PEPFAR

YOLHAC
Youth Leading HIV Awareness Campaign

FINAL CLOSE OUT REPORT

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TABLE OF CONTENTS

01 Acronyms

02 Executive Summary

03 Program Overview

04 Implementation Timeline

05 Achievements, Learning

06 Challenges & Adaptations

07 Community Feedback & User Insights

08 Champion Engagement & Capacity Building

09 Monitoring, Evaluation & Campaign Performance

10 Sustainability & Next Steps

11 Annexes

ACRONYMS

AIDS: Acquired Immunodeficiency Syndrome

AI: Artificial Intelligence

ANAYD: African Network of Adolescent and Young Persons Development

AYPs: Adolescents and Young People

BCAI: Bridge Connect Africa Initiative

CSOs: Civil Society Organizations

FAIN: Federal Award Identifying Number

FAQs: Frequently Asked Questions

HIV: Human Immunodeficiency Virus

IPs: Implementing Partners

KPs: Key Populations

M&E: Monitoring and Evaluation

PEPFAR: President's Emergency Plan for AIDS Relief

PHCs: Primary Healthcare Centers

Q&A: Question & Answer

SACAs: State AIDS Control Agencies

YOLHAC: Youth Leading HIV Awareness Campaign

EXECUTIVE SUMMARY

The Youth Leading HIV Awareness Campaign (YOLHAC) is a year-long, youth-led initiative implemented by Bridge Connect Africa Initiative (BCAI) with technical support from African Network of Adolescent and Young Persons Development (ANAYD) and funding from the U.S President's Emergency Plan for AIDS Relief (PEPFAR). It aimed to empower young people to lead conversations on HIV awareness, combat stigma, and connect their peers to youth-friendly services.

Since inception in September 2024, YOLHAC recruited, trained, and mobilized 30 champions across the 36 states in Nigeria. These champions drawn from adolescents and young people (AYPs), were equipped with digital advocacy skills, HIV literacy, and tools for community mobilization. They became the face of the campaign, delivering over 4,000 pieces of content, hosting live digital events, and consistently amplifying messages of prevention, testing, treatment, and stigma reduction. A highlight came in Quarter 2, when the campaign trended as the #1 topic on Twitter Nigeria, signaling the extraordinary impact of youth-led narratives on shaping national conversations around HIV.

The third quarter marked a turning point with the launch of the YOLHAC Webpage on June 11, 2025. This platform integrates an AI-powered chatbot, a self-risk assessment tool, and a referral directory for youth-friendly HIV services across 16 states. Its launch, widely attended by health stakeholders, community leaders, journalists, and young people, received national media coverage and drove a spike in traffic and chatbot use. Feedback from young people confirmed the tool's value, with many appreciating its confidentiality and ease of access.

While digital advocacy flourished, challenges emerged due to delayed foreign aid disbursements. Funding gaps disrupted planned trivia nights in June and throughout Quarter 4, and also forced the suspension of offline testing mobilization activities that would have connected more adolescents and young people (AYPs) directly to services. Despite these setbacks, champions continued to demonstrate resilience and ownership, maintaining a strong online presence, submitting timely reports, and sustaining trust with their audiences even after four months without stipends. Their commitment ensured continuity, credibility, and relevance of the campaign during a difficult phase. By the end of project implementation, the project had recorded over 300,000 engagements across social media platforms, hosted seven (7) interactive Twitter Spaces with more than 1,200 listeners, and piloted innovative approaches like trivia nights to drive knowledge retention.

PROGRAM OVERVIEW

YOLHAC
Youth Leading HIV Awareness Campaign

The Youth Leading HIV Awareness Campaign (YOLHAC) is a year-long, PEPFAR-funded youth-driven initiative aimed at empowering young individuals as champions in the fight against HIV/AIDS. The program focuses on training and mobilizing 30 HIV champions, aged 15-24, to effectively use social media to spread awareness and provide information on HIV prevention, testing, and care services.

YOLHAC also features an online platform, which includes a dedicated webpage integrated with existing resources to offer comprehensive HIV care information across Nigeria. This platform is equipped with an AI-powered chatbot, allowing for virtual consultations and real-time support. The program aims to engage at least 100,000 Adolescents and Young People (AYPs) through targeted social media campaigns and virtual events.

In addition, YOLHAC strives to ensure that 5,000 AYPs access HIV services via virtual spaces, with continued follow-up support to encourage linkage to care and treatment adherence.

IMPLEMENTATION TIMELINE

1. Quarter 1 (September - December 2024)

The Youth Leading HIV Awareness Campaign (YOLHAC) commenced its first implementation quarter with strong momentum and clear strategic direction. This period focused primarily on establishing project foundations, recruiting and building the capacity of Champions, developing digital infrastructure, and setting up systems for monitoring, communication, and stakeholder coordination. The emphasis was on ensuring that all preparatory and structural components of the project were in place to enable seamless implementation in subsequent quarters.



Inception Meeting

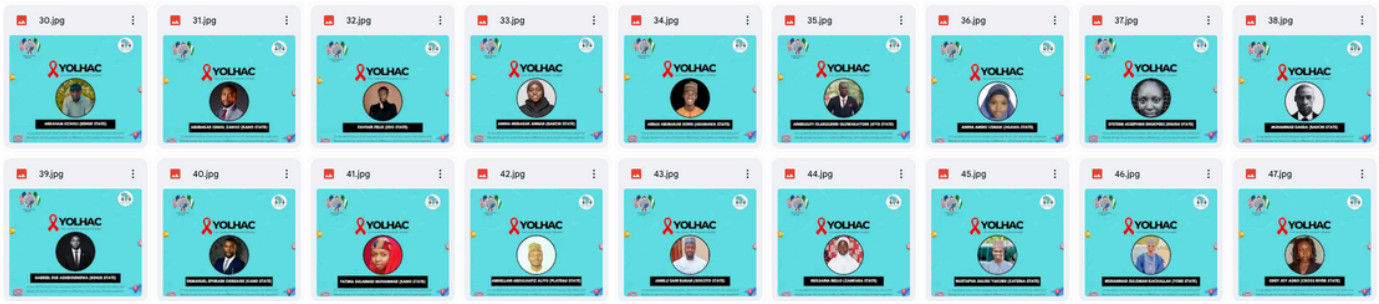
TIn October 2024, a virtual inception meeting was convened to officially launch the YOLHAC project. The session brought together Bridge Connect Africa Initiative (BCAI) staff, and ANAYD representatives, to review the project's objectives, expected outcomes, and activity timelines. The meeting also clarified institutional roles, established communication channels, and validated the implementation roadmap. Participants collaborated to identify key milestones, refine engagement strategies, and align the workplan with the overarching goal of empowering youth to lead stigma-free HIV awareness and prevention across the 36 states of Nigeria. This inception meeting laid the foundation for accountability and effective coordination between implementing partners and stakeholders at the state and national levels.

Recruitment and Training of YOLHAC Champions

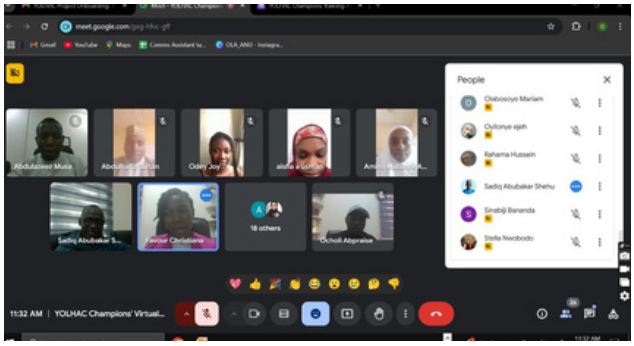
Following the inception meeting, preparations began for the recruitment and training of YOLHAC Champions. The call for applications was announced in September 2024, attracting 639 applicants from diverse regions of Nigeria. Candidates were shortlisted through a rigorous selection process that prioritized youth aged 15–24 who demonstrated a passion for advocacy, digital communication, and community impact. After screening, 30 outstanding young people were selected as YOLHAC Champions. These individuals were strategically distributed across all six geopolitical zones to ensure nationwide reach and representativeness.

To equip Champions with the skills needed to drive impactful HIV advocacy, a five-day virtual training was conducted in November 2024. The sessions covered HIV basics, digital storytelling, ethics in advocacy, social media strategy, and monitoring and reporting. Pre- and post-assessments revealed an 85% increase in participants' knowledge and confidence regarding HIV communication and digital campaigning. Champions also developed personal action plans for their state-level campaigns. To sustain peer mentorship and accountability, they were grouped under leads to facilitate decentralized but coordinated operations.

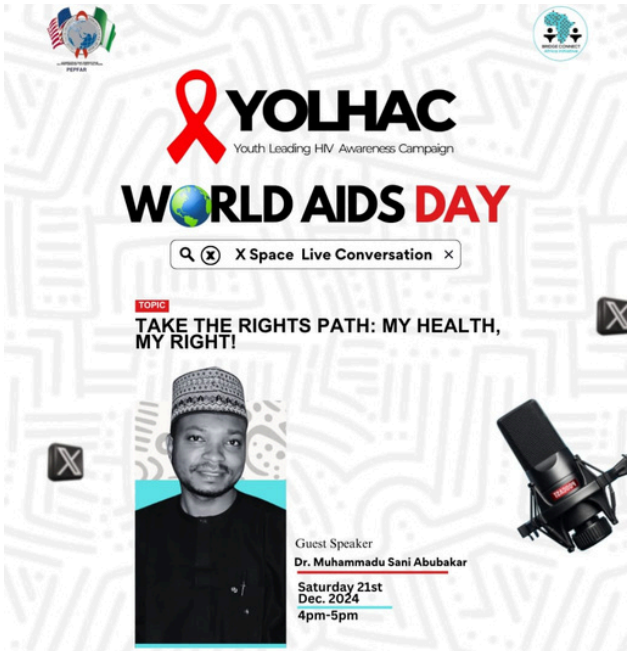
IMPLEMENTATION TIMELINE



Social Media Campaign Preparation and Launch



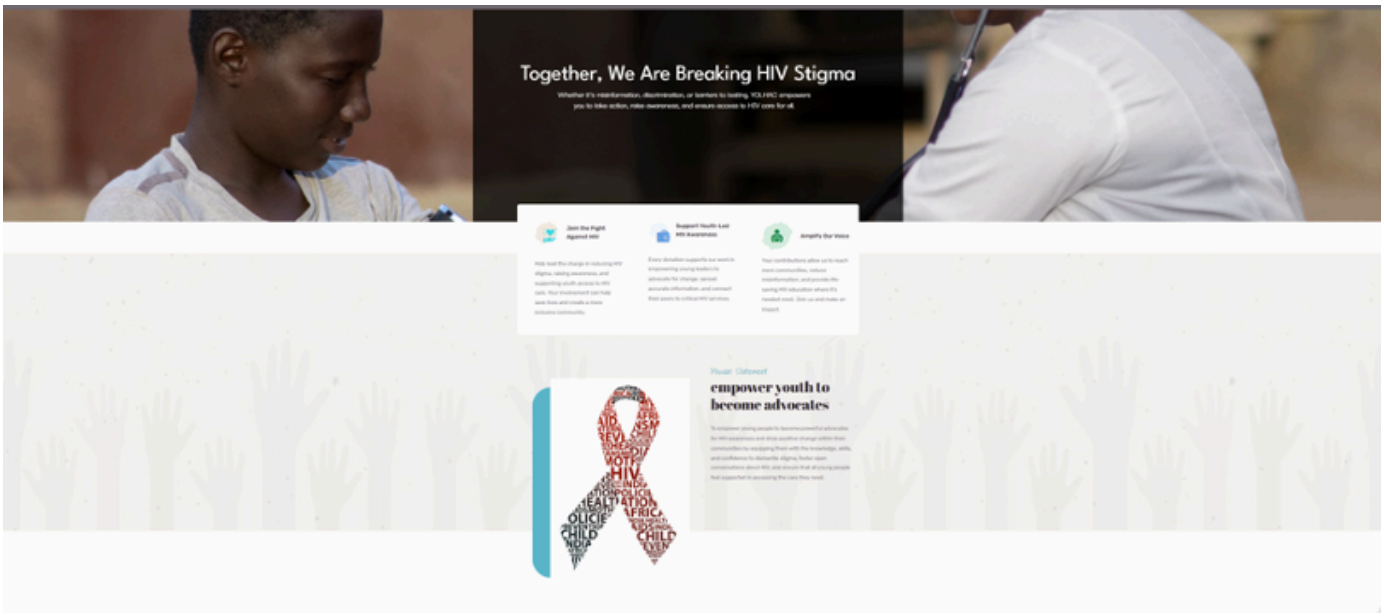
In November and December 2024, preparatory work for the social media campaign and digital resource creation intensified. Champions worked closely with the project team to design engaging, youth-centered content aligned with YOLHAC's objectives of reducing stigma, promoting testing, and encouraging preventive behaviors. Creative templates and analytics tools were shared to ensure uniformity and data-driven storytelling.



On December 1, 2024 — World AIDS Day — the official YOLHAC social media campaign was launched across multiple platforms including Facebook, Instagram, and X (formerly Twitter). During this month, 360 posts were published by Champions, generating significant traction, impressions, and engagements. The content focused on HIV myths vs. facts, prevention methods, and personal stories to humanize HIV narratives for young audiences. This digital activation marked the first public visibility milestone for the campaign.

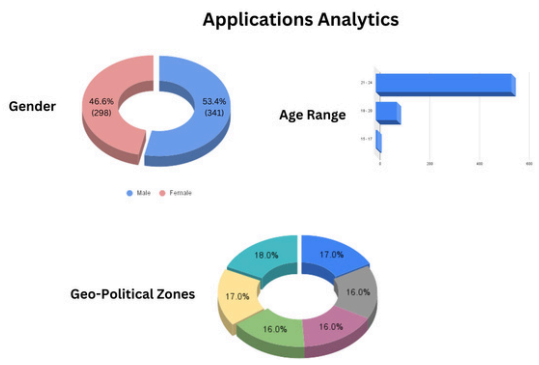
In the same period, YOLHAC hosted its first Twitter Space, titled "Take the RIGHT PATH: Your Health Is Your Right." The live discussion featured youth advocates and health professionals, who unpacked topics around stigma, testing, and youth empowerment in accessing HIV services. The Space attracted 454 live listeners, with several others engaging through post-event interactions and retweets. The conversation provided a safe, judgment-free platform for young people to ask honest questions about HIV prevention and treatment. Audience feedback was overwhelmingly positive, with many expressing appreciation for the campaign's relatable tone and practical insights.

IMPLEMENTATION TIMELINE



Health Facilities Mapping

Parallel to digital preparations, a crucial activity commenced; the health facility mapping exercise. This exercise aimed to identify youth-friendly HIV testing and counseling centers across the 18 project states. The process involved collaboration with the State Agencies for the Control of AIDS (SACAs), state HIV/AIDS program coordinators, and local health officials. Each facility was reviewed to verify service quality, accessibility, and stigma-free status. By the end of Q1, verified data had been collected from 12 states.



Development of YOLHAC Webpage and AI Chatbot

Simultaneously, the project team advanced the development of the YOLHAC webpage and AI chatbot. The webpage was designed to serve as a one-stop hub for HIV information, featuring a FAQ section, a self-assessment tool to help users evaluate their HIV risk, and a directory of youth-friendly service centers. The AI chatbot underwent iterative testing in December 2024 to improve accuracy, user-friendliness, and inclusivity. Feedback from test users was used to refine language and tone, ensuring the platform remained nonjudgmental and youth-sensitive. .



IMPLEMENTATION TIMELINE

Quarter 1 Monitoring and Evaluation (M&E)

Indicator	Target	Achievement	Remark
Number of inception meetings held	1	1 virtual inception meeting held in October 2024 with all partners	Achieved
Number of YOLHAC Champions recruited and trained	30	30 Champions recruited and trained through a 5-day virtual session	Achieved
Percentage increase in knowledge post-training	≥70%	85% knowledge improvement recorded from pre- and post-tests	Exceeded target
Number of social media posts published by Champions	300	360 posts across Facebook, Instagram, LinkedIn, TikTok, and X	Surpassed
Number of engagements (likes, shares, comments)	15,000	18,500 cumulative engagements across all platforms	Achieved
Number of states with mapped HIV testing centers	10	12 states successfully mapped and validated	Exceeded
YOLHAC webpage development progress	50%	80% completed (structure, design, chatbot testing finalized)	Ahead of schedule

2. Quarter 2 (January – March 2025)

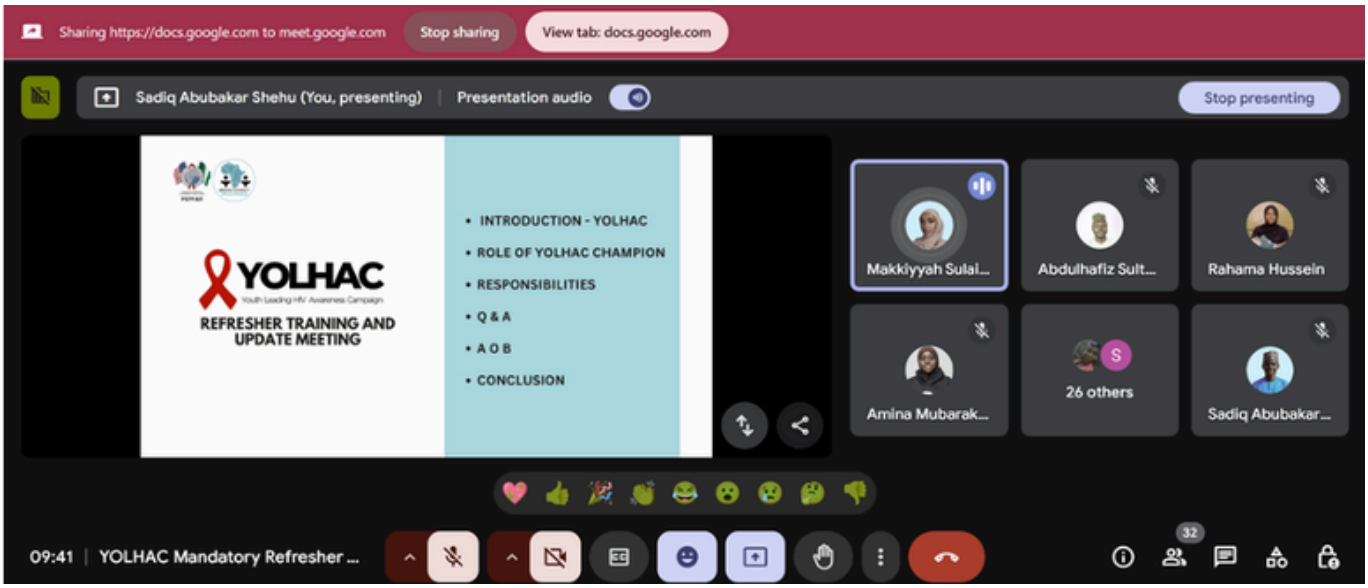
Quarter 2 of the YOLHAC project represented a defining period of growth, innovation, and adaptability. Despite the temporary suspension of activities earlier in the quarter due to funding delays, the team maintained strategic focus on sustaining digital engagement, re-energizing Champions, and finalizing the YOLHAC webpage — one of the project's most anticipated deliverables. The quarter built significantly on the progress made in the first phase, bridging lessons learned from implementation into more refined, data-driven activities that continued to position young people at the center of HIV advocacy.

Implementation began with a series of coordination meetings between BCAI, ANAYD, and the State Agencies for the Control of AIDS (SACAs), where strategies for completing the health facility mapping exercise were reviewed.

These sessions proved critical to ensuring continuity despite earlier disruptions. As of the end of the quarter, verified data from 14 of the 18 priority states had been successfully collected, validated, and integrated into the YOLHAC landing page. The remaining four states were still undergoing data collection and validation, scheduled for completion in early Quarter 3.

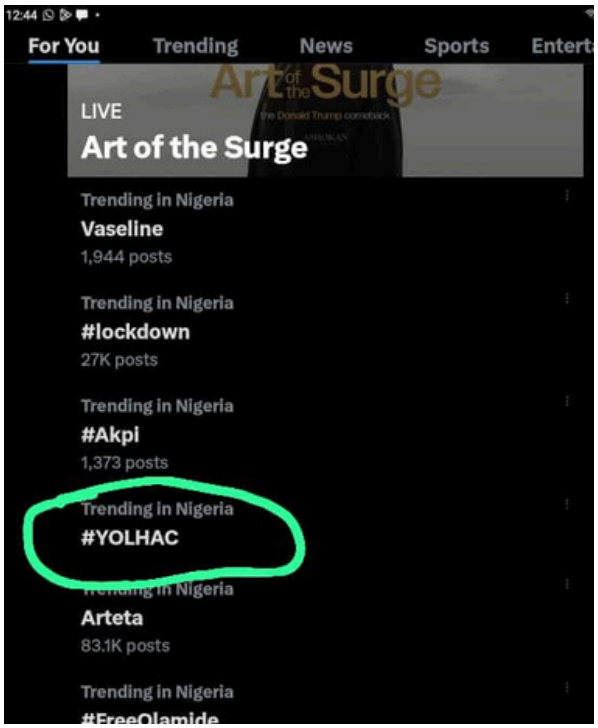
Quarterly Refresher Training for Champions

TTo sustain community momentum and strengthen Champion capacity, the project team conducted a two-day virtual refresher training in March 2025. This training served as both a reorientation and a morale-boosting session after the temporary suspension. All 30 Champions participated, engaging in lively discussions on HIV myth-busting, mental health, community mobilization, and digital storytelling. Interactive sessions focused on re-aligning individual and collective action plans with broader campaign goals, while also introducing updates to YOLHAC's communication strategy.



IMPLEMENTATION TIMELINE

Digital advocacy remained a central activity throughout the quarter. Despite disruptions (suspension of the project), Champions maintained a consistent and powerful online presence. They created and shared over 2000 pieces of youth-friendly HIV content across Facebook, Instagram, and X (formerly Twitter) — ranging from myth-busting infographics and educational reels to survivor stories and awareness quotes. Their efforts achieved strong engagement among youth audiences, particularly on X, where the #YOLHAC campaign trended in Nigeria for several hours, significantly expanding campaign visibility.

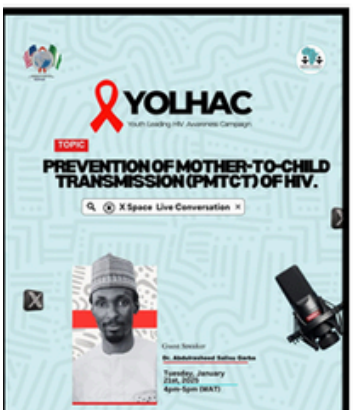


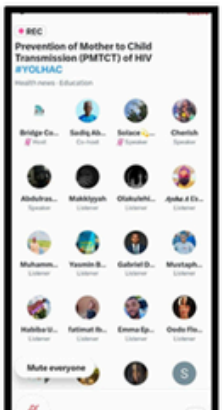
Twitter Spaces

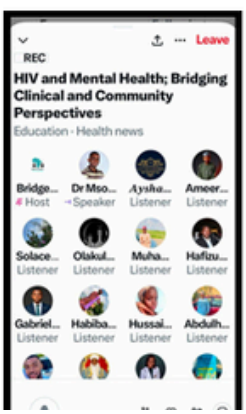
The quarter also hosted two interactive Twitter Spaces, which became vital platforms for youth engagement and expert dialogue. The January Space focused on PMTCT, led by a Consultant Obstetrician-Gynecologist and public health expert, while the April session (planned late in Q2 and held early in Q3) explored the intersection of HIV and mental health — a conversation that resonated deeply with young people. Each session was supported by carefully prepared talking points, digital flyers, and audience engagement activities. Collectively, these discussions reached over 500 listeners, with hundreds more interacting with the post-event threads. The sessions provided a safe, judgment-free space where young people could ask personal questions and receive evidence-based, empathetic responses.

Trivia Night Launch

In March 2025, YOLHAC rolled out its first Trivia Night, an innovative approach to make HIV education interactive and entertaining. The activity was hosted simultaneously on X, Instagram, and Facebook, with a series of questions drawn from previous campaign themes including World AIDS Day 2024, PMTCT, and mental health. Participants competed for small prizes, and the event generated excitement and engagement across platforms. Post-event analysis showed that participants retained more factual information from trivia discussions than from regular campaign posts, proving the educational value of gamified learning.

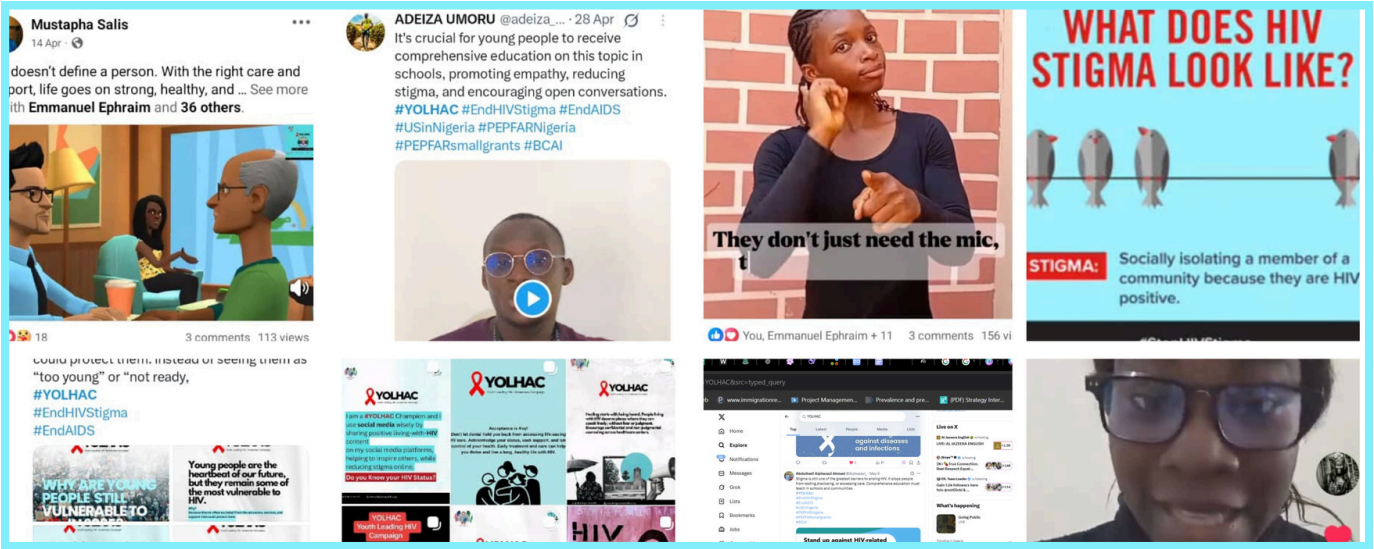








IMPLEMENTATION TIMELINE



Health Facility Mapping and Integration on YOLHAC Platform

Another major focus for Quarter 2 was health facility mapping and data integration. In partnership with ANAYD and State Agencies for the Control of AIDS (SACAs), the project team continued the mapping and validation of youth-friendly HIV service centers across its 18 project states. By the end of the quarter, verified data from 14 states had been successfully collected, validated, and uploaded onto the YOLHAC platform. Each mapped facility included detailed information such as operating hours, available services, contact persons, and locations of youth-friendly testing centers. This process involved intensive coordination with state and local authorities to ensure data accuracy and inclusivity.

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The integration of this information into the YOLHAC Webpage represented a milestone in improving accessibility. Adolescents and young people (AYPs) could now locate nearby stigma-free testing and treatment centers through the webpage's geolocation-enabled referral directory. The remaining four states were in the final stages of validation by quarter's end, with full integration expected by early Quarter 3. This achievement set the stage for one of the project's most impactful outcomes — bridging the information gap between young people and available HIV services.

Simultaneously, the project team finalized the YOLHAC Webpage and AI-powered chatbot. By the end of quarter, all design, content, and user-experience components were completed. The webpage was tested internally and externally with a small group of Champions and youth users, who provided valuable feedback on functionality, question flow, and responsiveness. Adjustments were made to improve the chatbot's clarity, accuracy, and tone — ensuring that every response was simple, informative, and youth-friendly.

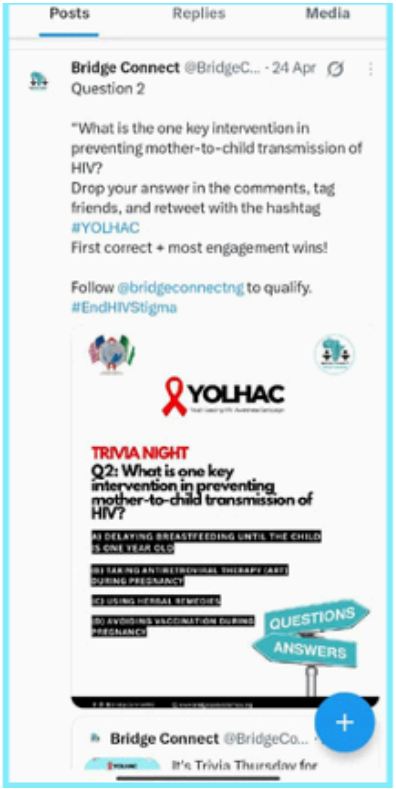
Importantly, the webpage was built in full compliance with Nigeria's Data Protection Act (2023). Conversations between users and the chatbot were designed to be completely anonymous, encrypted, and automatically cleared after each session. The chatbot did not request or store any personal data, ensuring users could access information safely and privately. A post-chat feedback feature was added, allowing users to anonymously rate their experience and suggest improvements. The Monitoring & Evaluation team reviewed this feedback monthly to guide content updates and technical refinements.

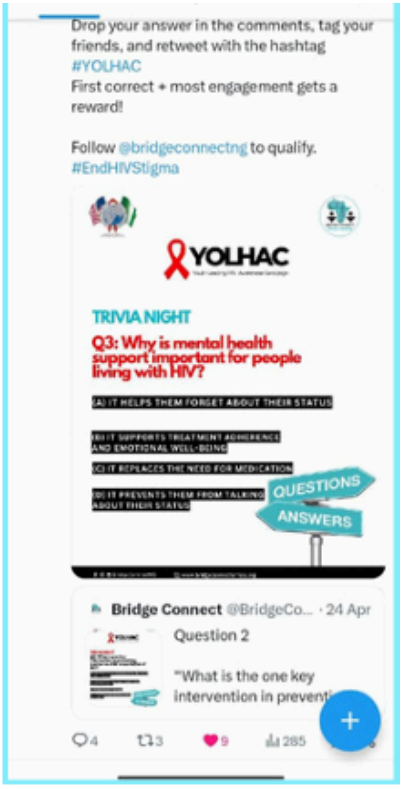
IMPLEMENTATION TIMELINE

Despite strong progress, YOLHAC encountered a significant challenge in Quarter 2: the temporary suspension of project activities following the project donor directives. This pause affected the planned public launch of the YOLHAC Webpage, as well as visibility campaigns and stakeholder validation sessions. Rather than rushing the launch under restricted conditions, the project made a strategic decision to delay it until early Quarter 3, once funding resumed and full technical testing could be completed. This decision demonstrated responsibility and foresight — ensuring that the platform would debut with strong functionality, broad visibility, and sustained engagement support.

Before the close of the quarter, the team conducted a pilot phase review of the webpage and chatbot to refine the user experience. Several key enhancements were made based on feedback: interface layout adjustments for easier navigation, improved font contrast for accessibility, and an expanded FAQ section that addressed youth-specific concerns such as consent, cost of testing, confidentiality, and what to do after receiving a positive result. These refinements ensured that the final version of the YOLHAC platform would be intuitive, inclusive, and ready for scale.







IMPLEMENTATION TIMELINE

Quarter 2 Monitoring and Evaluation (M&E)

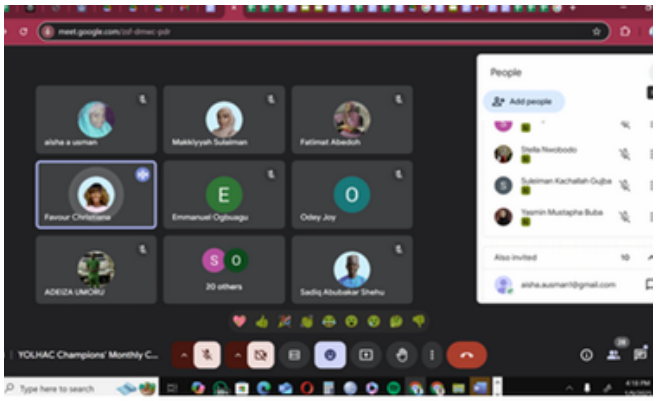
Indicator	Target	Achievement	Remark
Number of sessions of refresher training for YOLHAC Champions conducted	2	2 sessions held virtually in January, and March 2025 with 30 Champions	Achieved
Number of Twitter Spaces hosted	2	2 sessions (PMTCT and HIV & Mental Health)	Achieved
Number of Social media post produced by Champions	300	1000+ posts shared across all platforms	Exceeded expectations
Number of engagements across social media	50,00	65,000 cumulative engagements	Surpassed target
Number of states of health facilities being mapped and verified	18	14 completed; 4 ongoing	78% achieved
YOLHAC webpage and chatbot completed	1	100% development completed; testing concluded	Achieved
Number of Trivia Nights launched	1	1 Trivia Night conducted across 3 platforms	Achieved
Compliance with data privacy protocols	100%	Full compliance with Nigeria Data Protection Act (2023)	Achieved
Number of champions submitting monthly reports	30	30 submissions made	Achieved

IMPLEMENTATION TIMELINE

Quarter 3 (April – June 2025)

Quarter 3 marked a defining stage in the YOLHAC project's life-cycle. It was the period when months of groundwork finally converged into visible impact, culminating in the highly anticipated public launch of the YOLHAC Webpage — a digital hub designed by young people, for young people. Having navigated through earlier delays, the team approached this quarter with renewed energy and purpose. The focus was clear: consolidate Champion engagement, maximize the visibility of the campaign, and ensure that every planned activity translated into measurable progress toward YOLHAC's central goal of empowering adolescents and young people with accurate, stigma-free information about HIV prevention, testing, and treatment.

Throughout the quarter, and the previous, consistent engagement with the 30 YOLHAC Champions remained a central priority. Monthly virtual check-ins were organized to maintain connection, monitor progress, and strengthen team cohesion. These sessions evolved beyond routine meetings into vibrant spaces for mentorship, peer learning, and emotional support. Each month, Champions received practical refreshers on core topics such as HIV prevention, testing, treatment adherence, and stigma reduction. In addition, sessions included mini-workshops on digital advocacy techniques — from using strategic hashtags and interactive polls to creating short-form videos and reels optimized for youth engagement on Instagram, TikTok, and X (formerly Twitter).

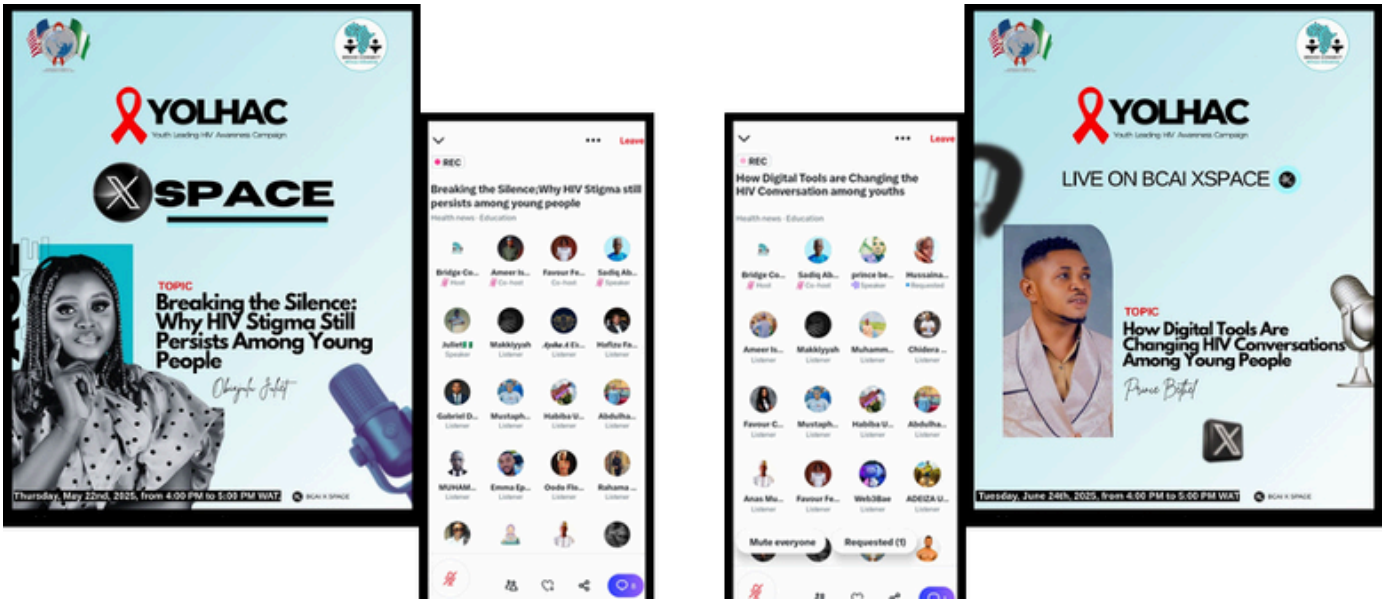


Live demonstrations guided Champions through the YOLHAC Webpage, equipping them to help their peers navigate the platform's chatbot, self-risk assessment tool, and referral directory. The meetings also addressed common challenges: how to manage online harassment, respond to misinformation, and stay productive despite poor connectivity or fatigue.

A particularly sensitive theme that emerged was the impact of unpaid stipends due to funding delays. For four consecutive months, Champions continued volunteering without financial incentives. To sustain morale, the project team devoted time during each session to acknowledge their resilience, reiterate their importance, and share testimonies of how their efforts were saving lives. These conversations fostered a strong sense of community and purpose that kept the Champions motivated despite the uncertainties.

Attendance remained consistently high, with all 30 Champions participating each month and submitting detailed activity reports that captured content metrics, engagement data, feedback from peers, and emerging community trends. Their steadfastness during this period became one of YOLHAC's greatest testaments to youth commitment and passion for change.

IMPLEMENTATION TIMELINE

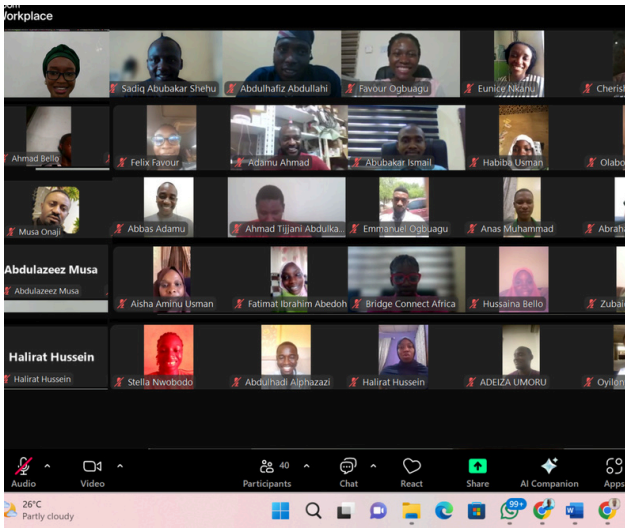


To continue positioning YOLHAC as a thought-leader in youth-centered HIV conversations, the project hosted two Twitter Spaces in Quarter 3. The first, held in May 2025, was titled “Breaking the Silence: Why HIV Stigma Still Persists Among Young People.” It delved into the social and cultural drivers that perpetuate silence and fear among youth even in the face of progress in HIV education and care. Guest speakers — including a young advocate living openly with HIV — offered powerful personal accounts that challenged stigma and underscored the importance of empathy and accurate information.

The second session, in June 2025, explored “How Digital Tools Are Changing HIV Conversations Among Young People.” This dialogue showcased the transformative role of platforms like the YOLHAC Webpage and chatbot in democratizing access to confidential information. Panelists included health experts, digital advocates, and Champions who discussed how online tools could complement traditional health systems by offering safe, judgment-free entry points for young people.

Both events were meticulously planned: talking points were co-developed with Champions, promotional graphics were disseminated across all social-media platforms, and live moderation ensured audience inclusivity. Combined listenership exceeded 700 unique users, generating active discussions and a steady flow of post-event engagements. The sessions proved that when youth lead the conversation, they not only educate but also inspire new norms around openness and acceptance.

IMPLEMENTATION TIMELINE



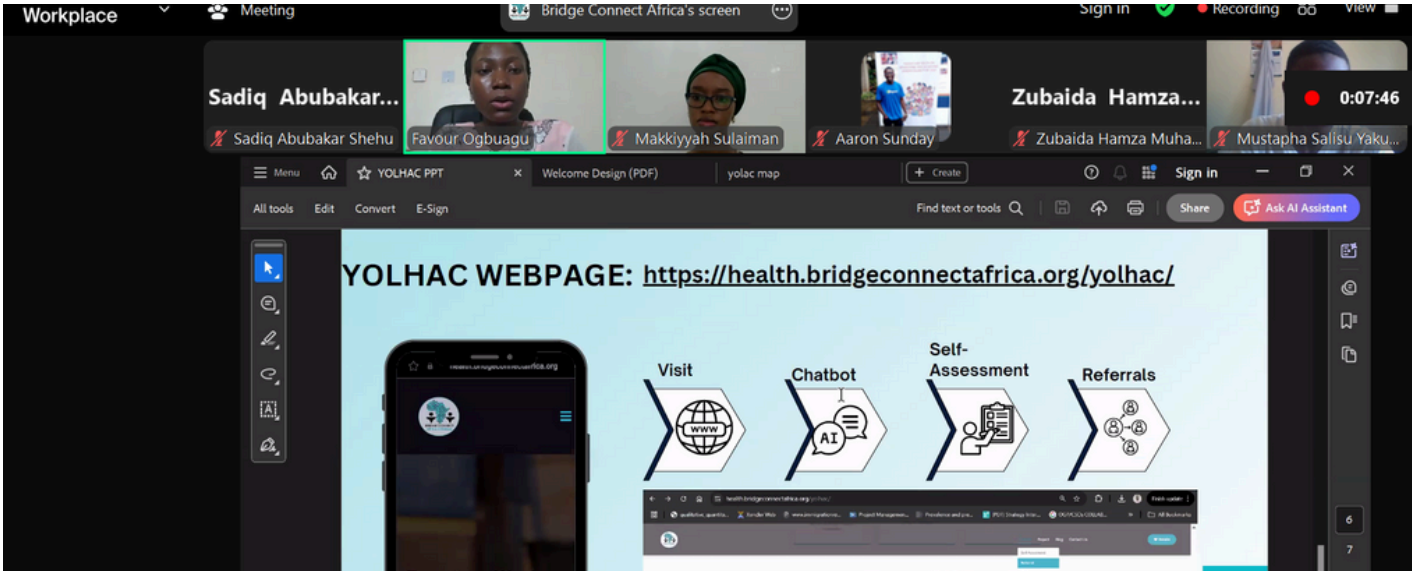
Webpage Launch

The highlight of this quarter, and indeed of the entire project - was the official virtual launch of the YOLHAC Webpage on June 11, 2025. Hosted live on Zoom and streamed across social-media platforms, the event drew an audience of more than 120 participants. Attendees included youth advocates, CSO representatives, media professionals, state HIV agency officials, health workers, and members of the adolescent and young people (AYP) community.

The session opened with remarks from project leads at BCAI and ANAYD, who reiterated the vision behind YOLHAC — to provide young people with a trusted, digital space for accurate HIV education and linkage to services. A comprehensive presentation followed, summarizing progress since inception, from Champion recruitment and training to campaign reach and online engagement metrics.

The most exciting moment was the live demonstration of the platform. Participants explored the chatbot, self-risk assessment tool, and interactive service directory. They witnessed how users could ask private questions, identify nearby testing facilities, and receive instant, non-judgmental responses. The demonstration was followed by testimonials from Champions who had already used the platform to guide peers in accessing testing and counseling.

Stakeholders from SACA and partner organizations praised the platform's potential to complement state HIV strategies, describing it as "a turning point in digital health advocacy."



IMPLEMENTATION TIMELINE

An interactive Q&A session provided an opportunity for participants to ask insightful questions about the webpage, the chatbot's data privacy safeguards, and future plans for expanding outreach and services. This dialogue highlighted the strong interest in ensuring the platform remains responsive, secure, and effective.

To ensure broad visibility, articles were published in newspapers such as The Sun, Leadership, and The Nation, which amplified the campaign's reach to audiences well beyond YOLHAC's immediate social media followers. Champions further amplified this momentum by sharing launch highlights, event photos, and video recordings across their networks, sparking additional conversations and driving more traffic to the webpage.

Questions Raised During the YOLHAC Webpage Launch



During the interactive Q&A session of the YOLHAC Webpage virtual launch, participants posed several insightful questions, reflecting strong engagement and a keen interest in understanding the platform's features, accessibility, and broader implications for HIV testing and care. The following key questions were raised:

- Does the webpage provide referrals to all 36 states in Nigeria, or is it currently limited to specific states?
- Who can access the platform: is it restricted to young people living with HIV, or are stakeholders and other interested individuals also able to use it?
- Is there a process for obtaining consent before users can interact with the webpage or its chatbot?
- Is HIV testing free at the facilities listed through the referral system on the webpage
- Are HIV treatment drugs included or supported through the services connected via the webpage?
- Has the age of consent for HIV testing changed in Nigeria-from 18 years to 16 years, and how does this affect the ability of younger adolescents to access the webpage's services?
- For a 16-year-old wishing to use the webpage, is parental consent or guidance required before accessing HIV information or referrals?
- Some testing centers reportedly request payment for viral load sample collection; how does the platform address such financial barriers?
- Are there plans to incorporate voice command functionality into the chatbot in future updates to improve inclusivity for users with low literacy or other barriers?

IMPLEMENTATION TIMELINE

In response to whether the webpage provides referrals across all states, it was clarified that the platform currently offers referral services to youth-friendly HIV testing and treatment centers in 18 states, with plans to expand coverage as the project grows. Regarding platform access, it was explained that the webpage is open to all adolescents, young people, stakeholders, and the general public interested in learning about HIV or supporting youth-friendly services, there are no restrictions limiting use to young people living with HIV alone.

On consent, participants were informed that before interacting with the chatbot, every user is presented with a clear consent and privacy notice outlining the anonymous nature of the tool, the purpose of engagement, and their rights, including the option to discontinue at any time. This step ensures that informed consent is obtained before proceeding.

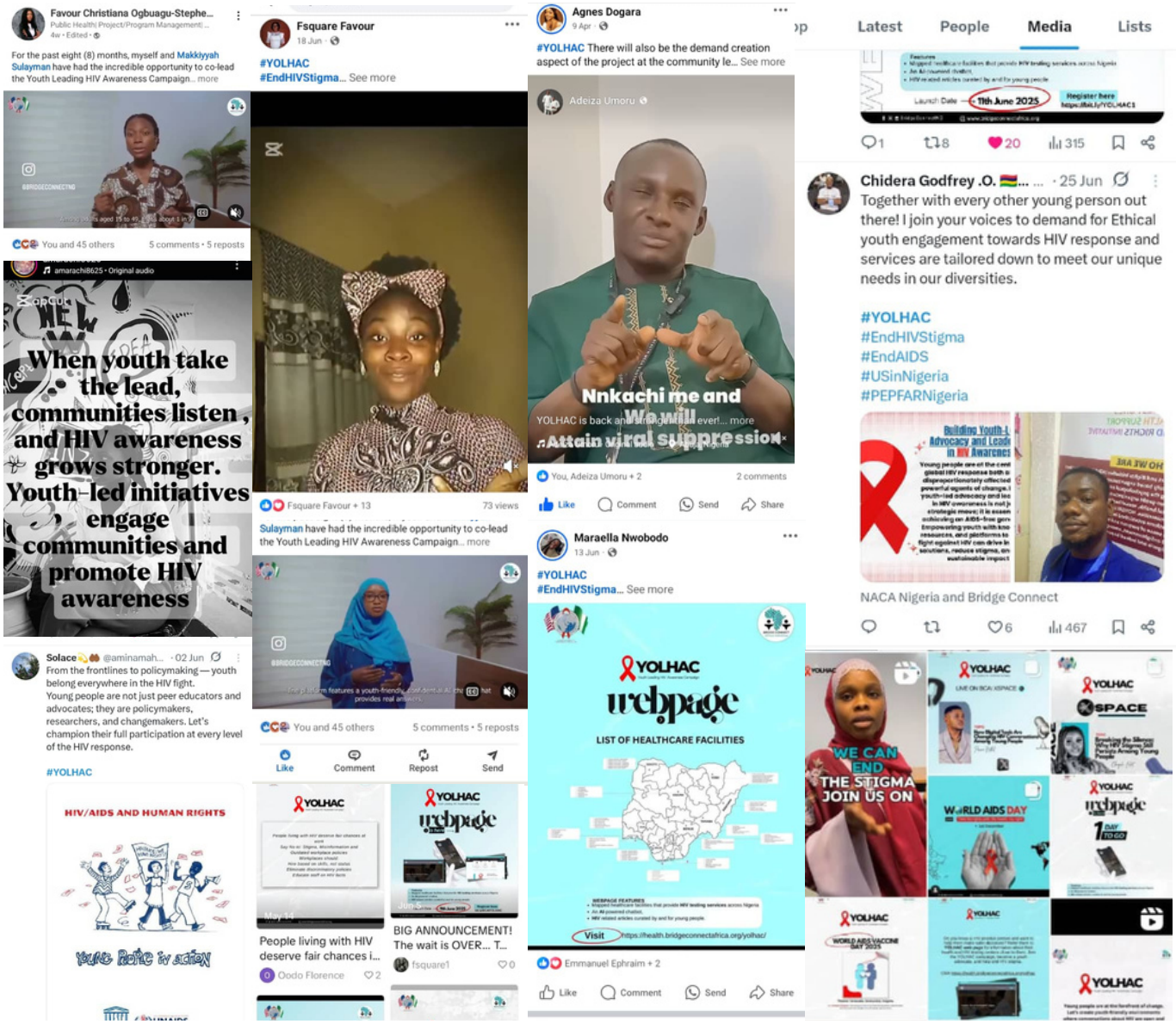
When asked about testing fees, it was highlighted that HIV testing is free at every public health facility (reiterating that all uploaded facilities are public), supported by government programs and implementing partners; however, reports of some centers charging unofficial fees were acknowledged as a concern needing advocacy and monitoring. Regarding access to HIV treatment drugs, it was noted that while the webpage itself does not provide medication, it connects users to centers where free or subsidized treatment is available.

Questions on the age of consent clarified that the official policy still places consent for HIV testing at 18 years in many contexts; however, advocacy continues for aligning with global recommendations to lower the age to 16, and the webpage itself does not impose barriers but encourages users under 18 to seek guidance from trusted adults or health professionals. Participants were assured that no parental consent is needed to browse the webpage or use the chatbot for information.

Concerns about some facilities charging fees for viral load sample collection were acknowledged, with a commitment to updating referral directories to prioritize centers offering fully free services and to report such practices to relevant authorities. Finally, on plans for voice command features, it was shared that the project team is exploring options for adding audio functionalities in future updates to improve accessibility for users with low literacy or visual impairments, on the basis of continuous funding.

Social Media Advocacy Campaigns

Building on momentum from earlier months, champions maintained an intensive posting schedule in April, May, and June, collectively publishing 660 pieces of original and curated content aligned with the key themes discussed during the live Twitter Spaces. Their posts included infographics, short videos, personal stories, and interactive polls designed to engage and educate their audiences.

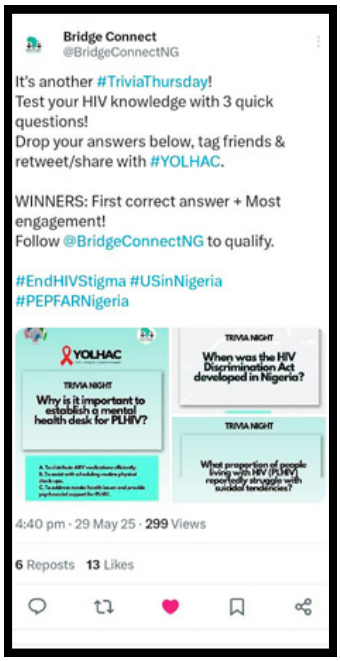


IMPLEMENTATION TIMELINE

Trivia Night Launch

Virtual trivia nights were planned this quarter as an engaging way to reinforce HIV knowledge and reward participation; however, the session scheduled for June did not hold due to concerns among participants about delays in prize distribution from previous months. These concerns arose as a result of project funding delays, which affected the timely delivery of rewards. Despite this setback, the project team remained committed to maintaining trust and integrity by reassuring participants that prizes for earlier trivia winners would be fulfilled as soon as funds became available, thereby upholding the campaign's reputation for reliability and transparency.

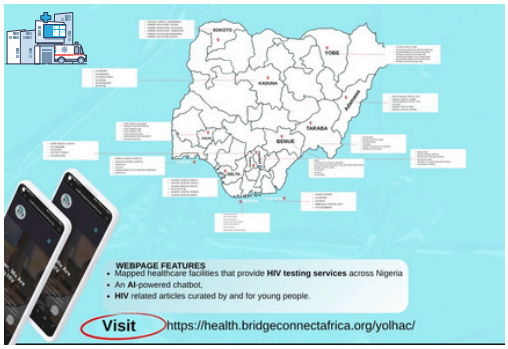






Health Facility Mapping Update and Platform Integration

Working alongside our implementing partner (IP), ANAYD, we continued to actively engage with State Agencies for the Control of AIDS (SACAs) and key health facilities to advance the mapping and verification of HIV service points across the campaign's 18 target states.



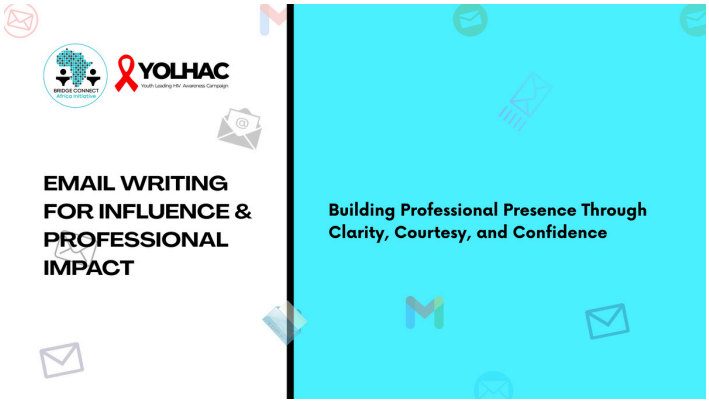
By the close of Quarter 3, data collection and validation had been completed for 16 states. The verified facilities were successfully added to the YOLHAC webpage, allowing young people to easily locate and access stigma-free services through the platform's geolocation tools. Meanwhile, efforts to collect and confirm data in the two remaining states are ongoing, with updates to the webpage planned for early in Quarter 4.

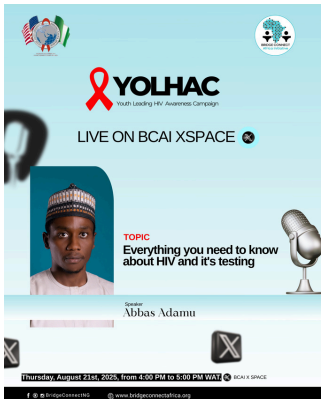
4. Quarter 4 (July – August 2025)

The final quarter of YOLHAC was dedicated to sustaining digital advocacy, consolidating lessons learned, and preparing for project closure. With champions set to conclude their roles at the end of August and the project formally closing in September 2025, activities were carefully designed to both maintain momentum and equip champions with skills they could carry forward beyond the life of the program.

Capacity-building opportunities were introduced in the form of practical classes on professional email writing. These sessions were framed as “take-home empowerment” for champions, ensuring they left the project not only as advocates but also with transferable communication skills that could support their future endeavors.

A highlight of this quarter was the collection and publication of articles written by champions themselves, reflecting on their journey, growth, and impact as YOLHAC Champions. These personal narratives enriched the YOLHAC webpage blog with authentic, youth-led storytelling that captured both the spirit of resilience and the transformative power of youth leadership in HIV advocacy. To maintain robust online engagement, the project organized two Twitter Spaces: *Redefining Resilience,* which explored how young people navigate HIV challenges in advocacy and personal life in the digital era. *Anything You Need to Know About HIV*, an interactive session where myths were debunked, facts clarified, and participants engaged directly with champions in real time.
Alongside these live discussions, champions continued digital content dissemination, driving traffic to the YOLHAC webpage and ensuring adolescents, and young people, had ongoing access to accurate, stigma-free HIV information.







ACHIEVEMENTS

Key Achievements Across All Quarters

Over the course of implementation, YOLHAC demonstrated significant impact through youth-led advocacy, digital campaigns, and innovative tools. Some of the standout achievements include:

- More than 4,092 social media posts created and shared by champions across Facebook, Instagram, X, TikTok, and other platforms.
- Over 300,000 engagements recorded across digital platforms, reflecting strong audience interaction through likes, shares, comments, and clicks.
- Seven Twitter Spaces hosted with more than 1,200 listeners participating in live discussions and many more engaging afterward.
- Trivia nights piloted, generating over 4,000 impressions and demonstrating innovative, youth-friendly methods for reinforcing HIV knowledge.
- The YOLHAC Webpage launched, featuring a confidential chatbot, self-risk assessment tool, and referral directory mapping services across 18 states.
- 16 states successfully mapped for youth-friendly HIV service delivery points, integrated into the webpage for real-time access.
- 30 Champions trained, recording an 100% knowledge increase in HIV awareness and advocacy skills.
- National media coverage secured, amplifying the project's visibility and credibility.
- Above all, community trust was built through peer-led, stigma-free messaging, ensuring young people felt safe to engage, ask questions, and seek services.

LEARNINGS

- One of the clearest lessons from YOLHAC has been the power of youth-led approaches. Messages delivered by peers resonated more strongly with young audiences than traditional health communication. Champions were not just campaign volunteers; they became trusted messengers, shaping conversations around HIV in ways that felt authentic, relatable, and safe.

- Another key learning is that digital platforms provide safer entry points for HIV discussions than many physical clinics. Young people expressed that they felt more comfortable asking questions privately online than risking judgment or stigma in face-to-face settings. This insight reaffirmed the importance of designing interventions that meet adolescents and young people in the digital spaces they already use.

- The project also showed that consistent check-ins and mentorship are critical for sustaining volunteer motivation. Even during periods when stipends could not be paid due to funding delays, champions remained engaged and active because they felt valued, supported, and heard. Transparent communication about challenges, including the delays in disbursement, maintained trust between the project team and champions.

- Finally, YOLHAC reinforced the value of data-driven adaptation. By closely monitoring engagement metrics and community feedback, the campaign was able to refine content in real time, improving both reach and relevance. This flexible, responsive approach strengthened impact and ensured the project remained grounded in the realities of its target audience.

CHALLENGES

While the YOLHAC project achieved notable results, its implementation also faced significant challenges that shaped the pace and scope of activities.

- **Suspension of Donor Disbursements**

The most critical challenge stemmed from the suspension of donor disbursements, which began in the second quarter. This disruption forced a temporary halt of planned activities, including the initial launch of the YOLHAC webpage and some offline engagements. The uncertainty created by the funding freeze made it difficult to maintain momentum, with delays extending into the third quarter. As a result, several key activities could not be executed, such as the Trivia Night games, because prizes could not be consolidated or the offline community engagements that had been designed to drive large-scale traffic to the webpage.

- **Delayed Stipends and Champion Morale**

The prolonged suspension also meant that monthly stipends for Champions could not be disbursed, creating financial strain for participants. Although the Champions continued to produce digital content and remain engaged, the absence of stipends inevitably affected morale and presented challenges in sustaining consistent participation, especially toward the later stages of the project.

- **Reduced Reach and Offline Limitations**

In addition, the inability to conduct large rallies and physical outreach limited the project's ability to attract the targeted 5,000 unique visits to the YOLHAC webpage. Despite strong digital advocacy, the lack of offline mobilization narrowed the reach that the team had originally envisioned.

ADAPTATIONS

In the face of challenges, particularly delayed fund disbursements, the project team adopted flexible and creative approaches to sustain momentum. When offline activities such as physical outreaches and trivia nights were disrupted, the campaign prioritized digital activities where champions could maintain consistency in messaging and reach young audiences effectively. Peer-to-peer exchanges became a central strategy during monthly check-ins, allowing champions to share experiences, troubleshoot difficulties, and keep morale high despite not receiving stipends for four months. Champions' reports were used as a real-time feedback loop to adjust campaign messaging, identify content gaps, and ensure relevance to their audiences. Transparent communication with both champions and the wider community helped maintain credibility. To safeguard trust built from inception with stakeholders and participants, the project team kept assuring that pending rewards and stipends would eventually be honored, the project safeguarded the trust it had built from inception.

COMMUNITY FEEDBACK & USER INSIGHTS

Direct feedback received through comments, direct messages (DMs), and engagement on social media platforms indicates a growing sense of public trust and interest in the YOLHAC brand. Champions have reported meaningful interactions with their audiences, offering insight into the community's evolving perceptions, needs, and suggestions regarding HIV awareness and stigma reduction. Key highlights include:

Demand for Localization: Several users expressed a desire to see more YOLHAC content translated into local languages to ensure inclusivity and better comprehension across diverse communities.

Call for Hybrid Campaign Models: One user suggested integrating both physical and virtual approaches to HIV education, particularly within universities and secondary schools, to deepen impact and broaden reach.

Engaging HIV Discussions: On April 17, a champion shared content on the role of communication in HIV response. A follower asked for clarity on how communication saves lives, prompting an engaging exchange where the champion highlighted its role in breaking stigma, promoting testing, supporting treatment adherence, and encouraging positive behavior change.

Positive Reception of Twitter Spaces: A participant commended the Twitter Space session on HIV and Mental Health, describing it as "quite interesting and audible," and extended appreciation to the facilitator for a job well done.

Encouraging Feedback: Comments such as "Keep it up, I like the content and the education" continue to reflect appreciation for the initiative's relevance and value.

Faith-Based Engagement Opportunity: Following an April 12 content post, an Islamic scholar reached out to a champion via DM, inviting them to speak in an upcoming Twitter Space session conducted in Hausa, thereby opening doors for faith-sensitive HIV dialogue and expanding the project's reach within religious communities.

Interest in Champion Participation: Two individuals reached out to Champions, expressing a desire to join the campaign and contribute to HIV awareness efforts. This reflects growing peer-led ownership and enthusiasm around the initiative.

Public Recognition: One champion reported being referred to as a "Health Ambassador" by a follower, an informal yet impactful recognition of the champion's advocacy work and influence within their digital community.

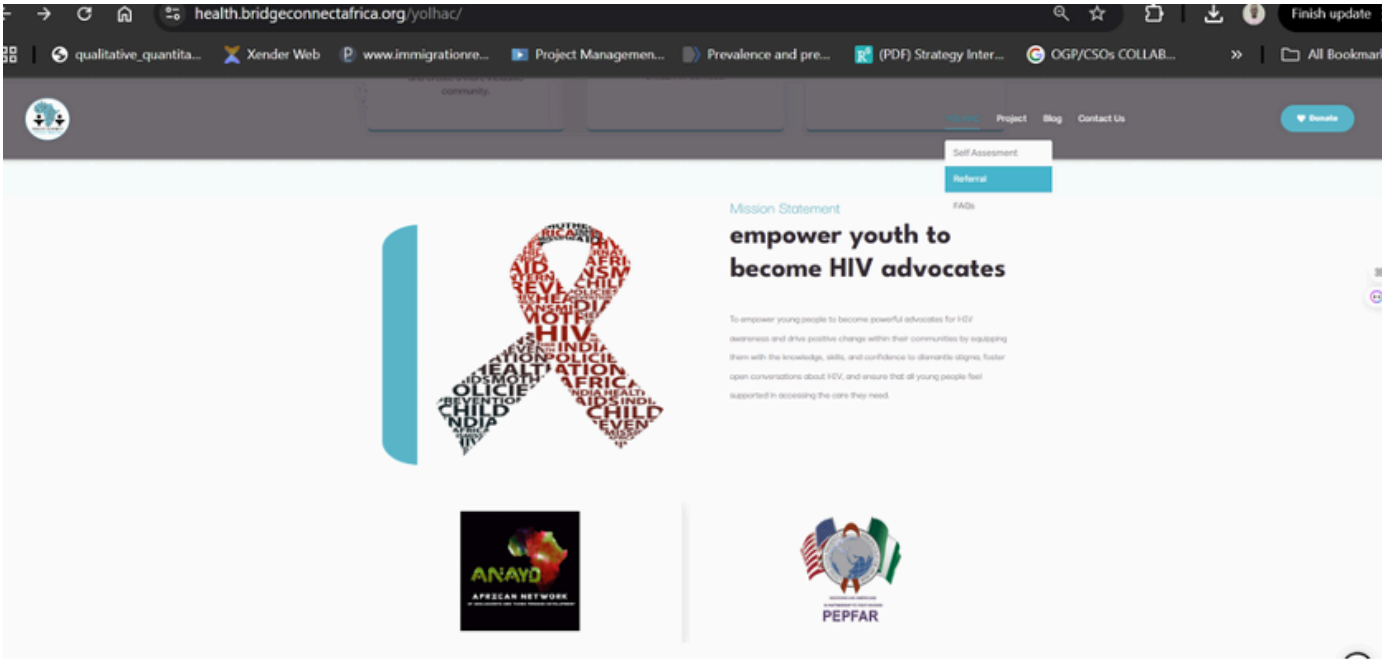
COMMUNITY FEEDBACK & USER INSIGHTS

Concerns About Service Access and Accountability: A compelling public comment from a user on X (formerly Twitter), @elnasirofficial, stated:

“I know public hospitals/PHCs are being supported by local IPs and mostly employ staff to carry out #HIV service for free. But I've heard a lot of stories where people were told to pay a token before they could access those services. There should be a safer way to report this.”

This highlights the need for transparent referral mechanisms and accountability in service delivery, especially for free HIV-related services.

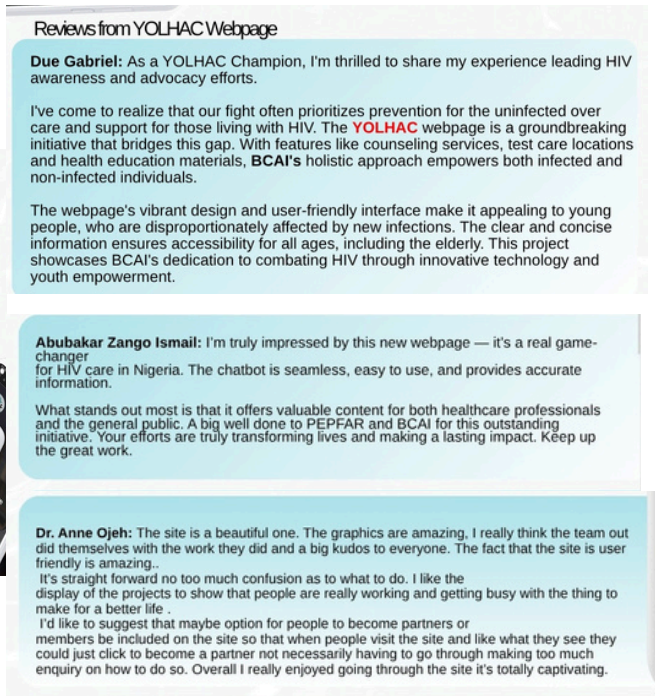
Educational Partnerships: One champion received encouraging feedback from a school administrator who viewed a post on WhatsApp Status. The administrator expressed interest in integrating HIV awareness into their school’s extracurricular activities. He volunteered their institution as a pilot school for implementing a structured HIV awareness program targeting secondary school students.



COMMUNITY FEEDBACK AND USER INSIGHTS

Following the launch of the YOLHAC webpage and continued online outreach by champions, valuable feedback was received from young audiences and community members engaging with the platform and campaign content. Many audience members praised the webpage for its user-friendly interface, noting that the straightforward design and intuitive navigation made it easy to find information and use tools like the self-risk assessment and chatbot.





Numerous individuals expressed appreciation for the breadth and clarity of the educational resources available on the webpage, describing it as a comprehensive hub for understanding HIV prevention, testing, and treatment. The launch of the YOLHAC webpage was widely seen as a significant and timely shift, with several users calling it a “remarkable” step forward in youth-focused HIV education.

Champions also reported increased direct engagement, with many people reaching out via private messages to ask questions about specific posts or to learn more about the YOLHAC campaign in general. Inquiries included requests for guidance on how frequently HIV testing should be done and where to access free, youth-friendly testing services. This growing curiosity and proactive outreach indicate rising trust in both the champions and the YOLHAC platform as reliable sources of information.

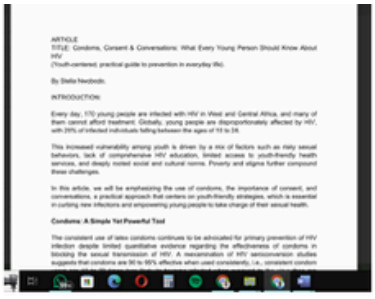
CHAMPION ENGAGEMENT & CAPACITY BUILDING

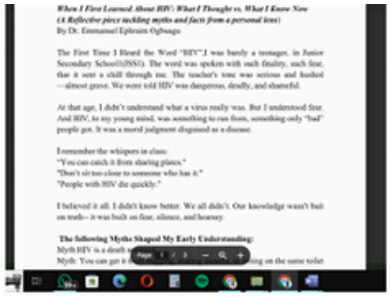
Champion engagement remained a core pillar of YOLHAC implementation during the second quarter. Building on their foundational training in Q1, the champions took on increased responsibilities and demonstrated notable growth in leadership, content development, and digital advocacy. A virtual refresher training was held early in the quarter to reinforce their understanding of ethical storytelling, content planning, and responsible digital engagement. This session also served as a platform to re-align expectations, reintroduce reporting tools, and clarify their evolving roles in the campaign.

Throughout the quarter, champions played a key role in driving visibility and impact for the campaign. They produced engaging social media content that challenged myths, promoted testing, and addressed stigma many drawing from personal experiences or community interactions. Selected champions were also supported to moderate YOLHAC's Twitter Spaces, where they co-facilitated conversations with invited health experts on topics such as PMTCT and HIV & mental health. This opportunity strengthened their facilitation and public communication skills while enhancing their visibility as youth advocates.

In a creative effort to broaden public engagement, the champions led the rollout of a virtual Trivia Night campaign across Facebook, Twitter, and Instagram. On each platform, a carefully curated HIV-related question was posted, and the first participant to respond correctly was awarded a small incentive. This strategy gamified health education and brought HIV learning to a broader, non-traditional audience while deepening the Champions' content curation and coordination experience

In preparation for the YOLHAC webpage launch, champions were also tasked with developing original, human centered articles for a new blog section on the site. These articles, to be published in Q3, will reflect diverse themes such as HIV stigma, personal testing journeys, intersectionality, and youth led solutions. This activity was designed to amplify their voices and reinforce the project's commitment to youth-led storytelling and advocacy









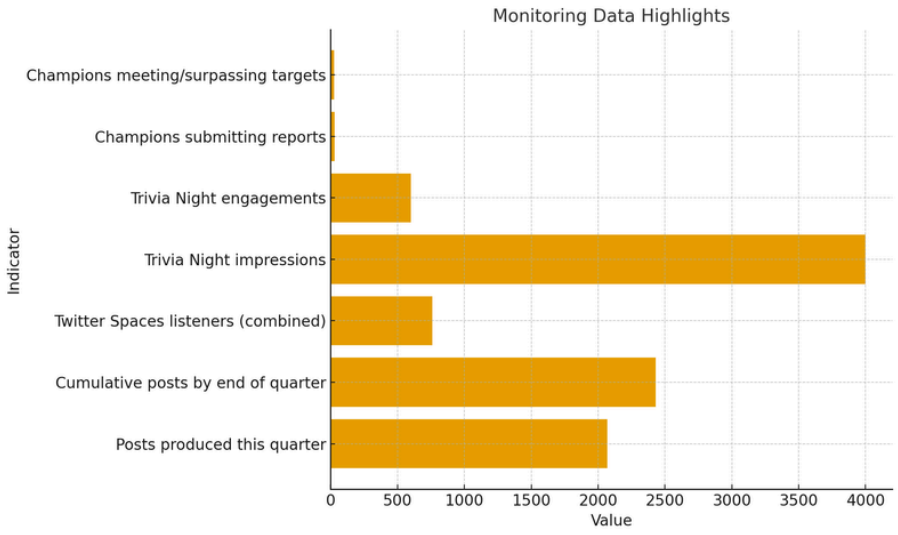
MONITORING, EVALUATION AND CAMPAIGN PERFORMANCE

QUARTER 1

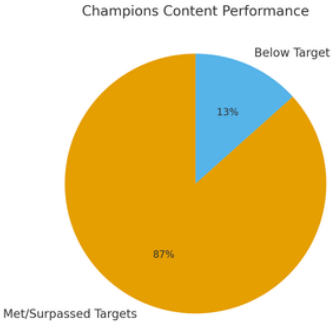
Monitoring began with the recruitment and onboarding of 30 Champions from across Nigeria's six geopolitical zones. Pre- and post-training assessments showed an average 85% knowledge gain among champions, demonstrating the effectiveness of the developed training modules. Champions published 360 social media posts during this quarter, marking the beginning of YOLHAC's digital footprint. Analytics reflected steady growth in reach, and the first pilot Twitter Space was held to test real-time engagement with young audiences. Health facility mapping also commenced across 12 states, with data captured and stored for integration into the webpage backend.

QUARTER 2

Monitoring data highlighted a scale-up in activities, with Champions producing 2,070 posts, bringing the cumulative total to 2,430 posts by the end of the quarter. YOLHAC content trended as the #1 topic on Twitter Nigeria, indicating strong resonance. Two Twitter Spaces drew in over 760 live listeners combined, while the first Trivia Night recorded more than 4,000 impressions and 600+ engagements. Monthly reports were submitted by 28 of 30 Champions, with 85% meeting or surpassing their content targets. Despite the suspension of donor disbursements halting some activities including the webpage launch monitoring showed that Champions remained active online, sustaining visibility through consistent content creation.

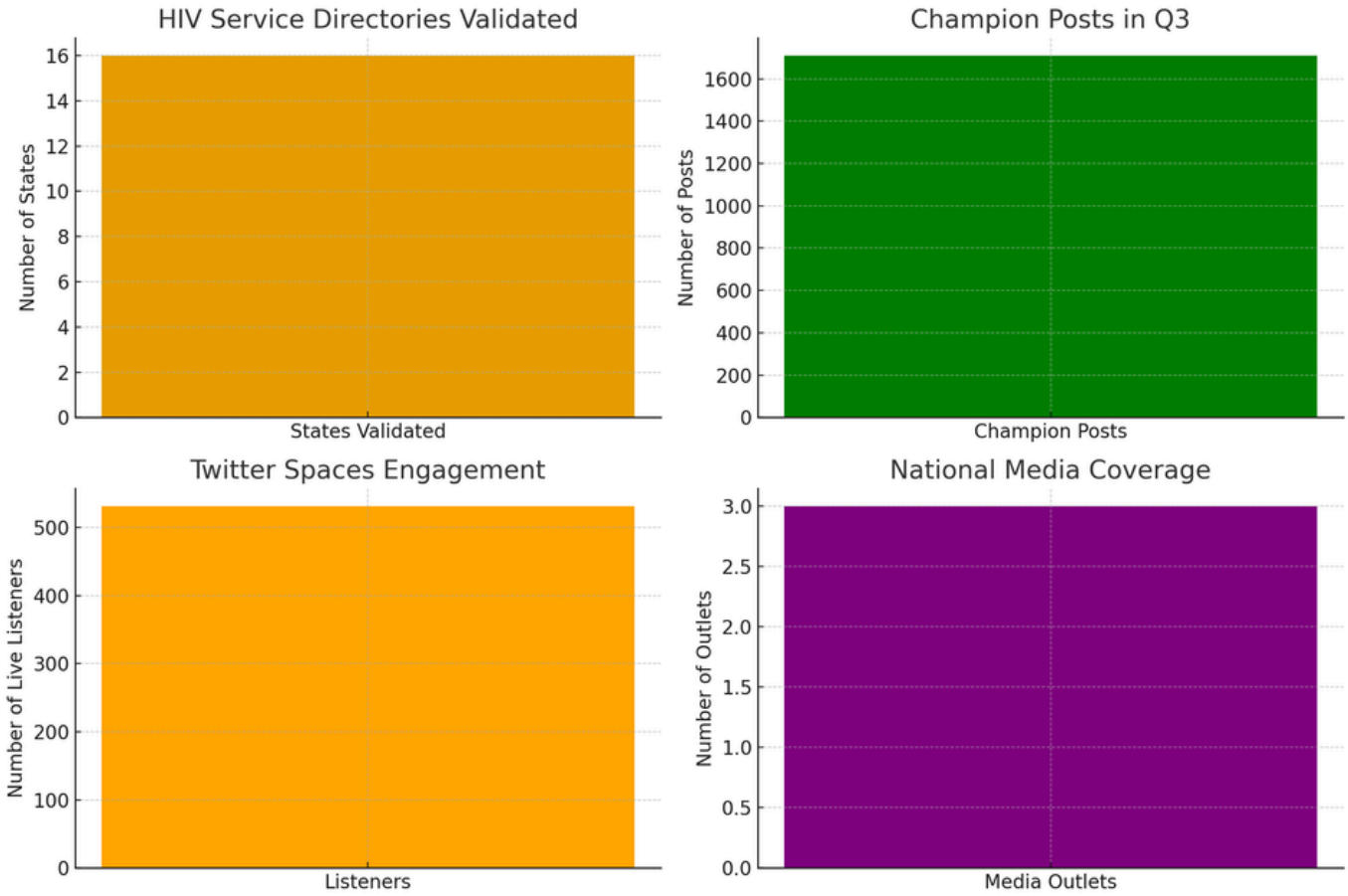






MONITORING, EVALUATION AND CAMPAIGN PERFORMANCE

Quarter 3.

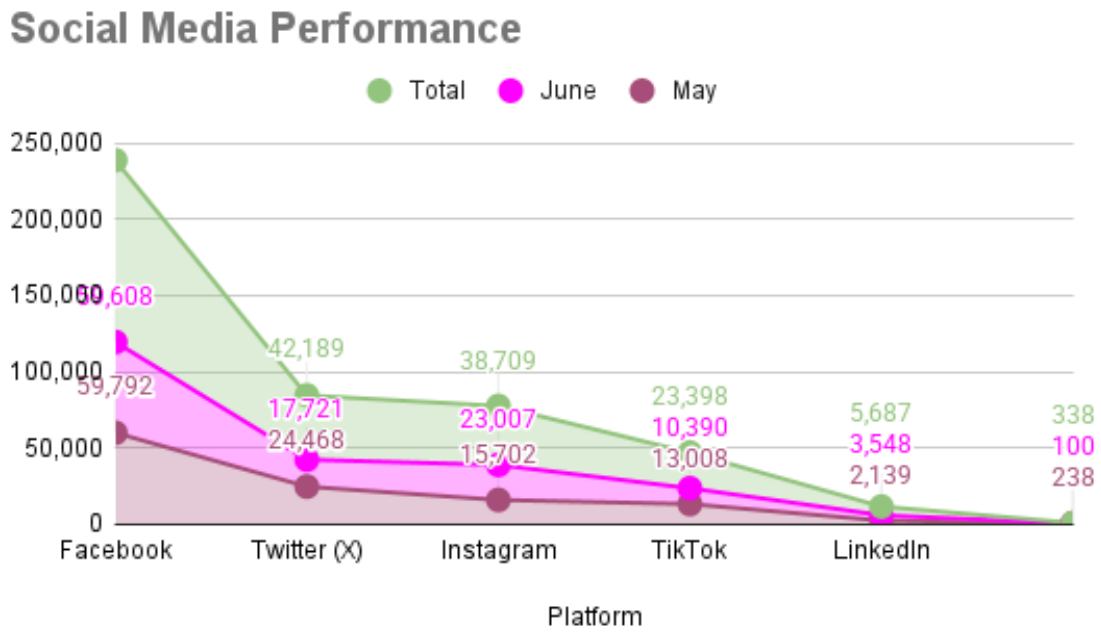


MONITORING, EVALUATION AND CAMPAIGN PERFORMANCE

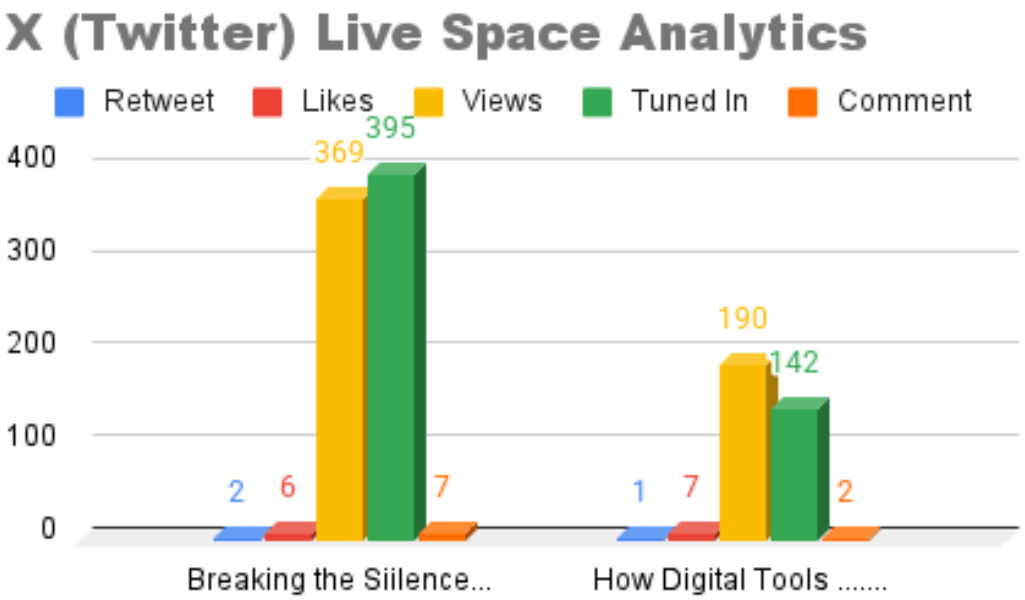
In Quarter 3, monitoring and evaluation activities centered on capturing trends in digital engagement, assessing champions' participation, and ensuring progress aligned with project milestones despite temporary funding suspensions. Consistent oversight allowed the project team to adapt strategies where needed and maintain accountability across activities.

Champions maintained regular content delivery across Facebook, Instagram, X (formerly Twitter), LinkedIn, TikTok, and Snapchat. Metrics collected throughout the quarter revealed steady increases in impressions, shares, comments, and overall engagement. Notably, the two live X Spaces held during the quarter reached over 531 listeners collectively, generating vibrant discussions on stigma and digital tools for HIV education. This quarter's campaign also demonstrated strong performance, with active participation across three platforms and more than 229,721 engagements across all social media channels of the champions.

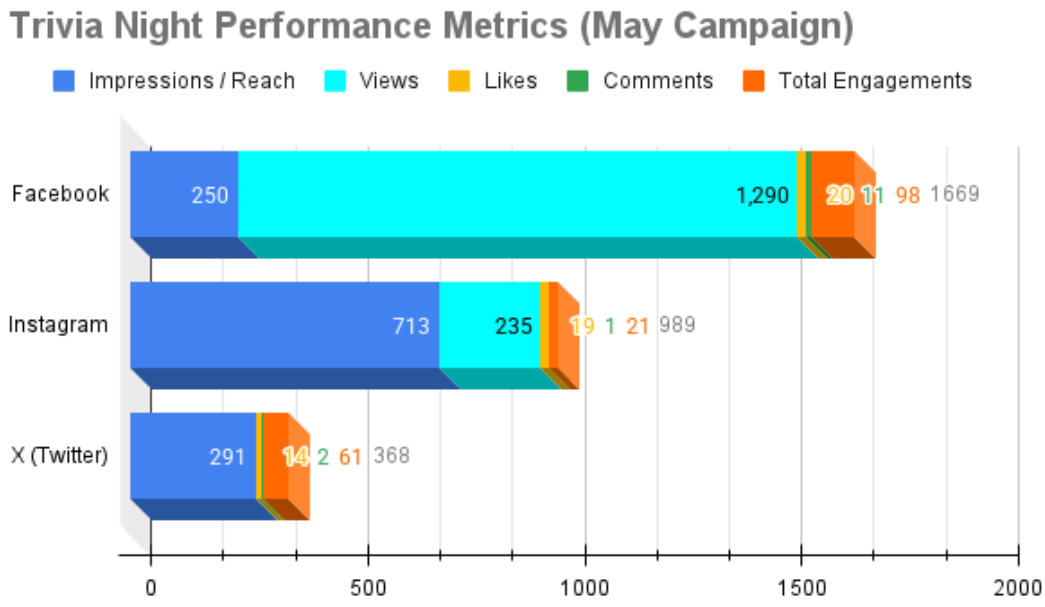
Champions participation remained robust, supported by monthly virtual check-ins that reinforced expectations for monitoring and timely reporting. Champions used a standardized monthly report template to capture both quantitative outputs, such as the number of posts and reach, and qualitative reflections on their experiences. By the end of Quarter 3, all 30 champions had submitted their monthly reports on time, with 100% achieving or surpassing their content delivery targets. This level of commitment highlights the dedication of champions to sustaining momentum and reaching their peers with accurate HIV information.



MONITORING, EVALUATION AND CAMPAIGN PERFORMANCE

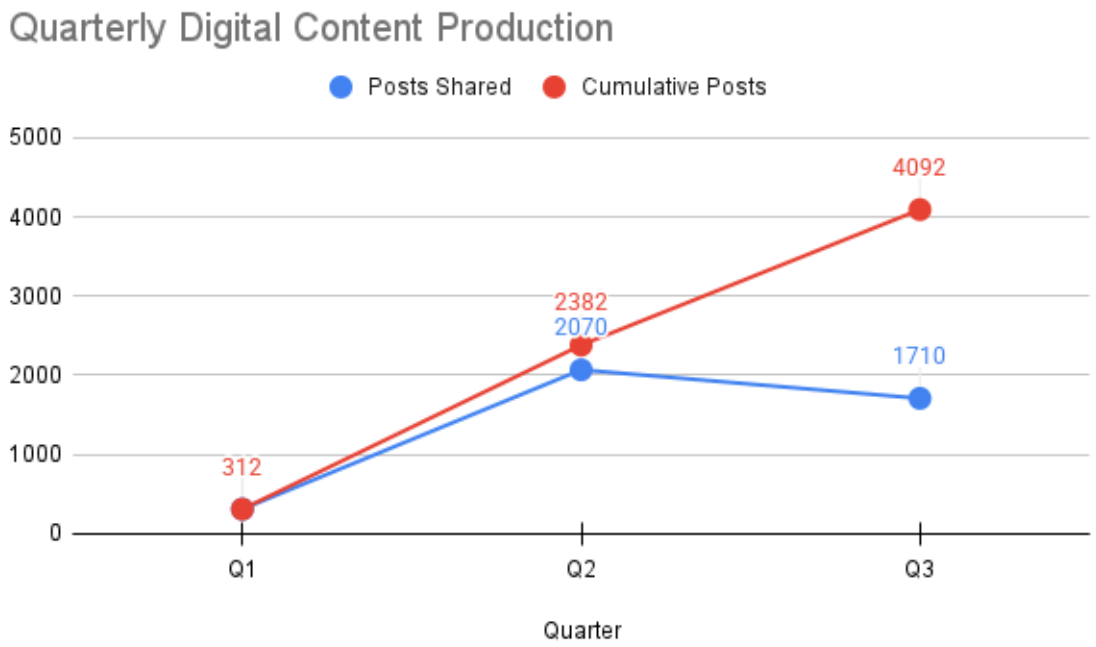


The innovative Trivia Night initiative just for the month of May was shared across Facebook, Instagram, and X, each platform featured a unique trivia question, with the first correct respondent recognized as the winner. This gamification approach generated enthusiastic participation, resulting in over 250 impressions and more than 1000 user interactions overall. On Facebook, the trivia post recorded 1,290 views, 20 likes, 11 comments, a total of 98 total engagements. Instagram posts garnered 19 likes, 1 comments, 713 reach, 21 interaction, and 235 views, while on X, the post achieved 291 impressions, 61 engagements, 2 comments, 6 retweets, and 14 likes. These figures validated the effectiveness of the approach and confirmed strong public interest in youth-friendly, interactive HIV education.



MONITORING, EVALUATION AND CAMPAIGN PERFORMANCE

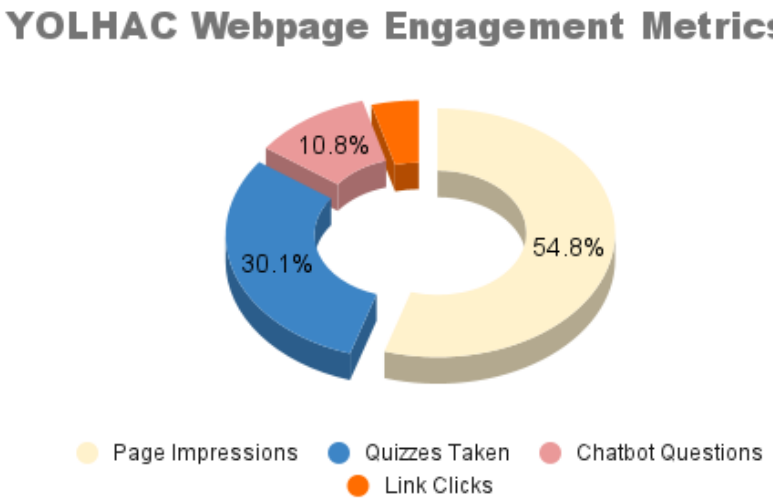
Quantity of Digital Content



Webpage Analytics Report

Since the launch of the YOLHAC webpage on June 11, 2025, through the end of Quarter 3, the platform has recorded 51 impressions, indicating early awareness and initial interest in Nigeria's first youth-led HIV information and support platform.
During this period:

- 28 quizzes were taken, suggesting active engagement with the educational components of the site.
- 10 questions were submitted via the AI-powered chatbot, reflecting growing curiosity and interaction with SRHR content.
- The platform recorded 4 total link clicks, which though modest represent early-stage conversion from browsing to deeper interaction.



MONITORING, EVALUATION AND CAMPAIGN PERFORMANCE

Quarter 4

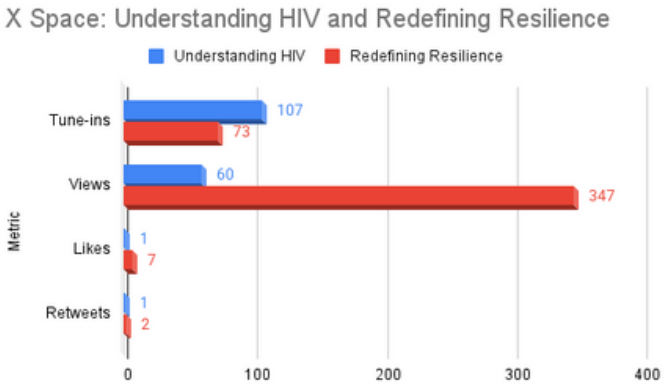
Monitoring in the final quarter emphasized campaign closeout and sustainability. Champions authored reflective articles about their journeys, which were published on the YOLHAC webpage and tracked as part of qualitative outputs. Two Twitter Spaces were held:

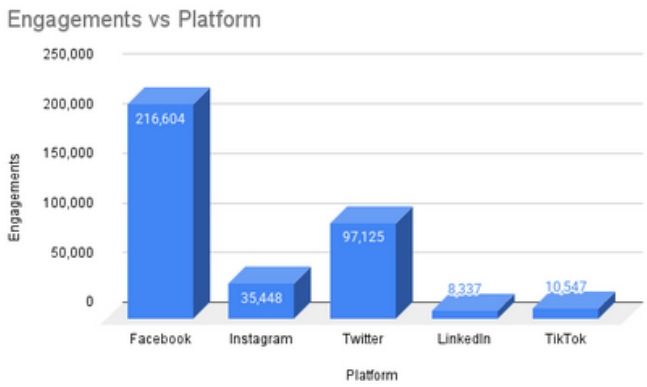
- Understanding HIV and Everything You Need to Know About Its Testing 107 tune-ins, 60 views, 1 like, 1 retweet.
- Redefining Resilience 73 tune-ins, 347 views, 7 likes, 2 retweets.

Cumulatively, social media analytics for the champions for the quarter showed:

- Facebook: 216,604 engagements
- Instagram: 35,448 engagements
- Twitter: 97,125 engagements
- LinkedIn: 8,337 engagements
- TikTok: 10,547 engagements

These figures reflect the strong digital footprint sustained by Champions despite the suspension of stipends. The consistent online presence demonstrates the effectiveness of youth-led digital advocacy in reaching wide audiences even under constrained conditions.





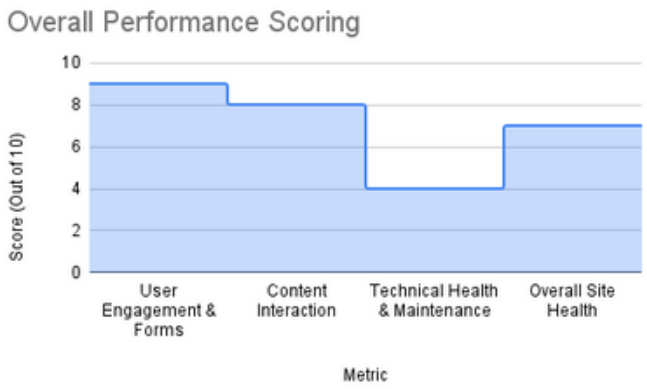
MONITORING, EVALUATION AND CAMPAIGN PERFORMANCE

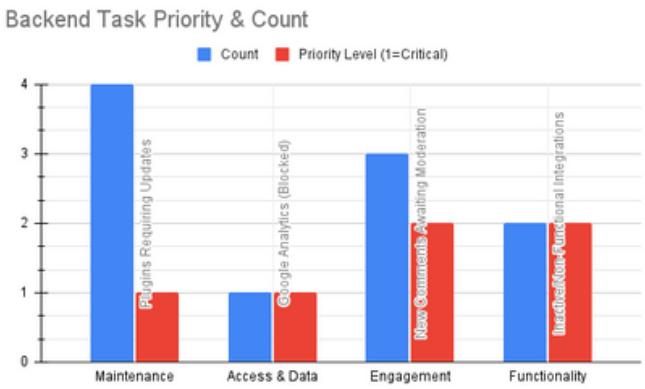
YOLHAC Webpage Performance

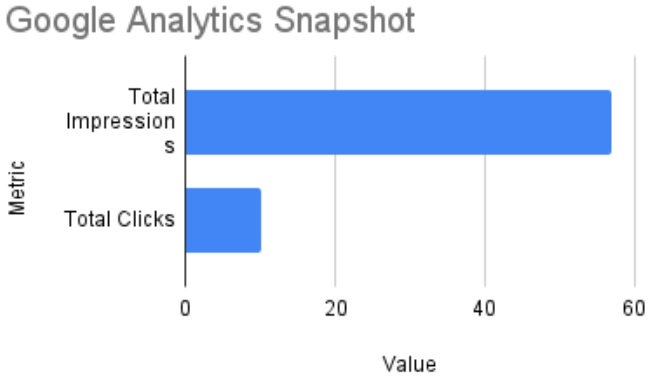
The YOLHAC webpage is building tremendous momentum, demonstrating a powerful connection with our audience. The past week alone saw 38 form submissions, a clear sign of active engagement. Most notably, the Volunteer Form was submitted 33 times, which is a fantastic indicator that our message is resonating and motivating people to take action.

Beyond these tangible actions, the site is also flourishing as a vibrant hub for conversation. The thoughtful comments on recent blog posts, including feedback from recognized figures in the field, show our content is starting meaningful dialogues.

To ensure this positive trend continues and we can build on this solid foundation, our key focus now is on strengthening the platform itself. By fine-tuning a few technical elements such as restoring analytics view and streamlining our backend tools, we can secure this progress and unlock even greater potential for impact. The current energy around the site gives us a wonderful opportunity to invest in these optimizations for long-term, sustainable growth







SUSTAINABILITY & NEXT STEPS

The YOLHAC Webpage will remain active beyond the project, serving as a long-term digital hub where young people can access accurate HIV information, conduct self-risk assessments, and find nearby youth-friendly services. This continuity ensures that the investment made during the project period continues to deliver impact. However, maintaining this platform requires adequate funding to cover ongoing hosting, content updates, chatbot improvements, and integration of additional features such as local language options. Without consistent financial support, the sustainability of this digital tool could be compromised.

A key element of sustainability has been the empowerment of 30 Champions who, through training and mentorship, have gained transferable skills in digital advocacy, ethical storytelling, and online engagement. These young leaders now represent a ready pool of advocates who can be mobilized for future programs. Ensuring their continued engagement, however, will also depend on opportunities to connect them with new projects, funding streams, or institutional partners who can build on the foundation YOLHAC has provided.

Looking ahead, there is significant potential for the YOLHAC model to be adopted and scaled through partnerships with State Agencies for the Control of AIDS (SACAs) and other government or donor-led programs. By doing this, the model can move from a donor-funded pilot to a sustainable, institutionalized approach that embeds youth voices at the center of HIV response in Nigeria.

ANNEXES

Link to Landing Web Page: [Click Here]

Link to Champions' Monthly Reports [Click Here]

Link to Media Publications: Link 1; Link 2; Link 3

Link to X(Twitter) Live Spaces: Link 1; Link 2; Link 3; Link 4; Link 5; Link 6; Link 7

Link to Webpage Launch Participants' Registration: Zoom; Google

Link to Webpage Launch Pictures and Videos [Click Here]

Link to Champions' Content Calendars [Click Here]

Link to Onboarding Virtual Training Pictures/Videos: [Click Here]

Link to Training Module Document: [Click Here]

Link to Champions Social Media Analytics [Click Here]

Trivia Night Insights : Link 1; Link 2