

MTN Cameroon – Peer Education – Case Study



Yello Réglo Project with UNAIDS, MTN and l'Association Camerounaise de Marketing Social (ACMS)

Formalized in March 2007 by the signing of an MoU between all three parties (UNAIDS, MTN and ACMS) "Y'ello Réglo" is a project of interpersonal communication contributing to HIV prevention among young people aged 15 to 24, attending school or not. The strategy is to strengthen the capacity of young people who are role models in their community and who are grouped within the "Club Réglo".

The project Y'ello Réglo stems from the "100% young" project launched by ACMS in 2000 with the aim to raise awareness about STI/AIDS among young people. The originality of this peers' awareness approach lies in the fact that with little financial means, young people are able to fight stigma and discrimination faced by people living with HIV and to influence the curve of spread of HIV in their immediate environment by using their own communication channels.

UNAIDS, which is the engine of this partnership, contributed to gather all partners motivated and committed to tackle AIDS in Cameroon. UNAIDS, in addition to providing technical support to the project's conception, was heavily involved in mobilizing resources from the commercial sector. MTN provided financial support through its foundation.

Interest for ACMS :

L'ACMS is an organization engaged in promoting the health of low income and vulnerable people to allow them to lead a healthier life. ACMS found in the implementation of this project an opportunity to engage to protect young people from the STI/AIDS and to demonstrate its capabilities to go beyond the product promotion of social marketing.

Interest for MTN :

MTN Cameroon is a global telecommunication company. It houses the MTN Foundation who intends to be an innovative and creative vehicle to improve the lives of Cameroonians. Through this partnership, MTN demonstrates it is a corporate citizen attentive to the welfare and health of Cameroonians.

Photo:

Lycée of Nkol Eton in Yaoundé, members of the Bureau. The elected team has fought to be there.



Key success factors:

- The project Y'ello Réglo uses the resources of the « 100% young » project which include: a bimonthly newspaper (French and English editions), 5 weekly radio shows produced by the young and broadcasted in 5 provincial capitals, as well as a website (www.reglo.org).
- The project currently includes 110 Réglo clubs (school clubs and outside school clubs) with around 3 000 young members who are "role models" in their communities. Young people are more receptive to messages given by their peers.

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