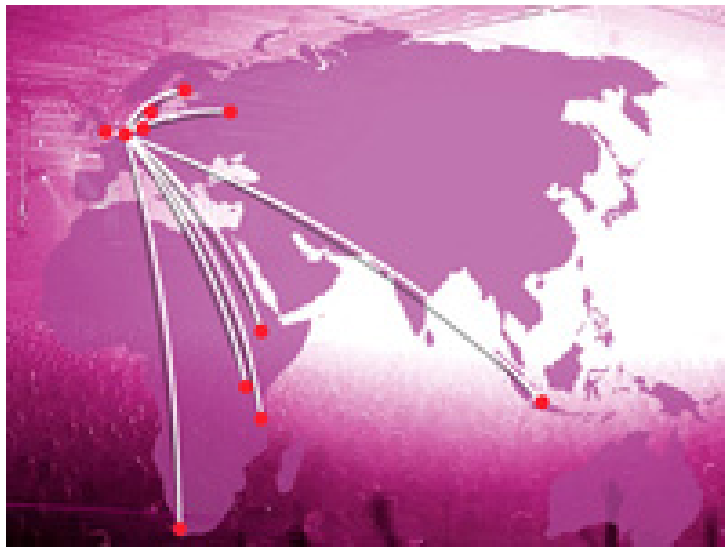


THE INTERNATIONALISATION OF
AN HIV/AIDS PREVENTION CAMPAIGN:
THE ENTERTAINMENT-EDUCATION PROJECT DANCE4LIFE



Adelien G. Tijhuis

June, 2006

Master Thesis for the study Applied Communication Science
University of Twente, Enschede, The Netherlands

dance  **life**


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SUMMARY

Dance4Life is an originally Dutch HIV/AIDS prevention campaign, with an innovative approach, which is related to all aspects of youth culture; their icons, media and favourite music and dance. Dance4Life is a biennial project that consists of four program components; Schools4Life, Campaign4Life, TV4Life and Act4Life. For this research, the program components are analysed by the theories entertainment-education, peer education, celebrity endorsement and cultural shareability. In 2004, the first edition of Dance4Life took place in three countries. At this moment eleven countries around the world have expressed their interest in participating in 2006. The internationalisation of Dance4Life is important for the project, because it will receive network, learning and cost advantages. It is important to give a clear insight in the shareability of the program components to other countries: what adaptations of the project components are necessary and what problems may rise. Three countries have been selected for this research: Ireland, Russia and Tanzania. These countries have been researched thoroughly concerning the different program components and other relevant external factors to establish Dance4Life successfully over there. To establish a Dance4Life project in any given country, it has to meet certain criteria. These evaluation criteria will predict which program component will succeed or fail. Two types of research approaches were used. First, desk research is carried out to map out all aspects of the Dance4Life project in the Netherlands in 2004 and the used means of mass media. Desk research is also used to find the external factors of the different countries. The second research approach is the interview, to get the more specific information. The interviews were held with country experts who are involved in the Dance4Life project over there. The internationalisation of Dance4Life is possible by sharing its program components to other countries. However, there will be a lot of limitations, which are found by carrying out a cross case analysis.

PREFACE

And then, after six years of being a hardcore student, the moment was there: Time to start my master thesis! Luckily, Dance4Life offered me a working place. I learned a lot about a working at a 'real' office, with 'real' problems that can occur in a organisation... I want to thank all my colleagues and especially Klaartje who helped me out with the explanation of the Dance4Life project.

I also like to thank my supervisors from university. Henk, I thank you for being so patient all the time and emailing me back so soon. I know I can be someone who wants to do hundred things in one hour, including finishing a master thesis, but you were always there to make me think and think it over and think in a way that science wants me to think... Stephan, you rock! You, Ieteke and I laughed so much during our visits concerning the internship! My first thought about a master thesis was: I want you to be my supervisor! And of course, no problem! But get your own tea, do not expect me to email you back in a nice and explaining way and please tell me some nice stories about your family, Hellendoorn or Beachmasters. Anyway, I really enjoyed my meetings with the both of you. Sometimes it took a while before we had things straight but that is not a surprise with three people with all strong opinions and who all love to talk... Still, every time I walked out of that room I knew, I could make it happen!

And the biggest surprise: Who would have thought that my master thesis would be written in English! In my first years at university I skipped the English books and articles or someone else translated it and made a nice Dutch summary. But then, my fantastic internship in Australia came along and I was forced to speak, write, think and even dream in English. So I thought a master thesis in English could not be that bad. Wrong! It was a lot harder than I thought but thanks to the dictionary, www.interglot.com and my sister Marlies; I did it! And if I may say: I am proud of it!

And last but not least I want to thank my parents, because they support me whenever I need it and I think they are my biggest fans. I also would like to thank all my friends I met in Enschede during my study time for making the greatest party ever! And especially I would like to thank some special friends for the last year: Inge (for your listening ear), Conny (for the structure and schedules in the report), Ieteke (for the kicks in the ass and the out loud planning together) and Marieke (for giving me a second home in Enschede). Thank you for being a friend!

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1 INTRODUCTION

1.1 BACKGROUND

The Acquired Immunodeficiency Syndrome (AIDS) has killed more than 25 million people, since it was first recognized in 1981. In 2005, 3.1 million people died of this disease (UNAIDS/WHO, 2005). Adolescents are at increased risk for contracting Human Immunodeficiency Virus (HIV). Prevention education remains the foremost weapon against the spread of HIV among youth (Pearlman et al., 2002).

Dance4Life is an HIV/AIDS prevention campaign and is founded in the Netherlands in 2003 by Dennis Karpes and Ilco van der Linde. In the Netherlands Dance4Life is presented by founding partners STOP AIDS NOW! and the World Population Foundation (WPF). Internationally it is presented by the World AIDS Campaign, supported by UNAIDS. Dance4Life involves young people in the fight against HIV/AIDS and has two goals. The first goal is to raise HIV/AIDS awareness among young people all over the world. The second goal is to raise money for HIV/AIDS projects. The idea behind Dance4Life is that dance is healthy and positive, and that dance is the language, which links all young people in the world. The dancing is combined with school programs, television shows, multi media campaigns and fundraising. This innovative approach to an HIV/AIDS prevention campaign is related to all aspects of youth culture; their icons, media and favourite music and dance. Dance4Life wants to break the silence and taboos associated with HIV/AIDS and sexuality. Through this project, young people will receive information on how to protect themselves and others.

Dance4Life is a biennial project that consists of four program components. First, there is Schools4Life. This is an interactive, entertainment-education and life skills oriented Dance4Life schools project, which is a form of sex education and an HIV/AIDS prevention program. Schools4Life ends with a dance event at the Saturday before World AIDS Day, which is the 1st of December. The second program component is TV4Life, which is a fundraising and entertainment-education television program that runs simultaneously with the dance event. Third, the Act4Life component will mobilise the target group, because it offers people an opportunity to become active for this project and to fight HIV/AIDS. The last program component is called Campaign4Life, which contains the multi media campaign to promote Dance4Life, with the cooperation of celebrities, in the months before TV4Life and the closing dance event (Stichting 4Life, 2005).

The dream of the Dance4Life founders is that Saturday December 1st 2012, there will be at least one million young people dancing simultaneously together for life, all dressed in white. During the various dance events, the dancing crowd will be able to see each other via internet and satellite connections. Despite the physical distance and cultural differences, that moment they will have one voice, sing one song and dance one dance together (Dance4Life Foundation, 2006). If these young people take control and let their voices be heard on such a scale in 2012, it will be seen as a call from society to all governments to keep their promise of realising the Millennium Development Goals (MDGs). With these MDGs the world declared in 2000 to stop and to start reversing, the spread of HIV/AIDS by the year 2015 (UNFPA, 2006).

1.2 RESEARCH ASSIGNMENT

In 2004 Dance4Life took place in the Netherlands, South Africa and Indonesia. At this moment, eleven countries around the world have expressed their interest in participating in 2006. These countries are: Ethiopia, Germany, Indonesia, Ireland, Kenya, the Netherlands, Russia, South Africa, Tanzania, the United Kingdom and Vietnam (Dance4Life Foundation, 2006).

Dance4Life will receive network, learning and costs advantages through internationalisation. By working together with different health organisations in various countries Dance4Life will receive network advantages, because the internationalisation runs in two ways. Dance4Life does not only enter foreign markets, but it also gets the opportunity to learn from foreign markets. Inside information and experiences will be obtained, which would not be obtained if Dance4Life would only operate at the home market. Dance4Life will also experience advantages of costs by cooperation with other organisations. Foreign organisations do not have to develop a whole new Dance4Life concept, because they can use the concept that already has been tested in 2004 (Bakker & Vonk, 2005). Therefore, the internationalisation of the Dance4Life project is important to obtain all the mentioned advantages.

However, to realise the dream of 1 million dancing young people in 2012, Dance4Life is searching for people who can continue this movement in at least 23 countries. This would be easier to organise from one central basis, but Dance4Life chooses to work with the principle *'think global, act local'*. It is very important that young people in each participating country have leadership in the interpretation and implementation of the concept, by adding local flavour. Based on this philosophy, every country in the world can express their interest in setting up their own Dance4life. The organisers or so called National Concept Owners (NCOs) can be nominated to implement Dance4Life in their country (Dance4Life Foundation, 2006).

In order to help the countries establishing Dance4Life successfully, the Dance4Life International Support Team (IST) was established in January 2005 in Amsterdam. The role of the IST is to ensure capacity building, knowledge exchange, networking, the involvement of media partners and the business community, and to offer organisational and financial support. The IST coordinates Dance4Life internationally and can support Dance4Life on a national level (Dance4Life Foundation, 2006). If the IST wants to coordinate everything well, it is important to have insight in the participating countries and how they can establish the project, because some program components of the Dance4Life project are less cultural shareable than others.

Therefore, this research was set up. It is important to give a clear insight in the cultural shareability of the program components of the Dance4Life project: what adaptations of the project components are necessary and what problems may rise. Three countries from different continents have been selected for this research: Ireland, Russia and Tanzania. These countries will be researched thoroughly concerning the different program components and other relevant external factors to establish Dance4Life successfully over there.

1.3 PROBLEM DEFINITION

In 2004 in the Netherlands the Dance4Life project was a success; the Dance4Life team, students and schools, Dutch celebrities, non-governmental organisations and other companies were enthusiastic about the project. However, will the program components of the Dance4Life project also be successful in other countries? Are the country specific elements beneficial to establish the Dance4Life project? Is it possible to realise the whole project? It is clear that if the originally Dutch concept Dance4Life wants to succeed in other countries, adaptations have to be made to the country specific elements, the intended target group and its culture. The shareability of the program components have to be researched to see which one has to be adapted or even has to be skipped. And if so, would that cause any problems? Is it still worthwhile to establish the project in that country?

The definition of the research problem can be formulated as follows:

"Which adaptations of the program components are required for establishing the Dance4Life project in other countries?"

To investigate the research problem, three research questions have been defined:

- 1a) What are the program components of the Dance4Life project in the Netherlands in 2004?
- 1b) Which means of mass media have been used to reach young people in 2004 in the Netherlands?
- 2) What are the evaluation criteria of the Dance4Life project and how can they be measured?
- 3) To what extent are the different program components of Dance4Life shareable in Ireland, Russia and Tanzania in 2006?

The first research questions, regarding the Dutch Dance4Life edition, will be discussed in the theory chapter. The last two research questions will be discussed in chapter 3 and the results can be found in chapter 4.

1.4 RESEARCH APPROACH

In order to accomplish this research in a structured way, two types of research approaches were used. First, desk research is carried out to map out all aspects of the Dance4Life project in the Netherlands in 2004 and the used means of mass media. This is done by the use of the Dance4Life evaluation of the Dutch 2004 edition, internal documents, and website and with help from colleagues. Desk research is also used to get acquainted with the three selected countries Ireland, Russia and Tanzania. To accomplish that, country specific information in articles, books and websites, and documents about previous Dance4Life pilot projects are used. The second research approach is the interview, to get the more specific information about the three countries and the establishing of a local Dance4Life project. The interviews were held with country experts who are involved in the Dance4Life project over there.

1.5 STRUCTURE OF REPORT?

First, in chapter 2, the theories related to the Dance4Life project are explained; entertainment-education, peer education, celebrity endorsement and cultural shareability. These theories can be applied to the program components which are present in the Dance4Life project; Schools4Life, Campaign4Life, TV4Life and Act4Life. The Dutch edition of the Dance4Life project in 2004 is also discussed in this chapter. Chapter 3 implies the method of research. First, the evaluation criteria of the project are discussed. Second, the two research approaches to obtain the country specific information about Ireland, Russia and Tanzania are explained. As mentioned before, desk research and interviews have been used for this research. In chapter 4 the results of the research about the countries regarding the Dance4Life program components are presented. Finally, the conclusions, recommendations and reflection concerning the internationalisation of Dance4Life can be found in chapter 5.

2 DANCE4LIFE: AN ENTERTAINMENT-EDUCATION PROJECT

In this chapter, the two parts of the first research question will be discussed.

- 1a) What were the program components of the Dance4Life project in the Netherlands in 2004?
- 1b) Which means of mass media have been used to reach young people in 2004 in the Netherlands?

The different program components of Dance4Life will be analysed by theories from the study Applied Communication Science. The Dance4Life project will be analysed by the use of the entertainment-education, peer education, celebrity endorsement and cultural shareability theory. The Dance4Life program components are a form of entertainment-education, peer education and celebrity endorsement. The cultural shareability theory can be used for the internationalisation of Dance4Life; because this theory gives an insight which program components are cultural shareable and which are not. In this theory chapter, the successes of the Dutch Dance4Life edition in 2004 will be discussed. However, the adaptations and problems concerning the internationalisation of the project will also come up for consideration. After analysing the program components regarding the used theories and defining the adaptations and problems of the concept, evaluation criteria for successful implementation of the Dance4Life project will be defined. These evaluation criteria can be applied to different countries. The outcomes give a clear insight in the possibilities of establishing a Dance4Life project in a country.

2.1 ENTERTAINMENT-EDUCATION

Entertainment-education is the process of purposely designing and implementing a media message both to entertain and educate, in order to increase audience members' knowledge about an educational issue, create favourable attitudes, shift social norms, and change overt behaviour of individuals and communities (Singhal & Rogers, 2003). Entertainment-education seeks to capitalize on the appeal of popular media to show individuals how they can live safer, healthier and happier lives (Piotrow et al., 1997; Piotrow, Meyer, & Zulu, 1992; Singhal & Brown, 1996). Entertainment-education interventions have their strongest effects on audience behaviour change when messages stimulate reflection, debate, and interpersonal communication about the educational topic among audience members (Papa et al., 2000), and when services can be delivered locally.

National governments in many developing countries feel obligated to produce educational broadcasts. Such programs usually require a heavy investment, are perceived by audiences as dull, attract little attention and are also not popular with commercial advertisers. On the other hand, entertainment focussed programs generally obtain high ratings and are popular with sponsors. The entertainment-education strategy thus provides an opportunity for an instructional message to pay for itself and fulfil commercial and social interests (Brown, 1991; Piotrow, 1990; Singhal & Rogers, 1989b).

An example of an entertainment-education project, which can be compared to Dance4Life, is the South African project Soul City, which is established in 1999. The Soul City television storyline is set in a clinic in an urban township. Soul City is a notable entertainment-education intervention that utilizes a multimedia campaign to promote HIV/AIDS prevention. It is a unique example of entertainment-education, because it represents a series of integrated, ongoing mass media activities, year after year. First a 13-part primetime television drama series is broadcasted that promotes specific health issues, which primarily reaches urban viewers. Simultaneously, a 60-episode radio drama series, called Healing Hearts, is broadcast daily at primetime in nine South African languages. The radio broadcasts reach mainly rural listeners. Three million health education booklets, which contain more detailed information on a health topic, are also distributed. In 2000, Soul City also launched Soul Buddyz, a primetime television series aimed at children aged 8 to 12. By using a multimedia approach, and keeping the different target groups in mind, Soul City helps building a campaign atmosphere that is sustained throughout the year (Singhal & Rogers, 2003). Soul City is a good entertainment-education program with different means of mass media, for the different target groups, which runs year after year.

2.1.1 ENTERTAINMENT-EDUCATION IN THE DANCE4LIFE PROJECT

The entertainment-education strategy has been consciously applied to HIV/AIDS prevention in the form of radio and television soap operas, talk shows, popular music and celebrity concerts, feature films, animation films and competitive events (Singhal & Rogers, 2003). The Dance4Life project implies a talk show, popular music and celebrity concerts. Together with the definitions in the section above, Dance4Life can be considered as a form of entertainment-education. Dance4Life uses the entertainment-education strategy in the Schools4Life program component, together with the dance event with popular music and performances of celebrities, and at the television (talk) show called TV4Life.

SCHOOLS4LIFE

Schools4Life is an interactive school project for secondary school students. The intended target group is 13-19 years. The schools4Life project in 2004 involved a tour team doing a school tour program for 50 selected, spread throughout the Netherlands. The tour teams visit all participating schools with a 90-minute interactive performance. The tour team members are HIV/AIDS and reproductive health facilitators, peer educators (see chapter 2.2.1), HIV/AIDS positive young people and musicians. They conduct workshops, music and dance sessions, experience sharing and a peer to peer education on HIV/AIDS and reproductive health whereby a participatory involvement approach is employed (Stichting 4Life, 2005). The program is developed in collaboration with the South African organisation RedZebra. This organisation devotes itself to facilitate social change by means of music, movement, rhythm, and related art forms (RedZebra, 2006). Schools4Life is developed using the Dance4Life motto: 'Tell me and I will forget, show me and I may remember, involve me and I will understand' (Confucius). The goal of the project is to inform students about Dance4Life and HIV/AIDS (tell me), to see what this means by way of short films and personal statements (show me), and to inspire them to become active by using a dance and vocal routine called 'the drill' (involve me) (Stichting 4Life, 2005).

'The drill' and the dance event are parts of the Dance4Life project where music and dance are frequently used. Audiences participate in music in ways that are physical, by singing along, tapping, clapping, dancing, or through sexual arousal; emotional, feeling the music, reminiscing, or romanticizing; and cognitive, processing information, learning, stimulating thought, or framing perceptions (Lull, 1992). Because music is so widely popular, it is an attractive medium for delivering messages. It is also the language which connects young people over the world, regardless their backgrounds.

The school tour turned out to be an indispensable method of acquainting young people with Dance4Life. After the tour 80% of the respondents were motivated to participate in the action, regardless age or level of education (Stichting 4Life, 2005). This means that Schools4Life is the most important program component to make the Dance4Life HIV/AIDS prevention campaign successful.

SCHOOLS4LIFE: DANCE EVENT

As mentioned before, music and dance are also used in a part of Schools4Life which is the dance event. The Schools4Life program culminates in one big dance event as the finale of the Dance4Life project. The dance events take place every two years at the Saturday before World AIDS Day, which is the 1st of December. On Saturday, November 27 in 2004, 10,000 young people from all over the Netherlands gathered in the Gelredome stadium in Arnhem and danced simultaneously with 10,000 youths in South Africa and 2,000 in Indonesia. At the same time, all participating young people performed the drill, which they had learned during the visit of the tour team at their schools.

The programming of the dance event consisted of appearances by popular DJs, bands, solo performers, and dance groups (Stichting 4Life, 2005). Because many celebrities performed during the dance event, the celebrity endorsement theory also has been used at this program component, but that will be discussed in chapter 2.3.1. The dance event is a good form of entertainment-education, because all ingredients are present: entertainment for the students by dancing and having fun with each other, but on the other hand the serious note with information about HIV/AIDS and that the spread of this disease must be stopped.

TV4LIFE

The entertainment-education strategy is also used in the program component TV4Life. In every country Dance4Life is aiming at giving the campaigning period a spectacular closure with a locally flavoured television program on the Saturday before World AIDS Day, hosted by local celebrities (see chapter 2.3.1). On November 27th in 2004 in the Netherlands a special edition of the popular television show *Kopspijkers* was broadcasted at national television. The show was a mix of content and entertainment: it provided entertainment from national top artists and live footage of the Dance4Life events, national and abroad, but it also informed viewers about achievements in the battle against HIV/AIDS and offers original ways to make a donation. During the show, there was a call centre present with 150 volunteers of a Dutch bank and € 655,000 was raised. All together, approximately two million people watched the show (Stichting 4Life, 2005). The amount of money which was raised was good, but it could have been more regarding the viewer rating. However, establishing a television show dedicated to the Dance4Life project is a good way for promotion, to mobilise people to become active and to inform about HIV/AIDS.

2.2 PEER EDUCATION

In recent years, studies have found that an entertainment-education message often serves as a catalyst for interpersonal peer communication (Singhal & Rogers, 1999). Studies evaluating peer education have shown a statistically significant intervention effect on adolescents' HIV/AIDS-related knowledge, attitudes or beliefs about risky sexual behaviours, self efficacy, resistance to negative peer pressure about use of condoms, and involvement in activities to help other youth avoid having unprotected sex (Pearlman et al., 2002). Peers typically exert influence through interpersonal communication; that channel's advantages include perceived trustworthiness. (Windahl et al., 1992). Interventions with peer education earns high audience ratings, involves audience members emotionally, and spurs interpersonal conversations among audience members on various (health) topics. The ability of entertainment-education programs to stimulate conversation can bring taboo topics like HIV/AIDS into public discourse (Singhal & Rogers, 2003). Normally, people do not talk freely about topics like sex and HIV/AIDS, but the Dance4Life project gives youth the ability to talk about these topics.

2.2.1 PEER EDUCATION IN THE DANCE4LIFE PROJECT

Peer education is used in the Dance4Life project in the program components Schools4Life, regarding to the sex education, and Act4Life.

SCHOOLS4LIFE: SCHOOLS PROGRAM

Peer education is a good approach regarding to HIV/AIDS prevention, therefore it is extensively used in the Dance4Life project, especially at Schools4Life. During the school tour, personal statements of peer educators will be told. Students of the participating schools will also become active in inspiring each other and that is where the real movement starts.

One means of stimulating peer conversations is to organise listening groups (Singhal & Rogers, 2003). This is important because these groups stimulate interpersonal communication, which can lead to discussions. In the Dutch Dance4Life edition in 2004, listening groups were organised when the tour teams visit the schools. During that visit students are able to talk and discuss with each other about sexuality and HIV/AIDS and experiences can be shared. Members of the tour team, who are the peers for the students, told personal stories that made an enormous impact. Young South African HIV/AIDS educators told how the disease influenced their daily lives. Dutch HIV-infected youths also described how it completely changed their lives, even with the availability of medicines (Stichting 4Life, 2005). The form of sex education that Dance4Life uses, which consists of organized listening groups and stories of peer educators, is well received by the students from the participating schools, therefore it can be continued this way.

ACT4LIFE

Participation of young people in the Dance4Life project is also used at Act4Life. The visit of the tour teams at the selected schools is the kick-off for the students to become active for Dance4Life. Fundraising activities are organised, individually and at school. Act4Life also offers other individuals, businesses, and organisations the possibility to collect money, because people want a perspective on acting. The main purpose of this program component is to raise money. However, Act4Life emphasizes the fact that children who will raise €5 by selling cookies are just as important as those who will donate €100 euro. By motivating people to come up with their own ideas, they can also inspire their peers and others and they will act as peer educators. At the Dutch Dance4Life edition in 2004, all together more than 2 million euro was raised (Stichting 4Life, 2005). Act4Life worked very well in the Netherlands, because it is a developed country, and people always spent a lot of money on charity. However, that can differ in other countries.

2.3 CELEBRITY ENDORSEMENT

The celebrity endorser is defined as any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement (McCracken, 1989). The celebrities have to be selected carefully, because their image is a key factor in the effects of using them in the entertainment-education strategy (Singhal & Rogers, 1999). Two models, the source credibility and the source attractiveness model, can be applied to the topic of celebrity endorsement. The source credibility model implies the expertness and trust-worthiness of the source (Hovland et al., 1953; cf. Dholakia & Sternthal 1977; Sternthal, Dholakia, and Leavitt 1978). The source attractiveness model contends that a message depends for its effectiveness on the familiarity, likeability, and/or similarity of the source (McGuire, 1985; Baker and Churchill, 1977; Debrecen & Kernan, 1984; Friedman, Santeramo, and Traina 1978; Joseph 1982; Kahle & Homer 1985).

2.3.1 CELEBRITY ENDORSEMENT IN THE DANCE4LIFE PROJECT

In 2004 Dance4Life used celebrities at the closing dance event, in the television show with Dutch well-known hosts and cabaret performances and in the multi media campaign in commercials and at posters. These celebrities act as an example for young Dutch people, who want to identify themselves with them. If celebrities communicate a statement, it will be more attractive and more interesting for young people than for example if teachers or family members would do so.

SCHOOLS4LIFE: DANCE EVENT

Many well-known Dutch and international artists performed at the Dutch dance event in 2004, most of them only at cost-base. A few names are Ali B., Jamie and Spike of Di-rect, Freestylers, Lange Frans and Baas B., Johan Gielen and Don Diablo. Musical acts were accompanied by large-scale dance performances by many breakdancers and other dance groups (Stichting 4Life, 2005). According to the source credibility and source attractiveness which has been discussed above, the line up for the dance event was well chosen, because all sources were attractive to the Dutch young people. Also the hosts of the evening in the Gelredome, television personality Tooske Ragas and DJ at the youth radio station 538 Jeroen Nieuwenhuize were well chosen, because of their likeability.

TV4LIFE

Jack Spijkerman and Claudia de Breij were the Dutch celebrity hosts at the television show on November 27th 2004. They are both not attractive to Dutch young people age 13 – 19. Jack Spijkerman is too old and on the other hand, he is not an expert concerning HIV/AIDS or sex education. He is more suitable to perform for an older audience. Radio DJ and cabaret performer Claudia de Breij is much younger, but she is not very well-known in the Netherlands among young people. Therefore, regarding the theories, which have been discussed in the sections above, these celebrities are not well chosen. However in this case, Dance4Life is a young Non Governmental Organisation, without a good reputation yet or a lot of money to spend. A good deal with the television broadcaster VARA already was a good start. Air-time and attainability were chosen above a well suited celebrity regarding the theories. This means that Dance4Life did well on choosing their celebrities in 2004. However, if Dance4Life has required a good reputation it will be in the position to be more picky by choosing their celebrities. Future celebrities have to be more attractive for the intended target group, or have to be experts on Dance4Life related topics.

CAMPAIGN4LIFE

Launching a multi media campaign with supportive activities is crucial for effective entertainment-education, because the effects of entertainment-education are magnified when supplementary activities are included in an integrated communication campaign (Singhal & Rogers, 2003). Dance4Life implies a biennial multi media campaign, which is called Campaign4Life. In the months leading up to the Dance4Life events, the multi media campaign is launched. Campaign4Life can be divided in two parts: the celebrities who have been used in the campaign and the means of mass media which have been used to promote the Dance4Life concept. Regarding the celebrity endorsement theory, the used celebrities for the multi media campaign are important, so they will be discussed in the section below. However, it is also important

to know which means of mass media have been used to promote the Dance4Life project in the Netherlands in 2004, because that gives an insight in the way how Dance4Life can reach young people. This is important information to compare other countries the Netherlands. This way differences will be found and it will be clear what adaptations have to be made.

CAMPAIGN4LIFE: CELEBRITIES

Saatchi & Saatchi, a large advertising agency, developed the advertising campaign. They developed a concept wherein Dance4Life acted as a positive virus against HIV/AIDS, which is spread by dancing along. Celebrities start getting infected with this positive virus, calling out to others also to get infected: "*Start Dancing, Stop AIDS, Dance4life.*" There was also another Dutch slogan used: "*Besmet met het virus tegen AIDS*" (infected with the virus against AIDS). The campaign implies Dutch celebrities, such as television personality Bridget Maasland and hosts at the TV4Life show Jack Spijkerman and Claudia de Breij. Regarding the source credibility and the source attractiveness models, Bridget Maasland is a well chosen Dutch celebrity for cooperation with Dance4Life. She is attractive for the Dutch young people and a lot of them like her or want to be just like her. She can also be seen as an expert, because she presented a youth television show about sex education. The use of celebrities Jack Spijkerman and Claudia de Breij are already discussed at the previous section; TV4Life.

As from April 27th 2006, when the second Dutch edition of Dance4Life is launched, DJ Tiësto will be a Dance4Life ambassador. He is the most famous DJ in the world and every teenager knows him, because he is an attractive source and of course he is an expert in music and dance. DJ Tiësto is a well chosen celebrity regarding the theories. He also might be a good celebrity who can be used in the international campaign, because of his worldwide reputation. Good celebrities to use for the Dance4Life project have to be attractive to young people. They can be attractive by their looks, their profession, or by things they have achieved, so that young people will look up to them or be just like them. On the other hand, the celebrities can also be experts in Dance4Life related topics like sex, HIV/AIDS or dance and music.

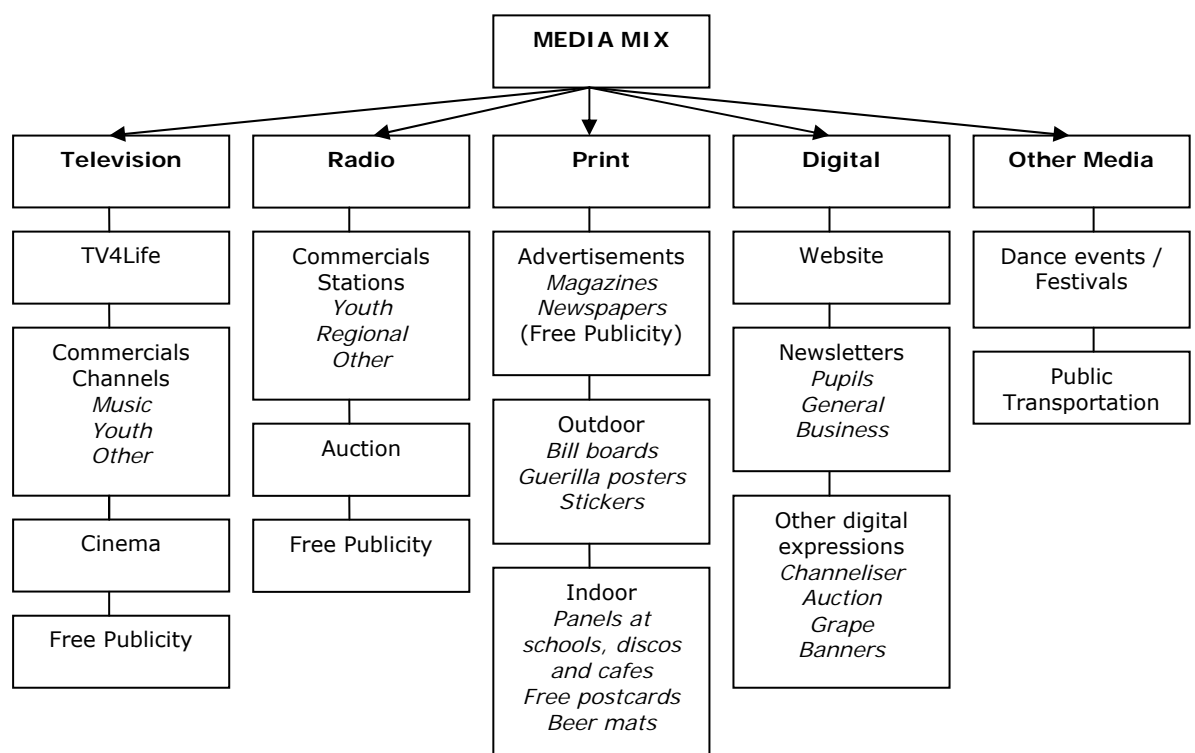
CAMPAIGN4LIFE: MEDIA

From late September to early December 2004, in the Netherlands all possible media were employed to increase people's familiarity with Dance4Life, to promote the Dance4Life TV program, and to mobilise the target group to participate in Act4Life. Means of mass media were used such as television commercials, radio spots, cinema ads, website, newsletters, banners, billboards and guerrilla posters, short films in public transportation, school boards, free postcards, free publicity, events, and folders.

Especially TV, radio, and free publicity turned out to be important media. The (free) attention given to Dance4Life in TV and radio programmes and in articles also turned out to be very effective (Stichting 4Life, 2005). The used media by Dance4Life are placed in a schedule called the media mix tree. The goal of this media mix tree is to give a clarifying view of the used means of mass media which have been used to promote the Dance4Life project in the Netherlands in 2004. The means of mass media will be explained separately below the media mix tree.

Figure 2.1 Media mix tree

This figure shows the means of mass media which have been used to promote the Dance4Life project in the Netherlands in 2004.



TELEVISION

The most important aspect concerning television is the show, called **TV4Life**, which has been discussed in the previous sections about TV4Life. **Television commercials** were also broadcasted to promote Dance4Life. These commercials were mainly broadcasted at prime time with a lot of support from media agency Kobalt at music and youth channels, but also at other, regular television channels. There were also special commercials produced to show in **cinemas** all over the country (Stichting 4Life, 2005). Dance4Life received also a lot of attention at television in other programs due to **free publicity**. There were items about Dance4Life in television programmes like the (youth) news, a morning show and a programme with news, backgrounds and gossip.

RADIO

The **radio commercials** to promote Dance4Life were broadcasted at youth, regional and other radio stations. There was also a lot of attention and **free publicity** for Dance4Life at several youth radio stations in different programs like a youth program with news and backgrounds and the regular news. The partnership with youth radio station Radio 538 went very well. At that radio station, there was also an **auction** with items donated by Dutch celebrities, which resulted in a lot of free publicity.

PRINT

The print campaign can be divided into three categories. First, Dance4Life **advertisements** could be found in youth, women, marketing, students, gay, movie and other magazines and (free) newspapers. **Free publicity** was also generated, because there were items about Dance4Life featured at the front pages of the five largest Dutch newspapers. Second, for **outdoor advertising**, billboards, guerrilla posters and stickers were used. The last category implies **indoor advertising** in schools, panels in discos and cafes, free postcards, school cards, study cards, cinema cards and at beer mats. For the print campaign, Dance4Life received a lot of support from advertising agency Saatchi & Saatchi, outdoor advertisers Viacom and Hillenaar and indoor advertiser Boomerang (Stichting 4Life, 2005).

DIGITAL

Digital media are extremely important when attempting to connect with the daily experiences of young people, therefore the Dance4Life campaign was also present at the internet. In late April 2004, the new appealing, hip and clear Dance4Life **website** was launched. As of early September, the Dutch website was updated almost daily with news about the project, information about HIV/AIDS and the sponsored projects, photos, competitions, the Dance4Life newsletter and the total amount of money collected by Dance4Life. In 2004, also three different digital **newsletters** were sent out. A newsletter for students of the participating schools, a general newsletter and business newsletter for partners and other involved parties of the Dance4Life project. The newsletters contained Dance4Life news with interviews with involved Dutch celebrities, features, competitions, and information about HIV/AIDS. Other **digital expressions** were a channeliser, an auction at eBay, a grape (short digital film) and banners (Stichting 4Life, 2005).

OTHER MEDIA

At two large **dance events** in the Netherlands, NJOY and the Heineken FFWD Dance Parade, Dance4Life was present to be seen and to generate a lot of publicity. In the fall of 2004 a Dance4Life promotional film was shown in **public transportation** in Amsterdam and department stores. Transport Company Connexxion also organized several events and actions for Dance4Life. All invoices sent out by Connexxion from September to December 2004, a Dance4Life flyer was included. In addition, a Dance4Life poster hung on the doors of 300 Connexxion tour buses and on November 27, all bus drivers wore a Dance4Life button (Stichting 4Life, 2005).

2.4 CULTURAL SHAREABILITY

Cultural shareability of a media program is the extent to which it can appeal to dissimilar audience groups (Sthapitanonda-Sarabol & Singhal, 1998). In the global society of today, people in different parts of the world are frequently exposed to media programs produced in other countries. The popularity of certain entertainment programs in diverse cultural context inspired to produce entertainment-education programs that promoted literacy, gender equality, and HIV/AIDS prevention, and to broadcast such programs across diverse sociocultural context (Singhal & Svenkerud, 1994; Singhal & Udornpim, 1997; Svenkerud et al., 1995). Culturally shareable entertainment-education programs can address the common health problems of different countries, reducing the redundancy of production effort and the duplication of costs. If entertainment-education messages are designed to be shared across cultures, a tremendous cost-saving can be realized (Singhal & Rogers, 1999).

2.4.1 CULTURAL SHAREABILITY IN THE DANCE4LIFE PROJECT

In this section, the different program components of the Dance4Life project will be studied in the light of the cultural shareability theory. If the project wants to succeed in other countries, it has to be adapted to the local situation in that country. It is quite plausible that also some problems may occur during the establishing of the project.

CULTURAL SHAREABILITY IN SCHOOLS4LIFE

The theories that have been used in this program are also successful in other countries, therefore they are cultural shareable. Entertainment-education is a strategy that has been used frequently in other countries and especially in developing countries (Singhal & Rogers, 1999). Peer education is also a good strategy for international HIV/AIDS prevention programs, because in other countries, local peer educators will be used. An external factor that may influence the Schools4Life program is the system at different secondary schools all over the world. It is possible that in other countries school systems are completely different compared to the Netherlands. It is also possible that young people in the age of 13 -19 are not going to school at all.

As mentioned earlier in this report, Schools4Life consists of two parts: sex education at schools focussed at HIV/AIDS prevention and the closing dance event for students who participated in the Schools4Life program. In the sections below, both parts will be discussed separately regarding the cultural shareability theory.

SCHOOLS4LIFE: SEX EDUCATION

Sex education and the HIV/AIDS awareness raising might cause problems in other countries, because the school board, parents or the church might disapprove. The distribution of condoms may also cause problems, especially in the countries where the Catholic Church has a big influence. These external factors may influence the way how the Dance4Life sex education is educated at schools. Therefore, Schools4Life, regarding sex education, is not cultural shareable.

SCHOOLS4LIFE: DANCE EVENT

The dance event is cultural shareable, because in general, people are attracted to events and the celebrities who will perform there.

CULTURAL SHAREABILITY IN CAMPAIGN4LIFE

The advertising agency Saatchi & Saatchi will take responsibility for the international campaign in 2006, because in 2004 they also took care of the Dutch campaign. Saatchi & Saatchi Amsterdam will make agreements with the different Saatchi's in the participating countries, so that they will help the local Dance4Life office with their campaign. The communication managers of the NCOs will be linked up to the local or regional Saatchi & Saatchi. As mentioned in previous sections, Campaign4Life consists of two parts: the celebrities who are used for the campaign and the means of mass media. Both parts will be discussed below regarding the cultural shareability theory.

CAMPAIGN4LIFE: CELEBRITIES

Celebrities are usually locally well-known people, therefore every country can use their own celebrities. However, the celebrities first have to be willing to cooperate. It might be possible that they do not want to get involved with the Dance4Life project, because of the taboo on sexuality and HIV/AIDS. Still there are already some international celebrities who will cooperate with Dance4Life.

The concept of Campaign4Life to use celebrities is cultural shareable, because every country can choose and approach their own local celebrities. On the other hand, there are also some international artists, involved in the Dance4Life project, who are famous all over the world. The cooperation of DJ Tiësto in the Netherlands was mentioned before, but also another world famous artist, hip hop DJ Jazzy Jeff is an Dance4Life ambassador, but than in South Africa. It might be possible that these celebrities will fulfil a role in the international campaign.

CAMPAIGN4LIFE: MEDIA

Saatchi & Saatchi will take care of the television commercial and the print campaign including advertisements and posters. They will not make an international radio commercial, because that is too country specific. A radio commercial is produced only by voices and there are too many different languages in the participating countries to produce that centrally. However this seems easy, it is not easy to adapt the campaign internationally. There will be a lot of problems like the use of different means of mass media and communication technology. There will be a difference between developed countries, where television and internet are very important, and developing countries, where radio is the most important medium.

There may also occur some external problems like the thought about sexuality and HIV/AIDS, the slogans, different languages, the pictures and logos at the posters and of course the cooperation with different authorities like the government, broadcasting companies and other media companies. Another external problem is the use of media. The means of mass media that will be used differ in all countries, therefore the Campaign4Life program regarding the media can not be shared in different cultures.

CULTURAL SHAREABILITY IN TV4LIFE

First it is important to know if television is the main mean of mass media in a country. If radio is the most important media, TV4Life will not be a good option. However, if television is well received in a country, TV4Life will be a good way to promote the project. Watching television is something families do together (Jones & Jones, 1999) and if the show is broadcasted in an attractive way at a prime time, a lot of people will watch it. The entertainment-education strategy is used at the TV4Life component and as mentioned before, it is a good strategy for HIV/AIDS prevention. Celebrities are also used in the television show to make the program more attractive. Other countries can use their own local celebrities who will host the show or give a performance.

However on the other hand, some problems may occur while establishing TV4Life in other countries. In the Netherlands, talk shows and talking about sex and HIV/AIDS at television are very common, but that might differ in other countries. It might also be not possible to establish a call centre during a television show to raise money, or fundraising is not in the culture of a country at all. Therefore, fundraising during a television show might also cause problems.

If television is the most important mean of mass media in a country, TV4Life is a good option to promote Dance4Life and its activities. Every country can adopt the concept of the fundraising entertainment-education show, combined with the use of celebrities. However, this concept is very Dutch and it is not certain if that concept will succeed in every country. Therefore, TV4Life is not a cultural shareable program component.

CULTURAL SHAREABILITY IN ACT4LIFE

Dance4Life is a fundraising and HIV/AIDS awareness campaign. Fundraising will be the main goal in developed countries, but it is also possible that fundraising is not in the culture of a developed country. It is also important to educate the age group 13 – 19 about HIV/AIDS, to prevent them of making mistakes in the future. HIV/AIDS awareness will be emphasized in the developing countries, but stimulating the young people to become active in the fight against HIV/AIDS is also important, no matter what the amount of money will be.

The peer education theory is used at the Act4Life program, because peers stimulate each other to become active in the Dance4Life project and the fight against HIV/AIDS. Every country has to fill in for in which way they want to stimulate young people to become active. There are no guidelines for this, because this program component is really country specific. The ideas of how to become active can be shared in other countries, but eventually it is the local youth who has to do it.

3 METHOD OF RESEARCH

In this chapter, the last two research questions will be discussed:

- 2) What are the evaluation criteria of the Dance4Life project?
- 3) To what extent are the different program components of Dance4Life shareable in Ireland, Russia and Tanzania in 2006?

There are two research approaches to accomplish this research: desk research and interviews with the country experts who are involved in the Dance4Life project.

3.1 EVALUATION CRITERIA

In the previous chapter, Dance4Life was analysed by theories related to the Applied Communication Science: entertainment-education, peer education and celebrity endorsement. After this analysis and defining the adaptations and problems of the internationalisation of the Dance4Life project, evaluation criteria were found. To establish a Dance4Life project in any given country, it has to meet certain criteria. The evaluation criteria will predict which program component will succeed or fail. The country specific elements can be applied to these evaluation criteria and the outcomes give a clear insight in the possibilities of establishing a Dance4Life project. The analysis of the program components are presented by means of a tree shape figure. The corresponding evaluation criteria are discussed in the tables below each figure.

3.1.1 SCHOOLS4LIFE

The Schools4Life component consists of two parts: sex education at schools, related to HIV/AIDS prevention, and the closing dance event. The peer education theory is used at the sex education at schools. The dance event is related to the theories entertainment-education and celebrity endorsement.

Figure 3.1: Analysis of the program component Schools4Life by theories regarding the Applied Communication Science

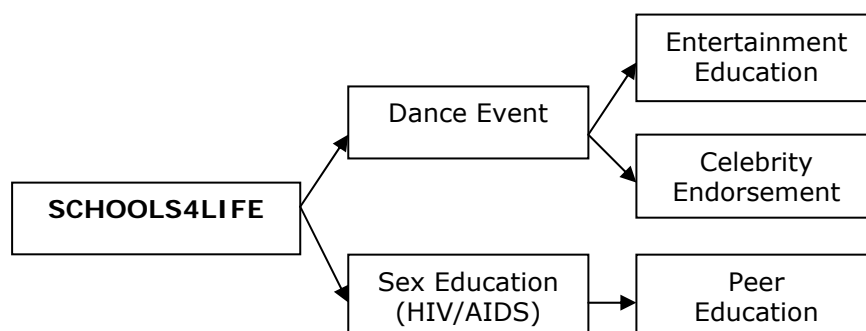


Table 3.1: The evaluation criteria regarding Schools4Life

Program Component	Evaluation Criteria	
Schools4Life	Suitability of the school system	Is it possible to establish Schools4Life at secondary schools?
	Availability of the intended target group	Is it possible to execute the Schools4Life program to the target group age 13-19?
<i>School program</i>	Sex education (HIV/AIDS) at schools	Is it allowed to talk about sex and HIV/AIDS in class?
	Activities during the visit of the tour team at schools	Will the activities (eg personal statements and the drill) during the visit of the tour team be a success?
	Distribution of condoms at schools	Is it allowed to distribute condoms at schools?
<i>Dance event</i>	Prosperity	Is there enough money to establish a dance event?
	Suitable venue	Is there a suitable venue to establish a dance event?
	Safety of the dance event	Is it safe to organize a dance event?
	Popularity of dance events	Do young people like to visit dance events?
	Popular music	Which music is popular among young people?
	Popular dance	Do young people like to dance?

3.1.2 CAMPAIGN4LIFE

As mentioned before, Campaign4Life consists of two parts: the celebrities who will cooperate in the multi media campaign and the means of mass media which were used to promote Dance4Life.

Figure 3.2: Analysis of the program component Campaign4Life by theories regarding the Applied Communication Science

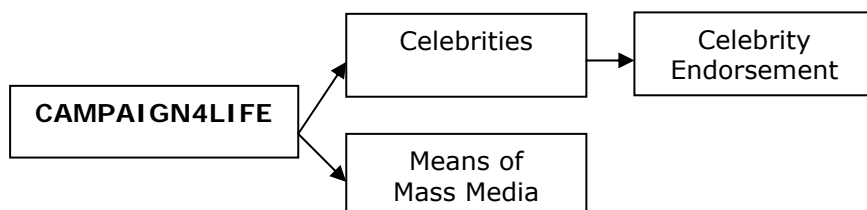


Table 3.2: The evaluation criteria regarding Campaign4Life

Program Component	Evaluation Criteria	
Campaign4Life		
<i>Celebrities</i>	Cooperation of celebrities	Are celebrities willing to cooperate in the Dance4Life project?
	Attractiveness of celebrities	Are the celebrities attractive to the intended target group?
	Expertise of celebrities	Are the celebrities experts to the intended target group?
<i>Media</i>	Television	Is television a good mean of mass media to promote Dance4Life?
	Radio	Is radio a good mean of mass media to promote Dance4Life?
	Print	Is print a good mean of mass media to promote Dance4Life?
	Digital	Are digital expressions good means of mass media to promote Dance4Life?
	Other media	Are there other means of mass media present to promote Dance4Life?

3.1.3 TV4LIFE

The program component TV4Life is analysed by the entertainment-education and celebrity endorsement theory.

Figure 3.3: Analysis of the program component TV4Life by theories regarding the Applied Communication Science

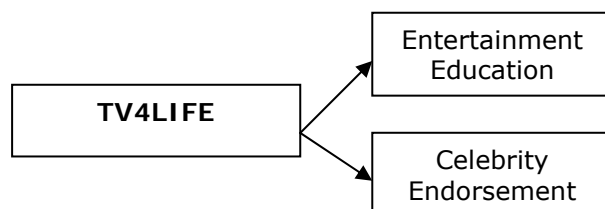


Table 3.3: The evaluation criteria regarding TV4Life

Program Component	Evaluation Criteria	
TV4Life	Television possession of the population	Do the majority of the population possess a television?
	Entertainment-education talk show related to Dance4Life	Is it possible to establish an entertainment-education talk show related to Dance4Life?
	Call centre at the show to raise money	Is it possible to establish a call centre during the television show?

3.1.4 ACT4LIFE

The peer education theory is used at the Act4Life program component.

Figure 3.4: Analysis of the program component Act4Life by theories regarding the Applied Communication Science

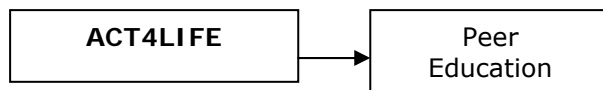


Table 3.4: The evaluation criteria regarding Act4Life

Program Component	Evaluation Criteria	
Act4Life	Fundraising	Is it possible to raise money for the Dance4Life project?
	Activism	Are young people willing to become active in the project?

3.2 SELECTED COUNTRIES: IRELAND, RUSSIA AND TANZANIA

To execute this research, three countries from different continents will be studied. There are eleven countries who most probably will participate in the Dance4Life project 2006, but the countries Ireland (Western Europe), Russia (Asia) and Tanzania (Africa), were selected for this research. These countries from different continents represent different parts of the world, therefore the findings of the research are useful material for comparison.

3.2.1 RESPONDENTS

The respondents for the interviews are representatives of the Dance4Life NCOs in Ireland, Russia and Tanzania. These representatives are experts regarding their country, because they know everything about the implementation of Dance4Life over there. In February 2006, an International Meeting of Dance4life was organized in Amsterdam. Each NCO of the participating countries sent one or two representatives to this meeting. This was a perfect opportunity to interview the country experts, therefore at this meeting the interviews were held. The interviews took place with a tape recorder in between the different sessions and workshops of the meeting. The given information by the experts will be checked at the internet, in books or articles. After writing out the interviews, the country experts also checked the outcomes by giving comments or complementary information. After revising the interviews, they were sent to another country expert who double checked it. After checking and double checking all given information, the interviews were ready to be used for this research. The country experts for the interviews are:

IRELAND

Karen Griffen from the Irish Family Planning Association (IFPA) is the country expert for Ireland. The IFPA is the NCO in Ireland. They are a national voluntary organization and registered charity which has been pioneering reproductive health and rights in Ireland since 1969 (Irish Family Planning Association, 2006). The Ireland expert who verified this interview is Colin Dixon. He works at the IST and he is the country manager of Ireland, the United Kingdom and Germany.

RUSSIA

Maria Nazarenko from the Focus-Media Foundation is the country expert for Russia. The Focus-Media Foundation, which was established in 1996, is the cooperating NCO for Dance4Life in Russia. Since 1998 Focus-Media started working on implementing mass media campaigns and social advertising aimed at promoting safer sexual behaviour and HIV/AIDS prevention among young people, as well as changing the attitudes towards people living with HIV/AIDS (Focus-Media, 2006). The Russia expert who verified this interview is Ilona van de Braak. She is the director of the AIDS Foundation East-West (AFEW), which is located in Amsterdam. The (AFEW) is a Dutch non-governmental humanitarian public health organisation. Their mission is to make a major contribution to the reduction of the impact of HIV/AIDS in Eastern Europe and Central Asia (AIDS Foundation East-West, 2006).

TANZANIA

Leanne Martin-Pollock from The Music Mayday Foundation (TMMF) is the country expert for Tanzania. TMMF is the NCO for Dance4Life Tanzania and Ethiopia. TMMF is founded in 2001 and it is based in the Netherlands. TMMF is a dynamic and energetic global youth platform aimed at developing youth culture and communication leading towards international co-operation and understanding between young people from both poverty marked and industrialised areas (Music Mayday, 2005). The Tanzania expert who verified this interview is Edward Lusala. Dance4Life Tanzania cooperates with him and he is familiar with both the NCO and the entertainment and media sectors in Tanzania.

3.3 COUNTRY RESEARCH

To find out to what extent the program components of the Dance4Life project are transferable in other countries, the selected countries Ireland, Russia and Tanzania have to be studied. The countries will be researched in using the evaluation criteria, which have been defined in chapter 2. There are two research approaches: desk research and interviews. The next two sections will discuss these two research approaches.

3.3.1 DESK RESEARCH

The first research approach is the desk research. This was carried out by means of country specific articles, books and websites and documents about previous Dance4Life pilot projects. The goals of the desk research were to gather country specific information in relation to Dance4Life, but also information of external factors that may influence the establishing of the Dance4Life project. First, it is important to research the current state of affairs of the implementation of the Dance4Life project in the three countries: How far is the establishing of the Dance4Life project in that country, what are the future plans and what are the adaptations or problems? Second, it is also important to gather all information regarding the country specific external factors, which are important for establishing a Dance4Life project in a country. If a Dance4Life project wants to succeed in any given country, those factors have to be beneficial. The country specific external factors can be found in articles, books or at the internet at country statistics.

3.3.2 INTERVIEWS

The second research approach was the interview. The interviews were held with country experts who are involved in the Dance4Life project in Ireland, Russia and Tanzania. The goal of the interviews was to check the evaluation criteria, which have been defined in chapter 2, in relation to the selected countries. That means that it is important to get inside information concerning the Dance4Life concept in the selected countries and their future plans. For example the reaction of people or authorities on the different aspects of the Dance4Life project can not be found in documents or at the internet, therefore an interview with the country experts is necessary. Another goal is to gather the specific information, which can not be found in by doing desk research.

By doing desk research, language problems also occur. Not in Ireland, because English is the common language over there and all documents and websites are in English. On the other hand Russia and Tanzania can cause problems. Russian documents and websites are mainly in Russian and rarely in English. The same situation is in Tanzania, where documents or websites are mainly not in English but in Swahili or Kiswahili. Another difficulty to gather information by desk research in Tanzania is the internet, because it is not well developed yet. A lot of relevant information can not be found at the Tanzanian internet. Therefore, to prevent these problems, an interview in English is a good way to gather the required information.

The questions in the interviews have an open character, because open questions give the respondents an opportunity to talk freely about the topics. The interviews are not structured, because this makes it is easier to react and to expand the answers. The topics that will be discussed at the interviews are deduced of the evaluation criteria.

3.3.3 OVERVIEW COUNTRY RESEARCH

This overview presents the different evaluation criteria and gives an insight which information was found by desk research and what questions were asked during the interviews.

Table 3.5: Country Research

Program Component	Evaluation Criteria	Country desk research	Interviews with the country experts
Schools4Life	Suitability of the school system	-Statistics about the school system* -Dance4Life pilot 2005**	Is it possible to establish Schools4Life at secondary schools?
	Availability of the intended target group	-Statistics about in and out of school youth -Dance4Life pilot 2005	Is it possible to execute the Schools4Life program to the target group age 13-19?
<i>School program</i>	Sex education (HIV/AIDS) at schools	Statistics about sex education	Dance4Life project as a form of sex education
	Activities during the visit of the tour team at schools	No information present	Will the activities (eg personal statements and the drill) during the visit of the tour team be a success?
	Distribution of condoms	No information present	Is it allowed to distribute condoms at schools?
<i>Dance event</i>	Prosperity	Statistics about prosperity	Is there enough money to establish a dance event?
	Suitable venue	Dance4Life pilot 2005	Is there a suitable venue to establish dance event?
	Safety of the dance event	Dance4Life pilot 2005	Is it safe to organize a dance event?
	Popularity of dance events	Dance4Life pilot 2005	Do young people like to visit dance events?
	Popular music	Dance4Life pilot 2005	Which music is popular among young people?
	Popular dance	Dance4Life pilot 2005	Which dance is popular among young people?
Campaign4Life			
<i>Celebrities</i>	Cooperation of celebrities	Statistics about celebrities involved in charity Dance4Life pilot 2005	Are celebrities willing to cooperate in the Dance4Life project?
	Attractiveness of celebrities	No information present	Are the celebrities attractive to the intended target group?
	Expertise of celebrities	No information present	Are the celebrities experts to the intended target group?
<i>Media</i>	Television	Statistics about media and television	Is television a good mean of mass media to promote Dance4Life?
	Radio	Statistics about media and radio	Is radio a good mean of mass media to promote Dance4Life?

	Print	Statistics about media and print	Is print a good mean of mass media to promote Dance4Life?
	Digital	Statistics about media and digital	Are digital expressions good means of mass media to promote Dance4Life?
	Other media	No information present	Are there other means of mass media present to promote Dance4Life?
TV4Life	Television possession of the population	Statistics about prosperity and television	Do the majority of the population possess a television?
	Entertainment-education talk show related to Dance4Life	No information present	Is it possible to establish an entertainment-education talk show related to Dance4Life?
	Call centre at the show to raise money	No information present	Is it possible to establish a call centre during the television show?
Act4Life	Fundraising	Statistics about prosperity and fundraising culture	Is it possible to raise money for the Dance4Life project?
	Activism	No information present	Are young people willing to become active in the project?

*The statistics, regarding the different topics, were mainly found at the internet at websites of the Central Intelligence Agency (CIA)

**The Dance4Life pilot project in 2005 was carried out in Tanzania and Russia, not Ireland

4 RESULTS

In this chapter the results of the country research are discussed. First, the current state of affairs regarding the establishing of the Dance4Life project in Ireland, Russia and Tanzania is explained. After that, the evaluation criteria are discussed per country by means of the outcomes of the desk research together with the interviews.

4.1 CURRENT STATE OF DANCE4LIFE IN THE COUNTRIES

First, desk research is carried out to investigate the current state of affairs regarding the establishing of the Dance4Life project in Ireland, Russia and Tanzania. This information is searched by means of the defined evaluation criteria and is added with country statistics. The remaining required information for this research was asked during the interviews with the country experts.

IRELAND

In 2005, there was no Dance4Life pilot in Ireland, so they will start up the project in 2006. The aim is to introduce the Dance4Life concept through interactive communication and music. The concept will be tested among young Irish people in a number of schools and youth or community groups by involving them in the fight against HIV/AIDS within Ireland and broadening their knowledge on the worldwide situation on HIV/AIDS. Transition year students (age 15 – 17) will be targeted as the curriculum for this year is most sympathetic to the aims. Dance4Life Ireland wants at least four schools and possibly one youth group to participate in the project in Dublin and it will involve around 400 young people (IST, 2006).

RUSSIA

In 2005, Dance4Life took place in Moscow, Irkutsk, Volgograd and Volzhskiy and Vladivostok and Bolshoy Kamen. During this pilot project only the school program and the final dance event were implemented. All together approximately a total of fifteen schools and 1200 children were involved in the project. The overall objective is to introduce the Dance4Life concept into Russia through interactive communication and music, and to test the concept among young Russian people in a number of schools in selected regions by personally involving them in the fight against HIV/AIDS within Russia and broadening their knowledge on the world wide situation on HIV/AIDS. In 2006, Dance4Life Russia wants to establish the project in ten regions all over Russia. It is not possible to bring all the active children in different regions to one big event in Moscow, because it is too far, too difficult to ensure safety and it is too expensive. There is an idea to run a series of events across Russia and bring some of the active kids through a competition or something to the main event in Moscow (IST, 2006).

TANZANIA

In 2005 only the school program and the final dance event were implemented in Tanzania. The Dance4Life tour team visited three schools in the capital of Tanzania; Dar es Salaam. At the final event at December 1st 2005, 250 children were present to dance for life. The main goal is to minimize stigmatization among young people about HIV/AIDS. That means to sensitize young people to be able to talk freely and comfortably about reproductive health and HIV/AIDS transmission, prevention and treatment and to encourage them in fighting against HIV/AIDS. In 2006, Dance4Life Tanzania is aiming at involving 30 schools with 500 students per school and at the final event they want to have 15,000 young people dancing. The participating schools will be in and outside of Dar es Salaam (IST, 2006).

4.2 RESULTS IRELAND

The results of the shareability of the Dance4Life program components to Ireland are discussed in the section below. The scores in the tables are:

- + = program component is shareable
- +/- = program component is shareable, but there will be some problems
- = the shareability of the program component causes a lot of problems
- 0 = this program component has no priority or is unknown

SCHOOLS4LIFE

In Ireland, secondary **schools are suitable** for the Schools4Life program and the **intended target group** is in school. The idea for the Irish Schools4Life is to execute the program at secondary schools in the transition year, because that year's curriculum will have space to fit in the project. Transition year students are in the age of 15 – 17. That does not cover the whole intended target group, but still this age is suitable to perform the Schools4Life program (Griffin, 2006).

Table 4.1: Results of the shareability of Schools4Life to Ireland

Program Component	Evaluation Criteria	Ireland	Score
<i>Schools4Life</i>	Suitability of the school system	Transition year	+
	Availability of the intended target group	Intended target group is in school	+
Overall score shareability of Schools4Life to Ireland			+

SCHOOL PROGRAM

It is possible to talk about HIV/AIDS and sexuality in Ireland, but the Catholic Church has a big influence at the daily lives. Griffin: "HIV/AIDS can be a topic in the media, but in Ireland it is either the sensation media or the serious, teaching media. People do not talk about HIV/AIDS in a relaxed way. The Catholic Church has a lot of influence; however this is lessening with time. **Sex education** in schools is patchy at best, because some schools offer none while many only cover biological aspects. The vast majority of Irish schools are still run in conjunction with the Catholic Church, but there are moves being made to push for better sex education. Dance4Life Ireland is just starting up, so to avoid provocation of the school board and parents it is better not to distribute **condoms** at secondary schools. The students at secondary schools are much younger than students at universities or adolescents at clubs, so condoms will be distributed at universities and clubs or other places where young people like to hang out (Griffin, 2006)."

Table 4.2: Results shareability of the school program to Ireland

Program Component	Evaluation Criteria	Ireland	Score
<i>Schools4Life: School program</i>	Sex education (HIV/AIDS) at schools	Influence of Catholic Church	+/-
	Activities during the visit of the tour team at schools	No information present	0
	Distribution of condoms	Influence of Catholic church disapproves	-
Overall score shareability of the schools program to Ireland			+/-

DANCE EVENT

It will not be a problem to establish a dance event like the Netherlands in 2004. **Dance events are popular** and all ingredients for establishing a dance event, regarding to the **prosperity, venue** and **safety**, are present in Ireland. The Irish youth can also be compared to the Dutch youth, because they like the same **music** and **dance**. Though, the difference between Ireland and the Netherlands is that at this moment Ireland has not organised the event yet. Therefore, the dance event in the pilot project of 2006 will also be a small one with a few hundred school children (Griffin, 2006).

Table 4.3: Results shareability of the dance event to Ireland

Program Component	Evaluation Criteria	Ireland	Score
<i>Schools4Life: Dance event</i>	Prosperity	Expect no problems	+
	Suitable venue	Expect no problems	+
	Safety of the dance event	Expect no problems	+
	Popularity of dance events	Expect no problems	+
	Popular music	Expect no problems	+
	Popular dance	Expect no problems	+
Overall score shareability of the dance event to Ireland			+

CAMPAIGN4LIFE: CELEBRITIES

At this moment there is not a well known Irish person who wants to be an ambassador of Dance4Life Ireland. However, this is a new project and therefore it is best to get a new and upcoming star on board. That means that a Bono, Colin Farrell or Bob Geldof type, who have done a lot of charity work are not favourite (Griffin, 2006).

Table 4.4: Results shareability of Campaign4Life: Celebrities to Ireland

Program Component	Evaluation Criteria	Ireland	Score
<i>Campaign4Life: Celebrities</i>	Cooperation of celebrities	No information yet	0
	Attractiveness of celebrities	No information yet	0
	Expertise of celebrities	No information yet	0
Overall score shareability of Campaign4Life: Celebrities to Ireland			0

CAMPAIGN4LIFE: MEDIA

Television is a good medium to promote Dance4Life in Ireland, however a lot of Irish television programs are imported from the United Kingdom. That is why cooperation between Dance4Life Ireland and Dance4Life United Kingdom might be a good idea. Griffin: "It is a good option to promote Dance4Life in Ireland by means of television **commercials**. However, at least 50% of the television programs are imported, a lot of foreign channels are targeting the Irish market and a lot of the Irish also watch programs from channels from the United Kingdom. There has been an increase in the number of Irish made youth programs in the recent years and at this moment there are four television channels in Ireland, both private and public. Commercials in **cinemas** are possible in Ireland, but that is under exploration. If one of our sponsors, for example Durex, is prepared to make English speaking advertisements for cinema, this might be a way of providing this in the United Kingdom and Ireland (Griffin, 2006)."

Radio is a good medium to promote Dance4Life in Ireland, because radio **commercials** are a lot cheaper than television. However, many stations broadcast from Dublin, which will only be received over there. Griffin: "There are a lot of radio stations in Ireland and they are all Irish. There are national and regional stations and the most popular of these among youth is Spin 103.8 FM. It is Ireland's newest commercial radio station and aims at the 12 to 25 year old market. Though it only broadcasts in Dublin, it might be a good option for Dance4Life to work together with Other expressions at the radio, for example **auctions**, are not a good way to promote dance4Life, because these auctions are for another target group (Griffin, 2006)."

Print is also a good medium for promotion, because there are a lot of newspapers where Dance4Life can **advertise** in. Griffin: "Ireland has a large number of newspapers, which include both broadsheet and tabloid. In addition there are free papers each morning. The Irish Star is a tabloid newspaper which aims at young people. Dance4Life Ireland will work together with media consultancy bureau DHR to sort everything out concerning the Dance4Life campaign in Ireland. There are not many youth magazines originally from Ireland, because a lot of those magazines are imported from the United Kingdom. Kiss is the only originally Irish glossy youth magazine for girls. There are more youth magazines like Cosmopolitan, Just 17, Now and Heat, but they are all imported. These magazines are celebrity focused, cheap and read everywhere, so they might be effective to advertise in. Teenage boys read UK football and other sports magazines. Advertising **outdoor** and **indoor** is still under exploration. I know that billboards are very expensive. It might be possible to put guerrilla posters and stickers anywhere you want, but in an easy way, because provocation of the authorities is not done. In Ireland, Boomerang cards exist for indoor advertising, and they might be effective and beer mats are also a good option to promote Dance4Life (Griffin, 2006)."

Digital means of mass media are also a good possibility in Ireland, because Ireland has a fairly high level of access to the web. Griffin: "School children have computer classes and the majority of the Irish families are connected to the internet. There are also a lot of internet cafes in towns and cities for those without home computers. Online forums are very popular. There is no Dance4Life **website** yet in Ireland, but the aim is to have it online this summer. At this moment, digital **newsletters** or **other digital** expressions are not a priority (Griffin, 2006)."

Other media to promote Dance4Life will be **dance events** and **festivals**. Griffin: "The Irish AIDS Day is in June and it is a perfect occasion to launch Dance4Life in Ireland. In September, the Electric Picnic Festival takes place and people who go there are in a good age (20-30 years old) for promoting Dance4Life. Promotion films can not be shown in **public transportation**, because it is technically not possible. However, putting posters in public transportation is a good option (Griffin, 2006)."

Table 4.5: Results shareability of Campaign4Life: Media to Ireland

Program Component	Evaluation Criteria	Ireland	Score
<i>Campaign4Life: Media</i>	Television	A lot of possibilities Maybe cooperate with the UK?	+
	Radio	A lot of possibilities, however a lot of radio is only broadcasted in Dublin	+
	Print	A lot of possibilities and help from DHR. Maybe cooperate with the UK?	+
	Digital	Internet is popular, though a Dance4Life website still has to be established	+
	Other media	Dance events and festivals	+
Overall score shareability Campaign4Life: Media to Ireland			+

TV4LIFE

Griffin: "In 2006, Ireland is only starting up Dance4Life, so the main goal is to establish the Schools4Life project. TV4Life might be too ambitious for this pilot year. In the future it might be a good idea to link up TV4Life in Ireland and the United Kingdom, because young people in both countries watch almost the same channels and programmes. MTV would be a good option, because the same version of the popular youth music channel is already broadcasted in the two countries. On the other hand, a **call centre** is not a good option to raise money at a television show. Fundraising at a television show or a sort of telethon is not trendy in Ireland. Everybody **possesses a television** and technically it is possible, but it will not raise much money. The telethon in the United Kingdom at Red Nose day is a success, but it is doubtful if another one in Ireland will be effective (Griffin, 2006)."

Table 4.6: Results shareability of TV4Life to Ireland

Program Component	Evaluation Criteria	Ireland	Score
TV4Life	Television possession of the population	Everybody owns a television	+
	Entertainment-education talk show related to Dance4Life	Not a priority, but maybe work together with UK	0
	Call centre at the show to raise money	Call centre will not work out well	-
Overall score shareability of TV4Life to Ireland			+/-

ACT4LIFE

Fundraising at a television show might not be an option in Ireland, still money can be raised in other ways. However, raising money will not be the main purpose. Griffin: "I prefer **activism** instead of **fundraising**. There are a lot of possibilities for the Irish youth to become active in this project for example by music projects, essays, school newsletters, designing and updating a school page on the Irish Dance4Life website, fundraising efforts, public speeches, but at this stage it can not be pre-empted how they will do it. It is more important to get young people active than to raise funds (Griffin, 2006)."

Table 4.7: Results shareability of Act4Life to Ireland

Program Component	Evaluation Criteria	Ireland	Score
Act4Life	Fundraising	Fundraising is not the main purpose	-
	Activism	Activism will be stimulated	+
Overall score shareability of Act4Life to Ireland			+/-

4.3 RESULTS RUSSIA

The results of the shareability of the Dance4Life program components to Russia are discussed in the section below. The scores in the tables are:

- + = program component is shareable
- +/- = program component is shareable, but there will be some problems
- = the shareability of the program component causes a lot of problems
- 0 = this program component has no priority or is unknown

SCHOOLS4LIFE

The **school system** in Russia is not suitable to perform the Schools4Life program, because all children in the age of 4 – 17 years are present at the same school. The **intended target group** age 13 - 17 is in schools, because it is compulsory to be in school till you are 17 years old. That does not cover the whole intended target group, but still this age will be suitable to perform the Schools4Life program (Bakker & Vonk, 2005).

Table 4.8: Results of the shareability of Schools4Life to Russia

Program Component	Evaluation Criteria	Russia	Score
Schools4Life	Suitability of the school system	Age 4-17 in the same school	-
	Availability of the intended target group	Intended target group is in school	+
Overall score shareability of Schools4Life to Russia			+/-

SCHOOL PROGRAM

In Russia, **sex education** is not taught at schools and **condoms** can not be distributed, because younger children are also present at the school (Bakker & Vonk, 2005). However, the **activities during the visit of the tour team** were well received at the Russian Dance4Life pilot project in 2005 (IST, 2006).

Table 4.9: Results shareability of the school program to Russia

Program Component	Evaluation Criteria	Russia	Score
<i>Schools4Life:</i> <i>School program</i>	Sex education (HIV/AIDS) at schools	No sex education at schools	-
	Activities during the visit of the tour team at schools	Under construction	+
	Distribution of condoms	No distribution of condoms at schools	-
Overall score shareability of the schools program to Russia			+/-

DANCE EVENT

It is possible to organise dance events regarding the **popularity of dance events**, with its **music** and **dance**, and the **prosperity** of Russia. However, it is impossible to organise one central dance event for all the students of the participating schools in the different regions, so there have to be more suitable **venues**. The big dance event will be held in Moscow, but it is not possible to bring everybody to one big event in Moscow, because it is too far, too difficult to ensure **safety** and it is too expensive. There is an idea to run a series of events across Russia and bring some of the active kids through a competition or something to the main event in Moscow (Nazarenko, 2006).

Table 4.10: Results shareability of the dance event to Russia

Program Component	Evaluation Criteria	Russia	Score
<i>Schools4Life:</i> <i>Dance event</i>	Prosperity	Expect no problems	+
	Suitable venue	Distances	-
	Safety of the dance event	Distances	+/-
	Popularity of dance events	Expect no problems	+
	Popular music	Expect no problems	+
	Popular dance	Expect no problems	+
Overall score transferability of the dance event to Russia			+/-

CAMPAIGN4LIFE: CELEBRITIES

A well known Russian person already **cooperates** with Dance4Life and is an ambassador and a board member of Dance4Life Russia. His name is Vladimir Pozner and he is a famous Russian presenter at national television (Nazarenko, 2006).

Table 4.11: Results shareability of Campaign4Life: Celebrities to Russia

Program Component	Evaluation Criteria	Russia	Score
<i>Campaign4Life: Celebrities</i>	Cooperation of celebrities	Dance4Life ambassador: Vladimir Pozner	+
	Attractiveness of celebrities	No information yet	0
	Expertise of celebrities	No information yet	0
Overall score shareability of Campaign4Life: Celebrities to Russia			+/-

CAMPAIGN4LIFE: MEDIA

Television is a good possibility to promote Dance4Life. Nazarenko: "It is easy to approach the media through Focus-Media. They have the network and all the required connections. It is also possible to get **free publicity** through MTV Russia. Television **commercials** are too expensive and Dance4Life Russia will only broadcast a television commercial if it is free of charge. However, in Russia, the law on advertising institutes that 5% of all advertising space has to be given to public service advertising free of charge. There is some time to air for social advertising, but not to brand the mark Dance4Life. The aim is to cooperate with both national and regional television stations. MTV Russia might be a good partner to work with. Promoting Dance4Life in **cinemas** is not a good option, because it is difficult to get free commercial space and the production of a cinema format for a Public Service Announcement, which are non commercial, is extremely expensive (Nazarenko, 2006)."

Radio might be a good option to promote Dance4Life, but it is difficult to get cooperation. Nazarenko: "There are a lot of national and regional radio stations in Russia, and the aim is to cooperate with both of them. Radio **commercials** are a good possibility, but it is difficult to get it free of charge. It is easier to arrange something with regional radio stations. At some radio stations you can hand over your own taped message and they will adapt it with their own voices. After that, the adapted version of the commercial will be aired for free (Nazarenko, 2006)."

Print will be effective to promote Dance4Life, but some means will be rather expensive. Nazarenko: "There are a lot of different newspapers and magazines, because of the country's size. It is possible to pay the cost price for **advertising** in them, or to get other deals with the publishers. It is difficult to get space in magazines and newspapers if it is too commercial. However, if there is news about young people, it might work. It is also possible to get big discounts for **outdoor** advertising. Big

televisions without sound outside in cities might be a good option. I am not certain if it is allowed to put guerrilla posters and stickers anywhere you want, so to prevent provocation, it will not be done. However, posters will be hung up at places where it is allowed, such as bus and underground stops. It is not cheap, but there will be discounts. Flyers also will be handed out. Regarding the **indoor** advertising; posters will be hung up in schools and universities, if the school boards allow it. Boomerang cards might also be effective, but maybe the Russian version of Boomerang will be used: fly cards by Magic. It is also a possibility to produce other memorabilia, but that is under exploration (Nazarenko, 2006)."

Digital expressions for the campaign might be effective in Russia. Internet is present, but not at a high level. However, the Russian Dance4Life website already is on air. Nazarenko: "Many schools do not have access to the internet, but most of the city people have it at their home computers. Those who are not connected to the internet go to internet cafes and they are very popular! The **website** is finished (www.dance4life.ru), but it is not the same website as the Dutch version. The website is in Russian and partially in English, because young people are bad in reading English. However, for world exposure it is better to have some parts in English. To produce digital **newsletters** or using other **digital expressions** is under exploration (Nazarenko, 2006)."

Other media possibilities will be promotion at different **festivals** in Russia and maybe a promotion event also will be organized, but that is under exploration. Showing promotion films in **public transportation** is possible. Nazarenko: "It is technically possible, but rarely done, to show promotion films in trams or something, because it is very expensive and they do not agree to do it for free. Therefore, it is a better option to hang posters and stickers in public transportation (Nazarenko, 2006)."

Table 4.12: Results shareability of Campaign4Life: Media to Russia

Program Component	Evaluation Criteria	Russia	Score
<i>Campaign4Life: Media</i>	Television	Expensive but public service advertising, MTV Russia	+
	Radio	Regional stations	+
	Print	Possibilities, however size of the country and rather expensive, but discounts	+
	Digital	Internet present but low level, though website is on air	+/-
	Other media	Under exploration	0
Overall score shareability of Campaign4Life: Media to Russia			+

TV4LIFE

Because of the size of the country and the time differences, it is hard to broadcast one television show. However, TV4Life has a priority because watching television is very popular in Russia and the majority of the population **possesses** one. Nazarenko: "The idea is that on the Saturday before World Aids Day 2006, a television marathon will be broadcasted. Each hour a 15-20 minute update from different cities of the project will be presented. The marathon starts in Vladivostok and every hour, another part of Russia is on air. At the end, the final dance event will be shown in the evening at Moscow time. Now, it is an issue of finding and persuading a channel to dedicate a day and time. Through Internews, that has a regional network of partnerships, and the famous Russian presenter Vladimir Pozner it might work. However, this idea is very complicated. Most probably there will be just one **talk show** with Vladimir Pozner as the presenter and perhaps one other main character. The topic of the show will be HIV/AIDS, necessity of promoting solidarity and tolerance. There will be reports about the school program, and a call for adults to adopt the example of children in their activism and tolerance. It will not be a fundraising show. Technically, a **call centre** will be possible, but it will cost too much work, to establish it during a television show (Nazarenko, 2006)."

Table 4.13: Results shareability of TV4Life to Russia

Program Component	Evaluation Criteria	Russia	Score
TV4Life	Television possession of the population	Majority owns a television	+
	Entertainment-education talk show related to Dance4Life	There are possibilities but time differences	+/-
	Call centre at the show to raise money	Too much work and no fundraising	-
Overall score shareability of TV4Life to Russia			+/-

ACT4LIFE

Nazarenko: "The main goal of Dance4Life in Russia is to raise HIV/AIDS awareness and not to collect money. People will not donate money for charity, because it is not the Russian culture to do that. That means that in 2006, there still will be no **fundraising**. Though, if any money is raised, it will be directed towards HIV/AIDS projects at schools. In Russia, it is better to get young people **active**, for example visiting HIV/AIDS orphans and to give the kids presents, which they have made themselves (Nazarenko, 2006)."

Table 4.14: Results transferability of Act4Life to Russia

Program Component	Evaluation Criteria	Russia	Score
Act4Life	Fundraising	Not in the Russian culture	-
	Activism	Activism will be stimulated	+
Overall score shareability of Act4Life to Russia			+/-

4.4 RESULTS TANZANIA

The results of the shareability of the Dance4Life program components of Tanzania are presented in the section below. The scores in the tables are:

- + = program component is shareable
- +/- = program component is shareable, but there will be some problems
- = the shareability of the program component causes a lot of problems
- 0 = this program component has no priority or is unknown

SCHOOLS4LIFE

In Tanzania the **school system** differs compared to the Netherlands. Martin-Pollock: "Children in Tanzania start school at the age of six, but mostly seven. Approximately 80% of all Tanzanian children go to primary school and 6% of them will continue at secondary school at age 13/14. However, only 1% of the students who finishes their a-levels will continue at university. There is one university in Dar es Salaam with 6,000 students and the tuition fee is \$1,000 per year, which is expensive. Tanzanian students are at age 20/21 when they go to university and they will be 25/26 if they graduate. They graduate at an old age, therefore older people have the power this way. Respect for position and age is important in Tanzania. In Tanzania, 90% of the **intended target group** age 13-19 is out of school. Therefore Dance4Life also has to approach the out-of-school youth (Martin-Pollock, 2006)."

Table 4.15: Results shareability of Schools4Life to Tanzania

Program Component	Evaluation Criteria	Tanzania	Score
Schools4Life	Suitability of the School system	Expect no problems	+
	Availability of the target group	90% of youth is out of school	-
Overall score shareability of Schools4Life to Tanzania			+/-

SCHOOLS PROGRAM

The **activities during the visit of the tour team** at schools of the Tanzanian edition of the Dance4Life pilot project in 2005 worked out well. However there is no specific information present about **sex education**, education about HIV/AIDS and the **distribution of condoms** at schools (IST, 2006).

Table 4.16: Results shareability of the schools program to Tanzania

Program Component	Evaluation Criteria	Tanzania	Score
<i>Schools4Life: School program</i>	Sex education (HIV/AIDS) at schools	No information present	0
	Activities during the visit of the tour team at schools	Worked out well during Dance4Life pilot in 2005	+
	Distribution of condoms	No information present	0
Overall score shareability of the schools program to Tanzania			+

DANCE EVENT

Martin-Pollock: "It is not difficult to organize an event, but for thousand people or more, special attention needs to be paid to acquire the required security and permits regarding the **safety** of the visitors, which will cost a lot of **money**. If there are teenagers present at the event under the age of 15, a special extension permit is required. A **suitable venue** for the dance event in Tanzania would be in a secure private place, somewhere in the middle, so that everybody can reach it. Dance **events are very popular** in Tanzania. Since a few years Music Mayday has been organizing free festivals for young people, which is the B-Connected Festival. Therefore, the B-Connected festival has to differ from the Dance4Life event; aimed at HIV/AIDS. Clouds FM also organizes a festival, with a gate fee, with dance, drinks and bands, named Fiesta. Bongo Flava (a mix between R&B and Hip-hop) is the most popular **music** among the Tanzanian youth. Boys and girls love to **dance**, but girls usually have to be at home at 6.30pm to work in the household. Therefore, if an event will be organised at night time, there will be 80/90% boys. Hip-hop concerts are also popular but the entrance fee costs are expensive (Martin-Pollock, 2006)."

Table 4.17: Results shareability of the dance event to Tanzania

Program Component	Evaluation Criteria	Tanzania	Score
<i>Schools4Life: Dance event</i>	Prosperity	Need special permits	-
	Suitable venue	Over a thousand people is difficult	-
	Safety of the dance event	Security is important	-
	Popularity of dance events	Dance events are popular, but has to be during the day	+
	Popular music	Youth loves music	+
	Popular dance	Youth loves to dance	+
Overall score Tanzania shareability of the dance event to Tanzania			+/-

CAMPAIGN4LIFE: CELEBRITIES

There are a lot of celebrities and upcoming stars in Tanzania. It is not hard to become famous, because a song can be recorded in a studio for only \$100. An example who **cooperated** in the Dance4Life pilot 2005 is Maureen (her real name is Zahra). She is a rap girl and a member of Music Mayday (Martin-Pollock, 2006).

Table 4.18: Results shareability of Campaign4Life: Celebrities to Tanzania

Program Component	Evaluation Criteria	Tanzania	Score
<i>Campaign4Life: Celebrities</i>	Cooperation	Expect no problems	+
	Attractiveness	No information yet	0
	Expertise	No information yet	0
Overall score shareability of Campaign4Life: Celebrities to Tanzania			+

CAMPAIGN4LIFE: MEDIA

Television is not a good possibility to promote Dance4Life in Tanzania. Martin-Pollock: "Television **commercials** are expensive and not everybody will see them. In cities, young people can watch television, but in the country side people do not own a television. If there is television present, it will be in a café or another public space. But still, there are quite a few television stations present in Tanzania. Innovation Technology Vision is the only national independent television station. It is a part of the IPP media group, which consists of a few television stations, two radio stations and several newspapers. Channel 5 – EATV is East Africa's is another television station, which is the first ever 24-hour dedicated entertainment free-to-air television channel. Channel 5 – EATV has become the leading music youth channel in Tanzania, Kenya and Uganda. It is also not a good option to promote Dance4Life in **cinemas**. "There is only one cinema in an accessible area to the general public in Dar es Salaam, but it is very expensive, related to the local average salary, therefore only the well to do kids would go there (Martin-Pollock, 2006)."

Radio will be the best way to promote Dance4Life in Tanzania. Martin-Pollock: "Radio will be the most cost effective medium for the Dance4Life multi media campaign in Tanzania, because everybody listens to the radio and there are many radio stations. Only 12% of the Tanzanian population is connected to the power grid, but 57% owns a radio. Broadcasting radio **commercials** is also much cheaper than television commercials. Times Radio and C2C, which is a television station, offered Music Mayday free editorial air time. It is under exploration, but it will be something like a call and answer show and Dance4Life can be a topic. Other special actions like **auctions** are not popular, because that is for another older target group (Martin-Pollock, 2006)."

Print is a good way for promotion. Martin-Pollock: "A newspaper costs around 25 cents and it is really effective for **advertising**, because people buy them a lot. However, a lot of media are trashy gossip. There will not be advertised in a gossip paper, because quality is required. A full colour advertisement will cost about €650, which is very expensive in Tanzania. There are also quite a few magazines. Baabkubwa is a popular youth magazine, Bang is a magazine for the young elite, Kita Mgoma is a glossy with news about youth cultures and celebrities, Mwananchi is a culture magazine, Femina HIP is a magazine for the whole population, which is distributed in Kenya, Tanzania and Uganda and Dimba is a magazine about sports and culture. Travel magazines for tourists and other foreign people also might be a good option to advertise in. **Indoor** and **outdoor** advertising might be a problem in Tanzania. Bill boards are very expensive and not cost effective. It is a good option to use guerrilla posters, hand flyers and stickers, because it is a common way in Tanzania and it is legal. To promote the Dance4Life pilot in 2005, 10,000 copies of hand flyers were distributed. At this moment indoor advertising in schools, cafes and bars is under exploration. Producing and sending out postcards will be a unique approach, because sending postcards is not common in the Tanzanian culture. Only tourists will buy and sent postcards (Martin-Pollock, 2006)."

Digital expressions to promote the project are not effective, because the internet is not well developed yet in Tanzania. Martin-Pollock: "There are less than one million internet users (almost 37 million people live in Tanzania). Private schools have computers and internet. Nevertheless, there are many internet cafes, which are fully loaded, because they are cheap; to use the internet for an hour costs 500 shilling (40 cents). It might be a good idea to put Dance4Life stickers at the computer screens. At this moment there is not a Tanzanian Dance4Life **website**, but soon there will be. The website will be written in English, mixed with Swahili. Young people in internet cafés are not bad in reading English, but still it is a good idea to mix the languages. **Newsletters** and other **digital expressions** are not priority at this moment (Martin-Pollock, 2006)."

Other media possibilities to promote Dance4Life are present in Tanzania. Martin-Pollock: "There are small mini vans, for 15-20 people, called Daladalas. These are not **public transportation**, because these busses are privately owned. However, they are used a lot. It is possible to put posters on doors or paint it in Dance4Life colours. There are also free magazines in the Daladala busses (Martin-Pollock, 2006)."

Table 4.19: Results shareability of Campaign4Life: Media to Tanzania

Program Component	Evaluation Criteria	Tanzania	Score
<i>Campaign4Life: Media</i>	Television	Cities have television not in country side, but there are enough television stations	-
	Radio	Everybody listens to the radio	+
	Print	Advertising is expensive, but effective	+/-
	Digital	Internet not high developed, but internet	-
	Other media		+
Overall score shareability of Campaign4Life: Media to Tanzania			+/-

TV4LIFE

In the cities, people **possess** a television, but in the country side there are not many televisions present. Therefore, TV4Life is under exploration. In Tanzania, a **talk show** is also a new phenomenon. If TV4Life will be established, it will likely not have a **call centre** to raise money (Martin-Pollock, 2006).

Table 4.20: Results shareability of TV4Life to Tanzania

Program Component	Evaluation Criteria	Tanzania	Score
TV4Life	Television possession of the population	Cities have television, not in country side	+/-
	Entertainment-education talk show related to Dance4Life	New phenomenon, is under exploration	0
	Call centre at the show to raise money	Impossible to establish a call centre	-
Overall score shareability of TV4Life to Tanzania			-

ACT4LIFE

Martin-Pollock: "Tanzania has a different culture regarding **fundraising**, because the thought with money is different. If people donate money, it will be on a wedding or something to finance the party. It is better to use the word **activism** instead of fundraising in Tanzania (Martin-Pollock, 2006)."

Table 4.21: Results shareability of Act4Life to Tanzania

Program Component	Evaluation Criteria	Tanzania	Score
Act4Life	Fundraising	Raising money for charity is not culture	-
	Activism	Activism will be stimulated	+
Overall score shareability of Act4Life to Tanzania			+/-

5 CONCLUSIONS, RECOMMENDATIONS AND REFLECTION

In this chapter the conclusions, recommendations and reflection regarding the internationalisation of the Dance4Life project will be discussed.

5.1 CONCLUSIONS

“Which adaptations of the Dance4Life program components are required for establishing the project in other countries?”

The internationalisation of Dance4Life is possible by sharing its program components Schools4Life, Campaign4Life, TV4Life and Act4Life to other countries. However, there will be a lot of limitations. These limitations were found by carrying out a cross case analysis. This analysis contents the shareability of the different program components of the Dance4Life project to Ireland, Russia and Tanzania. The scores in the table are:

- + = program component is shareable
- +/- = program component is shareable, but there will be some problems
- = shareable of program component causes a lot of problems
- 0 = this program component has no priority or is unknown

Table 5.1: Cross case analysis of the shareability of the Dance4Life program components to Ireland, Russia and Tanzania

Program Component	Ireland	Russia	Tanzania
<i>Schools4Life</i>	+	+/-	+/-
<i>Schools4Life: School program</i>	+/-	+/-	+
<i>Schools4Life: Dance event</i>	+	+/-	+/-
<i>Campaign4Life: Celebrities</i>	0	+/-	+
<i>Campaign4Life: Media</i>	+	+	+/-
<i>TV4Life</i>	+/-	+/-	-
<i>Act4Life</i>	+/-	+/-	+/-

SCHOOLS4LIFE

Schools4Life is the heart of the Dance4Life project and it is shareable to the three selected countries, however it will cause some problems. The Schools4Life project can be well established at secondary schools in the transition year in Ireland. However, there will be some problems in Russia and Tanzania. In Russia the school system is not suitable. In Tanzania there will be problems regarding the availability of the intended target group age 13-19 years old. In Tanzania, there are only a few young people in that age who are in school, the others are out of school.

SCHOOLS4LIFE: SCHOOL PROGRAM

In Ireland and Russia it is difficult to teach sex education and HIV/AIDS prevention at schools. The Catholic Church has a big influence in Ireland regarding sex education and condoms. Therefore condoms can not be distributed at secondary schools. In Russia, sex education is not taught at schools and condoms can not be distributed. In Tanzania, there is no information present about sex education and condom distribution at schools, however the Dance4Life pilot project in 2005 regarding Schools4Life was a success.

SCHOOLS4LIFE: DANCE EVENT

Establishing a dance event in Ireland might not cause problems, however in Russia and Tanzania, some problems may come up. Russia is a huge country, therefore it is impossible to establish only one dance event for all the participators. There have to be organised several events to cover all the participating regions. In Tanzania, prosperity, a suitable venue and the safety causes problems. A lot of different permits are needed to establish a big dance event over there.

CAMPAIGN4LIFE

CAMPAIGN4LIFE: CELEBRITIES

Finding celebrities who want to cooperate in Tanzania might not cause problems. In Russia there is also a celebrity who is involved the Dance4Life project yet. However, the attractiveness and expertness of these celebrities are not taken into account yet by choosing them. In Ireland there is no information present about celebrities who want to cooperate in the Dance4Life project.

CAMPAIGN4LIFE: MEDIA

In Ireland and Russia, establishing a multi media campaign to promote Dance4Life will not cause problems. However, because of the size of the country, it is better to promote in regions in stead of aiming at national media. In Ireland, all different means of mass media are present. Dance4Life Russia is a part of Focus-Media, which is specialized in mass media campaigns. They also have a lot of connections, which will help a lot. In Tanzania, not all means of mass media are effective to use. Promoting Dance4Life by use of television and digital expressions will not succeed over there.

TV4LIFE

Establishing an entertainment-education talk show with a fundraising element will cause problems in all three countries. Fundraising by means of a television show will not succeed in Ireland and Russia, because it is not trendy or common over there. Another problem in Russia is the size of the country. There are a lot of different regions with their own television stations. These regions also have huge time differences, which will make it hard to just broadcast one central television show. In Tanzania, radio is the most effective mean of mass media in stead of television. Almost everybody owns a radio, but only people in cities own a television and not at the country side. Another problem concerning TV4Life in Tanzania is that a talk show is a new phenomenen.

ACT4LIFE

In all three countries Act4Life will cause problems. The three countries prefer the word activism in stead of fundraising. In Russia and Tanzania, raising money for a project Dance4Life is not in its culture. Dance4Life Ireland does not want to focus on fundraising, because they think it is better to get children active, regardless raising money.

5.2 RECOMMENDATIONS

The shareability of the program components to other countries is important for the internationalisation of Dance4Life. As mentioned before, there will be some limitations and adaptations of the project have to be made. These adaptations are necessary to meet the country specific elements. However, performing a pilot project is the most important before establishing a real Dance4Life project in a country. This pilot project requires all the country specific information and adaptations can be made after carrying out the project.

SCHOOLS4LIFE

It is very important to reach as much young people as possible by the Schools4Life project. However, there are countries where the intended target group age 13-19 years is not in school. Therefore it is important to find a way to approach the out-of - school youth as well with this project. The suitability of the school system also has to be taken into account, because the Schools4Life project does not fit in every school system.

SCHOOLS4LIFE: SCHOOL PROGRAM

Dance4Life has to be careful with teaching sex education and distributing condoms at schools, because in some countries the authorities, school boards or Catholic Church has a big influence.

SCHOOLS4LIFE: DANCE EVENT

The concept of a performing a dance event will work in every country. However, the country specific elements have to be taken into account before organizing it. These country specific elements are for example: size of the country, safety and prosperity.

CAMPAIGN4LIFE

CAMPAIGN4LIFE: CELEBRITIES

To attract young people it is important to have celebrities involved in the Dance4Life project. However, not every celebrity is suitable for the project. At an early stage it is nice to just have a celebrity on board, but in the future it is important to have celebrities on board who are attractive or experts to the intended target group. DJ Tiesto has a worldwide reputation, so it is important to use him also internationally.

CAMPAIGN4LIFE: MEDIA

The most effective means of mass media differ among countries, therefore it is important to use the most effective media for a specific country. It is also important to have a media consultancy company on board to help out with establishing the campaign and to get discounts.

TV4LIFE

Television is not the most important mean of mass media in every country. In some less developed countries, it will be radio. Therefore it might be effective to perform something like TV4Life at the radio: Radio4Life. If TV4Life will be established in a country, having a call centre does not have to be a priority.

ACT4LIFE

Fundraising for the Dance4Life project will cause a lot of problems in countries, because they just want to get young people active in stead of raising money. However it is important to set up the Act4Life program component. Therefore, it is better to use the word activism in stead of fundraising.

5.3 REFLECTIONS

It is hard to gather all the required information for this kind of research. First by doing desk research, not all information can be found at the internet or in articles or books. Second, the required information of the interviews depend on the country experts. These country experts live in other countries, which makes it hard to contact them. However, doing interviews is the best way to gather country specific information. Therefore it is best to perform future research by this research approach. It might be better to use more respondents. Though, in this research the three country experts who revised the interviews agreed with everything the first country experts said.

Regarding the internationalisation of Dance4Life it will be a good idea for Dance4Life to execute these kind of researches more often, because it gives a good overview about the shareability of the different program components in other countries. The defined evaluation criteria are well developed and can be applied to any given country. The outcomes will contain a lot of information, which will be useful for the establishing of the Dance4Life project in a country. It shows which program component will succeed or fail in other countries and which adaptations are required.

Still the question is, if a Dance4Life project does not contain all the program components, will it be worthwhile to establish the project? However, that will be a internal Dance4Life question related to its policies and future plans. This can be studied in future research.

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