

YOUTH VISIONING FOR ISLAND LIVING 2008
APPLICATION FOR HIV and AIDS PROJECT
project proposal form

PROJECT TITLE:

CLIPPING HIV/AIDS – through film.

SUBMITTED BY:

ON THE SPOT, youth organisation.

Our organisation promotes MDG awareness, and empowers young people, through visual and performing arts mediums and community service initiatives to promote youth action for sustainable development.

PROJECT LEADER(S):

Ebonie Fifita (24), Siaoisi Hurrell(23), Hernan Christopher Clark (23), Harri Hapa (21), Domidilla 'Ali (21), Mercy Kafalava (15), Yvane Fifita (21), Ruha Fifita(18), Samiu 'Ofa(24)

We have each worked actively in our youth group and individual communities for the last 2-8 years organising local and international performances, study groups, human development workshops, sports activities, social gatherings, fundraisers, art exhibitions, performances, camps and rubbish clean ups.

BACKGROUND:

We have participated in, visited and observed several of the existing HIV/AIDS awareness initiatives such as the youth workshops, village outreach programs and drama performances. From talking to our peers, community members and a few of the leaders of these initiatives we have discovered that although the content is informative and presented with sensitivity - there are many youth who find the programs boring and repetitive who then conclude the information to be irrelevant . This apathy and denial towards the threat of HIV/AIDS is common. There is also a lot of scepticism and shame in approaching the available services that deal with HIV/AIDS. Ignorance and myths cloud the facts, prejudice behaviour and comments towards people living with or affected by HIV/AIDS are considered comical and deny the need for preventative actions and healthy discussions which such programs aim to encourage.

For this reason our group has decided to complement and support existing HIV/AIDS projects by creating a series of attention grabbing television clips which deliver clear messages into homes.

These ads will dispel myths about HIV/AIDS as well as inform, support and encourage viewers to understand the importance of

- Individual responsibility

- Knowledge of the ABCs to combat HIV/AIDS.
- Behaviour and attitudes that promote healthy lifestyles, relationships and communities.
- Trust and confidence in the services available
- The local, regional and global realities of HIV/AIDS.

In the 2 years since ON THE SPOT was established, we have been actively involved in activities that promote our vision of a healthier, happier and safer community.

Following our first grant from Youth Visioning in 2006 for a 10 week youth radio show (to promote awareness of the MDG's, acknowledge actions being taken to achieve them and encourage youth participation and initiative) we have received funding for and implemented Project YEYA.

Project YEYA- Youth Empowering Youth Action- involves

- Offering workshops in various artistic skills
- Organising public events and performances
- Encouraging active participation in community activities
- Creating opportunities for young people to express/develop their ideas.
- Bring young people together of different backgrounds and gender
- Develop their talents and interest
- Promote culture, creativity and unity -for development

SUSTAINABILITY:

Once the project is completed, copies of the series will be distributed to youth groups, health organisations, schools, TV stations, and other Stakeholders to use in their HIV/AIDS projects.

ON THE SPOT also hopes that the success from this project will certify future applications for similar projects, encourage more groups to creatively use film to its full potential to inspire change, and support us in our request for sponsorship to develop a regular TV program for young people.

BENEFICIARIES:

The Project will select and work with a team of 10 young people, interview a total of 200 young people and involve approximately 50 professionals in workshops, discussions and film production.

The projects target audience will be the youth of Tonga who make up about 50% of the 100,000 population.

Project material will also reach wider audiences of the national TV channel and outreach projects by stakeholders.

School teachers, individuals and other media outlets will also have access to project material for classroom and private discussions.

PARTNERS:

- Lead organization:

ON THE SPOT – will plan, organise and co-ordinate the project

- Other organizations:

Tonga National Youth Congress – will provide advice and information, facilitate workshops and use project material.

Filitonu Drama Group – will run drama workshops, provide resources, give advice and support.

Family Health Association – will provide advice and information of their professional services

Ministry of Training, Employment, Youth and Sports – will support and advise

Youth Stakeholders Steering Committee – will support, advise and help distribute project material

Talaki Newspaper – to cover progress of the project

Tonga Broadcasting Commission – to cover progress of the project

Pacifika Youth (YSF Network) – Provide regional networks for advice, resources and information.

Netalia Productions – will provide technical assistance to film and edit film clips.

Rocky's IT Consultancy – will provide technical assistance in animation, filming and editing film clips.

Tulou Productions - will provide technical assistance in sound and music editing for film clips.

DURATION:

1st February to 31st October 2009

PROJECT TOOLS:

Education and communication

GOAL:

To produce a series of short film clips for television that will inform young people about HIV/AIDS and dispel the common myths, negative perceptions and unnecessary discriminating behaviour that's limiting the effectiveness of current HIV/AIDS projects.

OBJECTIVE(S):

- 1. To utilise the creativity of young people to create powerful resources that support and promote existing efforts for HIV/AIDS awareness, and dispel the myths and unnecessary discrimination towards HIV and AIDS**
- 2. To effectively draw the attention of young people to the severe reality of HIV/AIDS existing in a society, their rights, the facts of HIV/AIDS and the importance preventative actions play in their lives.**
- 3. To encourage more young people to take an active role in combating HIV/AIDS and build their trust and confidence in accessing professional advice, services and care.**

BENCHMARKS:

For all 3 objectives ~

We will gather and support a team of 10 active and talented young people to carry out the surveys, participate in the workshops/discussions and trainings and to develop and produce a series of informative film clips for television.

We will host 3-5 screenings (pre TV) of the film clips with 1 representative from each partner organisation and an accompanying young person for comments.

We will host 1 test screening (pre TV) with 30-50 young people to assess effectiveness of clips by conducting a survey and facilitating discussion before and after viewing of the clips.

We will have a series of 6-8 short film clips about HIV/AIDS ready for public viewing.

We will conduct a survey of 200 random young people before and after the film clips are aired on local television to assess public response, awareness and attitude .

ACTIVITIES:

- Awareness raising and promotional:

1. We will first deliver a letter and meet with stakeholders and partners to explain our project, their roles and Youth Visioning.
2. We will prepare and deliver a press release for media that explains Youth Visioning, our project and calls for youth applications to join the working team and public support.

- Tackling the issues:

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ACTION NEEDED:

-We need to contact all partners and confirm their roles in the project

-We need to source example film clips by young people around the world that address HIV/AIDS

-We need to co-ordinate workshops and check that facilitators will cover different areas and have enough material and resources to support learning

-We need to prepare survey questions

-We need to find 2 people who will be able to check/correct/improve Tongan translation.

ITEMISED BUDGET:

Our currency is the Tongan Pa'anga. The exchange rate is approximately 1\$US=2Pa'anga

Activity- details		TOP\$	US\$	Amount requested from YV (US\$)
Awareness Raising and Promotional Activities (1 month& throughout project)	Printing	300	150	150
	Transport	200	100	100
	Telephone Credit	n/a	n/a	IN KIND
	Internet	n/a	n/a	IN KIND
	Media promotion	n/a	n/a	IN KIND
Resources Research: Team Workshops, Training and Discussions with Partners and Stakeholders <i>For 10 participants (2 months)</i>	Venue- provided by facilitators	n/a	n/a	IN KIND
	Transport for participants	1000	500	500
	Refreshments	500	250	250
	Pens, Paper, chalk, Tape, etc	500	250	250
	Other Workshop expenses –i.e. projector hire, photocopying	1000	500	500
	Telephone Credit	800	400	400
	Internet	n/a	n/a	IN KIND
	HIV/AIDS Materials from facilitators	n/a	n/a	IN KIND
Surveying 3 weeks x 2 collecting + 1 week x 2 processing and evaluating (2 months)	Printing & photocopying	300	150	150
	Pens, staples and folders	100	50	50
	Extra Paper	n/a	n/a	IN KIND
	Transport	400	200	200
	Labour	n/a	n/a	IN KIND
Scripting and Storyboarding of Film Clips (1 months)	Venue	n/a	n/a	IN KIND
	Telephone Credit	n/a	n/a	IN KIND
	Pens/ Paper and Basic Art material	n/a	n/a	IN KIND
	Transport	400	200	200
	Labour	n/a	n/a	IN KIND
Production of Film Clips- Filming	Filming	1000	500	500
	Transport	800	400	400

/Editing (2 Months)	Animation	1000	500	500
	Music/sound	1000	500	500
	Editing	2000	1000	1000
Airing of Film Clips (3 months)	Television time	3000	1500	1500
Copying and Distribution	DVD	200	100	100
	Labour	500	250	250
SUB TOTAL		15000	7,500	\$7,500
Reporting	internet	n/a	n/a	IN KIND
	Labour	n/a	n/a	IN KIND
	Visual Record	500	250	250
	Photo processing	n/a	n/a	IN KIND
	Printing	500	250	250
SUB TOTAL		1000	500	\$500
TOTAL		TOP\$16000		US\$ 8,000