



Grassroot Soccer uses the power of soccer to stop the spread of HIV by empowering boys and girls in Africa to make life-saving decisions. By World Cup 2014, we will educate 1 million young people about how to live AIDS-free, healthy, productive lives.

OVERVIEW **REACH:** 585,000 (in 23 countries) **AGES:** 11-19 **BUDGET:** \$8.3M

PROBLEM

Every day, more than 7,000 people become infected with HIV. These infections can be prevented if we act now. Young people are those hardest hit by AIDS, yet they are also the greatest force for change.

SOCCKER AS THE SOLUTION

Grassroot Soccer (GRS) is preventing HIV in Africa by using the world's most popular game to break down barriers, build trust, educate young people to adopt healthy behaviors, and provide referrals for testing and treatment.

GRS trains local professional soccer players and other influential role models to be HIV educators and coaches. The program works with local schools to bring the HIV prevention curriculum directly into the classroom.

www.grassrootsoccer.org

IMPACT

KNOWLEDGE OF HIV

Grassroot Soccer has educated over half a million youth in HIV prevention skills, and will impact 1 million by 2014.

REDUCTION OF STIGMA

Grassroot Soccer graduates are much less likely than their peers to stigmatize a classmate with HIV, a major barrier to stopping the spread of AIDS.

UPTAKE OF TESTING

Grassroot Soccer's programs result in increased voluntary HIV testing among youth. In Zambia, the testing rate of GRS graduates is four times greater than the national average.

GENDER EQUITY

Fifty percent of program participants are girls, and Grassroot Soccer offers innovative programming to meet the specific needs of girls.

SUCCESS FACTORS

LONG TERM PARTNERSHIPS

Long-term relationships with corporations, foundations and government entities have enabled Grassroot Soccer to scale up programming.

RIGOROUS MONITORING & EVALUATION

A top-notch internal monitoring system along with 10 external evaluations by research institutions from Harvard to the London School of Hygiene and Tropical Medicine ensure the highest quality program.

PREVENTION PACKAGES

HIV prevention options tailor-made to communities based on access to services, cultural norms and levels of HIV education.

OTHER OUTCOMES

IMPACT ON YOUNG WOMEN

In southern Africa, young women are up to four times more likely than young men to be HIV+. Grassroot Soccer's newest program, Skillz Street, uses girls-only soccer leagues, leadership training and community outreach to provide girls the skills they need to be HIV-free.

VCT TOURNAMENTS

Grassroot Soccer is the first organization to combine Voluntary HIV Counseling and Testing (VCT) events with soccer tournaments. These events combine a fun day of soccer with a festival atmosphere and access to free testing services. Tens of thousands of community members have chosen to get an HIV test at these events.

INNOVATIVE CURRICULUM

Grassroot Soccer's unique Skillz curriculum packages have been evaluated and refined over ten years, resulting in a program guided by the latest evidence of what works in prevention, testing and treatment.

ROLE MODELS

Coaches are trained in HIV education and serve as influential role models for participants. Coaches often make home visits to involve families in the HIV prevention program. Grassroot Soccer coaches are passionate about youth development and changing their communities.

COMMUNITY OUTREACH

Grassroot Soccer develops leadership skills by training graduates to become peer educators, coaches and community leaders. Graduates also become powerful advocates in their communities, teaching others what they themselves have learned.

SAFE SPACE FOR DISCUSSION

In what may be kids' only opportunity to ever participate in co-ed discussion groups, boys and girls listen to each other's fears, opinions about gender, societal pressures and the impact HIV has on their lives.

PARTICIPANT STORY

Twelve-year-old Sisanda Mkweso lives around the corner from the Football for Hope Centre in the impoverished urban township of Khayelitsha, South Africa. Sisanda's male friends have been playing soccer for many years and often go the Centre as a safe place to play the sport they love. Sisanda always wished she could join them but didn't have the skills or confidence to join in. Grassroot Soccer's Skillz Street, a girl's only soccer program, finally gave Sisanda and her classmates the opportunity to use the Centre. Skillz Street provided Sisanda and the rest of the girls with a safe and comfortable environment to play soccer and get tested for HIV, while empowering them to be powerful young women in their community. When asked if she wanted to say anything else about Skillz Street, Sisanda responded, "I wish it could go on forever."

—Sisanda Mkweso, Age 12, Skillz Street Participant



"In Africa soccer is like a religion. I see that Grassroot Soccer is using the power of the game to improve the lives of many young people across Africa. I am African and I play the beautiful game. So I am very excited to be part of the Grassroot Soccer team."

—Bacary Sagna, Arsenal F.C. and GRS Ambassador