

Cricket Without Boundaries



At the end of 2019, Avert kicked-off a new and exciting partnership with Cricket Without Boundaries (CWB), a charity that uses cricket as a platform for health education and social change across five African countries. The collaboration created a series of resources on HIV and sexual health designed to be used in game play with young people in Uganda, Kenya, Cameroon, Malawi and Rwanda.

Young people in Rwanda, Uganda, Kenya, Malawi and Cameroon face a high risk of getting HIV with multiple barriers to good health, including an unmet need for sexual and reproductive health information and services. The latest UNAIDS reports shows low levels of basic knowledge of HIV, especially among young people.

Using sport for good

CWB uses cricket to deliver key messages about HIV, while promoting HIV testing, inclusion and non-discrimination. In this new project, funded by the Mercury Phoenix Trust, Avert and CWB are working together to create a set of new resources to be used by coaches and integrated into cricket games as targets and cue cards to facilitate learning and start conversations about these topics with adolescents.

This project builds on previous work by CWB to adapt Avert resources for use in cricket games, which focused on key facts and myths about HIV transmission, gender roles, and HIV stigma.

Feedback from coaches using those resources was very positive and identified that while the adapted content is useful for all ages of adolescents, there is also the need for resources specifically covering issues relevant to older adolescents.

The new resources will help elevate the learning of these older adolescents by:

- presenting new characters and aesthetics that are relevant to young people in the region

- presenting scenarios that focus on negotiating situations, something that is increasingly important as adolescents grow older. These info card types unpack 'the why' behind HIV facts, providing open-ended questions that will bring up multiple challenges which individuals and groups will have to work through.

The cards cover three broad themes including the basics of HIV transmission and prevention, living with HIV, and sex and relationships. The cards will also be translated into French and Swahili, with a set of cards with free space to write down translations from other languages.



Want to find out more?

If you are interested in using the resources in your work – [get in touch!](#)

Last full review:

13 February 2020

Next full review:

12 February 2021