

Report on the Volley Against AIDS Campaign in Ghana, Elmina

Host Organisation:

Menyiwa da wo do

In collaboration with

Ghana Education Service KEEA and the Ghana Health Service KEEA

on the 12<sup>th</sup> and 15th of August, 2014

in the Central Region, Ghana, Africa

by Menyiwa da wo do

P.O.Box AD 521, Cape Coast, Ghana Tel: 0208668621

[www.succeed-in-ghana.de](http://www.succeed-in-ghana.de)

menyiwa@online.ms

## Contents

1	Introduction .....	4
2	Program of the Tournament.....	5
3	Aims of the Tournament.....	5
4	Challenges and opportunities.....	6
4.1	Challenges .....	6
4.2	Opportunities.....	7
5	Follow up.....	7
6	Conclusion.....	8
7	Proposal .....	8
8	Acknowledgements .....	9

This Report is dedicated to Mr. Ephraim Asankomah, Director of Menyiwa da wo do of blessed memory, and the children who participated in the Campaign and to all the children in Ghana who have the potential to contribute to make our country great and strong.

## 1 Introduction

*Health is our greatest good! For everybody, everywhere in the world!*

Menyiwa da wo do in collaboration with the Ghana Education Service and the Ghana Health Service in the Komenda Edina Eguafo Abirem (KEEA) Municipality of the Central Region, Ghana organized the maiden campaign under our Sports for Development initiatives dubbed “Volley Against AIDS”.

“Volley Against AIDS” is a campaign initiated under our Sports For Development, which brings communities together, to further deepen the community education on HIV/AIDS and other reproductive health diseases. We further hope to raise awareness on diseases prevention and stigmatization against people living with HIV under one communal event of sports, which is Volley Ball.

On the 12<sup>th</sup> of August, 2014, we had a media launch with a host of journalists and radio presenters from the Central Region to announce the campaign and the role they would help us to carry the campaign to achieve our goals. The launch was chaired by the Ag. Director of the Ghana Education Service KEEA, Mr. Koomson Barnes. The media was our major ally as ninety percent of the population in the Central region depends on the radio and TV for source of information.

The Volleyball challenge held on the 15<sup>th</sup> of August, 2014 at the St. James Anglican School was an inter schools invitational tournament for six teams from basic primary schools; five came from the KEEA Municipality plus the Team Menyiwa da wo do from Cape Coast, (children participating in our after school program). The schools from KEEA were: St. James Anglican, St. Monicas Preparatory, Elmina MA Primary and Catholic Boys and Girls Primary Schools. As a pre requisite, teams were asked to bring mixed gender teams of twelve players and three officials.

The children who participated in the tournament were within the age group of between 8 and 16 years. Registration for the Tournament was done in the class rooms at the St. James Anglican School in Elmina. Teams were paired together as every team had to play against each of the teams. The teams with the most points got to the finals –which were Elmina MA and Team Menyiwadawodo. Team Menyiwa da wo do eventually won the Trophy at stake. Members of various teams were given campaign memorabilias which included exercise books and tshirts and other give aways.

## **2 Program of the Tournament Campaign**

7am Diabetes, Blood Pressure, HIV/AIDS testing and Counseling Clinic Starts

9 – 10 am: Registration of Teams

Snack

10am: Team Parade

Welcoming Address – Mr. Gademor, Rtd. Director Ghana Education Service

-Mr. Wilson, Regional Sports Director

Health Talk on HIV/AIDS and other Sexually transmitted diseases – Agnes, Ghana Health Service KEEA

- Juliana Armah, Ghana Health Service

This is my story - Madam Grace Duncan( volunteer living with HIV)

1pm: Lunch

Inspection of field and Volley ball tournament begins

6pm: Closing of the program

## **3 Aims of the Tournament**

Background of the Tournament is to intensify, develop and promote lesser developed sports like Volleyball in the Central Region. Volleyball is also considered as a sport which promotes team work, discipline, skill and also encourages active participation of girls. The Central Region is bordering with the Atlantic Ocean. The beaches also invite for competition and training of the volleyball game.

This promotion will serve as a medium to identify strong and good players at the basic stages in their lives.

It will also be a platform to educate the community especially children on diseases such as HIV/AIDS and other sexually transmitted diseases and also against social vices that may confront them in the near future. We find it necessary to create a platform to raise awareness on

how to prevent the virus and how to deal with infected persons in the community. This will increase their knowledge on HIV/AIDS and other reproductive health diseases. With this education, discrimination and stigmatization of people affected with HIV/AIDS shall be reduced.

Furthermore, we intend to use such events, which draw the community together to further educate community members on HIV/AIDS and other reproductive health diseases. Confronted with challenges based on traditions and language, children do not get the needed sex education which is needed for the education on HIV/AIDS and other sexual transmitted diseases.

Last but not least, it is an opportunity for community members who cannot afford to pay for healthcare, come and be attended to by nurses for a check up and testing.

We hope to create a network between the organisation and the districts to support in further education and treatment of HIV/AIDS and other diseases affecting our communities.

## **4 Challenges and opportunities**

### **4.1 Challenges**

In the preparation and the performance we were faced with several challenges. Since Menyiwa da wo do is a Non-Profit Organization, we rely on sponsorships and donations to organize our activities especially under our Sports For Development programs. We were supported by Succeed in Ghana e.V. and their partners KMTV e.V., Aidshilfe Kiel e.V., Buendnis eine Welt (bei) e.V. on technical support and the Bingo! Umweltlotterie with funds to start the campaign. We also appreciate the fact that the Ghana Education Service does not have funds to support after school programs especially when the children are on vacation but has a lot of technical capacity to offer. In order for us to successfully organize such events, we will always need to draw on the individual organizational capacities. Indeed there are also challenges to organize preparational meetings since TNT-costs related to the fuel prices are raising. Therefore the organization had to pay for the TNT-cost of the members and partners as well for the participants.

First of all, we lost our Director Mr. Ephraim Asankomah in March 2014 as we were about to start with our work for the campaign. This campaign was so dear to his heart because he wanted to promote Volleyball in the country because of his passion for the game.

Secondly, was the lack of diabetes and HIV kits for testing. The HIV test kits were short of supply in the whole country since most donor partners have withdrawn their support for such

initiatives. Ghana government cannot afford these supplies and only make them available to pregnant women.

Thirdly, was the inability of our drink sponsor, Coca Cola who had to withdraw their sponsorship at the eleventh hour due to cuts in their promotional stocks because of higher overheads in the company.

## 4.2 Opportunities

There were about five meetings between the organizational team during the final roll up of the campaign. The communication between the organizational team was important. Therefore it is necessary to communicate on the stages and progresses. Everybody had his or her role to play. Therefore the roles must be clarified in the very beginning. Menyiwa da wo do saw its role in the promotion of the campaign and to raise sponsorship. The Ghana Education Service had the assignment to organise the participating teams and venue and tournament, the Ghana Health Service organized personnel for the medical services and health outreach. The Regional Sports council provided the coaches for the training and the referees and other supporting staff for the tournament. The National Recht office and Regional MOFA office of the GiZ gave us the fundamental technical support about how to go about the processes in HIV education. They also handed out a sack of condoms and various information materials about the disease. Succeed in Ghana e.V. was there as a representative of the partners in Germany also providing technical and organisational support to the campaign.

## 5 Follow up

No case of HIV positive was recorded. All patients who attended the clinic for the diabetes and blood pressure levels were satisfied and those who had serious cases were referred to the Municipal Health clinic in Elmina It is planned to support the Ghana Health Service in the districts and municipalities we work in and the GiZ in their educational and medical programs. All participating teams in the volley ball challenge are really psyched up as most of them will be competing in the Regional Basic Sports Festival in volley ball next month. This tournament was a good preparation for the players. With the right organizations on board we would replicate this campaign in other parts of Ghana and establish it as an annual event. We are working on creating more sporting teams in the near future. Regular training shall sharpen the players abilities and talents. Exchange programs with players and coaches of the KMTV are now more needed to build the capacities of these teams and coaches to further develop sports in the Ghana.

To work with these children and be able to help them explore their inner abilities, there is the need to improve on social work on the ground. It is very important to facilitate more training for coaches and teachers with further capacity training on social work.

We plan to build capacities of management of Menyiwadawodo who are working with these children to partake in exchange programs with social workers in Germany.

## **6 Conclusion**

Volley Against AIDs campaign was a successful event. We had the necessary public awareness to draw the community together to further educate them on HIV/AIDS and other reproductive health diseases. There is more awareness not to stigmatize people living with HIV.

Also, we were able to let people understand what the sport of volleyball is about and also doing something for the children and the youth especially through our school programs. We also raised the awareness in the Community what can be done for the children and the youth and that the interest for sport should be raised in the early stages. Every child has other interests. If it's sport, the community should be pro active to support them in these talents and make their resources available to support and promote them.

Even though we were confronted with challenges, the commitment, support and resources from the volunteers and organizations were well coordinated well to achieve the successful outcome of the event.

With our now newly arranged partnerships with Ghana Education Service, Ghana Health Service and the Gesellschaft fuer internationale Zusammenarbeit (GiZ), Ghana, Menyiwa da wo finds itself in a guiding role as a Non-governmental Organization to create a platform to launch more of such programs and campaigns. With support from our German partner organisations we intend to promote our campaigns and programs to let the people abroad understand about the life and culture, the challenges and opportunities available for the people in Ghana. We hope to build a bridge between the two and other countries by creating awareness what is happening in the country of Ghana and in other development countries throughout the world.

## **7 Proposal**

In future programs, Menyiwa da wo do would concentrate more on programs and activities that support children and the youth in sport, health, creativity and arts. Menyiwa da wo do believes that education and providing social structures through social work on the ground is the key for



progress and development in our communities. We are committed to provide the needed resources and support in raising the consciousness of children and the youth. This would enable them to participate better in their communities.

Menyiwa da wo do intends together with its partners in Germany to raise funds for the needed sports, medical and technical support to coordinate our campaigns under our Sports For Development programs and projects. It is necessary to find permanent sponsors since the budget is always a problem to organize and coordinate such events. Permanent Sponsorship is a main factor to make these events sustainable. Menyiwa da wo do would work towards getting permanent corporate sponsorship for such events and the necessary manpower to successfully implement such initiatives.

There is the need for further training on social work in our communities. Therefore Menyiwa da wo do would organise a Capacity building workshops, seminars and forums for the sport coaches, teachers and social workers who are working with the children and youth in Cape Coast and KEEA Municipalities.

## **8 Acknowledgements**

We thank all our supporters:

- Ghana Education Service, KEEA
- Ghana Health Service, KEEA
- ReCHT Program (GiZ) Accra
- Market Orientated Agriculture Program (GiZ office) Cape Coast
- KEEA Municipal Assembly
- Municipal Hospital KEEA
- Social Welfare KEEA
- “Twerampon Traditionals” Drum and Dance Group
- Assembly members and chiefs of the KEEA
- The Director of Ghana Education Service Mr. Gabriel Gademor
- The staff and volunteers of Regional Sports Council and Menyiwa da wo do
- Ahomka.fm, Cape Coast
- Live.fm, Cape Coast
- Atl.fm, Cape Coast

- Cape. Fm, Cape Coast
- Eagle Fm
- Baobab Restaurant, Cape Coast
- Coastal TV, Cape Coast
- Ghana News Agency
- Ghana Broadcasting Corporation
- Daily Guide
- Daily Graphic

Attached is a copy of a news bulletin on our press launch in the Daily Graphic on the 14<sup>th</sup> of August, 2014 and a link on the program <http://www.ghananaija.com/youth-warned-against-indiscriminate-sex>

by Mawuli Kwesi Aboagye  
(Ag. Director “Menyiwa da wo do)

Annex