



Why Dance4Life

Facts

One of the biggest problems facing young people today is HIV/AIDS
About half of all new HIV-infections are young people under 25
Most young people become sexually active between ages 13 and 19

Dance4Life inspires, mobilizes, and unites young people to push back HIV and AIDS

By raising levels of **knowledge and awareness**

By empowering and enabling them to **break down silence & taboos** surrounding HIV/AIDS

Thus creating 1 million Agents of Change by 2014 who will demand of their governments to **keep their promise of realizing the Millennium Development Goals** and to stop the spread of HIV/AIDS by the year 2015.

Dance4Life activities



1. Schools4Life

Heart Connection Tour

- Teams consisting of peer educators, young people living with HIV, musicians, and dancers
- Visit schools for **interactive and inspiring workshops**

Skills4Life – an **in-depth life skills program**

- A series of lessons
- Students learn about HIV, prevention, SRH and tools like negotiation (NO = NO) and communication skills to use in daily life
- With a specially developed curriculum on which we train the teachers before they take it to their classrooms
- In the workshops students are 'called to action'
- This pillar called **Act4Life** again shows students that they don't have to and shouldn't wait for others to take action but that the **change is actually theirs**

Dance4Life activities



Dance4Life event

- All participating students in Vietnam and around the world come together in this **grand finale** worldwide event on 29 November 2008
- Feeling **the power of being connected to peers** affected by and fighting for the same cause

2. Campaign4Life

- A 2-month, wide spread **media campaign**
- Including TV, radio, print ads and billboards, free publicity
- Targeting the general public
- Using (inter-)national & local role models
- To **create awareness, fight ignorance and convey an anti-discriminatory message**
- Supported by Saatchi & Saatchi

For young people by young people

- A complete **re-branding** of the struggle against HIV and AIDS
- The Dance4Life approach **covers all aspects of youth culture**

For young people by young people

- Focus group discussions for needs assessment
- **Act4Life**: students give shape to and organize activities in the school project raising money and creating awareness for the project related issues
- The school tour team responsible for the workshops, comprises of young people, both as **peer educator and young PLWHA**
- Throughout the Dance4Life event young national celebrities support what Dance4Life stands for as they convey our message on stage
- Youth idols are **Ambassador** to Dance4Life

Vietnam challenges

HIV/AIDS is a fast growing problem

- Although the problem in Vietnam perhaps is small when compared to neighboring countries, the increase in infections over the last years has been considerable and is on the rise
- For the next several years, it is estimated that more than 40,000 people per year will contract HIV in the absence of stronger prevention programs (UNAIDS, 2005)

Young people are in danger of being the next epidemic

- One third of the Vietnamese population is in the 10-24 age group; with over half of the reported HIV/AIDS cases are in the 20-29 group, young people are disproportionately affected

Get away from the social evil approach

- The HIV/AIDS epidemic is now also reaching the general public but many preventive measures and programs are still only aimed at (female) sex workers, their clients, and drug addicts) passing on new groups most in need

'Think global, act local'

Dance4Life is perfectly suited to fill the gap and need to reach young people & the mass public and help to stop the epidemic in Vietnam before take off

- Though it is a global program the approach and implementation is local using a well established NGO in Vietnam (WPF) as concept owner and executing party
- Vietnamese role models & youth culture are central
- Vietnamese drill and a especially adapted life skills program

Vietnam 2006 & 2007

- In 2006 Vietnam joined 12 Dance4Life countries with a pilot version reaching 500 students



'I found that the people living with HIV are very optimistic and energetic, not what I thought before and **I and the other students have sympathy for people living with HIV.**' *Trang, 18 years old*

'I am very happy to join this event. I find it very meaningful. I think I learned quite a lot. **I learned about HIV as well as how to prevent myself from HIV.** With an event like today, we, the students of the school and people in the community, are closer to each other.'

Ngoc, 17 years old



Targets for 2008 and beyond

- In 2008 Dance4Life will globally take place in five continents and at least 18 countries
- In Vietnam we grow from the 2006 pilot-version with 500 students in 2006 to a 'full' Dance4Life program reaching 4,000 students in 2008
- Dance4Life will **continue to add more schools, more students, and more geographical locations** each year
- Go out of Hanoi into the provinces and further south, perhaps having parallel events in Hanoi, Hue and Ho Chi Minh City
- Train more School Tour Teams
- Expand to other high risk groups e.g. young migrant factory workers, street youth
- Transfer concept ownership to local organization

Dance with us in 2008



THANK YOU



dance4life

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