

CBMP

**Moderator: Allyson Leacock
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12:00 p.m. CT**

Operator: Good day everyone and welcome to this CBMP Press Call. Today's call is being recorded.

At this time, I would like to turn the conference over to Dr. Allyson Leacock, Chair of CBMP's Steering Committee. Please go ahead.

Allyson Leacock: Thanks you, Candus. Good afternoon to members of the media and our colleagues throughout the region. It gives me great pleasure to welcome you all on the International Women's Day to our historic launch of the CBMP's Live Up campaign. It's a partnership with the ICC UNAIDS and UNICEF and timed deliberately as a launch to maximize on the world being in our backyard here in the Caribbean for the ICC Cricket World Cup 2007.

It's certainly a pleasure for me to also welcome online Sir George Alleyne, the UN Special Envoy for HIV and AIDS in the Caribbean and also the Chancellor of the University of the West Indies. And he will be speaking to us a little bit about placing this entire campaign with the regional HIV/AIDS epidemic the Caribbean in a global context.

We also are really very lucky to have online with us today a man who is obviously very busy and in ((inaudible)) already in Jamaica, John Long, the Manager, Member Services and Corporate

Affairs of the International Cricket Council. And he is going to be speaking to us specifically about the ICC Cricket World Cup 2007 and the ICC's rules as a Live Up Strategic Partner.

Also online with us today, Dr. Amery Brown who's the Technical Director of the National AIDS Coordinating Committee in Trinidad and also a member of our regional Creative Advisory Team. And of course, he has a perspective on the key messages and deliverables of this campaign and HIV and AIDS in the Caribbean.

Ainsley Reid is an educator and Program Officer with the Caribbean Conference of Churches, and he will be demonstrating and talking to us a little bit about Live Up in action. And Jennifer Grant is the Vice President of Broadcasting Services at the CVN Communications Group in Jamaica, and she's also a member of the Steering Committee and the Creative Advisory Team, the regional team. And she will be sharing with us the introduction to the Live Up campaign, its goals and its components.

So I'm sure you want to join me in welcoming them, and let me thank all of you for joining us on this press call. It is a unique way for us to be trying to achieve and embrace as many media members throughout the Caribbean as possible as opposed to doing an onsite press conference in one territory, and we're happy that you have agreed to join us.

The Caribbean Broadcast Media Partnership signed on to major summit in May of 2006 in Barbados, and it was an initiative that began with a partnership with the Kaiser Family Foundation, the Caribbean Broadcasting Corporation in Barbados and the Caribbean Broadcasting Union. And these focused specifically on broadcasters in that particular initiative and of course the CBMT as a partnership, because we felt that the power the media was a critical element in advancing the cause of AIDS, our ability to inform a large number of people, our ability to break the silence really and challenging taboo and stigma and discrimination, which continues to thwart many of the tremendous efforts in the advancement of AIDS and our ability to follow

through and direct our audiences to the many resources and service that are available in each of our territories.

What we did within that partnership as a critical element for our strategic plan was to decide that we would have a coordinated media response to HIV and AIDS across all Caribbean territories. That-it is in fact the very first effort that is being lead by the media whereas broadcast houses in the Caribbean, we are leading the development of HIV and AIDS related programming, public service announcements as well as information materials.

We agreed then, and we have implemented it, that we would dedicate the minimum of 30 seconds per hour, including in primetime for HIV/AIDS messaging. And we've partnered with many of our local government and regional stakeholders to ensure that our messages are accurate and that we actually complement what they are doing. That partnership has now grown to 53 broadcasters in 24 countries across the region, and the Live Up campaign is part of a coordinated effort to ensure that we make the message reach across all kind of multiple platforms, basically in terms of programming as well as workshops.

To date, this Caribbean Broadcast Media Partnership has been very busy. We've distributed three program packages throughout the Caribbean, providing a total of 21 public service announcements, three of them original TV PSAs, four of them original radio PSAs. We've done 12 repurposed television PSAs, submitted right ((inaudible)) from other entities and our partners internationally, two repurposed radio PSAs, six television documentaries, two repurposed long form TV programs, one long form radio series, ((inaudible)) repurposed news ((inaudible)). We've also hosted five Caribbean journalists at the International AIDS Conference in Toronto last year where they filed daily reports, and thanks to CMC, disseminated them to their broadcasters and across the region. And we've also, of course, participated in the CBU AGA, the ((inaudible)) Global Initiative, CC ((inaudible)), and (TMAIV) Global Media AIDS Initiative Leadership Committee.

So we've been really, really busy, and in January of this year, we hosted our very first workshop. It was a radio workshop, and that attracted participation from 26 radio journalists from 16 Caribbean territories. And our project award for original programming on AIDS has been launched, and our deadline for submission is now March 25th. And in May, we look forward to television workshop in Jamaica to follow up then and make sure that we continue to build capacity in all of our programming.

This Live Up campaign launch today then is deliberately timed so that on Sunday when the Caribbean welcome the world, and two billion people, four billion eyes basically, our watching us, that we felt the Live Up campaign will be a perfect message to send to the world with our partner, ICC. And we're really very, very pleased that ICC was so receptive and a true partner in assisting us in getting this out with a lot of the activity that obviously is on their plate along with UNAIDS and UNICEF.

And on March 11th and throughout the ICC Cricket World Cup, the Live Up campaign will be a strategic plank for the Caribbean broadcasters to say to the rest of the world we are very serious about this partnership. We've signed on, and this is our first step in showing you tangibly what can be achieved when there is indeed collaborative effort. We are expecting that our broadcasters across the region will air the PSA in synchronized time during the opening ceremony and throughout the cricket when it is broadcast, indeed throughout the tournament here in the Caribbean.

The Live Up campaign itself emerged from a partnership, a regional Creative Advisory Team, which we deliberately set up to ensure that we were grounded within the Caribbean cultures morays in everything that we created but also to engage the creative capacity of our Caribbean people to ensure that our unique and original messaging had a multidimensional approach, that

we engaged people from across the Caribbean so we were including sensitivities and a lot of the nuances that are unique to us in the Caribbean.

And therefore, we are really very, very happy with this campaign. All of our broadcasters in the region will have received launch kits, but you as members of the media, there is an online press center, and the launch kit is there for you to review in great detail so that you have it on your fingertips as well.

There is going to be a general overview of exactly how the campaign run, but I think based on what we are doing today to give you the perspective on where all of this fit, there is someone from the region who has been working on the HIV/AIDS campaigns around the world, and he has-is very well placed to place this kind of activity by the CBMP within a global context. I therefore, would like to invite Sir George Alleyne, the UN Special Envoy for HIV and AIDS in the Caribbean to now share his perspective on this and to turn the phone over to him.

George Alleyne: Thank you very much, Allyson, and let me congratulate you on the fantastic job you are doing. Well done. Well done.

Let me greet you all here from chilly Washington. On an afternoon like this with snow outside, my thoughts turn naturally to the Caribbean, but my thoughts also are with the former Secretary General of the UN, Mr. Kofi Annan. But I remember very well his words when he launched the media initiative. He said, "If there is one thing that we have learned in the past two decades of this epidemic, that in the world of AIDS, silence is death." And with those words, Anna launched the Global Media AIDS initiative in 2004, and he did it in order to galvanize the world leading media companies in the fight against AIDS.

So today a standing leadership of more than 50 broadcasters, the Caribbean launches a major new campaign that will no doubt help to end the silence about this epidemic. Silence is death,

and we believe that information and education represent almost a vaccination against that silence.

Many years I have been enthusiastically supportive of efforts to strengthen links between the media and public health, and as a ((inaudible)) health organization, we launch a very interesting media awards programs for encouraging work in the media on health. So I'm so happy to say that the Caribbean heads of government have recognized the media as a very important partner in the fight against AIDS.

I was especially pleased to participate in the launch of the Caribbean Broadcast Media Partnership on HIV/AIDS last year. It was truly a historic development for the Caribbean. And the media is only one part of the AIDS response. It really has a special and particularly important role to play. Broadcasters know that although they reach thousands of person at a time, it is also critical to connect with each person individually, and that is part of the key to making a real impact. But in addition to the individual contact, as I often like to say, any epidemic has a host, an agent and an environment, and the media is particularly well placed in changing the environment around this particular disease.

((inaudible)) people this lifesaving information, it requires that you acknowledge there are lives, there are concerns, there are goals, where they live, where they love, where they play, and that is a cornerstone of this new Live Up initiative and is one of the reasons why we at United Nations, we feel very strongly that this campaign will have a real and lasting impact in our region.

This type of initiative is particularly important in the Caribbean where stigma, discrimination and homophobia continue to impede adequate public health response to the epidemic. With this new Live Up campaign with the involvement of the media, the Caribbean broadcasters are sending an important message that we are all equal in front of AIDS, and we must treat those already living with the disease and those who are HIV positive but no longer-but do not yet have the diseases,

we must treat them with the compassion and respect they deserve. For us, inclusion must be our watchword. Broadcast media can help society break that silence. They can do it by using their resources and expertise to provide accurate information in a way that will capture and hold the attention of their audience.

I'm especially pleased to see that this campaign is being launched in conjunction with the ICC Cricket World Cup 2007 and in partnership with UNICEF and UNAIDS, and in so doing, the Caribbean broadcasters are sending an important message of hope and possibility to more than two billion people around the world who'll be tuning in for the games.

For us in the Caribbean, ((inaudible)) essential rules of cricket are fairness and respect, and it's that fairness and respect ...

Female: ((inaudible))

George Alleyne: Let me now close by thanking Allyson and all the CBMB members. The broadcaster, writers, producers and talent have already contributed so much to this incredible campaign. I really believe that they historic initiative can mark an important turning point in the Caribbean response to HIV/AIDS, and I encourage everyone to support and let us Live Up. Thank you.

Allyson Leacock: Thank you so much, Sir George Alleyne.

Female: ((inaudible))

Allyson Leacock: I'm wondering-I think we have one caller on the line that may have someone in the room with them. In the interest of our other callers, I'm wondering if they-that person, if they're not on the call can just step outside, because it is a little distracting.

Sir George, thank you for that endorsement and your unstinting support from inception. It certainly makes a big difference to know that we are part of a global initiative and that the Caribbean partnership has indeed made a difference to the entire activity.

The Live Up campaign is intended to be a unifying brand. It's not only about PSAs. It's a multi-year campaign. And one of the members of our Steering Committee, Jennifer Grant, who is VP of Broadcasting Services of CBM in Jamaica, has been very much involved in the entire exercise. We've been talking about this for a little while. We engaged a number of people in the region, as I said, with the regional advisory team, and this is what they came up with. So I'm going to invite Jennifer to give us a brief overview of the campaign goals and the component and really what is in the Live Up kit and how you can make it work for the rest of the region.

Jennifer Grant: Thank you very much, Allyson, and thank you, everyone, for joining with us today on this very historical occasion. Well, and I'm also going to ask you to-I apologize a little bit for my voice. I have a little bit of a cold, but I'm still here.

Live Up is love, protect and respect, and the major goals of the campaign are to inspire our audience, especially young people, to consider what is within their power to stem the spread of HIV/AIDS. Live Up creates a regional movement by linking all audiences together with one message of hope and possibility, and we would like people to go away with the words, "Live Up starts with you."

The major components of the campaign are a newly-new, specially produced television and radio public service ads, PSAs. We have rights free long form programming. We have informational material and other resources to help all the people involved successful debut this campaign within their various entities. As we said, the tagline is "Live Up, Love, Protect and Respect," and we'd just like you to know that the-what we are showcasing here today came after months of planning

and research, and we-what went into the creating of the brand, the image and the messaging platform.

The major brand identity is Live Up, and it has a positive Caribbean connotation. The word "love" is representative of loving yourself and others. The word "protect" is representative of protecting yourself and others by using protection/condoms if sexually active, staying informed, getting tested and talking openly in your community and with your parents. And of course "respect" is important to everyone. Everyone strives for respect in their lives. Respect represents the importance of respecting yourself and other people.

The campaign developed a Live Up checklist, which includes six ways to Live Up in your own life. The first item on the checklist is get your own-know on. In other words, be informed. The second item is get tested. The other is protect yourself and others by using a condom each and every time you have sex. Speak up. Talk openly. Take action. Get involved. Respect and don't discriminate.

The major components of the campaign as I said before, we have PSAs, and we have informational long form programming, and we have also other materials, but what we're going to be showcasing for you today in the kit are the PSAs. We have three television PSAs and four radio PSAs, and we're also going to be directing you to our website, which we're particularly excited about.

The website is www.iliveup.com, and iliveup.com is associated-is the associated consumer facing Web resource for the Live Up campaign. The website provides pertinent information about HIV/AIDS, including information on testing, protection and epidemic in the region. The site features an interactive map of the region, resources for testing and information across the Caribbean, real people, real stories and partnership on the latest news. The-what we'd like for everybody to understand is that the site is interactive, engaging, young, hip and colorful.

And then of course we have our television PSAs and our radio PSAs. Our radio PSAs actually mirror the television PSAs, which are-there are three main ones. "I Am My Own Man," and this is-was created to target young males and features young men from all walks of life. And then we have "It's Cricket. It's Life." Of course it is very topical as we said, because the entire campaign is being launched in tandem with cricket. So this PSA is created in time for the ICC World Cup cricket games in the West Indies, and it features young fans at a lively cricket match, using cricket as an analogy as to how to get them to live up. And we're going to close-I'm going to close off my presentation with "I Am My Mother's Daughter," and this was created to target young females and features young females from all walks of life speaking about how they Live Up. So listen into "I Am My Mother's Daughter."

Female: I am my mother's daughter, but I'm also my own woman.

Female: I set my rules, my peace, my ((inaudible)).

Female: I talk openly to my children, and I believe in us.

Female: I protect me. I protect others.

Female: Nobody could ((inaudible)) my head with nonsense.

Female: I have the facts straight on HIV/AIDS.

Female: I am in control of my choices.

Female: I love my guy, so we use protection.

Female: I Live Up. I stay safe. I get tested.

Female: Not only for me but for those I love.

Female: I have respect.

Male: Check out www.iliveup.com to learn more.

Male: I am my own ...

Allyson Leacock: Right. And I sincerely hope that those of you do logon to iliveup.com. One of the elements about it is that this campaign has also been endorsed by Caribbean celebrities, including (T.C., Edwin Earwood, Keyha Heins) and (Jimmy Clift) and we'll be adding celebrities as the website continues to expand.

So Jennifer, congratulations to the region advisory team, and indeed, everyone who has worked on getting this Live Up campaign going.

One of the PSAs was of course cricket. Cricket is a religion in the Caribbean, and that's on the lips of everybody right now. But imagine that there may be some people in an organization who'll be getting very little sleep at this point, and that's the ICC. So we're really very thrilled that John Long would take time out of what I understand is a very thrilling match going on in Jamaica in Trelawny, and he has joined us today. He is the Manager of Member Service and Corporate Affairs for the ICC.

John, it's wonderful to have you online. Perhaps very critical to this entire partnership for this campaign is the ICC's endorsement of it and their partnership with us. Please give us your perspective on this.

Jon Long: Thank you very much indeed. I'll give a brief bit of background first of all about the why ICC is involved in HIV and AIDS aware and stigma reducing activities, and then I'll move on to talk a bit about what we're doing around the ICC Cricket World Cup, which of course kicks off at the end of this week. In fact, it's already kicked off with these practice matches that are happening at the moment.

I'll start off by making a very brief apology as well if there's any background noise. At the moment official song of the ICC Cricket World Cup is playing in the background, and the Kenyon team are just warming up getting ready to start the second innings. And so that's a bit of background. It's absolutely glorious here at Trelawny today.

But anyway, onto our partnership that we have in the area of HIV/AIDS awareness and stigma reduction, the ICC entered into a partnership with UNAIDS in 2002. We were the first international sports federation to do so, and really what that was about was that working together with UNAIDS to use the sport of cricket to help raise awareness and reduce stigma about HIV and AIDS.

The reason that we entered into this partnership was because of the real synergy between the areas of prevalence of HIV and AIDS around the world and how that mapped to the-to the cricket world. So when you look at where HIV and AIDS is a-is a most significant problem, you look at South Africa, you look at India, and also the Caribbean here. And when UNAIDS came to us and said, "because of this sort of match up between cricket and HIV and AIDS, we'd like to work with you," that partnership began in 2002.

We've since involved UNICEF in that partnership over the last year, and I'm delighted to say that the ICC Cricket World Cup, that we've been able to involve the Caribbean Broadcast Media Partnership in that as well. It's a-it's proved to be a really positive experience, drawing together

all of those groups to undertake a range of activities that really fit in with our commitment as a sport and as the international governing of the body of the sport to promote the spirit of cricket.

And the spirit of cricket is a concept that's very close to the ((inaudible)) of the sport. It's actually enshrined in the laws of cricket, its unique spirit, and it's about respect. So in-if you look at the laws of cricket and to the preamble to those laws, there's a great deal of information about how players must respect each other, must respect their captain, must respect the opposition, must respect the match officials. And as you've already there, respect is a key component of what the Live Up campaign is seeking to introduce in the Caribbean.

So that synergy exists, and then we look at this event, the ICC Cricket World Cup 2007, and it's part of a series of activities we've undertaken at events over the last five years beginning in 2002. And the kind of things we're talking about are involving cricket players in raising awareness and involving-and using the matches and the massive global interest that there is in this event to really draw attention to these areas that I talked about which are raising awareness and reducing stigma.

So to wind back to previous events, I'll talk about the ICC Champion's trophy. In India, it was only last year, and really we were told that sort of the activities that we undertook there had a massive impact in particularly reducing stigma in a country where attitudes towards HIV and AIDS are very much along of the lines of those that Sir George talked about earlier and really, you know, involving, you know, cricket and the wide audience there in India where it's the number one sport had a-had a dramatic impact.

We hope that the activities that we undertake during the ICC Cricket World Cup here in the Caribbean can have a similarly positive impact. We're delighted that working with a partner like the Caribbean Broadcast Media Partnership ensures that it-the messages that we think are important will also be getting into the homes of people throughout the Caribbean.

To support the CBMP's activities, we're also undertaking activities at the opening ceremony here in Trelawny, so there'll be a range of different things that will happen during the opening ceremony. And then following into the matches themselves, at every single match we'll be playing the Live Up PSA on one occasion during the match and also a special ICC Cricket World Cup HIV and AIDS PSA that we've produced in conjunction with ((inaudible)) ...

Allyson Leacock: Hello?

Jon Long: Hello?

Allyson Leacock: OK. I lost you there ((inaudible)) ...

Jon Long: OK. And then one final but very important piece of the jigsaw for us is that we have a ((inaudible)) player from all 16 of the teams will act as a HIV and AIDS ambassador, and so those 16 players will be undertaking outreach visits to a range of different centers throughout the Caribbean over the course of the event. And I think that to involve those elite players, some of which are the real major icons of the game, has a tremendous positive and carries a far stronger message ((inaudible)) the likes of I could ever seek to hope to portray.

So that's very, very important. So we'll be doing a lot of work with those 16 players to make sure they understand the important key messages and the reasons for them begin involved in this particular campaign.

But hopefully that gives a reasonable summary of ICC, International Cricket, the spirit of cricket and why HIV and AIDS awareness raising activities are important to us.

Allyson Leacock: Yes, and, John, thank you very much for that, because it's only when we place it in the context of a fight that is really larger than any of us that every individual effort really does count, both individually within our families and within our communities. So the engagement of the cricketing community worldwide is really quite significant I think at this stage, so we certainly look forward to those 16 elite players from the teams participating and doing their outreach and making a difference. And we certainly look forward to both the ICC and our own PSAs at the match and indeed the opening ceremony. Hopefully this is a partnership that will cement itself for a long time to come.

Jon Long from the ICC joining us from Telawny and for this afternoon's discussion.

Jon Long: If I could perhaps just leave with one final point that perhaps illustrates the kind of impact that I think a campaign like this can have, when India, we're playing cricket in Pakistan about 18 months ago. The-a young HIV positive person accompanied the captain, who ((inaudible)) to cricket captains out to toss the coin at the start of the match. And we were told that that one simple activity of these two captains accompanying this young person out to toss the coin at the start of the match with their arms around him, obviously that's televised around the world. The commentators explained what was happening and this was part of a wider partnership. And we were told that that one activity had a greater impact in reducing stigma in that part of the world than any other single act that's taken place.

In those countries, obviously cricket is the prominent sport in both of those countries. So we hope that, you know, by working with partners in the Caribbean that cricket could perhaps have a similarly positive impact in this part of the world as well.

Allyson Leacock: Yes, and we certainly look forward to cricket being basically a catalyst for that change.

Thank you.

And there's another gentleman who's been working in the region on this, and he's part of our regional creative team as well. He is the Technical Director for the National AIDS Coordinating Committee in Trinidad in Tobago, and he is very much clued into key messages and deliverables on HIV and AIDS and indeed the Live Up campaign. And let me present to you Dr. Amery Brown to share his perspective with you.

Amery Brown: Thank you very much, Dr. Leacock. And I-the first thing I'd like to say is that this Live Up campaign is being rolled out a really critical time in the regional response to HIV. Many of us now know that Caribbean has the highest prevalence of HIV by region in the western hemisphere, and globally it's second only to ((inaudible)) in Africa. There were 30,000 new infections in the last 12 months, so this is a clear and present danger to the region. We also know that rates range from one to three percent across most of the countries in the region, and youth, our young people, are being increasingly impacted.

Live Up is really outstanding in its approach in that it directly targets those who are most at risk, our young people, the very future of the Caribbean. And a clear feature is a splendid interactive website, which has very strong youth appeal.

In addition to, gender and equality is being regarded as a major contributor to the increasing feminization of the epidemic in the Caribbean region. And now we see about 50 percent of new infections are occurring among females. Live Up is special in that it is gender sensitive with very specific messages designed to contribute to the empowerment of both females and males in a culturally appropriate setting, and I think it is appropriate that we are having this discussion on International Woman's Day.

Early approaches in this region and elsewhere that were based on fear have not worked, and what I like most about the Live Up campaign is its positive aspirational quality. It does not instruct or lecture young people, doesn't tell them what to do, but it says you can do better, and it says

how you can do better. And I think it was Galileo who said, "Nothing can be taught to a man, but it is possible to help him find the answer within himself."

The campaign is relevant both to those who are at risk and those who may be already living with HIV, so it really unites us all. And Live Up builds on strong communications work being done at the national level, not just here in Trinidad and Tobago, but across the Caribbean region, because HIV respects no borders.

I believe that we in this region should be very proud of the collaboration that has resulted in a truly pan-Caribbean campaign that's strategically combines both prevention and anti-stigma components, and I wish to join the rest of the panel here in inviting each of you to give you full support to Live Up and help create a brighter and safer Caribbean. Thank you.

Allyson Leacock: Thank you very much, Dr. Brown. And I'm going to move seamlessly onto our final speaker on the panel, because I think your rallying call as it were for each of us to make a difference is embodied in our next speaker who has made a significant difference. He's a very charismatic character. I had the pleasure of meeting him at our workshop in Trinidad, the radio workshop.

He is the educator with the Caribbean Conference of Churches in Jamaica, Ainsley Reid, who I believe embodies Live Up in action. Ainsley, it's all yours.

Ainsley Reid: Thank you very much. And I must extend a warm welcome to all ((inaudible)) Caribbean ((inaudible)) work of cricket. Ainsley is living with HIV for over the past 15 years since 1992, and I work with the Caribbean Conferences of Churches. I know that for many persons in Jamaica, living with HIV's still a taboo issue, and I think the media is well placed, well positioned to change that. I also believe that the media, being the eyes and ears of people throughout the Caribbean, is now an important partner in mitigating the impact of HIV/AIDS.

((inaudible)) first come to me since I attended the CBMP workshop with journalists in Trinidad in January. After hearing my experience of living with HIV for 15 years, the journalists became very supportive and also committed themselves to fighting stigma and discrimination against people living with HIV/AIDS in their countries.

I choose to Live Up by speaking up and out, eating right and exercising and becoming active in my community. I also use a condom every time. It is therefore important to note that the Live Up campaign as ((inaudible)) initiative will also cross fertilize the gain that we are making with other campaigns throughout the Caribbean. I speak also of the Getting on ((inaudible)) campaign in Jamaica.

My involvement as a staff at the Caribbean Conference of Churches seriously has helped me to rethink what living with HIV is all about. In other words, it ((inaudible)) to ((inaudible)) and come again. In that, I Live Up, get up and get on with life. I believe also that the Live Up campaign will help not only people living with HIV/AIDS but even our constituents through the Caribbean, those in the different sectors, to change or rethink our discourse about HIV/AIDS and about people living with HIV/AIDS.

I really believe that with the current advances that we are having, the discourse will now change to a renewed spirit of love, protect and respect for every man, woman and child throughout the Caribbean. So we all need to just Live Up. Thank you.

Allyson Leacock: Thank you, too, Ainsley. And let me also let you know, members of the media, I believe we have about 35 of you online joining us today, Sir George Alleyne had another appointment, and he had to leave us about three minutes ago. I believe he has gone, so he will not be available to field questions, but I'm going to hand over to Candus now so that she can open up the lines to hear your questions or your comments on the Live Up campaign.

Operator: Thank you. The question and answer session will be conducted electronically. If you wish to ask a question, please press star followed by the digit one on your touch-tone telephone. If you are using a speakerphone, please make sure your mute function is turned off to allow your signal to reach our equipment. And once again if you do have a question or a comment, please press star-one at this time. And we'll pause for a moment to assemble the roster.

And we'll go first to Michelle Arthur with Caribbean Broadcast.

Michelle Arthur: Yes, good afternoon to everyone, especially Dr. Amery Brown out of Trinidad who I met last week. We-a group of media practitioners, we attended the Commonwealth Health and Media Partnership sponsored by the Commonwealth Broadcasting Association, and what I think was particularly interesting is that we were able to speak with people living with HIV/AIDS. We visited the San Fernando General Hospital, and we also went to the ((inaudible)) for Kids, and out of that, we, the journalists, decided that we would form a partnership committed to producing two stories monthly on HIV/AIDS and other health related issues and also that we would volunteer whether at a hospital, a hospice or the National HIV/AIDS Committees in our regional countries to help promote specifically an end to discrimination and stigma.

What was particularly interesting about or visit to the ((inaudible)) is that, the children did not discriminate against us. I think it is time that we see the disease or as I say, the condition, as something that can affect all of us. We have to look past our own personal biases about the illness, and we really need to ensure that everyone gets the message that you can live with HIV/AIDS and that people living with HIV/AIDS have a productive life to live just like all of us. And just like ((inaudible)) that don't discriminate, we should not discriminate against people living with HIV and AIDS. And I welcome this initiative. I think that Dr. Allyson has got-has done a tremendous job, and I also look forward to all of the other comments from people throughout the region, because I think that we're doing something that is really, really wonderful.

(Teysha Heins): And this is (Teysha Heins) also on the line from CBC Barbados. Let me just say that I ((inaudible)) the CBMP workshop in Trinidad ((inaudible)) in January, so let me shout out to ((inaudible)) and all the others who are on the line. And I just find the ((inaudible)) was set up because of this workshop so helpful, so supportive, because everyday I go into my mailbox, and I'm able to see something about HIV and AIDS. And it's a constant reminder that this is our fight. This is something we need to get behind.

Let me just let you know that you can rest assured that right here in Barbados, everything that the Caribbean Broadcasting Corporation, CBC, can do to get the message over about the Live Up campaign, we have been doing. And all today, we've had the message spread over our three radio stations and of course on CBC TV 8, and we certainly will continue to spread the message. Any way we can help, just let us know, and of course, once we get started with our Live Up programming, we're willing to share all across the region, so good luck to everyone.

Allyson Leacock: Thank you so much, (Michelle) and (Teysha). Good to hear you both. I happen to be in Jamaica at the moment, but it's good to hear you and good to hear of the work and the motivation the exercise has done.

Candus, do have any other callers?

Operator: Yes, we do. We'll go next to Juanita Sanson with NBC.

Juanita Sanson: This is Juanita Sanson. Good afternoon, all.

Allyson Leacock: Yes.

Juanita Sanson: I am very excited about the Live Up campaign, and to demonstrate that commitment and excitement, we've already started to air the PSAs. We started this morning. All four of them have been aired, and we will continue throughout the campaign. And since my return from the conference in Trinidad in January, we have increased our programming as it relates to HIV/AIDS. We've had more interactive discussions on this topic on various issues, and we have again had ((inaudible)), and we continue to work with people involved in AIDS work so that people can get a better understanding that HIV is something affects us all, and we all have to deal with it, because there are socioeconomic cultural ((inaudible)). It's worldwide. It's across a wide area, and you're either affected, or in some way you are. If you're not affected, you're infected. Infected or affected.

So we at NBC, we have renewed our commitment, and we are hoping to receive some funding on the CMBP funding program so that we can reach the young people ((inaudible)) as we hope ((inaudible)) not sexually active as well, because we recognize the importance of the prevention aspect of it. So that's what we ((inaudible)) are doing, and well, Live Up. We are wearing the t-shirts today and ((inaudible)) for all of the stuff that we received in the package and ((inaudible)) for the ((inaudible)).

Allyson Leacock: Thank you very much, Juanita, and good to hear from St. Vincent. And just a reminder that the project award submissions, make your-get-make sure you get your submissions in by March 25th, so that's certainly one of the ways in which you can get the funding that you're asking for the project awards on March 25th.

It's really great to hear from you, and just a reminder to the broadcasters themselves to track when you air the public service announcements and any-or any of the other materials so that we can keep track of when they've been used and improve on our tracking system.

OK, Candus. Who else do we have on the line?

Operator: Thank you. We'll move now to Keith Dyett with Montserrat Reporter.

(Tameka Jeffrey): Hi. Good afternoon. This is actually (Tameka Jeffrey) from the Montserrat Reporter.

I'm here with Ms. (Vicky Diaz). We're most interested in this program in spreading the word of HIV/AIDS and getting people aware of the disease and in combating it.

Well, we would like to-we are prepared to assist in publishing any mail or banner and other materials that can assist fight against AIDS, and we'd really like to know how we can get some of these materials to carry in our newspaper online.

Allyson Leacock: OK. I'm going to let some-one of our Kaiser resource persons assist there with the logistics, but obviously, there's a lot of material online, and if you go to the website, there is actually a news bulletin board as it were where you can track developments on a daily basis. And it keeps you informed about any of the developments in HIV and AIDS, and there's also an area for press releases about the CBMP's activities. So that's a head start for you as a print.

As you know, the Broadcast Media Partnership is primarily for broadcasters, but certainly we would welcome support publication on any activity, and the website certainly can be an excellent source for that, but I don't know if Kaiser has any other recommendations.

(Steven Asys): Thank you so much, Allyson. This is (Steven Asys) from the Kaiser Family Foundation, and we'd be delighted to develop a couple of print advertisements that reinforce the messages of Live Up that we could make available rights free for placement in any print publication in the Caribbean. We will work to get that done in the coming week or so, and we will follow up directly with you. You can also contact us through the iliveup.com website, which will allow you to link

directly to us and establish the connection that way. But I have your telephone number, and I'll certainly give you a call back.

Allyson Leacock: Thanks so much, (Steven). That's good. Candus?

Operator: We'll go now to Karen Sealey with Kaiser Family Foundation.

Karen Sealey: Hi, everyone. This is Karen from UNAIDS in ((inaudible)), the regional office. Sorry I couldn't join you on at the very beginning. It seems as if I played tag with Sir George Alleyne, and I just heard that he has left-had to leave the conference. But I just wanted to congratulate CBMP on this wonderful campaign and on the momentum that has been gained since in fact the partnership started. And just to say to the network of radio broadcasters that I had the honor and privilege of meeting in January that to I have watched that in fact network has continued to grow, you know, after January.

So I-it's not often I see that happening, and I just wanted to finally assure you all especially to the last person who made a comment that through the UNAIDS office in ((inaudible)), we can help you to access material from a wide range of sources, including Kaiser, and so please don't-you know, please don't hesitate to call us at 625-4922 in ((inaudible)) or to email me, and we will try to get information to you. But, you know, best of luck, and we're here to support.

Allyson Leacock: Thank you so much, Dr. Sealey, and you've been a wonderful support from inception at our summit in Barbados, and we certainly appreciate you in AIDS partnership on this campaign, but in general the support that you've provided to the Broadcast Media Partnership.

Candus, do we have time for a few more callers?

Operator: Yes, we do, and we'll move to Dion Jackson with RJR Jamaica.

Dion Jackson: Hi. Good afternoon, everybody. OK. Now, Ainsley had been involved in a campaign here in Jamaica in which he and another woman came out and said, "Look. We're HIV positive." It was all over the newspapers and so on, you know, advertisements and so on.

Now, we do-I host a current affairs discussion program on the radio, and we talk to a lot of young people about sexual health issues, HIV/AIDS and so on, and one of the things we were hearing from them is that that campaign had a two-fold effect. Yes, on the one hand people were saying, "Yes, look-they look like everybody else even though they're HIV positive," and so on, but the flip side of it is that we're hearing from the young people that the reaction was, "Well, it can't be so bad. HIV/AIDS can't be so bad. Look how long Ainsley says he's had it, and look how good he looks." And I'd love to have a response from Ainsley as well as perhaps Dr. Brown in terms of how we balance that and how-any ideas as to how we could address that.

Just a second thing before I go is that I would love as well-I'm not sure who I would call or where to contact, but following this, if we could be able to interview one or two people on our radio program later this evening about the launch of this campaign.

Allyson Leacock: OK, let me answer the second question, and then let Ainsley and Dr. Brown, who are far better qualified to respond to your first question. I am in Jamaica, and I am available, and if you wish, as is Jennifer Grant from CBM.

Dion Jackson: Where would I contact you though?

(Steve Asys): You could ...

Allyson Leacock: 826 ...

(Steve Asys): -- contact Mark Urigemma, who is the press contact included on the press release and on the online press kit. He will be coordinating interviews this afternoon, and he'll be able to help you out.

Dion Jackson: That's a Washington number?

(Steve Asys): Yes. New York number.

Dion Jackson: OK.

Allyson Leacock: But he'll intercept your call at the end of the ...

Dion Jackson: OK.

Allyson Leacock: -- conference call.

So now I'm going to invite Ainsley to respond to your first question as well as Dr. Brown.

Ainsley Reid: Yes, thank you. Thank you, Dion, for the question. I think I have the privilege of meeting with many young person, some of whom have also expressed a similar kind of point of view about HIV not as bad as it-as people make it out to be-make it out to seem.

I think that is also one of the things that we as persons living with HIV want to see happen, people changing their views about, you know, HIV being this big monster, you know, and we know that we're not living with a monster; however it is important for persons who are not living with HIV to know that we as people living with HIV don't want many more people to become HIV positive, and there are things that we can do to stop that.

We want to nip the rate of transmission in the bud, realizing that the impact that this could have on our development in the future, the impact that this can have on all major institutions. So it is very important for us to also engage the points of view not just in the media, but the point of your persons living with HIV in our communities, in our homes so that people can see the real impact on their lives.

Allyson Leacock: Thanks, Ainsley. Dr. Brown, would you like to ...

Amery Brown: Well, not much-not much more needs to be said than Ainsley's contribution. But just to say that it is really essential to put a human face to the epidemic. I think for too long in this region, HIV has been faceless, and that has just added fuel to the silence and sensationalism that we've all been guilty of at some point or the other. And the reality is that the face of HIV is a healthy face, so that's just coming out in the campaigning and working to reduce stigma and discrimination. And I think credit must be given to the brave individuals who really put themselves on the line to partner with us in helping to respond to the epidemic.

But the question is quite right. There does need to be balance, and I think Live Up strikes that balance quite well, because we do need to reinforce that HIV is still a serious threat. It's a clear and present danger. Even though there's medication, taking it is not a walk in the park, et cetera, et cetera.

And it speaks to the need for rich and diverse and creative content in the programming that we role out. There's no silver bullet, and the-HIV is so complex that really simplistic or knee jerk responses seldom tend to work. So I think that there's a good basis for the question. The answer really is-lies in balance, richness of content and leaning on resources such as UNAIDS with current invitation and all of the other resources that this partnership is collating.

Allyson Leacock: Thank you very much, Dr. Brown. We are ready to welcome another caller if we have one.

Operator: We'll go now to (Kendra Griffith) with Great Belize Productions.

(Kendra Griffith): Good afternoon. I guess my questions seem now null and void. It seems as persons have already said that they've been airing it, because I noticed in the press kit that you all asked that the campaign be launched along with the on Sunday in conjunction with the opening ceremony of the ICC cricket. So I was just wondering if it had to be then, because in Belize, cricket is not as big as it is in the rest of the Caribbean.

Allyson Leacock: Yes, I think the-we wouldn't want to undo the enthusiasm. What we would ask is that certainly on the 11th that there is a bigger signal that this is the official launch and perhaps then coordinate-I've indicated that we'd like to be able to coordinate a specific time when those PSAs would be aired across the region and identify whether we go with the cricket one or the one for women or for men or whatever. But the reality is that the cricket World Cup was intended to be the official launch of it because of the partnership with ICC, UNAIDS and UNICEF as well, and naturally, the opening ceremony is on Sunday.

(Steve Asys): But, Allyson, just one additional point on that. This is again (Steve) from Kaiser. What we'd ask is the cricket spot, both the television and the radio spot, if those could be held until Sunday. The others spots, "I Am Man" and "I Am My Mother's Daughter" can go ahead and start running now, and we can-we certainly encourage you to do so. The iliveup.com website is live and ready to being fielding inquiries from young people across the region, so we're excited that you all are beginning to air those materials.

Allyson Leacock: Thanks, (Steven). OK, Candus, all yours.

Operator: Thank you. We'll move next to Beverley Sinclair with Grenada Cablevision.

Beverley Sinclair: Good afternoon to all my colleagues on across the region. I wanted to address the question to maybe Dr. Leacock would be the best person to answer. We're launching this campaign on Sunday, and it's not designed to be a short campaign but a long-term one, so what are some of the ((inaudible)) and the changes that we can look forward to for the – for the – for the rest of the campaign where-as the campaign unfolds?

Or, you know, to keep the interest and to keep it alive, we always have to have something new coming at regular intervals. So what direction are we looking to go in, and what are some of the ((inaudible)) meeting?

Allyson Leacock: Well, let me give you a brief overview of the timeline that we're looking at for the campaign. Our first set of TV and radio PSAs you have, March this year was earmarked as our launch date. It's also the launch of the website, which will continue to be dynamic, and there're always going to be new elements, so you need definitely to logon at least once a day.

This partnership coinciding with Cricket World Cup as well as all of the regional programming in the programming package to compliment the Live Up campaign, and you, too, can initiate that change and help to sustain the momentum of the campaign by your own original programming.

On June-in June, we will have the second set of regional TV and radio PSAs. We will have the launch of the Live Up SMS campaign. We'll have the launch of the Live Up entertainment TV programming across the region, and we will also have-sorry, I just lost my note-very, very quickly-forgive me-we'll also have the regional programming to compliment the Live Up campaign. And in December, we will have the third set of our TV and radio PSAs to coincide with World AIDS Day.

In between there, though, if you look at the launch kit in great detail, there are a number of elements that can trigger discussion in your regular programming. There are call-in program hosts who can ask their callers, "How are you 'Living Up'? What do you do to 'Live Up?'" And there are a lot of dimension that can emerge from it.

When we talk about getting in the know and getting tested, staying protected and so on, there are ways that we can engage our audiences as to how they Live Up so that this becomes a buzzword not just because it resonates with us and certainly with young people, but that we really make people start thinking about they're going to Live Up, and therefore this is intended to be a ((inaudible)), a pivot on which you develop other programming yourself as well.

(Steve Asys): To that end, Allyson, I might add that this may-the Caribbean Broadcast Media Partnership on HIV/AIDS is hosting the second in the series of capacity building workshops, which will be organized in Jamaica for regional television producers, writers of existing programming to come together to develop ideas and new strategies for developing original programming or integrating HIV themes into existing programming content. And invitations will be going out to all CBMP broadcasters next week to nominate representatives from their stations who are responsible for making program decisions to participate in this activity.

Beverley Sinclair: OK, thank you.

Allyson Leacock: Thank you, too, Beverley. I believe we may have another caller?

Operator: Yes, we do. We'll go to Junior Jarvis with St. Vincent Searchlight.

Junior Jarvis: Thank you very much and good afternoon to all, ladies and gentlemen. First of all, I'd like to congratulate CBMP and the ICC on a wonderful initiative. I would also like to access information for print and publication for our newspaper ((inaudible)). I'd just like to add that a

couple weeks ago for one of my stories I went and spoke with a National AIDS ((inaudible)) here on the process of taking an HIV test. Not only did I interview a counselor, but I also took a test, that was published in the newspaper and also the results, which I must say was a good one.

That in itself brought a lot of people calling us and trying to find out more information on testing and counseling, so that-in that sense, I have gotten a lot of interest in working along with whoever might be dealing with AIDS and HIV in this country. So it's a good initiative, so I'd like to also in some way try to work along with this process that's taking place. That's all I'd like to add. Thank you.

Allyson Leacock: Well, thank you very much for your interest, and at the end of the call, I'll remind you about what (Steve Asys) from Kaiser is prepared to do in terms of giving print versions of the PSAs for our print and colleagues online today as well as Dr. Karen Sealey from the UNAIDS office in Trinidad, and she left her number of 625-4922 where people can also reach her and get information specifically for print.

Time for our next caller I believe.

Operator: Thank you. We will take a follow-up question from Keith Dyett.

(Tameka Jeffrey): Hi. Good afternoon. This is (Tameka Jeffrey) again. Well, I wanted to ask you a question here, because ((inaudible)) have a very unique situation. We're a small population, and we tend to have a very ((inaudible)) community where people are leaving the island back and forth. So if the government ((inaudible)) persons with a disease or a virus, that number might decline because of traveling purposes or migration. So we have a very difficult time here spreading the message or the awareness of HIV/AIDS. How do you suggest we go about spreading a message with the sort of situation due to the crisis and persons migrating?

Allyson Leacock: Dr. Brown, I think that you're well placed to perhaps respond to that.

Amery Brown: Well, I think ...

Allyson Leacock: Or Dr. Sealey if she's still with us.

Amery Brown: Well, I'm here. I'll give a quick stab and maybe hand it over to Karen Sealey. Certainly the movement of persons into other countries and out of countries is-seem to be the norm in the region, so I-I'm-I don't think you're unique in that respect, and certainly it does pose challenges to the national responses. But I think again, strong comprehensive programming is still required.

Clearly the officials and staff at the ports of entry and ports of exit, those are too seeded with tourism and immigration do need to have training and sensitization with regard to HIV. And steps-policy decisions need to be taken with regard to universal access to services no matter whether persons might be citizens or passing through or temporary residents or even illegal immigrants, and I know that that is a feature across the region.

Many of our countries are on the go and review of laws relevant to HIV and AIDS, and they are being-recommendations are being made on a regional level with regard to ensuring that the right provisions are in place for a realistic and sustained response to HIV.

Allyson Leacock: Thank you. Does that answer your question, (Tameka)?

(Tameka Jeffrey): Yes. Yes, he did.

Allyson Leacock: OK, thank you very much. I think we probably have time for one more call before we wrap up. Candus, do we have other ...

Operator: It seems there are no further questions.

Allyson Leacock: Further questions. Well, if that is indeed the case, let me again extend a very sincere thank you to our panelists for joining us. Let me first of all thank you, members of the media, for joining us in this historic press conference call on the Caribbean Broadcast Media Partnership on AIDS unifying brand campaign Live Up.

I particularly want to thank Sir George Alleyne, Jennifer Grant, John Long, Dr. Amery Brown and Ainsley Reid for taking the time out today to join us. We had a call earlier today with the executives of the media houses and our stakeholders and partners, so I know that this has been a lot of time for Ainsley and Amery, who were on that call as well, but also certainly, the very busy John Long and ICC (interloanee) as well as Sir George Alleyne, who took time of his schedule, and so are very, very appreciative of you coming.

I am also very appreciative of members of the media who joined us and participated and have questions. Dion Jackson from RJR, (Kendall Griffith) from Beleise, Beverley Sinclair from Grenada Cablevision, (Genia Javers) from St. Vincent in the Grenadines, ((inaudible)) newspaper, (Tameka Jeffrey) from ((inaudible)), and (Michelle Offer) and (Teysha Heins) from the Caribbean Broadcasting Corporation in Barbados, and (Juanita) also from St. Vincent.

So thank you all very much. Don't forget to log on to iliveup.com for all of your information and your interaction. And those of you who-I believe, Dion, you wanted to follow up for interviews. Mark will take your information and channel you accordingly. And any of the others of you who want to have any follow up information, we'll be happy to provide it.

Thank you all, and please make sure that you Live Up, love, protect, respect. Take care.

Operator: And that does conclude our conference for today. Thank you all for your participation. Have a great day.

Female: Thank you.

Allyson Leacock: Thank you, ((inaudible)).

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