

# Bowling out AIDS; Cricket as a Vehicle for Youth Dialogue on HIV Prevention

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## Issue

Cricket Without Boundaries (CWB) is a non-profit that uses sport as a vehicle to dialogue with vulnerable populations (ages 8 – 25 years) about health and social wellness issues in Botswana, Cameroon, Kenya, Rwanda, Uganda.

CWB focuses on HIV awareness using novel messaging and metaphors from the game to promote prevention, testing, and stigma reduction.

In March 2017, CWB's volunteer teams in Uganda and Cameroon undertook pre-post evaluations to determine the impact of the programme as a means of comparing intervention effects across different regional contexts



## Description

CWB cricket sessions were delivered in primary and secondary schools in Uganda and Cameroon.

The numbers of participants who could identify prevention methods was measured at baseline versus endline (e.g. abstinence, fidelity, condom use, HIV testing). Cricket knowledge was also measured (e.g. bowl, bat, catch, throw, fielding, keeping).

Three students were randomly selected before and after each session. Ambassador coaches, who work in country year round, assisted with data collection and translations. Responses were scored out of 4 (HIV) and 6 (cricket). Independent sample t-tests assessed significance at both baseline and endline.

## Lessons Learned

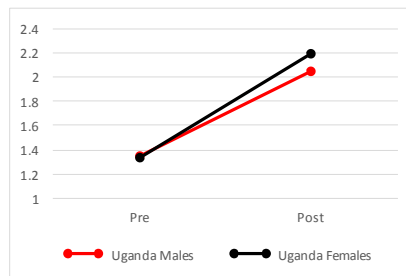
In Uganda, participants named 1.34 HIV prevention mechanisms before, and 2.1 after intervention (n=129, 125; p<0.001). Females improved from 1.33 to 2.19 (n=70, 67), versus males: 1.35 to 2.05 (n=55, 56). Participants named 1.6 cricket skills before and 2.5 post-session (n=129, 125; p<0.001). Females shifted from 1.4 to 2.57 (n=70, 67); males from 1.69 to 2.46 (n=55, 56).

Outcomes varied in Cameroon, where participants identified 1.4 prevention mechanisms before, and 1.6 after intervention (n=59, 49; p=0.387). Females improved from 1.5 (n=32) to 2.19 (n=23). Males regressed from 1.39 (n=26) to 1.3 (n=24). Participants named 0.6 cricket skills before, and 1.6 post-session (n=59, 49; p<0.001). Females improved from 0.45 to 1.35 (n=32, 23); males from 0.85 to 1.83 (n=26, 24).

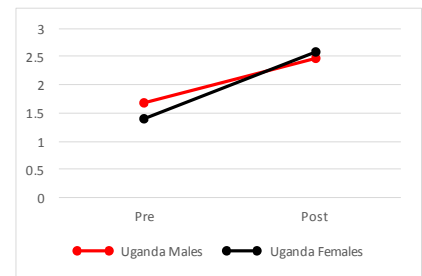
These findings suggest that cricket demonstrates effectiveness in engaging young populations in health dialogues.



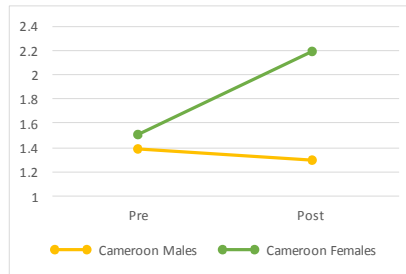
### HIV prevention strategies Uganda



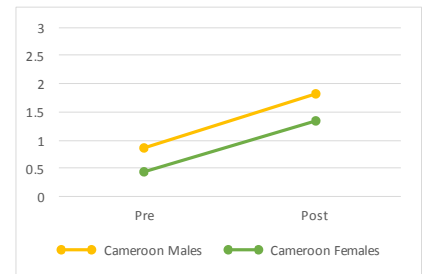
### Cricket skills Uganda



### HIV prevention strategies Cameroon



### Cricket skills Cameroon



## Next Steps

While it may be an effective vehicle to reinforce HIV messages previously learned in a school context, disparities in increased risk-specific outcomes across Uganda and Cameroon require that delivery methods be explored. Future work should evaluate the longer-term impacts of risk reduction among participants, many of whom continue to play cricket as a result of the intervention.