

## CROSS GENERATIONAL SEX CAMPAIGN BRIEF

### 1. Project Background

HIV prevalence in girls aged between 15-19 is three times higher than in boys the same age (HIV/AIDS Surveillance Report 2003). It is widely believed that a contributing factor to this disparity is Cross Generational Sex. Commonly known as the 'Sugar Daddy' phenomenon, Cross Generational Sex (CGS) refers to non-marital relationships where the age gap is 10 years or more. This practice has existed in Uganda for a long time and has therefore evolved into a social norm. Although widely ignored in the past, in the face of the HIV epidemic, it is a practice that must cease, as its repercussions are now fatal.

### 2. Target Audience(s)

As the problem of Cross Generational Sex is so broad and far-reaching, the message needs to be disseminated to entire communities. This would however create a significant barrier in terms of targeting. The following community members therefore been chosen as a focus, but all carry equal weight and importance hence have not been ranked as primary, secondary audiences etc.

#### Society Influencers

- Community leaders, religious leaders, government officials, role models
- Opinion shapers within the community
- Revered
- Have a captive audience
- Have turned a blind eye to the problem.

#### Young Girls

- 14-20 years old
- In-school
- May have low self value and self esteem
- Subject to peer pressure (want to have the same material things as their friends)
- Easily influenced
- Low negotiating skills
- Little or no disposable income.
- Looking for the quickest and easiest route to acquiring things that they **want** but do not necessarily **need** (Cross Generational Sex therefore appealing)
- Urban and peri urban

#### Men who engage in CGS

- 24 years old and above
- Usually married
- Have disposable income (this varies in range but is enough to entice young girls with material rewards)
- Attracted to young girls for physical attributes and little else
- Seek sexual gratification
- Frustrated with their marital relationship and seek excitement
- Want respect and recognition from their peers (feel that having a young partner gives them this status)
- Urban and peri urban

### 3. Specific Objective(s)

The campaign is to consist of 3 executions, each speaking to a different audience (as identified above).