



Brain Storm Productions in Grenada carried out a HIV/AIDS community outreach project aimed at reducing stigma and discrimination towards individuals living with or affected by HIV and AIDS.

Who's involved?

Project leader: Amanda John

Lead organisation: Brain Storm Productions

Other organisations: Grenada National Organization of Women; Ministries of Youth, Health and Social Services; Legal Aid Counseling Clinic; St. George's University; Rotoract club of Grenada; GrenCHAP; Meaningful television; Boss FM radio

Timeframe: December 2010-September 2011

Objectives:

- To empower young people, (male and female) to change risky behavioral patterns and to embrace that we all have the same set of human rights and have the right to protect and

respect each other's rights

Activities:

Brain Storm Productions in Grenada carried out a HIV/AIDS community outreach project aimed at reducing stigma and discrimination towards individuals living with or affected by HIV and AIDS using the concept of a 'Blocko'. A 'Blocko' is a colloquial word used to describe a street party where natives cook local cuisine outdoors with an abundance of food and music.

This concept was used to develop a series of twelve HIV&AIDS awareness programs that targeted young people in their own environments. The program was the first of its kind on island and was designed primarily to target young males especially those who "hang out on the block."

To do so, 'The Blocko Caravan' traveled to 12 different communities in Grenada over a twelve week period. Each session was filmed and produced as a short 'reality TV program' (15-20 minutes in length) and broadcasted on the television and internet.

Results:

The response and interest in the project were tremendous. So much so that in each community, after filming, HIV educators held additional sessions with people on the street.

Downloads:

[Final Report \[PDF\]](#)

Video trailer:

{youtube}FtHJZL23oRg{/youtube}