BBC Media Action has created this media landscape report on Uganda to support the Red Cross in their *Community Epidemic and Pandemic Preparedness Program (CP3)*, funded by USAID.

The full list of data sources is included in the appendix at the end of the report.

**Contents**

1. Media landscape
3. How frequently people access different media platforms
4. Radio usage & most regularly listened to stations
5. TV usage & stations most regularly watched
6. Languages
7. Trusted sources of information
8. Case Studies - examples of how media has been used in Uganda
9. Appendix
1. Media Landscape

Uganda has a diverse media sector. There are nearly 300 licensed radio stations and 30 (free to air) TV stations [1] serving an estimated population of 39 million [2]. Radio is a more popular medium than TV mainly due to poverty and lack of electricity [3]. Almost three-quarters of the population own a mobile phone, although only 16% of these mobiles are smart phones [4]. Uganda had an estimated 19 million internet users by December 2017 according to internetworldstats.com

President Yoweri Museveni, the leader of the ruling National Resistance Movement’s (NRM), has been in power since 1986. In 2016 he won his fifth consecutive term. Since then the Ugandan Parliament passed an amendment to the constitution on age restrictions (that president candidates must be under 75 years of age) allowing Museveni to continue to run for future elections. The EU Election Observation Mission report of the Uganda 2016 elections stated that the president and his party had access to funding and means, including public media which were not equally available to his competitors. The overall reporting environment during the election was also conducive to self-censorship, and yielded coverage overwhelmingly in favour of the current president [5].

International reports on media freedom are mixed. On the surface the media in Uganda may seem vibrant and flourishing. Freedom House in 2017 reported that the government and the media have settled into a predictable relationship. In moments of stress, authorities lash out but such heavy-handed actions tend not to permanently disrupt operations. [7] However, Reporters without Borders ranked Uganda 117 out of 180 countries in its 2018 World Press Freedom Index [6]. They described that acts of intimidation and violence against reporters is an almost daily occurrence. The security services often target journalists, arresting them arbitrarily. Any criticism of the authorities can result in journalists being beaten, abducted, or deprived of their equipment with impunity. Many journalists who do not toe the government line have been banned from working altogether. The Human Rights World Report 2019 also lists some of the arrests and attacks against journalists in 2018. The report also highlighted that in July 2018, police fired live bullets and tear gas to disperse a demonstration deemed ‘illegal’ in the capital. People were protesting against the government’s social media tax which requires users of WhatsApp, Twitter and Facebook to pay a daily fee of 200 Ugandan Shillings. Protestors argued that this tax is a violation of Ugandans rights to free expression and information.

World Press Freedom Index [6], Freedom of the Press Index 0=Best, 100=Worst [7]
2. Media Access

In 2015, BBC World Service’s nationally representative survey found that the majority of the Ugandan adult population had a working radio (87%) and mobile phone (74%) in their household. Only a third had a working TV (34%) and only 13% of the adult population had access to the internet within their household.

Q: Which, if any, of the following do you have working in your household? (Name of platform)

- 87% radio
- 74% mobile phone
- 34% TV
- 13% Internet

Base: 3027

Radio listenership is high

Listenerhip figures also show that radio is the most popular medium in Uganda. People can listen to the radio at home, at their friends, relatives or neighbours, and at work.

In 2017/18, 78% of individuals said they listened to the radio according to the National Information Technology Survey [4].

- Almost all males (90.5%) listened to radio, compared to females (68.7%).
- 80% of those living in urban areas listened to a radio compared to 76% in rural areas.

Mobile phone ownership is also high

In June 2018, there were reported to be 21.6 million mobile subscriptions for an estimated 39 million population according to the Uganda Communications Commission (UCC)[1].

The National Information Technology Survey 2017/18 report gave more details to mobile phone ownership. Their report found that 71% of all individuals owned a mobile phone, and of these only 16% of individuals, who owned a mobile phone, owned a smart phone. Other findings from the report showed that;

- More males (81.6%) owned a mobile compared to females (63.2%)
- More urban respondents (78.5%), compared to rural respondents (65.7%) owned a phone.
- There was equal ownership across age groups - 60.7% of 15-24 year-olds and 64.6% of 75+ years owned a mobile phone.
- But younger people were more likely to own a smart phone: 28.0% of 15-24 year-olds, compared to 4.2% of 75+ year-olds.

TV viewing is more widespread in urban areas

In 2017/18, 41.3% of individuals said they watched TV, according to the National Information Technology survey.
• Half (52.1%) of urban respondents said they watched TV compared to only a third (33.9%) of rural respondents
• Slightly more males (44.2%) watched TV compared to females (39.2%)

Pilot areas

The Uganda National Household Survey 2016/17 found great variation in television ownership across regions [2].
• Kampala had the most households (42%) who reported that they owned the television individually
• While only 3% of households owned a television individually in Kigezi where the pilot area Kabale is situated.
• Television ownership was very low in Teso (2%), Bukedi (2%), Acholi (2%) and West Nile (1%). No household in Karamoja reported that they owned a television individually.
• The data in the report did not cover the area Tooro, where the pilot areas - Bundibugyo, Kamwenge are situated.

Social media and internet access is growing

The Internet World Stats shows that Internet users grew from only 40,000 internet users in Dec 2000, to 19 million in Dec 2017 [8] - a jump from less than 1% of the population in 2000 to approximately 43% of the population in 2017.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Uganda</td>
<td>44,270,563</td>
<td>40,000</td>
<td>19,000,000</td>
<td>42.90%</td>
<td>47400%</td>
<td>2,600,000</td>
</tr>
</tbody>
</table>

In 2017/2018, the National Information Technology Survey found much lower rate in their survey where they reported that 12% of respondents said they had used the internet from any location in the last 12 months.

In this report - young, male and urban respondents were more likely to say they had used the internet, similar to other trends across the world.
• 19.5% urban compared to 7.1% rural
• 15.8% male compared to 9.5% female
• Most individual Internet users were in the young age groups of 15 to 24 (22.3%) and 25 to 34 (16.4%) compared to 2.6% 55-64, 1.5% 65-74 year olds.

3. How frequently people access different media platforms

Radio is the most regular source of news
The Afrobarometer Uganda round 7 report (January 2017), found that 52% of respondents got their news from the radio every day, compared to only 15% who said they got their news from the TV every day. [9]
How often do you get news from the following sources?

<table>
<thead>
<tr>
<th>Sources</th>
<th>Every day</th>
<th>A few times a week</th>
<th>A few times a month</th>
<th>Less than once a month</th>
<th>Never</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio</td>
<td>52%</td>
<td>22%</td>
<td>6%</td>
<td>6%</td>
<td>14%</td>
<td>4%</td>
</tr>
<tr>
<td>Television</td>
<td>15%</td>
<td>8%</td>
<td>5%</td>
<td>8%</td>
<td>64%</td>
<td>0%</td>
</tr>
<tr>
<td>Internet</td>
<td>7%</td>
<td>4%</td>
<td>3%</td>
<td>2%</td>
<td>82%</td>
<td>1%</td>
</tr>
<tr>
<td>Social Media</td>
<td>8%</td>
<td>5%</td>
<td>3%</td>
<td>2%</td>
<td>81%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Base: 1200

4. Radio Usage

The Uganda Communication Commission reported that there were 292 licensed FM radio stations in Uganda in June 2018. This shows a growth in the number of radio stations since 2016 where BBC Monitoring reported that there were over 200 licensed radio stations.

GeoPoll Media Measurement service ‘Uganda Quarter 1 2018: Radio & TV Audience Ratings Report’ looked at the top radio stations at the national level in Uganda. It looked at the audience share of the market**. [10]

Its survey found that Capital FM had the highest share of listeners (10%) followed by Bukedde FM (4%), and Radio West (4%).

**Uganda Radio Audience Share Q1, 2018**

<table>
<thead>
<tr>
<th>Station</th>
<th>Q1 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capital FM</td>
<td>10%</td>
</tr>
<tr>
<td>Bukedde FM</td>
<td>4%</td>
</tr>
<tr>
<td>Radio West</td>
<td>4%</td>
</tr>
<tr>
<td>NBS FM</td>
<td>3%</td>
</tr>
<tr>
<td>Radio Simba</td>
<td>3%</td>
</tr>
</tbody>
</table>

The top radio stations are described below:

- **Capital FM** (sometimes called Capital Radio) [https://capitalradio.co.ug/](https://capitalradio.co.ug/) [https://www.facebook.com/pg/CapitalFMUganda/about/?ref=page_internal](https://www.facebook.com/pg/CapitalFMUganda/about/?ref=page_internal)
  Capital FM is an English radio broadcaster. It covers two thirds of the country and broadcasts on 91.3 in Central Uganda, 90.9 in the East and 88.7 in the West. Programmes include the *Gaetano And Lucky In The Morning, The Capital Gang, The Late Date and Dance Force*.

  Bukedde is based in Kampala, Uganda. It features a mix of content such as news and talk shows. It is the leading Luganda radio station - operated by the state-owned Vision Group - that has a nationwide reach. The station, like its newspaper counterpart, is seen to operate as a mouthpiece of the Ugandan government according to the BBC Monitoring report [3]. It is on air in Kampala on 100.5 and in Masaka on 106.8 FM.
• **Radio West** [https://www.radiowest.co.ug/](https://www.radiowest.co.ug/)

The station is based in the district of Mbarara and broadcasts in English, Runyankore and Rukiga languages. It’s owned by the Vision Group and is reportedly the leading radio station in the west. Media observers have criticised the station for its pro-government editorial line [3]. It is available on 100.2 FM.

### Most popular radio stations in each region

<table>
<thead>
<tr>
<th>Region</th>
<th>Station</th>
<th>%</th>
</tr>
</thead>
</table>
| North           | Mega FM                  | 20%
|                 | Capital FM               | 16%
|                 | Radio Rupiny             | 10%
| Southern Eastern| NBS FM                   | 17%
|                 | Basoga Baino FM          | 15%
|                 | Smart FM                 | 11%
| South West A    | Voice of Toro FM         | 11%
|                 | Endigito Radio           | 10%
|                 | Capital FM               | 10%
| South West B    | Radio West               | 17%
|                 | Vision Radio             | 11%
|                 | Capital FM               | 10%
| Western         | Radio Maria              | 13%
|                 | Radio Kiliara            | 11%
| Central         | Capital FM               | 11%
|                 | Radio Simba              | 8%
|                 | Galaxy FM                | 8%

<table>
<thead>
<tr>
<th>Region</th>
<th>Station</th>
<th>%</th>
</tr>
</thead>
</table>
| Eastern         | Capital FM               | 19%
|                 | OPG FM                   | 19%
|                 | Akaboozi FM              | 8%
| Mid East        | Etop FM                  | 22%
|                 | Capital FM               | 14%
|                 | Voice of Tesco FM        | 12%
| Mid North       | Voice of Lango FM        | 19%
|                 | Unity FM                 | 14%
|                 | Divine FM                | 10%
| North Eastern   | Karibu FM                | 39%
|                 | Nenah FM                 | 9%
|                 | Step FM                  | 8%
| North Western   | Radio Pacis              | 17%
|                 | Arua One FM              | 11%
|                 | Pakwach FM               | 11%

### International Stations

There are a number of international radio stations available:

- **BBC World Service** is on the air 24/7 via its own FM relays in Kampala (101.3), Arua (northern Uganda - on 99.4), Mbale (east - on 107.3) and Mbarara (southwest - also on 107.3). It can also be heard in English and Swahili on several partner stations.
- **Radio France Internationale (RFI)** is on 93.7 FM in Kampala.
- **China Radio International (CRI)** is on FM in Kampala (107.3) and Jinja (107.1).

### Transmitter maps

The transmitter footprint maps are available from the following website - for each station there is a link to a transmitter map: [https://fmscan.org/net3.php?r=f&m=s&itu=UGA](https://fmscan.org/net3.php?r=f&m=s&itu=UGA)

### Pilot Areas

The footprint maps highlight the local radio stations that are available in the pilot areas. (Audience share information % was not found).
5. TV Usage

Digital migration was completed in 2015, and has led to the growth in the number of channels that viewers can access. According to the Uganda Communication Commission there are 33 operational TV stations and eight Pay TV service providers in June 2018.

The Geopoll Uganda Quarter 1 2018: Radio & TV Audience Ratings Report showed Uganda’s Top Five national TV Stations were NTV, Bukedde, NBS FM, Bukedde2 and Spark TV.

Uganda Top 5 TV Stations in Audience Share for the first quarter of 2018.

<table>
<thead>
<tr>
<th>Station</th>
<th>Share Q1 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>NTV</td>
<td>20%</td>
</tr>
<tr>
<td>Bukedde</td>
<td>13%</td>
</tr>
<tr>
<td>NBS FM</td>
<td>11%</td>
</tr>
<tr>
<td>Bukedde2</td>
<td>7%</td>
</tr>
<tr>
<td>Spark TV</td>
<td>7%</td>
</tr>
</tbody>
</table>

Description of largest broadcasters:

- **Nation TV Uganda (NTV)** [http://www.ntv.co.ug/](http://www.ntv.co.ug/) NTV Uganda is said to be the most popular in Uganda and is widely considered to be the most reliable, objective and comprehensive news source in the country. It broadcasts in English and Luganda. The station airs across Uganda on both free-to-air as well as on DStv channel 283. It offers a wide variety of programming such as reality shows, soaps, drama, comedies, cartoons, and musical shows.
Bukedde [https://www.bukedde.co.ug/](https://www.bukedde.co.ug/) YouTube: [www.youtube.com/user/bukeddetv](http://www.youtube.com/user/bukeddetv)

The free-to-air Bukedde TV is a Luganda-only channel. It is owned by majority state-owned New Vision Printing and Publishing Company Ltd, which also owns the New Vision and Bukedde dailies. As with its radio and newspaper counterparts, the channel has a strong pro-government editorial line. Seen as the leading channel in central Uganda, Bukedde TV’s signal can reach areas within a 60 mile radius from Kampala. It is popular with members of the Baganda community living abroad.

Nile Broadcasting Services (NBS) [www.nbs.ug](http://www.nbs.ug)

NBS is a leading 24-hour channel owned by media tycoon Kin Kariisa. It provides reliable news coverage and current affairs talk shows. The channel broadcasts in Kampala and surrounding areas and is aimed at a broad cross-section of Ugandans. In April 2014, the Nairobi based Standard Group (a leading Kenyan media house) signed a partnership deal with NBS, marking the entry of the group in Uganda.

Spark TV [https://www.facebook.com/SparkTvUganda/](https://www.facebook.com/SparkTvUganda/)

This new Luganda channel launched in December 2015 in Kampala. It is a sister station of NTV Uganda. The channel joins other Luganda-only TV stations such as Bukedde TV, Delta TV and Star TV.


The main state broadcaster is Uganda Broadcasting Corporation (UBC). Its main aim was to broadcast through both radio and TV to the whole country as the national broadcaster. It is state-owned but not fully government funded, so it takes advertisements.

The Afrobarometer Sierra Leone round 7 report (July 2018), found that only 15% of respondents got their news from the TV every day. [9]

### How often do you get news from the following sources? Television

<table>
<thead>
<tr>
<th>Category</th>
<th>% Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Every day</td>
<td>15%</td>
</tr>
<tr>
<td>A few times a week</td>
<td>8%</td>
</tr>
<tr>
<td>A few times a month</td>
<td>5%</td>
</tr>
<tr>
<td>Less than once a month</td>
<td>8%</td>
</tr>
<tr>
<td>Never</td>
<td>64%</td>
</tr>
</tbody>
</table>

Base: 1200

6. **Languages spoken**

English and Luganda are the languages most used by the national media, but local languages are also used by regional radio stations.

Uganda is ethnologically diverse, with at least 40 languages in usage according to Ethnologue. These local languages can be grouped into the main language families: Bantu, Central Sudanic, and Nilotic. [13] Ethnologue provides a map of the local languages by region: [https://www.ethnologue.com/country/UG/maps](https://www.ethnologue.com/country/UG/maps)
English and Swahili are the official languages of Uganda. However, Luganda is the most common spoken local language and is spoken by the Baganda the largest ethnic group found mostly in the southern and central regions (BBC Monitoring) [3]. Other common local languages include Runyankole, Ateso and Lusoga.

The Afrobarometre survey (2016/18) found that Luganda is the most common language.

<table>
<thead>
<tr>
<th>Which Kenyan language is your mother tongue or language of origin?</th>
<th>What is the primary language you speak in your home now?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Luganda 22.2%</td>
<td>Luganda 27.60%</td>
</tr>
<tr>
<td>Runyankole 13.4%</td>
<td>Runyankole 12.40%</td>
</tr>
<tr>
<td>Ateso 12.1%</td>
<td>Ateso 11.10%</td>
</tr>
<tr>
<td>Lusoga 8.0%</td>
<td>Lusoga 9.20%</td>
</tr>
<tr>
<td>Langi 7.5%</td>
<td>English 1.80%</td>
</tr>
<tr>
<td>Rukiga 5.6%</td>
<td>Swahili 0.40%</td>
</tr>
<tr>
<td>English 0.5%</td>
<td>Base: 1200</td>
</tr>
</tbody>
</table>

The above tables show that English may not be considered a mother tongue or primary language, however, it is taught in schools and understanding of English is high. A survey in 2015 by the BBC World Service found that 70% of 3073 respondents reported that they understood English.

**Pilot areas**

Desk research found the following local languages for each of the pilot areas.

<table>
<thead>
<tr>
<th>Pilot areas</th>
<th>Local languages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kampala (Capital)</td>
<td>Most common languages English and Luganda.</td>
</tr>
<tr>
<td>Bundibugyo</td>
<td>Lubwisi</td>
</tr>
<tr>
<td>Kamwenge</td>
<td>Rutooro, Rukiga, Rutagwenda</td>
</tr>
<tr>
<td>Kabale</td>
<td>Rukiga</td>
</tr>
</tbody>
</table>

**Example of the languages used by Uganda’s state radio broadcaster**

UBC Radio is the corporation’s national service, with programmes in English, Swahili, Luo and Nubian.

The UBC’s various radio services transmit in English, Luganda and 25 local languages, in line with the corporation’s stated mission to "inform, educate, guide and entertain the public through maintaining a sustainable national coverage".

Alongside its national service are a number of UBC-operated local and regional stations: Buruli FM (central), Butebo FM (east), Magic 100 FM (Kampala), Mega FM (north - see below), Ngeya FM (west), Star FM (Kampala), UBC West (west), Voice of Bundibugyo (west) and West Nile FM (northwest).

[7. Overall Trust](#)

**Trust in public institutions including state media has decreased**

### Trend in percentage of respondents with trust* in Public institutions

<table>
<thead>
<tr>
<th>Institution</th>
<th>2014</th>
<th>2017</th>
<th>Amount decreased between 2014 &amp; 2017</th>
<th>Amount increased between 2014 &amp; 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social security system</td>
<td>44%</td>
<td>23%</td>
<td>21%</td>
<td></td>
</tr>
<tr>
<td>State media</td>
<td>57%</td>
<td>40%</td>
<td>17%</td>
<td></td>
</tr>
<tr>
<td>Courts of Judicature</td>
<td>62%</td>
<td>47%</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>Uganda Police Force</td>
<td>57%</td>
<td>46%</td>
<td>11%</td>
<td></td>
</tr>
<tr>
<td>Tax/customs authorities</td>
<td>39%</td>
<td>29%</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>Public Service</td>
<td>61%</td>
<td>54%</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>Public healthcare facilities</td>
<td>75%</td>
<td>69%</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Public school</td>
<td>73%</td>
<td>68%</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Mayor</td>
<td>50%</td>
<td>62%</td>
<td>12%</td>
<td></td>
</tr>
</tbody>
</table>

*Trust means somewhat or very much trust in the institution. (Nationally representative sample of: 3,369 households).

### Religious leaders are trusted

However, the Afrobarometre 2016/2018 found that most people trusted religious leaders ‘a lot’.

<table>
<thead>
<tr>
<th></th>
<th>A lot</th>
<th>Somewhat</th>
<th>Just a little</th>
<th>Not at all</th>
<th>Refused</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Religious Leaders</td>
<td>67%</td>
<td>23%</td>
<td>7%</td>
<td>3%</td>
<td>0%</td>
<td>1%</td>
</tr>
<tr>
<td>Traditional Leaders</td>
<td>42%</td>
<td>26%</td>
<td>12%</td>
<td>8%</td>
<td>1%</td>
<td>11%</td>
</tr>
</tbody>
</table>

Base: 1200.

The survey also found that 55% of respondents had ‘often’ or ‘a few times’ contacted a religious leader about an important problem or to give them their views.

**During the past year, how often have you contacted any of the following persons about some important problem or to give them your views? Religious leaders**

<table>
<thead>
<tr>
<th></th>
<th>Often</th>
<th>A few times</th>
<th>Only once</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Religious</td>
<td>28%</td>
<td>27%</td>
<td>8%</td>
<td>37%</td>
</tr>
</tbody>
</table>

Base: 1200.

Some studies have shown the potentially important role of religious leaders, given their influential place in the community, but some caution needs to be taken about what role they are being asked to have and information they are being asked to convey.


Formative research found that institutional spaces like churches, mosques, cultural centres were said to attract large numbers of people and thus are spaces with a wide audience and big listenership.

Religious and cultural leaders were reported to have the power to influence change in attitudes, beliefs and practices associated with child marriage in local communities. This was confirmed by women, men and adolescents in all the study districts.

Through the church or mosque, religious leaders both Christians and Muslims mobilised their
congregations to create awareness among people with different messages for children/youth and adults.

The main messages for the young people focused on abstinence and chastity urging them to avoid sex before marriage and highlighting the consequences of early sex (teenage pregnancy, STIs including HIV and early marriage). For the parents, discussions focus on responsible parenting.

“Christian leaders including Pastors, Reverends talk about child marriage, teenage pregnancy, in the churches. They give advice to the young people.” (IDI father of married girl – Bugiri)

“In the church, associations like the Mothers’ Union have taken charge to move to all schools especially secondary to advise girls to stay in school and complete studies before getting married and other pieces of advice.” (FGD Adults - Arua).

According to the Muslim leaders who participated in the study, the Quran prohibits early marriages and encourages people to avoid child marriages.

“We highly condemn it because we want girls to be able to make the right decisions at the right age. We want the children to be successful like the female successful women in the country like the speaker”. (KII Religious Leader – Bugiri)


### 8. Media Campaigns

Below are three case studies of health projects that have used media campaigns in Uganda.

**Case Study: HOW’S YOUR LOVE LIFE? (Sexual Reproductive Health Campaign) USAID**

As part of a USAID sexual reproductive health campaign, four different media programmes were created to improve information/ knowledge, motivation/risk perception, skills, norms and supportive environment to adopt relevant health actions around:

- Condom use
- HIV Testing and Counseling (HTC)
- Safe Male Circumcision (SMC)
- Reduction of multiple con-current sexual partners
- ART adherence and discordance
- Family planning/pregnancy prevention
- TB testing and adherence to TB drugs

The four programmes were broadcast on 42 radio stations countrywide:

- OBULAMU Radio spots (5 x a day)
- DJ led conversations/mentions (1 topic/health issue, 5 times a day)
- Health expert guest (1 x a week)
- Radio talk show (1 x a month)

**Radio stations:**


**TV Coverage**
Two national TV stations (NTV Uganda and Bukeedde TV), ran campaign TV spots daily between 7-10pm during peak viewing times

**Health Partners**
2,000 OBULAMU Campaign Champions were used at community level including volunteers already working with several partners in various parts of the country

**Champions included:**
Health workers • VHTs • Expert clients • Linkage facilitators • Mentor mothers • Peer educators/peer leaders, including KPs • Pharmacists and drug distributors • Teachers • Journalists • Cultural and religious leaders • Influential local leaders • Gate keepers at water collection points, local shops/trading centers, markets, landing sites, night clubs, hot spots, among other

**Print materials were created in 18 local languages**
Posters/billboards, stickers, talking points, lovers passport, champions materials, among others.

These materials were available in **18 local languages which include;** Luganda, Runyankore-Rukiga, Rufumbira, Rukhonzo, Runyoro-Rutoro, Luo-Langi, Luo-Acholi, Ateso, Lusoga, Lugbara, Alur, Swahili, Ngakaramajong, Lumasaba, Kupsabiny, Dhopadhola and Lusamya. [USAID campaign](https://uganda.unfpa.org/en/live-your-dream)

**Case Study: Live Your Dream**
Live Your Dream Campaign is ON AIR in 11 radio stations and 2 television channels throughout Uganda as part of 'Better Life for Girls: Preventing teenage pregnancy and under-age marriage to reap the girl effect dividend in Karamoja and Eastern regions of Uganda(2016-2018)', implemented by UNFPA and supported by KOICA and GDEF Korea


**Case Study: Health Radio Drama – Rock Point 256 (2010)**
Rock Point 256, a 30-minute radio serial drama for young people in Uganda, was voted the best radio program of 2010 by readers of New Vision, the leading daily newspaper in Uganda.

Rock Point 256 told the story of people who live in a fishing and farming community in Uganda. The radio serial was designed to influence the actions of its young listeners by modeling behavior change among the “transitional characters” who are similar to the program’s intended audiences. It seeks to help young people choose attitudes and lifestyles that protect them from HIV, unplanned pregnancies and other social problems

Rock Point 256 **broadcast weekly in four languages on 16 radio** stations across Uganda.

According to a survey conducted by the Johns Hopkins Center for Communication Programs in 31 districts of Uganda, more than half the young people had listened to the series and one half of listeners tuned in weekly or more often.
Overall, 75 percent of young people who listened to Rock Point 256 reported that it had influenced them to take an action.

Young people who listened were significantly more likely than those who did not to plan to use condoms during their next sexual encounter, get circumcised, get tested and counselled and discuss HIV status with spouse/partner.

Rock Point 256 listeners were more knowledgeable about HIV and had more gender equitable attitudes.


Appendix


