

# JJUE Quarterly

...A shared Vision, to make a tangible contribution towards preventing further HIV infections in Kenya by mobilizing 1 Million youth to know their correct HIV status...

Yes we can, be the generation that makes a difference I wan2b one in a million wanaojijua (Robinson).

A Quarterly Newsletter by JJUE 1 Million Campaign

Issue No 1 - April 2009

## The Story

The faith based community throws its weight behind HIV testing. For the first time, we witness the boldness of a leader, shrewd efforts to make a tangible contribution, and an open minded approach to issues calling for unity.  
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## JJUE drives

It all started with one drive at the University of Nairobi, its grown to a household name and a nationwide campaign  
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## Casting the JJUE vision

Local artists teamed up to spice a weekend with afro- fusion, kapungala and local hip hop. A Grammy Award winning international rock band joins them - rocking and rolling the city, casting the vision of 1 million!  
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## Voice of the FANS



We sample some of your shouts to this campaign, and love you the mOrE!  
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## In Appreciation

Some brought drinking water, others cameras, others brought test kits, some sung their hearts out, others volunteered late in to the nights, the love we share for our community is divine. Check who is on our list, it might be you  
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## A word with the Campaign Visionary

When Gregg speaks, it can be deep. Lets see what he got to say  
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# 14,879 tested

...tonight I learnt that Africa can lead the way in Changing the world....(a text message from an anonymous supporter after the JJUE launch)

When as many as 64% of the Kenyan population don't know their correct HIV status, the problem can be overwhelming. At times we can stop, think and not know what to do. But looking inward, the solution lies, silently. Taking responsibility of the issues that face our communities is the first step, the second is finding people who share in the vision, and thirdly uniting for a cause with like minded people and opportunities.

This has been the footpath of JJUE, and today we are happy and thankful to the work of our hands, and the massive support worldwide. The campaign has grown from being a household name in the I Choose Life coffers to a nationwide fame and even, the world over yonder. Our excitement does not



**The face of the campaign presents a revolution in HIV prevention, renewed commitment by the Kenyan youth to prevent further HIV infections and the desire to achieve an AIDS Free Africa.**

come from the popularity, but from the tangible results - getting tested. Our inspiration is borne from testimonies of change, and connecting to the stories of transformed lives; like the friends of Dan.

"This concept helped my friends to know about their status & highly increased awareness...am so glad that my friends tested themselves & some have learnt how to manage their status... (a text message from Dan)

## Over 15% of the Institution Tested in a week

Through the campaign, local institutions have within a week, achieved what they could not achieved in a year. United States International University reported testing over 700 students in a week, within a population of 4000, recording 18% success. Peer educators assisted in mobilizing the entire campus, standing at every strategic corner including food joints in the campus, providing information about the benefits of HIV testing, and directing traffic to the testing center.

## The Lakeside 411

We have witnessed unique partnerships in mobilization for Counseling & Testing from the I Choose Life Nyanza. For the first time, a 2 days motorbike parade was organized, reaching over 3,000 individuals around Kombewa market and the surrounding villages. With a view of destigmatizing HIV/AIDS and promoting Counseling and Testing, the parade prepared the villagers for a gift of easter. Thereafter, hundreds spiraled out of their homes on GOOD FRIDAY to know their HIV status at Kombewa market.

By the close of the day, the targets had been achieved, with 154 clients being counseled and



# The Story

*Pastor Gowi Odera (of Nairobi Chapel) taking a HIV test before the congregation during a church service*

*If there were any decision about my life that was difficult to make was to know my status, but JIJUE concerts helped me do that. Thanks. (Lilian Nandili)*

tested in the hard 2 reach corners of Kombewa Division, Kisumu

Notably, the uptake of counseling and testing among male clients has increased, with 80% (124) males being counseled and tested compared to the 20% (30) females. The youth response was amazing, with 62% (96) of the 154 were aged between 15 - 25 years, most of whom were boda boda riders that had earlier been engaged in the parade.

We rest assured that the glow-in-the-dark JIJUE reminder bands are definitely lighting the dark nights in Kombewa - Kisumu is a success story!

### The Story of Chapel Ngong Rd

While Nairobi Chapel was being treated to a special service, featuring a blend of music from Jars of Clay,



**A collection of posters developed for various JIJUE drives**

Counseling and Testing Services were being set up at strategic points in the church grounds for the first time in history. Before the homily was delivered, Pastor Gowi took the opportunity to demystify HIV testing within the faith based communities. With confidence and patience worn across his face, he sat down at the pulpit, ready to know his status. The counsellor counseled and finally tested him.

The Chapel, led by Pastor Oscar availed room for 10 counselors on the following Sunday; placed the notice about ongoing VCT in the bulletin and reinforced the same by word of mouth. Members hastily made their way to the tent to get tested.

Learning from hippie trends, Club Xpression, a youth group went to test as a group, and were excited to receive

their results. They teamed up and went to drag their youth pastors to take the test as well. Their efforts in mobilization were complemented with the availability of service by Grace Community Faith Based Organization, who were providing services for a couple more sundays.

At times we probably think its too hard, we are afraid to try. We have come to learn that it may at time need a little role-modeling, a drop of inspiration, and insight into reality. Such has resulted to the story of transformation, and appreciation from our youth, such as Lydia

*..the journey of a million lives begins with one event. Thank u 4 this visionary campaign u've started, it's the best way to save a generation (a text message from Lydia)*

# Casting JIJUE vision

*Flash back to the fusion weekend, Feb 20 - 22, 09. Wrists glowing-in-the dark, ultimate fusion, a touch of kapungala, rock and roll, thousands of supporters!*

## Dan Haseltine & Jars of Clay



February 22, 2009, KICC was a FUSION fountain.

Grammy award winning rock band from Franklin, TN (USA) joined hands with local artists to unleash the second of a pair of JIJUE concerts in the Kenyan capital. This event was the highlight and official launch of JIJUE 1 Million, a campaign.

Kijiji rappers A-Star and Juliani, Jimmy Gait and ragga newcomers MOG were in attendance with DJ Moz of the K-Krew at hand to spin off the tracks. Their local brew of hip-hop, ragga and kapungala left the crowd in gasps, as the show-stoppers finally took to the stage to a rapturous reception.

Jars of Clay, comprising of lead singer Dan Haseltine, guitarists Stephen Mason and Matthew Odmark, and keyboard man Charlie Lowell featuring bassist Gabe Ruschival and drummer Jeremy Lutito, churned out a jambalaya of tunes from their 10 studio releases, many of which, to the quartet's surprise, were familiar to the vociferous crowd.

The crowd sung along figuratively to fever pitch

*...so carry me, am just a dead man lying on the carpet, cant find a heart beat, make me breath....I want to be a new man, tired of the old one, out with the old plan ...*

this track hit the masses with a renewed vision of curtailing further spread of HIV.

## Eric Wainaina



Amid the rocking and screaming, Dan took time to expressed hope that the "Jijue 1 million" campaign would achieve its targets and promised to return for a celebration concert "to hear the voice of 1 million Kenyans who know their status" At the end of the concert, a participant commended that *"..the JARS OF CLAY (JOC) concert put me Just On Course (JOC)"....(anonymous)*

The VIP concert had successfully come down on Friday, February 20, 2008 at the Mavuno Dome Bellevue. The rockers could not go home earlier than midnight, listening to the powerful fusion of Pete Odera, Eric Wainaina, Kanjii, Atemi and JoC.

Eric wainaina took the crowd to meditation with his tearful track - Joka (snake) a symbolic piece that describes the motion of a snake that swallows people across East Africa. *.....kutoka kwale, hadi Kampala, mwendo wa joka sio haraka.....kutoka kisumu, hadi kisauni joka linanyonya, lintatambaa .....* a subtle allusion to the effects of the pandemic, infecting and affecting everyone. While at it, XTzee dancers (the most versatile dance troupe) took to stage for a freestyle "collabo" that left the house gasping at their creativity, pomp and circumstance.

As the curtains closed, onstage came Kiki Mutungi, 501, A-Star and Jars of Clay to belt out the JIJUE theme song - *niko sure*, written and produced by Pastor Pete Odera. Inspired, Uplifted and Aligned, we all appreciated the clean ring ring ring *...niko*

*sure, najijua, said I am confident of myself, confident of*



*myself!*

## Pete Odera leads JIJUE theme song-niko sure

We have so far produced a video for this occasion, including the theme song which will be launched on TV and Radio by close of May 2009. We have sampled a few text messages from the crowd, and this is what we heard.

*Jars of clay has really helped me see the importance of knowing my HIV status as a young person, we should make right choices like getting tested. Thanks! (Diana)*

*To Jijue organizers: nice! Keep up the good work & hey, when we clock 1-million, how abt we go for 10 maybe even 100 milion in Africa! (anonymous)*

*The show was great n I loved it. I learnt much about HIV n why it was important to be tested; and I will b4 end of 15<sup>th</sup> march. I owe u a lot.....(Benny)*

*I neva had any reason 2 go 2 a vct but u have inspired me I had an STD & ignored it. I went & got tested am glad to be -tve (Judy)*

*It touched my heart a lot, because I am positive and a mother of 5. Thanks JIJUE (anonymous)*

*Inspiring awesome an life changing. (Marto).*

As we close this page, we look forward to a series of splash concerts in the year, and a performance by Jars of Clay once we hit the 1 Million

# In Appreciation

*we would love to send a banquet of flowers and cookies to all our friends, partners and supporters. (That would take a year) Thus, this column is specially designed for all of us, tiny as it may seem, because we deeply appreciate YOU!*

## Blood:Water Mission



The success of this campaign is skillfully crafted by the inspiration that is inherent in the BWM family. Our is a testament to how grassroots movements can bring change, though the power of ONE. Its a blessing to work with you, your support is without doubt incredible.

## Jars of Clay

See you as soon as we hit 1 Million mark!

## Capital Idea Ventures, Inc (Washington, DC)

JJUE website keeps the youth wanting to come back!

## Liverpool VCT (LVCT)

Building partnerships and transforming Lives.

## National Organization Of Peer Educators (NOPE)

The innovative options for behavior change.

## Mavuno Dome Bellevue

## DSW

## Ministry of Youth Affairs

## Mullei & Mo Sound Entertainment Rae Shah

## Xtzee Dancers

## ICL Peer Educators

## The City Council Of Nairobi

## HOPE fm

## TBN Family Media

## Nation Media Group

## Capital FM

## HomeBoyz Radio

## Family Health International

## USAID

## Pete Odera Music

## KIKI mutungi

## 501

## Eddie Grai & Febar Studios

## Richard A Star Njau

## Kanjii Mbugua

## Eric Wainaina

## Atemi Oyungu

## Nancy & Becky

## POWER radio 91.1

## The Journey (KU & UoN)

## Kenyatta University AIDS Control Unit

## The KICC



## From the Campaign Visionary



Friends, I am deeply honored to release the first edition of JJUE quarterly, and more over share it with you.

The last 6 months have seen us grow in in all dimensions and we are glad because you are part of it. Never before have we witnessed such a magnitude of demand for counseling and testing in this country.

I am reminded of a situation in Kenyatta University a few years ago when I was a student there. We created such a high demand, to a point where police had to be called in the university to rowdy students who wanted to get tested and got impatient because the counsellors were taking time to attend to each client.

It touches my heart to board a bus, and to sit next to some cool hippie guy wearing the JJUE wrist band. I secretly remove mine from my wrist and open a conversation just to get to know why they have such a nice wrist band. He was amazed when I mention "You know what guy, We are the guys behind that campaign!" At some other time, I was eating fries late in the night at a fast food in town the other week, and some guy seated across the table was telling his friend how he went to Liverpool VCT and got tested and received the wristband, and he would love to take his friends with him to be tested too.

I have received numerous calls - where can I get tested, how can I help in this campaign, which testing centre is near me - Its always honoring to provide information, and my gratitude comes from each life that is changed upon knowing their HIV status.

You continue to be very special to us. We are excited to share our story with you.

Gregg Mwendwa, [gregg@jjue.org](mailto:gregg@jjue.org)

## The Campaign Drivers

**Mike Mutungi** - Chief Executive Officer, I Choose Life  
**Gregg Mwendwa** — Campaign Director, I Choose Life  
**Lucy Mung'ala** — HIV & Testing Coordinator, Liverpool VCT  
**Jerry Aurah** — TA, National Organization of Peer Educators  
**Veronica Mwangi** — VCT coordinator, I Choose Life  
**Maq C Eric Gitau** — Broadcast Media Liasons, I Choose Life  
**Martin Gitau** — Print Media Liasons, I Choose Life  
**Michelle Hassan** — Marketing & Merchandise, I Choose Life

## Significant Others

June Kongoro, Cylia Kathambi, Pascal Wambua, Florence Wekesa, Ahmed Hassan, Daddy Kenn, Carol Okello, James Ngechu, Dennis Maisiba, Ray Kanno, James Andati, Shadrack Kenyaga, Ken Muthoka, Doreen Arusey and Doreen Akoth

## JJUE 1 Million Campaign

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