

A. PROJECT IDENTIFICATION

1.	TITLE	Youth, media and Aids Prevention
2.	NUMBER	
3.	CATEGORY OF MASS MEDIA	Internet-based media
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	Sub-regional LAC
6.	TYPE OF ASSISTANCE REQUESTED	Financial
7.	TOTAL COST OF PROJECT	US\$ 35500.-
8.	AMOUNT REQUESTED FROM UNESCO	US\$ 25000.-
9.	BENEFICIARY BODY	<i>Las Otras Voces. Comunicación para la democracia</i>
10.	IMPLEMENTING BODY	<i>Las Otras Voces. Comunicación para la democracia</i>
11.	PROJECT LOCATION	Argentina, Bolivia, Paraguay
12.	PROJECT PREPARED BY	Silvia Bacher Las Otras Voces Esmeralda 1066. 7º A. Ciudad de Buenos Aires. Argentina. Teléfono: (+54 11) 4311 3052 / 4315 1623 Fax: (+54 11) 4311 3052 info@lasotrasvoces.org.ar www.lasotrasvoces.org.ar

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION:

Communications rights among youth

One of the main priorities of the societies to build people's participation in democratic life is to promote Communication Rights among youth -that include the right of information and the right of freedom speech-.

Communication Rights are the way to strength the respect for human rights. Young people need to empower themselves through knowledge and information to exercise their rights. If young people are informed they will be able to discuss, to decide, to share with others and to organize themselves, finally to participate in the social life.

The exercise of communication rights allow young people to:

- Produce their own media messages.
- Express their opinions, and respect others views, about different issues, include those which are complex to tackle in public sphere.
- Develop their critical thinking respect the reception of media messages.
- Participate in decisions and actions in order to promote community development.
- Promote the expression of different voices and opinions in a community.
- Explore the media languages and develop their creativity.

However, there is too much work to do in order to strength the Communications Right among young people. Frequently the media agenda runs far away from some problems and interests of youth. The youth issues are absent from most of the media, their voices nor opinions are not included at the media agenda. The ways the mass media represent young people are plenty of stereotypes and stigmas. This happens in countries where almost fifty percent of children and young people live below the poverty line.

Communications and HIV AIDS

HIV AIDS is a social issue. It involves every human being. Communication field can help to HIV AIDS understanding and prevention.

The book *Entre Jóvenes. Comunicación y VIH* explains that the third AIDS epidemic is called the stigma, discrimination and negation epidemic. This kind of epidemic is specially visible in the mass media. HIV AIDS is an epidemic of meanings. From the beginning of the pandemic some powerful metaphors were built around the HIV AIDS. These metaphors produced and spread by the mass media, strength the stigmatization and discrimination. Moreover, they make some people have inexact ideas respect the disease and deny that they are able to be infected by the virus or affected by the AIDS.

Dealing HIV AIDS from communication field allow young people to revise the metaphors and stigmas found in the mass media and to develop new communication projects in order to prevent the virus.

At the same time, the mass media offer young people several attractive resources and languages to tackle HIV AIDS issues with interest, participation, creativity and responsibility.

This project

In 2005 **Las Otras Voces** developed the first step of the project *Entre Jóvenes. Comunicación y VIH Sida*. This project aimed to strength the exercise of the Communication Rights among young people. Besides, it aims to promote the development of communication projects about HIV AIDS in order to:

- Strength the participation of young people in the mass media and their communities.
- Prevent HIV AIDS.
- The revision of the metaphors and stigmas about HIV AIDS visible in the mass media.

For this purpose, the Entre Jovenes project consisted of:

- The development the virtual regional network Entre Jóvenes. Comunicación y VIH SIDA.
- The creation of the web site Entre Jóvenes.
- The development of training workshops oriented to young people.
- The production and edition of the book *Entre Jóvenes. Comunicación y VIH SIDA*. This book contains pedagogical and ITC tools for youth.

This new project *-Youth, Media and AIDS Prevention-* is the next step in extending the reach of what **Las Otras Voces** has already done.

In this new stage **Las Otras Voces** will select and train at least three organizations from Argentina, Bolivia and Paraguay which work with young people. These organizations will become nodes of the network created months ago. They will assume the responsibility to promote the network and to develop local actions linked to communication and HIV AIDS in their communities. In future stages, **Las Otras Voces** would contact and train organizations to become nodes in other countries of the region.

In addition to this, in this new stage **Las Otras Voces** will complement the book produced in 2005 with the production of one new pedagogical material in audiovisual language. **Las Otras Voces** will produce a training video linked to Communication and HIV AIDS. The nodes, just as others members of the network, will receive one video to use it as a support for its activities in the local field.

Finally, this new project includes the animation and actualization of the virtual network created in 2005. This virtual network will involve not only the organizations/nodes but also other 60 organizations from Argentina, Bolivia, Paraguay and other countries of the region such as Brazil, Chile, Peru and Uruguay. They are all NGOs, social movements and public organisms that work in permanent contact with youth in education, health and communication spheres.

. Through this web site Entre Jóvenes the members of the virtual network will receive the following information and materials:

- Precise and clear information about HIV AIDS and Communication Rights oriented to young people.

- Pedagogical graphical materials and ICT tools to promote and support communication projects on HIV. The texts included in the book Entre Jóvenes. Comunicación y VIH Sida –edited in 2005 by **Las Otras Voces** and UNESCO- will be the ground to produce these materials and tools.

Productions, provided by the members of the virtual network or other NGOs specialized in HIV AIDS and Communications.

This web site will be disseminated among youth, young professionals, social organizations, social movements, public organisms and the mass media. For this purpose **Las Otras Voces** and the organizations/nodes will plan together communications strategies in different supports –such as community and public radios, e-mail and internet -.

2. DESCRIPTION OF THE TARGET GROUPS:

The immediate beneficiaries of the project are:

- Young people who participate in social organizations, social movements and public organisms, from Argentina, Bolivia, Paraguay and other countries from Latin America.

- At least three organizations which work in contact with young people in education, health and communication spheres from the north region of Argentina, Bolivia and Paraguay. These organizations are expected to become nodes in the promotion of the regional network Entre Jóvenes. Comunicación y VIH Sida.

- Others organizations, social movements and public organisms, from Argentina, Bolivia, Paraguay, Chile, Peru, Uruguay and Brazil which integrate the Entre Jóvenes Comunicación y VIH Sida network.

3. IMMEDIATE OBJECTIVES:

The immediate objectives of the project are:

- To constitute and train three new nodes of the virtual regional network Entre Jóvenes. Comunicación y VIH Sida in order to extend and strength the impact of the network in the north region of Argentina, in Bolivia and in Paraguay.
- To actualize and redesign the Entre Jóvenes web site, oriented to disadvantaged young people, with specific information on communication rights and HIV AIDS, ICT tools, training materials and productions done by young people from different cultures and countries.
- To animate the virtual regional network Entre Jóvenes. Comunicación y VIH Sida in order to involve social organizations, social movements and public organisms in the promotion of Communication and Health Rights among disadvantaged youth.
- To develop a video on Communication Rights and HIV AIDS prevention to be used as a training material and a pedagogical tool.

4. DEVELOPMENT **OBJECTIVE:**

The immediate project objectives aim to promote the development of communication projects about HIV AIDS in order to prevent HIV AIDS, to strength the participation of young people in the mass media and their communities and to revise the metaphors and stigmas about HIV AIDS visible in the media. Consequently, this project aims to strength the exercise of Communication and Health Rights among youth.

5. PROJECT INPUTS:

The elements needed to achieve the immediate objectives are:

- Training trainers to design and implement training workshops and planning meetings.
- Material producers to produce training materials and pedagogical tools.
- Web site programmer to program a virtual network.
- Animator to animate the virtual network.
- Hosting to web site.
- Inputs to produce training materials and pedagogical tools -such as cassettes, CDs, video camera renting, etc-.
- Bibliography and pedagogical inputs.

6. PROJECT OUTPUTS:

The expected results from the project are:

- The constitution and training of, at least, three new nodes of the virtual regional network Entre Jóvenes. Comunicación y VIH Sida. These nodes will be organizations from the north region of Argentina, Bolivia and Paraguay that actually integrate the network.

One leader of each organization will be trained. It means a total of **three/four leaders trained**. They will bring cultural diversity to the net building also will be responsible to replicate the knowledge and experiences in their communities.

Shortly, the contents of the training destined to these leaders are:

Communication Rights. Communication Rights and the contact with other Human Rights. Communication Rights among youth. Young people in the mass media.

Health Rights. Sexuality and HIV AIDS. HIV-AIDS prevention. HIV AIDS in the mass medias: stigmas, myths and prejudices. The HIV AIDS campaigns.

ICT tools: press, radio, audiovisual and Internet language.

The community mass media.

Production of community campaigns.

- At least three local communication projects on VIH AIDS will be developed by the organizations/nodes in the region north of Argentina, Bolivia and Paraguay. **At least 60 young people** from these countries will participate in the development these local communication projects. They will include training workshops on Communication and HIV AIDS destined to young people. More precisely, the contents of these workshops will be defined by the local leaders trained by this project.

- **60 social organizations**, social movements and public organisms –from Argentina, Bolivia, Paraguay, Uruguay, Chile, Brazil - will participate in the virtual regional network Entre Jóvenes. Comunicación y VIH Sida. Through the web site Entre Jóvenes this virtual network will reach at least **1.000 young people** with information that will increase their knowledge about HIV AIDS risks, Communication Rights and ICT tools.

- One video on Communication rights and HIV AIDS prevention will be produced. This video will be used as a training material and a pedagogical tool. This video will be accompanied by a pedagogical graphic material. 200 copies of the video will be distributed by post and by the new nodes of the network in their respective countries.

- The web site Entre Jóvenes will contain on line:

Precise and clear information about HIV AIDS and Communication Rights oriented to young people.

Pedagogical graphical materials and ICT tools to promote and support communication projects on HIV developed by the organizations involved in the network.

Links to radio messages, graphic campaigns and other kinds of productions, provided by the members of the virtual network or other media and NGOs specialized in HIV AIDS and Communications.

These contents will be actualized. It will also express the cultures, experiences and views of young people from different countries.

7. ACTIVITIES:

The activities to be accomplished in order to reach de immediate objectives are:

7.1. Constitution and training of, at least, three new nodes of the virtual regional network Entres Jóvenes. Comunicación y VIH SIDA.

- Selection and contacting the organizations that will become the new nodes.
- Training workshops and planning meetings with the organizations/nodes in Buenos Aires.
- Training workshops and planning meetings with the organizations/nodes in their communities.

7.2. Development of local projects on communication and HIV AIDS with the participation of young people.

- Each new node will develop training workshops destined to young people in it community.
- In addition, each node will coordinate the production of one campaign, or other kind of production, with the active participation of young people.
- Each node will produce information about the productions done by young people to the Entre Jóvenes web site.

7.3. Network animation and virtual support.

- Production of virtual information on Communication Rights and HIV AIDS prevention, ICT tools and pedagogical materials.
- Actualization of the web site Entre Jóvenes. Comunicación y VIH SIDA.
- Animation and periodical actualization of the virtual regional network.

7.4. Pedagogical materials

- Production and edition of one training video on Communication Rights and HIV AIDS prevention.

- Production and edition of one pedagogical graphic material to accompany the video.

- Distribution of the video and the pedagogical graphic material among the organizations which participate in the virtual regional network. The distribution will be done by post and by the organizations/nodes of the network.

8. WORK PLAN:

Chronogram

	Month	Activities
Network animation and virtual support.	Month 1 - 4	- Production of virtual information on communication rights and HIV AIDS prevention, ICT tools and pedagogical materials. - Actualization of the web site Entre Jóvenes. Comunicación y VIH SIDA.
	Month 6	- Dissemination of the virtual regional network among the organizations that integrate the Entre Jóvenes network last year and among other young people, young professionals, social organizations, social movements, public organisms and mass medias.
	Month 3 - 10	- Animation and periodical actualization of the virtual regional network.
Pedagogical materials	Month 1 - 5	- Production and edition of one training video on Communication rights and HIV AIDS prevention. - Production and edition of one pedagogical graphic material to accompany the video.
	Month 6 - 8	- Distribution of the video and the pedagogical graphic material among the organizations which participate in the virtual regional network.
Constitution and training of three new nodes of the virtual regional network.	Month 1 - 4	- Selection and contacting the organizations that will become the new nodes.
	Month 5	- Training workshops and planning meetings with the organizations/nodes in Buenos Aires.
	Month 7 - 8	- Training workshops and planning meetings with the organizations/nodes in their communities.
Development of	Month 7 - 10	- Each new node will develop training

<p>local projects on communication and HIV AIDS with the participation of young people.</p>		<p>workshops destined to young people in it community.</p> <ul style="list-style-type: none"> - Each node will coordinate the production of one campaign, or other kind of production, with the active participation of young people. - Each node, will produce information about the productions done by young people
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9. INSTITUTIONAL FRAMEWORK:

The organizations selected to become nodes of the virtual regional network will assume the following responsibilities:

- To assist to all the workshops and planning meetings organized by **Las Otras Voces**.
- To develop a workshop destined to disadvantage young people in their communities.
- To coordinate a campaign with the active participation of young people in their communities.
- To produce information to actualize the web site, including the campaigns and other productions made by young people.

In the constitution of the virtual regional network nodes **Las Otras Voces** will assume the following responsibilities:

- To coordinate and animate the work of the nodes.
- To train the nodes in Buenos Aires and in their communities.
- To produce training materials to the workshops developed by the nodes.
- To animate the regional virtual network.

Las Otras Voces. Comunicación para la democracia is an NGO focus in strengthen right of information and freedom of speech in the society since youth. **Las Otras Voces** has experience in youth communication training projects as well as in radio and TV production and Internet youth networks development. The Ibero American States Organization, UNICEF, the Arcor Foundation, National Radio, support different projects developed by **Las Otras Voces**.

10. SUSTAINABILITY:

The sustainability of this project lies in the new capacity that **Las Otras Voces** will install in, at least, three new organizations from the north region of Argentina, Bolivia and Paraguay. These organizations are expected to become nodes of the virtual regional network Entre Jóvenes. Comunicación y VIH Sida. Being a node implies the responsibility of promoting the Communication and

Health Rights among youth. In this way, these organizations will be able to plan and implement, with total autonomy, now and in the future, projects on communications and HIV AIDS.

In addition, this project will rich the capacities of other members of the virtual regional network, bringing to them new audiovisual and graphical pedagogical materials, new information, and new culture perspectives from young people of different countries of Latin America.

12. EVALUATIONS CARRIED OUT

This proposal **-Youth, Media and AIDS Prevention-** is based on the experiences and analysis experimented in the previous stage of the project, developed in 2005.

The reach of the previous project could be resumed as follows:

- The creation of the web site Entre Jóvenes.
- The development the virtual regional network Entre Jóvenes. Comunicación y VIH SIDA. More than 80 organizations received training and information through the network web site.
- The development of training workshops oriented to young people and to adults from NGOs. More than 140 people were trained.
- The production and edition of the book Entre Jóvenes. Comunicación y VIH SIDA. This book contains pedagogical and ITC tools for youth.

In 2005 most of the organizations and young people involved in the virtual regional network were from Argentina. This situations makes **Las Otras Voces** take the decision to strength the network in other countries of the region. For this purpose **Las Otras Voces** propose to build nodes, with the responsibility to promote communication projects on VIH AIDS, in different countries.

Besides, in 2005 the virtual support allowed disadvantaged young people to access to ICT. Consequently, in this new stage **Las Otras Voces** proposes to go on working with Internet, in order to strength Communication Rights among youth.

But the Internet support is not enough to strength the development of communication projects about HIV AIDS with the participation of young people. The previous experiences teaches that it's also necessary the face to face workshops. So, this new project proposes the development of regional and local face to face workshops in four countries of the region.

The extension of **Las Otras Voces** work among the region will start with three countries –Bolivia, Paraguay and the north area of Argentina-. In future stages, after de evaluation of the implementation of this proposal, **Las Otras Voces** will extend it's work in other countries of the region, such as Chile, Uruguay, Peru and Brazil.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Las Otras Voces undertake to report on project progress on a four-month basis. The reports will include:

- The activities developed during the report period.
- The results built during the report period.
- The strengths and the weaknesses faced by project during the report period in order to reach the objectives.
- The financial report of the project.

The final report will include the activities, the results and the strengths and weakness analysis developed during all the project. It will also include the financial report of the project.

C. ADDITIONAL INFORMATION

1. PREPARATORY ACTIVITIES

A high number (80 at least) of social movements, public organisms and social organizations were contacted during 2005 by Las Otras Voces to integrate the Entre Jóvenes. Comunicación y VIH Sida network.

They will be invited to participate to the virtual regional network during 2006.

2. CONTRIBUTION FORESEEN BY THE BENEFICIARY AGENCY DURING THE PROJECT PERIOD

Las Otras Voces foresee its contribution during the period project in US\$ 10.000. This amount is composed by the following items:

- General and pedagogical coordination of the project. This item includes the regular reporting on project progress.
- Workshops plan.
- Equipment, such as desktop computer and accessories.
- Communications.
- Contribute to video production
- Contribute to web site design
- Staffing/admin expenses (10 months)

D. BUDGET

1. BREAKDOWN OF UNESCO'S CONTRIBUTION (IN US\$):

1.1. Constitution and training of three new nodes of the virtual regional network –from the north region of Argentina, Bolivia and Paraguay-

1.1.1. Training workshops and planning meetings with the organizations/nodes in Buenos Aires.

ITEM	TOTAL
Travel costs from references to Buenos Aires	US\$ 1400
Hotel	US\$ 600
Per diem	US\$ 500
Workshop	US\$ 800
TOTAL x 1 workshop in Buenos Aires	US\$ 3300

1.1.2. Training workshops and planning meetings with the organizations/nodes in their communities.

ITEM	TOTAL
Travel from <i>Las Otras Voces</i> to visit community network experiences	US\$ 1400
Hotel	US\$ 600
Per diem	US\$ 600
Workshop	US\$ 2000
TOTAL x 3 workshops in different communities	US\$ 4600

1.2. Development of local projects on communication and HIV AIDS with the participation of young people.

ITEM	TOTAL
Resources for local development	US\$ 1500

1.3. Network animation and virtual support

ITEM	TOTAL
Network development and animation	US\$ 2000
Contribute to web site update	US\$ 1000
Didactic material production	US\$ 2750
Telephone cost, library material, bibliography, secretary, follow up	US\$ 1250

Miscelaneous	US\$ 400
TOTAL	US\$ 7400

1.4. Pedagogical materials - Video production

ITEM	TOTAL
Contribute to video production and duplication	US\$ 7000
Postal distribution	US\$ 1200
TOTAL	US\$ 8200

1.5. Total

ITEM	TOTAL
TOTAL (including 1 workshop in Buenos Aires)	US\$ 25000

2. BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (IN US\$):

ITEM	TOTAL LOCAL CONTRIBUTION
Preparatory Workshops	US\$ 1000
Equipment (desktop computer and accessories, photo camera).	US\$ 3000
Contribute to video production	US\$ 500
Contribute to web site design	US\$ 1500
Staffing/admin expenses (12 months)	US\$ 4000
Miscellaneous	US\$ 500
Total local contribution	US\$ 10,500