

COMMUNICATION STRATEGIES OF ADOLESCENTS SEXUAL AND REPRODUCTIVE HEALTH PROGRAMMES IN MOZAMBIQUE: CULTURAL CHALLENGES

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Mozambique's adolescent sexual and reproductive health (ASRH) challenges are: early marriages, early pregnancies and HIV/AIDS. In 1999 the Geração 2030 Programme (GBP) was created to address these youths' problems and improve their sexual and reproductive health (SRH). However, Mozambican youths continue to be exposed to risks related to their SRH. Academic literature recognizes that culture is the key in enhancing effective delivery of communication programmes. Concurrently, studies point to a lack of research analysing communication strategies of health campaigns. Given the country's wide variety in terms of language and culture

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