• Music festivals can catalyze the provision of effective sexual health services.
• Jamie Van Leeuwen, PhD
• Will Tesconi, Director of Academic Partnerships
• Mark Thrun, MD
• Funding
  • East Africa: Self-fund, 501c3, subsidized costs
• Duration
  • 2-4 weeks, preferably September but flexible
  • Foreign travel suggested but remote work is possible
Music festivals as a catalyst for the provision of effective sexual health services

Background

- Despite declines in new HIV infections over the last decade, it is estimated that 7.4% of all Ugandans are living with HIV and that 83,000 people were diagnosed with HIV in Uganda in 2015.
- In 2011, the most recent year for which HIV testing estimates are available, it was estimated that 44% of men and 25% of women in Uganda had never been tested for HIV.
- Recent policy changes in Uganda – such as an anti-homosexuality law in 2014 and a law in 2016 prohibiting sexual health education to youth – have hindered efforts to provide sexual health services including prevention education, HIV screening, and reproductive health services.
- Music festivals have been utilized elsewhere in Africa to draw persons to a central location for HIV screening.
- We hypothesized that a music festival would serve as a catalyst to draw people in rural Uganda to a central location where sexual health services could be conveniently offered.

Methods

- In 2014 and 2015, Global Livingston Institute and Reach a Hand Uganda partnered to produce the Jinjewo music festival in Kabale, Uganda. In 2016, the festival expanded to include Lira, Uganda.
- HIV testing and reproductive health services (PAP screening, contraceptives, family planning counseling, LARC insertions, tubal ligations, and vasectomy and circumcision referrals) were offered by several local NGOs.
- Prevention education was delivered directly by NGO staff and via print and radio marketing leading up to the festival and from the stage during the festival.
- Clinical service data was compiled and analyzed.

2016 Festival Totals

<table>
<thead>
<tr>
<th></th>
<th>Lira</th>
<th>Kabale</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concert attendees (n)</td>
<td>12,000</td>
<td>14,000</td>
<td>26,000</td>
</tr>
<tr>
<td>Total screened for HIV (n)</td>
<td>2,104</td>
<td>2,484</td>
<td>4,588</td>
</tr>
<tr>
<td>Men (%)</td>
<td>68.7</td>
<td>67.8</td>
<td>67.6</td>
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<tr>
<td>Mean age (yrs)</td>
<td>24.7</td>
<td>26.4</td>
<td>25.6</td>
</tr>
<tr>
<td>Never HIV tested (%)</td>
<td>19.2</td>
<td>21.1</td>
<td>20.2</td>
</tr>
<tr>
<td>Last tested &gt; 1 year ago (%)</td>
<td>20.5</td>
<td>32.4</td>
<td>30.6</td>
</tr>
<tr>
<td>New positive cases (n, %)</td>
<td>60.3</td>
<td>13.0</td>
<td>73.1</td>
</tr>
<tr>
<td>LARC inserted (n)</td>
<td>36</td>
<td>33</td>
<td>36</td>
</tr>
<tr>
<td>PAP screenings (n)</td>
<td>360</td>
<td>360</td>
<td>360</td>
</tr>
<tr>
<td>Units of blood donated (n)</td>
<td>1,000,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social media impressions (n)</td>
<td>1,000,000</td>
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</tbody>
</table>

Results

Conclusions

- Between 2014 and 2016, over 38,000 persons attended the annual festivals and were exposed to HIV prevention messaging. Over 7,000 persons have been tested for HIV.
- In 2016, in addition to performing 4,588 HIV tests, 193 men were referred for circumcision. 36 LARCs were placed, 33 women were screened for cervical cancer, and 2 tubal ligations were performed.
- The music festivals served as a meaningful catalyst to bring persons in need of sexual health services out for prevention education, reproductive healthcare, and HIV testing in rural Uganda.
- The music festivals served as a catalyst to develop collaborative efforts among many NGOs working on sexual health in rural settings, expanding opportunities to broadly educate about sexual health.

Next Steps

- Year-round partnerships have begun to develop. Two weekend-long health planning retreats have transpired to monthly collaborative planning and educational meetings of local health organizations with an emphasis on improving sexual health outcomes in rural settings.
- The 2017 music festival will include one additional town, dedicated efforts to improve outreach and expand services for women, more staff to expand service delivery, improved tracking of linkage into care, and more robust data capture.

Acknowledgements

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Contact Information: For more information or for additional copies of this report, contact James Van Loans of the Global Livingston Institute and The Wilson Institute at james@glivlivingston.org.
• Research
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Questions? Comments? Concerns?

will@globallivingston.org