

**CARIBBEAN BROADCAST MEDIA PARTNERSHIP ON HIV/AIDS**  
**LIVE UP: Love. Protect. Respect.**

**CREATIVE BRIEF**

**BACKGROUND**

**Partnership**

Launched in May 2006, the Caribbean Broadcast Media Partnership on HIV/AIDS (CBMP) is a historic Pan-Caribbean coalition of over 35 television and radio companies, representing the English speaking Caribbean, brought together to invigorate and increase the effectiveness of broadcast media's contribution to the fight against HIV/AIDS. The CBMP aims to embrace all Caribbean countries and includes both public and commercial broadcasters. It is the first media-led coordinated and Pan-Caribbean public education response to HIV/AIDS and is intended to be a multi-year commitment.

The CBMP is overseen by a steering committee of six media executives with operational support from the Henry J. Kaiser Family Foundation, which helped to establish the initiative. The Ford Foundation and The Elton John AIDS Foundation provide additional financial support to the effort.

The CBMP takes a cross-platform approach to getting out information about HIV/AIDS, including targeted public service ads (PSAs), HIV-themed programming across genres (news, public affairs, entertainment), and other related informational resources (websites, SMS, hotlines, etc). CBMP members have committed to a minimum of 12 minutes per day to airing HIV/AIDS content.

In March 2007, the CBMP launched a new cross-cutting brand supporting all of the programming components of the CBMP called LIVE UP: Love. Protect. Respect. LIVE UP aims to inspire audiences, especially young people, to consider what is within their power to stem the spread of HIV/AIDS.

**HIV/AIDS in the Caribbean (Key Facts)**

- The Caribbean region is the second most HIV/AIDS affected region in the world after sub-Saharan Africa.
- AIDS is the leading cause of death among 15-44 year olds in the region.
- There is significant variation in the epidemic's impact on the region based on countries' cultural, ethnic, and geographic uniqueness.
- In the Caribbean, HIV is spread primarily through heterosexual sex.
- Many countries have local HIV/AIDS awareness programs in place which provide general awareness about the disease. However, myths, superstitions and misinformation still persists across the region.
- Social issues have a significant impact on the epidemic's spread in the region with stigma against the topic, discrimination against the homosexual community and gender inequalities all playing a large role in the spread. These social issues create a 'snowball effect' by making conversations about HIV/AIDS taboo, which results in denial about the epidemic and an increase in high risk behavior, which results in fear of HIV testing and the related fear of being determined HIV positive and ultimately being socially ostracized.

- There is still an overall perspective that, “other people” get the disease; or “bad people” get the disease or “this can’t happen to me”.

## **TARGET AUDIENCE**

While the target audience is the **general population** of the Caribbean region, there is a special focus on the youth demographic. With statistics showing that AIDS is the leading cause of death among the **15-44 population** in the region, this campaign will be able to have cross-generational appeal, but with a special focus on youth audiences.

## **FORMATS**

The overall campaign brand – LIVE UP: Love. Protect. Respect. - has a distinct brand identity with a holistic concept. The campaign features:

- Television and Radio Public Service Announcements to air on partner networks.
- Locally produced long-form programming across genre including news, public affairs and entertainment.
- Rights-free original programming from partners.
- A consumer focused website and/or hotline for resources and information ([www.iliveup.com](http://www.iliveup.com))
- Cross-promotional elements on SMS and wireless/mobile platforms (coming in December 07)
- Print materials.
- Marketing collateral materials.

## **KEY HIV/AIDS AND CREATIVE MESSAGING**

### ***HIV/AIDS***

#### **Reduce Stigma**

Stigma and discrimination is an issue in fighting the HIV/AIDS epidemic in the Caribbean. Social norms have an impact on how both prevention and treatment issues for the region. As of result of stigma and discrimination:

- People are afraid to come forward and get tested for HIV.
- People living with AIDS are afraid to reveal their status.
- People are afraid to introduce contraceptive methods such as condoms into relationships for fear of their partner’s rejection.
- People are afraid to purchase condoms in local community pharmacies and stores for fear of judgment in the community.
- Young people are afraid to bring up these topics with their parents or teachers for fear of being judged.
- There is a lack of internalization of the disease as an issue that affects everyone.

The issue of stigma and discrimination has a compounding affect on the region. The issue impacts all areas of prevention, testing and treatment.

#### **Protection**

Protection is about knowing your choices and making educated decisions. There are several ways that people can protect themselves against infection, including:

- Choosing not to engage in sexual activity.

- Using a condom every time they do engage in sexual activity.
- Participating in a monogamous relationship and incorporating condoms into that relationship.
- Remaining drug free and avoid use of illicit and illegal drug use.

### **Testing**

Knowledge of one's status is a key factor in helping to stem the spread of the HIV/AIDS epidemic. Testing empowers individuals to take control of their health, no matter what their status. Testing provides empowerment, education by counselors and doctors, as well as the motivation to make informed sexual health choices in the long-term.

However, the feasibility of testing also has ramifications based on the stigma and discrimination issue that is present across the region in addition to the access to confidential testing facilities and care.

### **CREATIVE THEME**

The **main message** of the campaign is on promoting personal action in response to the epidemic with the goal of reducing the spread of HIV across the region – advancing the idea that each one of us has a role to play in the fight against HIV/AIDS. This includes actions as **individuals** (being informed, delaying sex, limiting partners, using protection if sexually active, getting tested), **families** (talking with children about HIV/AIDS), and **communities** (supporting HIV/AIDS programs, normalizing communication and testing, not discriminating or stigmatizing those with HIV/AIDS). The **goal** is to present a campaign that highlights concrete actions that individuals can take to prevent the spread of HIV/AIDS within the context of a larger movement in the region, e.g. advancing the idea of an HIV-free generation and what **you** can do to be a part of it.

The take-away is hopeful, empowering, and action-oriented. It conveys a sense of ability to affect change at an individual level while being empowered as part of a larger movement.

### **To LIVE UP Means To:**

1. **Get Your KNOW On:** Inform Yourself.
2. **Protect Yourself:** Protect yourself and others by using a condom each and every time you have sex, engaging in monogamous relationships, and limiting the number of sexual partners.
3. **Get Tested:** The only way to know for sure is to get an HIV test.
4. **Speak Up:** Talk with your partners, friends and family about HIV/AIDS.
5. **Take Action:** Get involved in your community.
6. **Respect:** Don't discriminate or stigmatize.

### **LOVE.**

Loving yourself and loving others are the key messages of this campaign. Love of self and others means protecting yourself and others. Love of self and others means getting tested and asking partners to do the same. Love of self and others means respecting others and refraining from stigmatizing and discriminating. Talking openly, taking action, and speaking up stem from loving yourself and loving your partner, family, children, community and friends.

### **PROTECT.**

Protection is about knowing your choices and making educated decisions.

There are several ways that people can protect themselves against infection, including:

- Choosing to delay sexual activity.
- Using a condom every time you engage in sexual activity.
- Participating in a monogamous relationship and incorporating condoms into that relationship.
- Avoiding use of injection drugs.

Protecting yourself also means getting routinely tested for HIV. Knowing your status can help you make informed sexual health choices. Testing empowers individuals to take control of their health, no matter what their status. If you test positive, you can get the care you need and protect your partner.

### **RESPECT.**

Fighting stigma and discrimination are crucial to stemming the HIV/AIDS epidemic in the Caribbean. Social norms have an impact on HIV prevention and treatment.

By fighting stigma and discrimination, you can:

- Encourage people to get tested for HIV.
- Help people living with HIV/AIDS reveal their status, get the care they need, and live in a supportive community.
- Motivate people to protect themselves by using condoms during sex without fear of rejection from their partner.
- Change attitudes and fears about purchasing condoms in local community pharmacies and stores.
- Encourage young people to talk about HIV/AIDS with their peers, parents, or teachers.
- Empower young people to recognize that HIV can happen to anyone and that we're all able to prevent infection by making responsible decisions.

By Living Up and working to LOVE, PROTECT, and RESPECT we can save lives and change lives. It starts with you.