Tchova Tchova - Mozambique

In Mozambique, the Tchova Tchova project worked to reduce HIV transmission and stigma and increase the use of services. To better understand the drivers of HIV transmission and stigma, the project conducted formative research. Results showed that despite an entrenched “men set the rules and women obey” paradigm, men and women were beginning to question gender inequitable norms. Both men and women expressed a strong desire to change expected gender norms and sexual behaviors. However, nobody was discussing this or changing their behaviors due to fear of criticism from peers and relatives.

Formative research results helped the project determine an appropriate theoretical foundation for their work. They selected the Spiral of Silence theory, recognizing that people with minority opinions were remaining silent. To impact HIV transmission and attitudes, the project would need to open up spaces for discussion and provide a voice for these changing opinions. All of these findings were incorporated into their creative brief.

Project members scanned existing resources to identify materials that met the criteria outlined in their creative brief and could be adapted to the Mozambique context. They saw potential in the African Transformations tool, which contains video profiles of “positive deviants” – men and women who overcome gender and cultural barriers to make positive changes in their lives. The video testimonials had been used in community sessions to promote dialogue about gender issues and how to make changes. This kind of dialogue was precisely what Tchova Tchova wanted to promote.

The Tchova Tchova project developed their own “Historias de Vida” video profiles based on the approaches and concepts from the African Transformations tool. They adapted the tool to include new and locally relevant content on gender and HIV/AIDS - including topics that emerged from their formative research such as sexual education, multiple concurrent partnerships, and ART adherence. Creating new content also enabled them to highlight success stories of local Mozambicans and produce videos in the local language. Tchova Tchova also trained the facilitators holding the Historias de Vida community discussions to identify champions of change among participants. The project captured 52 champion stories, which were shared through radio and print.

Adapting an existing material enabled the Tchova Tchova team to build on a documented successful intervention. It reduced labor and produced positive attitudinal and behavioral changes.
Guião para Facilitação das Sessões

Johns Hopkins Bloomberg School of Public Health
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TCHOVA - "HISTÓRIAS DE VIDA"
Diaspores Comunitários

HOMEM IGNORA CRÍTICA DO IRMÃO E APOIA MULHER NA DECISÃO DE TRABALHAR FORA

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Note: The text is in Portuguese and contains a narrative of a man who ignores his brother's criticism but supports his sister in making a decision to work outside.