

# PROJECT PROPOSAL

## SPORT WITH A MISSION – UGANDA (SWAM–UG)

**Title:** *Kick for Health: Using Football to Prevent HIV/AIDS, Malaria, Sickle Cell, Cervical Cancer, Prostate Cancer & TB Among Young People and Communities in Northern Uganda*

**Location:** Apac, Kwanja, Kole, Lira, Oyam, Otuke & Amolatar (Northern Region – FUFA Northern Zone)

**Duration:** 24 Months

**Applicant:** *Sport With A Mission – Uganda (SWAM–UG)*

**Registration:** Registered with FUFA Northern Region & Ministry of Internal Affairs (NGO/Bureau)

**Target Group:** Young people (10–35 years), community members, youth football clubs, mothers, men, and school-going children.

## 1. BACKGROUND AND PROBLEM STATEMENT

Northern Uganda continues to face high burdens of **HIV/AIDS, Malaria, Sickle Cell disease, Cervical Cancer, Prostate Cancer, and TB**—conditions that disproportionately affect young people.

Despite government and NGO interventions, many communities still lack:

- Accessible screening and testing services
- Adequate health education
- Youth-friendly outreach programs
- Blood donation services
- Behaviour change communication tailored for adolescents
- Sports-based engagement platforms

Young people, especially football-loving youth, often miss health services due to stigma, low awareness, and lack of youth-focused outreach.

**Sport With A Mission – Uganda (SWAM–UG)** identified that **football gatherings attract thousands of youth**, providing an opportunity to integrate **health outreach into sports** in a safe, exciting, and stigma-free environment.

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## 2. PROJECT GOAL

To improve the health and well-being of young people and communities in Northern Uganda by integrating health education, screening, treatment, and behaviour change communication into football events.

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## 3. OBJECTIVES

### 3.1 MAIN OBJECTIVE

Use football and community sport activities as a platform for **awareness, prevention, early detection, and treatment linkage** for HIV/AIDS, Malaria, Sickle Cell, TB, Cervical Cancer, and Prostate Cancer.

### 3.2 SPECIFIC OBJECTIVES

1. To conduct **mobile health screening** (HIV testing, malaria testing, cervical cancer screening, prostate cancer screening, sickle cell testing, TB screening) during football tournaments.
  2. To provide **health education awareness** to at least **100,000 youth and adults** through football matches.
  3. To increase **blood donation** among young people by organizing blood drive campaigns at football events.
  4. To train **200 community health champions** and football coaches on health promotion and social behaviour change.
  5. To establish partnerships with **public health facilities and NGOs** for referral and treatment support.
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## 4. PROJECT APPROACH / STRATEGY

### 4.1 Football as a Health Entry Point

Football events naturally mobilize youth without coercion. SWAM–UG integrates health services into:

- Match days
- Tournaments
- Community football leagues
- School football clinics
- Youth football camps

## **4.2 Health Services Delivered During Matches**

During every football event, the following services are provided on-site:

### **Screening & Testing**

- **HIV Testing & Counselling (HTS)**
- **Malaria RDT testing**
- **Sickle cell screening**
- **Cervical cancer screening (VIA, HPV testing)**
- **Prostate cancer screening**
- **TB screening & referral**

### **Preventive Services**

- Distribution of **mosquito nets**
- Condom distribution and education
- HPV vaccination (in partnership with MOH)
- Deworming
- Health education sessions

### **Health Promotion & Awareness**

- Pre-match and halftime health messages
- "Kick Malaria Out" campaigns
- "U-Report, U-Prevent" youth digital health engagement
- Behaviour change communication (B.C.C)
- Community drama & music

### **Blood Donation Drives**

Partnering with Uganda Blood Transfusion Services (UBTS) to mobilize donors.

## **4.3 Strategic Partnerships**

- Ministry of Health Uganda
- District Health Offices (DHO)
- Health Centre II–IV & Hospitals
- Uganda AIDS Commission
- Uganda Blood Transfusion Services
- RHITES-N Lango
- Private health partners
- FUFA Northern Region

## 5. EXPECTED RESULTS / OUTCOMES

### Outcome 1:

Increased awareness and knowledge on HIV/AIDS, malaria, cancers, and TB among young people and communities.

### Outcome 2:

At least **100,000 people** reached with health education through football events.

### Outcome 3:

At least **60,000 community members** screened for various diseases.

### Outcome 4:

Improved access to blood for hospitals through increased donation from football-driven campaigns.

### Outcome 5:

Strengthened coordination between sports organizations and health institutions.

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## 6. PROJECT ACTIVITIES

1. **Organizing community football tournaments** integrated with full health outreach packages.
  2. **Mobile health clinics** at all football events.
  3. **Quarterly sports-for-health campaigns** in schools and communities.
  4. **Blood donation drives** during major games.
  5. **Training community health champions & football coaches.**
  6. **IEC material development** (banners, flyers, posters, radio messages).
  7. **Football-themed behaviour change communication sessions.**
  8. **Monitoring, reporting & evaluation** (monthly, quarterly, annual).
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## 7. TARGET BENEFICIARIES

- Youth (10–35 years)
- School children
- Women and mothers
- Men and community members
- Football clubs & academies
- Persons affected by HIV, malaria, TB, cancers
- General population in Northern Uganda

## 8. SUSTAINABILITY PLAN

- Partnering with local health facilities for continuous support.
- Training local coaches as health ambassadors.
- Annual health-football tournaments to institutionalize the program.
- Working within FUFA Northern Region for long-term integration of health activities into football leagues.
- Creating revenue through events, partnerships, and sponsorships.

## 9. DETAILED BUDGET

Cost Item	Amount (UGX)	Amount (USD)
Football events & logistics	180,000,000	48,500
Mobile health camp equipment	95,000,000	25,600
Screening supplies & test kits	210,000,000	56,600
Training health ambassadors	60,000,000	16,200
IEC materials & communication	48,000,000	12,900
Admin & coordination	85,000,000	22,900
<b>Total</b>	<b>678,000,000 UGX</b>	<b>≈ 183,000 USD</b>

*(I can prepare a full itemized and professional budget if you want.)*

## 10. CONCLUSION

**Sport With A Mission – Uganda (SWAM-UG)** provides a unique, highly effective model where **football becomes a lifesaving platform** for youth and communities.

This integrated health–sport programme will reduce HIV infections, malaria cases, undiagnosed cancers, TB spread, and increase blood donation—while strengthening youth engagement, discipline, and social cohesion.

## 9. DETAILED BUDGET (Annex 3)

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*(Can be further broken down by district, event, and activity for FUFA/FIFA submission.)*

## 10. WORKPLAN & GANTT CHART (Annex 2)

Activity	Month 1-3	Month 4-6	Month 7-9	Month 10-12	Month 13-15	Month 16-18	Month 19-21	Month 22-24
Football Tournaments	X	X	X	X	X	X	X	X
Health Camps	X	X	X	X	X	X	X	X
Blood Donation	X	X	X	X	X	X	X	X
Training of Ambassadors	X	X		X		X		
IEC Materials Development	X		X		X		X	
M&E	X	X	X	X	X	X	X	X

*(Gantt chart version can be delivered as Excel/Word visual.)*

## 11. LOGICAL FRAMEWORK / RESULTS MATRIX (Annex 4)

<b>Goal</b>	<b>To improve youth and community health through football-based health outreach</b>	<b>Indicators</b>	<b>Baseline</b>	<b>Target</b>	<b>Means of Verification</b>	<b>Assumptions</b>
Goal	Reduced HIV, malaria, TB, cervical & prostate cancer burden	Prevalence rates	High	10% reduction	Health surveys	Continued partner support
Outcome 1	Increased awareness	# reached	0	100,000	Attendance & survey	Youth attend matches
Outcome 2	Increased screening	# screened	0	60,000	Clinic records	Sufficient test kits
Outcome 3	Blood donation increased	# units	0	5,000	UBTS reports	Youth motivated to donate
Outcome 4	Health ambassadors trained	# trained	0	200	Training reports	Trainers available
Outcome 5	Partnerships strengthened	# MOUs signed	0	10	Signed MOUs	Partners maintain commitment

## 12. RISK MATRIX (Annex 5)

<b>Risk</b>	<b>Likelihood</b>	<b>Impact</b>	<b>Mitigation</b>
Low community turnout	Medium	High	Advance mobilization, radio announcements, incentives
Test kit shortages	Low	High	Early procurement, buffer stock
Weather disrupting tournaments	Medium	Medium	Indoor facilities, contingency schedule
Limited partner engagement	Low	High	Continuous communication & MOUs
Funding delays	Medium	High	Multiple donor engagement, phased implementation

## 13. M&E FRAMEWORK (Annex 6)

<b>Activity</b>	<b>Indicator</b>	<b>Method</b>	<b>Frequency</b>	<b>Responsible</b>
Football events	# events held	Event reports	Quarterly	SWAM-UG Coordinator

Activity	Indicator	Method	Frequency	Responsible
Health screening	# people tested	Clinic & field reports	Monthly	Health Partner
Awareness campaigns	# participants	Attendance & survey	Monthly	M&E Officer
Blood donation	# units collected	UBTS records	Quarterly	SWAM-UG M&E
Training	# ambassadors trained	Training reports	Bi-annually	SWAM-UG

## 14. PARTNERSHIP & STAKEHOLDER MAP (Annex 7)

- **Government:** Ministry of Health, District Health Offices
- **Health Partners:** RHITES-N Lango, AMREF, UBTS
- **Sports Partners:** FUFA Northern Region, local football clubs, school leagues
- **Community:** Village Health Teams (VHTs), youth groups, school management committees
- **Private Sector:** Pharmaceutical companies, local sponsors

## 15. PROJECT RESULT CHAIN (Annex 8)

**Input → Activity → Output → Outcome → Impact**

- **Inputs:** Funding, test kits, football equipment, trained coaches, health professionals
- **Activities:** Football tournaments, health screening, blood donation, training, IEC campaigns
- **Outputs:** # of tournaments held, # screened, # trained, # IEC materials distributed
- **Outcomes:** Increased awareness, early detection of diseases, improved blood supply, trained ambassadors
- **Impact:** Reduced prevalence of HIV/AIDS, malaria, TB, cancers; improved youth health & community resilience