

## **AIDSWEB Social Action Website Design Competition**

The ***AIDSWEB Social Action Website Design Competition*** is a new pilot activity of the ongoing AIDSWEB Project. This competition, supported by the World Links Program, through a grant from the World Bank's Knowledge Economy Program, is designed to promote African youth team building, website design experience, HIV/AIDS social action development and linkages between schools and community and national organizations dealing with HIV/AIDS. Project partners include national World Links' program initiatives, Schools Online, [I@EARN](#) and the United Negro College Fund.

Selection for this first round of the *AIDSWEB Social Action Website Competition* will be open to all schools participating in the SchoolNet Project. Participating countries include Botswana, Ghana, South Africa, Kenya, Nigeria, Uganda, Zambia, and Zimbabwe. All schools selected will be invited to receive intensive website design instruction through linkages with local trainers and design companies.

### ***Objectives***

- To encourage students to be *socially active* in their communities by:
  - Promoting positive youth involvement in gathering information concerning the impact of HIV/AIDS in their communities,
  - Highlighting exemplary activities of activities designed to combat the spread of this epidemic,
  - Strengthening school linkages with local institutions working on HIV/AIDS issues;
- To encourage greater student and community understanding of the implications of HIV/AIDS to the social, economic and political development;
- To raise awareness regarding the need to care for those affected or infected with HIV/AIDS;
- To develop the capacity among students to create and design effective websites for peer communication and information dissemination;
- To build and strengthen student research, communication and presentation skills;
- To enhance the partnership between schools, communities, non-governmental organizations (NGOs) and other stakeholders in addressing HIV/AIDS;
- To promote student teamwork and creativity.

### ***Social Action***

As mentioned above, social action is a key component of the *AIDSWEB Social Action Website Design Competition*. The criteria for social action are quite inclusive. Examples of this can include youth teams designing a website to

highlight positive school and community HIV/AIDS activities, working with a local HIV/AIDS NGO or health institution to showcase ongoing activities, and/or highlighting a single success story showcasing an individual's, community's or school's HIV/AIDS success story which resulted in greater HIV/AIDS awareness raising or behavior change.

### ***Local Website Design Training***

Student and teacher participants from each of the eight African countries will be invited to receive intensive website design instruction from local design companies to further the development of their AIDSWEB Social Action websites.

The selection of schools invited to this training will be based on their interest in participating in the next AIDSWEB project round (planned for September 2002).

### ***Rules and Guidelines***

- 1) Participants from the schools in the AIDSWEB Social Action Website Design Competition will work in *teams of at least 5 students and 1-2 facilitators*;
- 2) Beyond the basic website design instruction, *students* are ultimately responsible for all aspects of the project including community and other necessary research, overall website design and content development, and presentation of material;
- 3) *Teacher facilitators* must be teachers, librarians or other staff members employed at the participating school. In their role as facilitators, they may offer support, suggestions, guidance and content editing for the student team, but as stated above, overall responsibility for the project must be youth-driven;
- 4) *One entry team per school* -- While multiple youth teams per school are invited to develop websites, only one student-teacher team per selected school will be invited to the intensive website design workshops and only one site per school will be eligible to enter into the competition's final round;
- 5) *Deadlines* must be strictly adhered to;
- 6) Websites may be developed in *more than one language*. However for evaluation purposes, *one of those languages must be English*.

### ***Competition Schedule***

<b><u>Activity</u></b>	<b><u>Date(s)</u></b>
Call for participation	Wednesday, April 3 2002
Registration submissions deadline	Wednesday, April 17, 2002
Website training workshops	May 2002
Information collection	April – June 2002
Website submission deadline	Monday, June 24, 2002
Cover email to AIDSWEB coordinator (Explained in criteria section below)	Monday, June 24, 2002
Evaluation and judgment	Wednesday, July 3, 2002
Award ceremony	Friday, July 19, 2002

Participants are encouraged to start information collection on HIV/AIDS within the framework of the competition objectives as soon as they confirm participation.

## ***Submissions***

**Registration Submission:** All schools intending to participate in the *AIDSWEB Social Action Website Design Competition* must submit their registration to the international AIDSWEB project competition coordinator at [aidsweb@world-links.org](mailto:aidsweb@world-links.org) by Wednesday, April 17, 2002. Each website submission must include the following information:

- 1) Names of student and facilitator design team participants,
- 2) Participating school,
- 3) Name of project website,
- 4) Contact information for the design team members including students and facilitators (addresses, phone number(s) and group email address),
- 5) Number of computers with reliable internet connections, and
- 6) Projected sources of information.
- 7) Availability of a student and teacher project team member for website design workshop in May (e.g., 13-17 May).

**Website Submission:** Each design team must arrange for posting their designs on a registered Universal Resource Locator (URL). This address must be communicated to the international AIDSWEB project competition coordinator at: [aidsweb@world-links.org](mailto:aidsweb@world-links.org) by Monday, June 24, 2002. It should be noted that *if competition judges cannot view the websites online, they will not be able to evaluate the AIDSWEB design submissions.*

## ***Evaluation Criteria***

Judges will evaluate the *AIDSWEB Social Action Website Design Competition* entries based on the following guidelines:

**Social Action/Website Content (35%)**

- Does the site contain pertinent information on the social action component of the project?
- Is the community research on HIV/AIDS presented in a creative, clear and easily understandable manner?
- Are the team's community project objectives easily identifiable?
- Are the roles played by community contributors (i.e. religious leaders, NGOs, community leaders, government officials, etc.) well explained?
- Are results and/or lessons learned from the project well explained?
- Does the information presented convey a positive and transferable message to youth about the impact of HIV/AIDS on communities?
- Is the information presented in an original and creative manner (i.e. through the use of stories, artwork, poetry, pictures, etc.)?
- Are proper grammar, spelling and punctuation used?
- Is there an absence of repetitiveness?
- In a *cover e-mail to the AIDSWEB international project coordinator*, student teams must indicate why the website demonstrates positive HIV/AIDS social action.

**Website Design (20%)**

- Does the site have an appealing layout? Is the space well-used?
- Does the presentation engage the user?
- Is the use of colors well-thought out and harmonized?
- Are multimedia elements well-used (i.e. images, graphics, pictures, etc.)?

**Simplicity of Website Navigation (20%)**

- Is the site easy to navigate?
- Does the site function well? Do links to other sites work? Do internal links work? Do all the intended multimedia elements appear?
- Are there any problems accessing the site?

**Overall Quality (20%)**

- Does the site convey the intended information well to the target youth audience?
- Does the site have a professional appearance?
- Are there a low amount of mistakes?
- Does the site encourage the user to research HIV/AIDS issues further through the information presented and posted links?

**Recognition of Team Members and Community Contributors (5%)**

- Are community participants, students and teacher facilitators recognized?

***Judging***

Websites will be judged by national and international AIDSWEB panelists drawn from student, teachers, HIV/AIDS NGOS and World Links' country program staff. The student and teacher representatives shall be chosen by the national AIDSWEB project coordinators in consultation with the national coordinators.

### **Awards**

In addition to all teams receiving a certificate of accomplishment from project organizers and being featured on the AIDSWEB project website, additional competition incentives for selected teams and individual participants will include:

- International travel to a relevant HIV/AIDS or educational project conference in the following year,
- Software and hardware for participating schools,
- Showcasing of submissions at future AIDSWEB Social Action national and international exhibitions on-line, via videoconferencing and face-to-face.

### **Questions & Information**

Please direct any questions concerning the AIDSWEB Social Action Website Design Competition to the national AIDSWEB website design project coordinators (identified below) or the international AIDSWEB website design project coordinator at [aidsweb@world-links.org](mailto:aidsweb@world-links.org).

### **National AIDSWEB Website Design Competition Project Coordinators (by country)**

<b><u>Country</u></b>	<b><u>Coordinator(s)</u></b>	<b><u>E-mail address</u></b>
Botswana	Topo Maselesele	Toaza@Yahoo.Ca
Ghana		Oafari@Augusco.Worldgh.Net
Kenya	John Kahura	Kanuackss@Kenyaweb.Com
Nigeria	Paul Aworinde	
South Africa	Bontleeng Masweu	Bontleeng@Yahoo.Com
Uganda	Olivia Borgia Mugabirwe	Oliviaborgia@yahoo.com
Zambia	Gladys Mwelwa	Gladysmwelwa@Email.Com
Zimbabwe	Mavis Satande	Wldmhs@Zarnet.Ac.Zw

For other questions about the ongoing AIDSWEB project, including participating in the next project round of the AIDSWEB Online Collaborative Project, please contact Ann Kloforn at [klofbloo@yahoo.com](mailto:klofbloo@yahoo.com).