



STRADCOM

Strategic Radio Communication for Development



JUMAMOSI | SAA 12.30 JIONI | RFA

Press Release - Wahapahapa

FOR RELEASE

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THE STRATEGIC RADIO COMMUNICATION FOR DEVELOPMENT (STRADCOM) PROJECT CONFRONTS HIV/AIDS THROUGH ENTERTAINMENT

Dar Es Salaam, Tanzania — An exciting new HIV communication radio program targeting young people hit the airwaves today on Radio Free Africa. The program uses entertainment education to explore key social issues that fuel HIV/AIDS in Tanzania.

This weekly 30 minute radio series is made possible through the support from the Tanzanian Ministry of Health and Social Welfare and the United States Agency for International Development (USAID) through the US President's Emergency Fund for AIDS Relief (PEPFAR); *Wahapahapa* is managed by STRADCOM - a project of The Johns Hopkins Bloomberg School of Public Health Centre for Communication Programs (CCP) – and received technical assistance from Media for Development International.

The program follows the lives of band members as they deal with everyday issues such as relationships, music & sex. *Wahapahapa's* storyline carefully integrates instructive messages around stigma, cross generational sex, multiple concurrent partners, HIV testing, and treatment and care. Using humor, drama, and music; characters model positive behaviour change to help develop and strengthen young people's belief that they can make safe, healthy, responsible, and respectful decisions about sex and relationships. *Wahapahapa* also looks to reduce stigma and discrimination against and positive living among people living with HIV/AIDS (PLHA).

A unique aspect of *Wahapahapa* is that it also reflects the current musical scene in Tanzania. Producers came up with a radio-deejay character Ray, whose show *Mwale wa Jua*, showcases

real-life musicians and bands in Tanzania. Banana Zorro is one of the first musicians to be featured on *Wahapahapa*.

[Radio Free Africa one of the most listened to radio networks in Tanzania]

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