



**A Public Education Initiative
Of the Caribbean Broadcast Media Partnership on HIV/AIDS**

THE CBMP

Launched in May 2006, the **Caribbean Broadcast Media Partnership on HIV/AIDS (CBMP)** is a historic pan-Caribbean coalition of more than 35 television and radio companies from across the region 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 response to HIV/AIDS in the region.

The CBMP is overseen by a steering committee of six media executives with strategic and 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.

A REGIONAL MEDIA RESPONSE

On Wednesday, March 7th, in conjunction with the start of the ICC Cricket World Cup, the CBMP will launch ***LIVE UP: Love.Protect.Respect.***, the first pan-Caribbean media-led campaign on HIV/AIDS., The launch will include the release of the first in a series of TV and radio public service ads (PSAs), specially developed for the CBMP with the guidance of a regional creative advisory team. CBMP Members are encouraged to develop local programming to coincide and complement the *LIVE UP* campaign in keeping with the CBMP objective of dedicating 12 minutes per day for HIV/AIDS-related programming.

LIVE UP inspires everyone to consider what is within their power to stem the spread of HIV/AIDS. The *LIVE UP* logo -- above -- serves as a unifying brand across all programming produced by the CBMP. A launch kit will be distributed to all members in mid-February to help you prepare for the *LIVE UP* roll out.

(cont.)

WHAT IS NEEDED?

- To get audiences, especially young people, **to internalize HIV risk**: it can happen to anyone, but it doesn't have to – HIV/AIDS is preventable.
- To inspire personal action in response to HIV/AIDS -- as **individuals** (be informed, be protected, get tested), as **families** (talk with partners and children) and **communities** (not discriminate or stigmatize, communicate openly, get involved).
- To highlight these actions as part of a **larger movement** across the Caribbean working together to stem the spread of HIV/AIDS.
- To convey **hope, empowerment and possibility**.

HIV/AIDS THEME(S)

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.

Open Attitudes and Communication

Stigma and discrimination is an issue in fighting the HIV/AIDS epidemic in the Caribbean. Social norms and conservative values have an impact on how both prevention and treatment issues within 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.
- People are apprehensive about talking openly to their partners, families or friends about HIV/AIDS and related issues.

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

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.

CAMPAIGN PHASES AND GOALS

Phase 1 (March 2007)

- To build brand awareness for the new campaign and drive target audience to dedicated website / local resources / SMS campaign to seek more information;
- Create a sense of pan-Caribbean regional unity / action through association with Cricket World Cup being hosted in the region in response to HIV/AIDS.
- Promote sense of hopefulness and empowerment about stemming spread of disease;
- Create the foundation to reduce stigma and discrimination across the region about the topic of HIV/AIDS.
- Drive target audience to take concrete action (re: protection; open communication; testing)

Phase 2 and 3 (June and November 2007)

- Build on goals of Phase 2;
- Address common beliefs that “HIV/AIDS does not affect me” and that “It’s a disease of others” and replace with belief that “HIV stops with me.”
- “Normalize” conversations about HIV/AIDS in order to address the silence, stigma and discrimination surrounding it;
- Drive target audience to take action (re: protection; open communications; testing)

RESOURCES /TAGS ON PSAs

- Consumer website
- Possible SMS code linked to campaign with resource information (most likely in phases 2 or 3);
- Links to national / local hotlines.

TIMELINE

- 1st Wave / PSA Launch: **March 2007** to coincide with the lead up to ICC World Cup Cricket
- 2nd Wave: **June 2007**
- 3rd Wave: **Late November 2007** to coincide with World AIDS Day (December 1).