These carnival-like events bring various services to communities in a friendly and informal setting, attracting communities with entertainment. A key benefit of the events is nurturing good relationships between communities and health service providers.

Major activities that occur in the events include:

- **Health Service Booths:** Tents and tables promoting services including family planning, Antenatal Care (ANC) and Postnatal Care (PNC), newborn care, immunization and others as appropriate. The booths also provide education on maternal, child and adolescent nutrition, prevention practices for malaria, diarrheal diseases as well as hygiene and sanitation practices.

- **Entertainment for Adults and Children:** Family friendly activities including Q&A competitions between parents and students, music, coffee ceremonies, decorations around the school.

In each of the selected woredas, a secondary cycle primary school was identified and equipped with the necessary orientation and materials for ALC. A working committee comprised of school directors, club leaders, Health Extension Workers (HEW), and PCHU Directors works to implement the major activities outlined above. The committee facilitates activities and involvement from stakeholders from other sectors including women’s affairs, agriculture, and microfinance.

Communication for Health provided a one-time materials (tents, megaphones, toys), and assisted the committee in coordinating the events in the initial stages. It is expected that these events will generate enough demand to eventually sustain themselves for the foreseeable future.

The events drew more than 1,500 community members each including students and school teachers. Communication for Health will facilitate the replication of lessons learnt in other areas.