

PATH Today

A Newsletter for Friends and Supporters

Fall 2006

Entertainment-education in Africa

Reaching youth through creative media

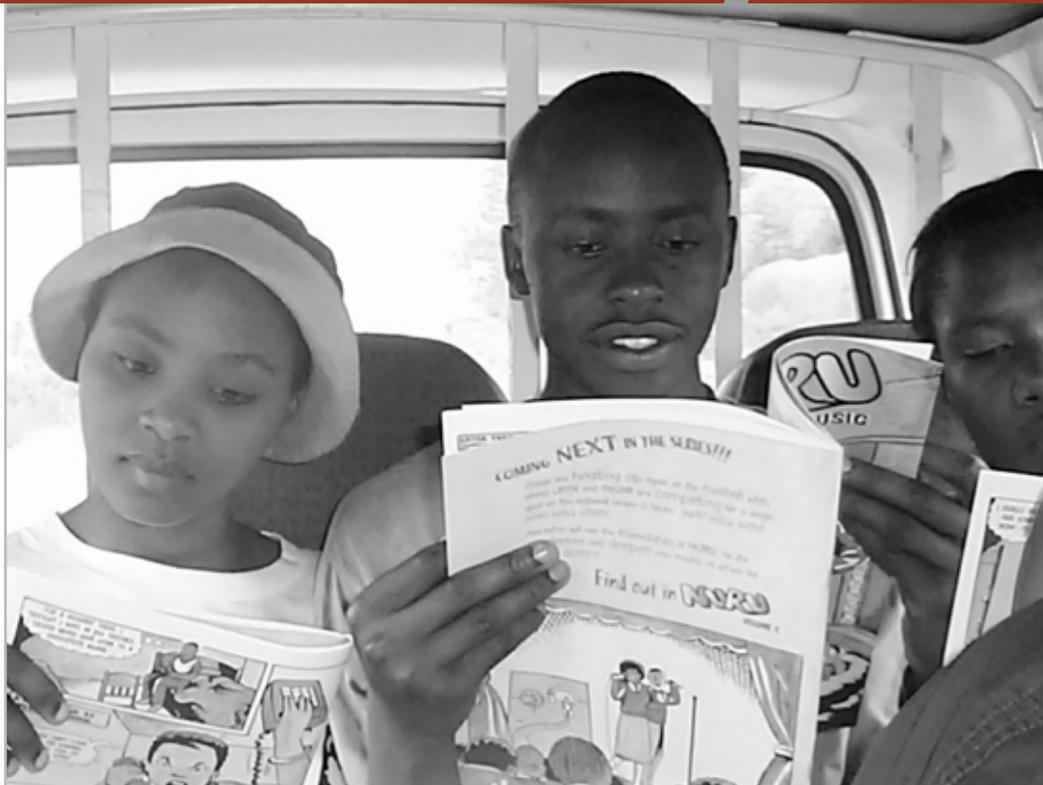
Nuru is a smart, gregarious African girl—a dutiful daughter and a loyal friend. She and her schoolmates confront problems many African youth face: incest, rape, pregnancy, and HIV/AIDS.

Although the problems are real and all too common, Nuru is fiction. She is a character in a comic book and radio drama series designed and produced by PATH. Both are part of a creative public health project helping African youth make informed, healthy choices about relationships, dating, and sex.

Radio's powerful potential

Radio is a major source of information and entertainment throughout sub-Saharan Africa. In a region where young people aged 15 to 24 account for more than half of all new HIV infections, radio has proven to be a powerful and important tool in encouraging young people to make positive choices about their health and well-being.

Since 2001, PATH—with funding from the US Agency for International Development (USAID)—has helped to bring Nuru to people through the nationally broadcast *Kati Yetu* (*Between Us*) radio program. The drama is a compelling look at the struggles and successes of a group of teenagers—



The *Nuru* comic book series is captivating African youth audiences and encouraging positive decisions and behaviors regarding their health. Independent evaluations found a high level of awareness for *Nuru* programming. Recently more than 500 young people wrote to share suggestions for characters in the series.

like the show's very own listeners. Interlocking plots and cliffhangers draw listeners in—and give them a chance to think and talk about the issues they face every day, from teen romance to drug use and the risk of HIV.

Following the 15-minute drama, a PATH staffer facilitates a short talk show featuring young people and the show's hosts, who share health information, answer questions, and interview audience members who share personal experiences about the positive decisions they've made. These conversations shine a spotlight on real-life Nurus who have made their lives better by making healthier choices.

Comic books, change, and choices

Nuru is also the star of a PATH-produced comic book series, bringing

the same characters and conversations to the page. Like the radio drama, the *Nuru* comic addresses difficult issues youth face involving sexual activity, drugs and alcohol, relationships, and family. *Nuru* has a page-turning plot, colorful graphics, and characters who face life-altering decisions and consequences and meet challenges with growing self-esteem and the courage to do what is right. With funding from USAID and the Ford Foundation, PATH has produced six issues and distributed more than 375,000 copies to young people in Kenya, Uganda, and Tanzania.

In the hands of youth

PATH gathers feedback from adolescents to shape both *Kati Yetu* and the *Nuru* comic book. *Kati Yetu*

Continued inside

DEAR FRIENDS,

I am pleased to share some exciting developments at PATH. PATH recently expanded its board of directors to better reflect our geographic and programmatic scope. Our new members are Dean Allen (Seattle), a leader in partnerships that link business and public health; Agnes Gund (New York), a globally known civic leader and philanthropist; and Jay Satia (India), who is at the forefront of efforts to improve reproductive health worldwide.



We also welcome Mahmoud Fathalla, MD, PhD, to the position of board chair. Dr. Fathalla is professor of obstetrics and gynecology at Assiut University in Egypt and serves as chair of the World

Health Organization Global Advisory Committee on Health Research. A founding PATH board member nearly 30 years ago, Dr. Fathalla rejoined the board in 1999. His historical perspective, insights, and expertise have long been an asset.

And congratulations to our board member and former board chair Dr. Halida Hanum Akhter, who was recently awarded the 2006 United Nations Population Award, given in recognition of her dedication to women's health and rights. Dr. Akhter shared a stage with former President Jimmy Carter and others at the Global Health Council annual conference in June and spoke about her life's work and the future of the world's women. Congratulations, Dr. Akhter!

It's my privilege to serve with such distinguished leaders in global health, business, and philanthropy.

Christopher J. Elias, MD, MPH
President

Visit our website to learn more about all the dynamic leadership on PATH's board:
www.path.org/board_of_directors.php.



Cartooning by Bella Klonzo

The Nuru cast of characters face the realities of issues such as drug and alcohol use, relationships, sexual activity, and HIV/AIDS.

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listeners share ideas and respond to emerging questions and concerns from the show, and their comments guide upcoming story lines. The producers also use quizzes and award prizes to keep listeners talking about the issues. Recently, more than 500 young people wrote letters containing advice for Nuru about abstaining from sexual activity, talking with a parent or other trusted adult, seeking treatment from a health center, and respecting and supporting people who are HIV-infected.

In 2003, an independent study indicated that youth as well as adults listened to the show, but it's the hundred of letters from listeners that keeps the show's creators motivated. Listener feedback indicates a strong awareness about the program, characters, panelists, and health messages. When PATH's Oby Obyerodhyambo, a *Kati Yetu* panelist, traveled along the Kenya-Uganda border on an unrelated assignment, he was immediately recognized by

a women's group of widows living with HIV. "They recognized my name from . . . *Kati Yetu*."

Tune in again

Although funding for the radio broadcasts ended in May, Nuru's positive impact continues as community groups access *Kati Yetu* cassette tapes for their own health education programs. Nuru's message will continue inspiring African youth to protect their own health and that of others. ●



Alice Muthoni

Through panel discussions, health news, and listener input, the talk show follows the *Kati Yetu* radio program and encourages youth to question their relationships.

Breakfast for Global Health and Pigott Family Challenge help raise \$633,500

Many thanks to all who attended this year's Breakfast for Global Health in Seattle in May. The Breakfast for Global Health gathers support for PATH's Catalyst Fund—our source of “innovation capital,” the seed money that allows us to explore new solutions to global health problems. A record amount—more than \$633,500—was committed to the Fund at this year's event and included contributions of all sizes.

A \$250,000 challenge was offered by the extended members of Seattle's Pigott family to mark the centennial of PACCAR, a multinational truck manufacturing company founded by William Pigott, Sr. Their gift matched dollar-for-dollar all new and increased gifts of \$1,000 or more and was key to the event's success. The challenge was met that day. Contributions have been made by 346 individuals and couples—many of them new supporters.

The program for the Breakfast also included Bill Gates, Sr., who spoke about the Bill & Melinda Gates Foundation's trust in PATH; former board chair Halida Hanum Akhter, who talked about PATH's innovative approach; and Blaise Judja-Sato, the founder of VillageReach, one of PATH's partners serving rural villages in developing countries.

We are grateful to the many people who have committed their personal resources toward our shared goal: to put health within reach for everyone.



(l to r) Jim Pigott, Bill Gates, Sr., board member Halida Hanum Akhter, and PATH president Chris Elias celebrate the results of this year's Breakfast for Global Health.

Ben Van Houten

Cervical cancer vaccine work to begin

PATH has just launched a five-year effort to ensure that new cervical cancer vaccines reach the developing world, where more than 200,000 women die of cervical cancer every year. Our cervical cancer work started small in the mid-1990s, with a pivotal gift of \$25,000 in loosely restricted funds to study the international burden of the disease. Now, we are helping plan for the pilot introduction of a cervical cancer vaccine in India, Peru, Uganda, and Vietnam. Through collaboration with vaccine manufacturers, the World Health Organization, and other global agencies, we are identifying barriers to introduction and finding ways to remove those barriers. Our activities today mean that the vaccine will be available in developing countries without delay—so that women tomorrow won't have to die simply because of where they live.

Get Inside Global Health

PATH president Chris Elias will present *2006: Health Within Reach* as part of Inside Global Health, a new annual PATH donor forum on Tuesday, October 3, at 5:30 p.m. at PATH's headquarters in Seattle. PATH supporters are invited to get an insider's view of global health topics and learn more about PATH's role in creating a world where health is within reach of all people. For more information on this invitation-only event, contact development director Jan Jacobs at 206.788.2475 or jajacobs@path.org. ●

PATH'S MISSION

*is to improve
the health of people
around the world by
advancing technologies,
strengthening systems,
and encouraging
healthy behaviors.*



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Gates challenge— Double your impact

Thinking of giving to PATH? Right now, your gift can have twice the impact. Between now and October 15, all new and increased gifts to PATH's Catalyst Fund will be matched dollar for dollar by the Bill & Melinda Gates Foundation. This \$100,000 challenge grant encourages donations to our source of flexible funding, the essential resource that fuels our most innovative work. If you are a first-time donor to the Catalyst Fund, your gift will be matched in its entirety by the Gates Foundation; if you already support the Fund, any increase over your previous contribution will be matched. Please use the enclosed donation envelope or visit www.path.org to contribute.

PATH in your workplace

Thanks to PATH's new membership in Global Impact, you can now support our work through your workplace giving campaign. Global Impact represents more than 50 of the most respected US-based international charities in workplace

giving campaigns across the nation. The Combined Federal Campaign (CFC) and hundreds of other workplace giving campaigns offer government and private-sector employees a convenient and effective way to support PATH through payroll deductions. PATH's CFC code is 0371, listed under the Global Impact/International Section. If you are not a federal employee, check your workplace campaign brochure for PATH's code or visit www.charity.org for more information.

Opportunities to engage

On Monday, November 6, at 4:00 p.m., PATH hosts Barry and Andrea Coleman, co-founders of Riders for Health, for a President's Lecture. For more than 15 years Riders for Health has helped ensure vehicles—including motorcycles—are available for delivering health care in Africa. The organization was recently recognized by the Schwab Foundation for Social Entrepreneurship and in 2001 was named Charity of the Year by *Charity Finance* magazine.



Find out
about
giving

PATH continues its Global Health Seminars on December 5, 5:30 p.m., with *Influenza at the Global Level: Fact or Fiction*, presented by Dr. Kathleen M. Neuzil, senior clinical advisor for PATH's Immunization Solutions Strategic Program. This session will provide a better understanding of influenza, its potential impact on human health, and guidance on preparing for a pandemic. Global Health Seminars are open to individuals supporting PATH's work with annual contributions of \$1,000 or more.

Please contact development director Jan Jacobs at 206.788.2475 or jajacobs@path.org for information about these opportunities to engage with global health. ●

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