



FOR IMMEDIATE RELEASE

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VIDEA Uganda, PeriodTalk Uganda, Crooze FM Radio, and Manchester United Fans Mbarara Join Forces for World AIDS Day Outreach in Mbarara City

Mbarara, Uganda – This December 1st, 2024, On the occasion of this year's World AIDS Day (December 1st), VIDEA Uganda, PeriodTalk Uganda, Crooze FM Radio and Manchester United Fans Group in Mbarara have launched the "Wellness For Her " campaign, with the goal of expanding access to menstrual products especially reusable pads and other items in an outreach in Kisenyi slum in Mbarara district. The campaign, which places human rights at the center of the HIV response, seeks to reduce period poverty, stigma and promote HIV prevention among young girls and women in the area, who are at higher risk of acquiring HIV/AIDs.

World AIDS Day is an opportunity to reflect on the progress and challenges of the HIV response. Recently published statistics regarding HIV in Uganda, from the Uganda AIDs Commission shows that HIV prevalence in Mbarara City stands at 8.1%, which is higher than the national prevalence that of 5.1%. Between October last year and March this year, a total of 1,036 people tested positive, with females representing 61% of newly notified cases especially among Adolescent Girls and Young Women (AGYW), which has been attributed to poverty which includes period poverty.

“The increase in new HIV infections in Mbarara City, especially in key populations such as (AGYW), who are sexually assaulted in exchange for menstrual products, shows us that we cannot let our guard down. We have seen groundbreaking developments with improved medicines towards ending HIV/AIDs, therefore, tackling other barriers should be prioritized. ,” said Gladys Rosette Nandutu, Team Leader, VIDEA Uganda, emphasizing the urgent need to implement more accessible and effective prevention strategies.

Founder PeriodTalk Uganda, Ms Bacia said: "Period poverty and stigma is a global public health crisis and a violation of the human rights of women and girls. There is need to draw adequate attention to this matter, and to also provide sustainable solutions to help women and girls facing significant challenges due to period poverty and stigma. In light of World AIDS Day and the ongoing 16 Days Of Activism, let's unite and change the statistics on period poverty and stigma which is one of the leading contributors towards HIV/AIDs & Violence against women and girls."

“As a media outlet, we recognize our role in spreading important and impactful health messages. We believe that through education, we can bring about real change. On a yearly basis, as Crooze FM, we always have the “November Love” campaign which runs for the whole month and concludes with an impactful CSR initiative, and this year, we have chosen to focus on the health of the young women in Kisenyi slum. Our goal on this is to empower young women to make informed choices and to break the cycle of reliance on risky measures to make ends meet.” said Arthur Mwesiga, General Manager Crooze FM in Mbarara City.



"We are the vehicle for change that can challenge barriers that continue to fuel HIV transmission with period poverty being one of the leading contributors though has not been given attention. As Manchester United fans in Mbarara, we believe that the same spirit we have for football, can be as well channeled and contribute towards changing people's lives and that's the reason we are part of this cause. ," said Bulega Deo, Chairperson Manchester United Fans Mbarara City.

Mbarara district has been identified as one of Uganda's hotspot areas for HIV infections, and many young women feel pressured to engage in transactional relationships to meet their basic needs. In this regard, this outreach will help raise awareness about this issue and provide essential resources to these vulnerable adolescent girls and young women.

Event Highlights:

- **Education Sessions:** We'll host discussions at Crooze FM Radio Mbarara about the risks associated with transactional sex for pads and the importance of safe sex practices. This session will also cover how transactional sex coupled with period poverty contributes to HIV transmission and why it is important to address menstrual challenges as prevention and treatment towards HIV in this case.
- **Distribution of Menstrual Products:** Many Adolescent Girls and Young Women in Kisenyi slum are sexually abused with promises of provision of pads since they are not able afford menstrual products because they cannot afford them. Therefore, we hope to change the statistics about transactional sex for pads to provision of reusable pads and promote the health and dignity of these young women by distributing reusable pads, condoms and other items like foodstuffs.

Event Details:

- **Date:** December 1, 2024
- **Location:** Kisenyi Slum, Mbarara City
- **Time:** 8:00am-2:00pm

We invite everyone in the community, local leaders, and partners to join us in this important effort. Together, we can help raise awareness, provide resources, and support our young women in Mbarara.

For more information about the outreach event, please contact;

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Let's unite this World AIDS Day to make a difference!

Ends

The pathway to end of HIV

World AIDS Day is a reminder that much remains to be done to end HIV in the region.

VIDEA Uganda, PeriodTalk Uganda, Crooze FM Radio, and the Manchester United fans Mbarara are dedicated to promoting health, education, and empowerment in Uganda. Your involvement can make a real impact in the lives of vulnerable women and girls.