

BUILDING BRIDGES OF HOPE

INCREASING THE
MEDIA'S ROLE IN
HIV PREVENTION AND
TREATMENT



SENSITIZATION WORKSHOP
SAN IGNACIO HOTEL
AUGUST 10 - 12, 2007



WELCOME

- Martin Cuellar, Ph.D.
- B.A. and M.Sc. In Mass Comm.
- Taught Issues in Mass Media
- Taught Communication Skills
 - Volunteered with the AAA
- Served on the Board of the AAA
- Passionate about reducing stigma and improving the quality of life of PLWHA

ICE BREAKER

- You are to find the answers for all the questions on this card. If you don't know the answers you can find them from among the participants. Each participant has information that may help you answer your questions. The person who gathers the answers for all his or her questions first wins this ice breaker game. Start checking with each person in the group to find the answers to your questions.

ONE MORE REASON WHY YOU ARE IMPORTANT

- You are already important
 - You are committed to Belize's development
 - You are willing to make sacrifices for your professional performance
 - You made prioritized this event this weekend
- You collectively hold an important part of the puzzle to improve the quality of lives of those living with HIV/AIDS and to increase prevention
 - You are the guardians of the people
 - You are the gatekeepers of information and edutainment

WHY WE INVITED YOU

- Want to engage you further in the struggle
- Want your open objective minds
- Want to facilitate learning from each other
- Want to benefit from your confidentiality
- Want to grow and prosper with your respect
- Want to garner your commitment to do more
- Want to help you fill in your puzzle of Who What When Where Why and How of HIV in Bze.

EXPECTED OUTCOMES

- Learn at least five new facts about the global movement to increase prevention and improve treatment
- Describe using specific facts, the national movement to increase prevention and improve treatment
- Summarize citing specific examples, the objectives, accomplishments and challenges of the PTAP in Belize

EXPECTED OUTCOMES

- Produce a list of possible media activities and specific plans for one such activity you can commit to along with your media house to support the PTAP project in Belize
- Sign a commitment pledge to publicly show your plans to become more involved
- Generate a Commitment Database
- Identify media counterparts for the project

THE MEDIA'S ROLE

- Lets look at what can be done by the media
 - The case of Karol and Seta
 - Jamaica Commercial
 - The Canadian documentary
 - The case of South Africa
 - Other examples of what is being done or can be done (local accomplishments)
- Why aren't we doing this in Belize
 - Brainstorm obstacles at all levels

THE MEDIA'S ROLE

- So, how do we get the work done?
 - Understand the work at hand (Changing Human Behavior)
 - Five myths about changing behavior
 - Crisis will bring about the change
 - Fear will cause people to change
 - Lots of facts will make them change
 - Small gradual change is easier to make
 - We can't change because you can't teach an old dog new tricks

THE MEDIA'S ROLE

- Molding people's attitudes
 - Release them from prior commitment
 - Provide them with new information
 - Make them see the benefit in your proposal
 - Show them you have their best interest at heart
 - Give your message more benefits than requests
 - Use good logic

THE MEDIA'S ROLE

- Advertising appeals that can help
 - Happiness
 - Progress
 - Scientific Evidence
 - Health or the reverse which is death
 - Sex

THE MEDIA'S ROLE

- Keep it simple
- Don't just encourage, show exactly how to do it
- Thomas Quick says
 - Make it easy
 - Make it doable
 - Make it valuable
- Overcome obstacles to their:
 - Knowing
 - Believing What You Want
 - doing

THE MEDIA'S ROLE

- The connection between attitudes and behavior:
 - We don't have control over people's behavior
 - Attitudes often drive behavior so that is the way to go
 - Many times people's behavior don't match their attitudes
 - How to achieve ABC (attitude behavior consistency) - availability and relevance

THE MEDIA'S ROLE

- Being Informed and Passionate About Your Message
 - Key Issues
 - New Prevention Technologies
 - Sexuality Education
 - Infection
 - Appropriate Language and Ethics
 - Anti-Retroviral Medication
 - Acceptance and Implementation of National Policies
 - National accomplishments in the struggle
 - Discrimination and Stigma - How Are Our Laws Involved?

THE MEDIA'S ROLE

- Condom distribution
- Adherence To International Conventions
- Access To Medication and Medical Treatment
- Access To Psychological Support
- The Need For Constitutional Reform
- Press Information Display

THE MEDIA'S ROLE

- Seeking Support From Management
- Forming Coalitions of Mutual Support and Collaboration

