and multiple partners due to greater understanding of the high risks of infection.
- Peer educators have reported an increase in youth requesting advice and support concerning HIV/AIDS.
- Many female commercial sex workers are seen to have abandoned sex work completely.

Constraints

- Limited IEC materials for the peer educators.
- Shortage of peer educator's report forms and that of District Youth Organisers.
- Lack of availability of the female dummy and the female condom for demonstration.
- The issue of non-payment of allowances is being addressed by the Federation and the project coordinator. This problem arose as a result internal difficulties within the Ghana Red Cross which delayed in liquidating the funds thereby affecting the disbursement of refreshment allowance of the peer educators. The regionalization process in the region leading to the transfer of the regional delegation from Côte d'Ivoire to Nigeria also compounded the problems. However, the peer educators continued to work despite the constraints.

Coordination and Management

The project advisory committee is one of the forums the national society uses to reach and also lobby with the key partners and stake holders in the humanitarian field. The committee is made up of members from the National Commission on Children, National Population Council, National Youth Council, Ghana Education Service, Ministry of Health and the District Assemblies.

The district director of Ghana Education Service in the Volta region issued an introductory letter for the peer educators to enable them go freely into the schools to reach their target group. The Ministry of Health office in the Eastern region invited peer educators to be part of a float they organize in creating awareness of HIV/AIDS.

In the Central region, the Ghana Red Cross project is well coordinated with other agencies involved in similar projects to prevent duplication. They include the Ghana Education Service, Planned Parenthood Association of Ghana and the Ministry of Health. The national society Youth Peer Education project works with NGOs, stakeholders and some governmental organizations including the MoH. There are various areas of collaboration when the need arises.

The Ghana Red Cross continues to coordinate effectively with World Education Ghana (a US-based NGO working in Ghana) in the area of capacity building. The regional secretary and the clerk typist benefited from a three-day MS Excel in-plan course organized by World Education Ghana for its partners. Government agencies such as MoH continue to use the national society's peer educators periodically.