

## Sara - A Role Model For Girls as they Face HIV and AIDS in Africa

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**AUTHOR:** UNICEF and Johns Hopkins University Center for Communication Programs

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UNICEF and JHU/CCP have documented in this publication the development and implementation processes of the Sara Communication Initiative to date. The Sara Communication Initiative (SCI) was developed in Eastern and Southern Africa in response to the HIV/AIDS pandemic, focusing on the adolescent female population. This communication initiative uses a cartoon character "Sara", as a role model for girls. The background and experiences with this initiative in Sub-Saharan Africa are provided here.

Article can be accessed on-line in PDF format [here](#) .

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