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**Project Title:** Retention in Care and Adherence to Treatment

**Location:** Zimbabwe  
Mashonaland East Province-Mutoko East District

**Key Objectives/Outcomes:**

To produce a video film focusing on adherence to treatment among those living with HIV/AIDS.

**Africa Women Filmmakers Trust**

Africa Women Filmmakers Trust is registered in Zimbabwe as a Trust and with the National Arts Council of Zimbabwe as an Arts Organization. AWFT is one of the organizations that pioneered the use of participatory media in development communication. AWFT has used the participatory process in tackling social issues, educating communities on the provisions in law on inheritance, creating awareness on the HIV/AIDS prevention, economic issues, entrepreneurship, and participatory democracy. Africa Women Filmmakers Trust is in the process of producing a documentary film focusing on ending girl child marriages with support from the Canadian Embassy. However, during the situation analysis at All Souls Mission Hospital in Mutoko East District, Mashonaland East Province, AWFT observed that the main challenge that was being faced was that of retention and adherence to treatment hence our interest in producing a video film that will be used in the campaign to improve both retention and adherence to treatment.

**Project Purpose/Objectives**

To improve adherence to treatment among those living with HIV/AIDS and to improve retention in care and treatment. The key messages being the importance of taking medication consistently everyday at the same time. Secondly highlighting the effects of taking medicine everyday but different times and making the public aware that if taking medication different times every day and the one skipping days you are both not adhering to treatment. Thirdly highlighting the consequences in terms of treatment costs and availability as one moves from one regime to the next level.

**Strategy**

To produce a video film focuses on the aspect of retention in care and adherence to treatment among those living with HIV/AIDS. The film will also mention the aspect adherence to treatment in relation to non communicable diseases for instance hypertension and diabetics.

The film will be shot in Harare and Mutoko East District with expert advices from Luisa Guidott Hospital All Souls Mission, Mutoko.

**Key risks:**

Participants not willing to collaborate and to give there testimonies and availability of funds

**Outcome**

Participants more knowledgeable about issues relating to retention and adherence

**Theory of change**

Video films are effective for use as educational and developmental aids.

**Table 1: Project Timeline**

<b>Adherence to treatment and importance of retention in care and treatment</b>				
	<b>Month 1</b>	<b>Month 2</b>	<b>Month 3</b>	<b>Month 4</b>
<b>Project Activities</b>	Planning	Video Film Production	Official Launch of the Video Film	Final Report
	Scouting			Auditing
	Mobilization			
<b>Monitoring and Evaluation</b>				

**Table 2: Monitoring Evaluation Logframe**

<b>Assessment and Planning</b>	<b>Input</b>	<b>Activities</b>	<b>Output</b>	<b>Outcome</b>	<b>Impact</b>
Drafting Proposal	Staff Funds Equipment Materials Vehicle	Planning Mobilization Research Video Film Editing Testing Final Editing Report/Audit	-video film -report	-Video for use as an educational/informative aid to enable participants in video screening workshops to: -understand what adherence means -the importance of remaining in care	-effective tool developed for use during media campaigns to improve adherence and retention in care and treatment.
<b>Program Development Data</b>	<b>Program Based Data</b>			<b>Population based, Biological, Behavioral and Social Data</b>	

## Evaluation LOGFRAME

Project Structure	Objectively Verifiable Indicators	Means of Verification	Important Assumptions
<b>Goal</b> Improving retention in care and adherence to treatment	Improve retention in care and adherence to treatment among girls/adolescent brides Improve retention in care and adherence to treatment among girl and boys, men and women. Decrease in the incidences of new HIV infections Increase in girls/women' s/publics level of awareness	National data Baseline Survey End of Project Survey	-Funds Available  -Conducive environment  -Participants accessible
<b>Purpose</b> Produce and distribute video film to Raise awareness among the participants on the importance of remaining in care and adhering to treatment	Number of people participating in the production by age and gender ( men and boys, women and girls) Number of copies produced Number distributed through different channels including social media	Periodic or/and end of project reports and program records	-stability and peaceful environment
<b>Output</b> 1 video film	-tv -social media	Periodic or/and end of project reports	
<b>Activities</b> -research -Scripting -Editing -mobilization for testing -video film launch	1. Video film produced 2. Number of participants by age and sex 3. Periodic Monitoring Report, Formative Evaluation Report, Process Evaluation Report and Outcome Evaluation.....note: Impact Evaluation report (optional)	Periodic and/or end of project reports	

## Evaluation Plan Schedule

Description	Type of Evaluation And Purpose	Days	Source of Data	Methodology
<b>Research and Scripting</b>	Formative Evaluation (informs the design of the program)	7	Program development data (Demographic information, surveys and incidence data)	Based on information collected during the situation analysis at All Souls Mission Hospital in Mutoko East District Qualitative interviews with stakeholders
<b>Shooting</b>	Process /Implementation Evaluation  (evaluation measuring effectiveness and efficiency of the process used-information used to improve program implementation)	6	Program based data	Multi-methods mixed approach: -quantitative -qualitative –mixed approach e.g. -observations -case studies/ testimonials -interviews (structured and unstructured) -focus group discussions
<b>Animation</b>		4		
<b>Editing</b>		10		
<b>Final Edit and Voiceover</b>				
<b>Distribution/Promotion</b>	Summative/Outcome Evaluation <b>Outcome levels evaluated</b> <b>efficiency</b> <b>program effectiveness</b> <b>program cost effectiveness</b> <b>Participation</b> Activity records <b>Satisfaction</b> Participant Evaluations <b>Declarative and Procedural Learning</b> Pre-post-tests <b>Competence</b> Observations during implementation <b>Performance</b> Self-reported performance/behavior changes <b>Relevance</b>	30		Mixed method approach used: Administration of the post-test quantitative questionnaire Qualitative
<b>Follow-up after two to three years</b>	Impact Evaluation	Optional	Population based, behavioral and social data	Mixed method approach: Quantitative and Qualitative to be based on how the video film will be used in different campaigns

## Budget

Description	Description	Days	Unit cost	Total Cost US\$
<b>Research and Scripting</b>			1 500	1 500
<b>Video Production/Shooting</b>	Video Recording/Shooting Video Camera/Equipment Hire  <b>Subsistence's and Allowances Flat Fees</b> Producer/Director@2 000 each 1 Camera person @500 each 2 Assistant@400 each Transport(Fuel and vehicle hire)	Flat Fees	1 000	8 700
<b>Animation</b>		4 days	1 200	
<b>Editing</b>	Animation  Editing Editing Equipment Hire Editing Guide drafting Editing Supervision Editor Voice Over + Recording		400 400 400 500 200	
<b>Testing of draft video Final Edit</b>	Final Edit		300 100	
<b>Launch and Distribution</b>	Launch Production of Copies Refreshments Venue	1+	1 500	1 500
<b>Follow-up after two to three years</b>	Optional Impact Evaluation	Optional	Optional	Optional
<b>Report Writing</b>	Reports financial and narrative	3 days	200	200
<b>Administration &amp; Promotion &amp; ICT</b>	Flat Fee		800	800
<b>Contingency</b>	Flat Fee		300	300
<b>Total</b>				13 000

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