



Parental Guidance

Helping AIDS orphans head their households

February 1, 2007 By James Wortman

The U.N. estimates that AIDS may leave up to 18 million African children parentless by 2010—and there aren't enough American celebrities to adopt them all. The nongovernmental organization (NGO) CARE Rwanda crafted the Nkundabana (“I love children”) campaign to help Rwanda's orphans become self-sufficient heads of their own households through a community-based mentoring and education program—without displacing them to foreign lands. “It helps to give children a parental figure who they can go to for advice,” says Madhu Deshmukh, director of the HIV/AIDS Unit of CARE USA, “and it helps to alleviate stigma and discrimination so children are more integrated within the community.” CARE has recently reached more than 2,600 child-headed families and has attracted the attention of the Rwandan government in addition to NGOs in other parts of the world. Kids rule.

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