

YOUTH VISIONING FOR ISLAND LIVING 2008
APPLICATION FOR HIV and AIDS PROJECT
Project Proposal Form

PROJECT TITLE:

Project Early – The production of a television program on HIV and AIDS Education, Prevention and Stigma reduction for children using puppets and puppeteers

SUBMITTED BY:

Amanda John and Shem Joseph of Brain Storm Productions in collaboration with Dr. Marianne SzauerArrit of Angel Mountain Limited, a Non-Profit community-based Organization (NGO), committed to increasing the general education of the public particularly youth, on health and wellness issues on the island of Grenada.

PROJECT LEADER (S):

Amanda John (27 years old) and Shem Joseph (23 years old)
We have worked actively to promote HIV and AIDS related programming for television broadcast within our country of residence, Grenada, for over the past 3 years. Some activities we have done include the production of the 60 minute HIV and AIDS documentary, The Wave of Today, It Can Happen To Me, and Voluntary Counselling and Testing (V.C.T.) Training.

BACKGROUND:

We have both worked in the media industry for several years and participated in filming and producing many health fairs and HIV and AIDS awareness campaign programs.

In 2008, Amanda John began the “Put the brakes on AIDS in schools workshops in collaboration with the National AIDS Directorate and the local Community Channel 6 on the Cable Network.

The purpose of the workshops is to show the above-mentioned HIV documentary to 25 students in 13 secondary schools and the National College, and then film an interactive discussion with the students and HIV educators from the Ministry of Youth and the Ministry of Education with any questions about the documentary and other related issues to HIV.

At a health fair organized by Angel Mountain Limited we learned that this NGO was starting the Project Early program within communities. It would train HIV puppeteers to educate young people about some of the major issues affecting them and in turn, use them as peer educators, where they would pass on what they learnt at the HIV sessions to their friends. We also learnt that the most vulnerable population on our island is the 15 to 25 year old age group but the age of sexual initiation begins from as early as 9 years.

Against this background, we thought it was a good idea to reach more young people with the message by converting the program into a television kids program for broadcast in Grenada and hopefully the rest of the Caribbean region.

We contacted the office of the National AIDS Directorate with our proposal to film and produce a series of 30-minute television programs. They expressed great interest in the idea and we are very excited to get the program started.

“Project Early” and its’ activities are within the National HIV/AIDS Strategic Area of Prevention, focusing on behavior modification through early education of the disease basics and providing stigma reducing information through role-playing and use of puppets.

The cycle of disease ignorance, stigma and negative interactions with those infected with HIV/AIDS begins at an early age.

The atmosphere in schools and open areas (forums) is conducive to learning in children as they are more apt to ask questions and interact with information presented.

Behaviors are formulated between the ages of seven and ten years old when ethical and moral judgments begin to develop and expand.

It is also during this time that children will and need to begin open conversations with their parents and friends on topics that will be pivotal to their behaviors as young adolescents and adults.

Presenting the basics of HIV/AIDS as a disease, it’s prevention and beginning, topics related to stigma, issues on a non-threatening atmosphere, such as a school room, auditorium or shopping mall, (potential shooting locations) allows for increased retention of information but and encourages open responses and questions.

The programs will be elemental in helping our audience learn responsible behaviors and tolerance of situations or issues, which may be foreign to them.

SUSTAINABILITY:

We will seek sponsorship from local businesses to air the programs and at least one media house is willing to explore the possibility of collaborating to assist in finding sponsors to cover airtime cost for the series. We will network with television stations in other Caribbean islands to show the programs on their local channels.

We have communicated with Dr. Allyson Leacock regarding producing segments for the Caribbean Broadcast Media Partnership (CBMP) in 2009 and she is very keen on using our productions. We will be engaging in further discussion with her and her team, therefore we do not anticipate any problems in getting the programs to the CBMP.

The local channel, Grenada Broadcasting Network has indicated interest in using our productions. Without advertising spots within the program, they will likely be no charge for the broadcast. However if a small charge is required, the network has agreed to collaborate to find sponsors.

The Government Information Service is another local channel that is interested in broadcasting these types of educational programs. This is a non-commercial channel and therefore there is no charge for broadcasting these types of programs. We will follow up on their interest in this regard.

We plan on producing the recordings on DVD format and they will be available for distribution. We will be speaking further with the National AIDS Directorate for their assistance in getting the videos out to schools, NGOs etc.

To ensure that “Project Early” has the capacity to build initiatives and youth empowerment tools, the program will collaborate with and include but not be limited to:

- Students for Global Health
- The World Health Organization
- Volunteers from the ‘Girls on the Block’ Project

“Girls on the Block” is a youth group comprised of young women that have been trained as HIV and AIDS Peer Educators by Angel Mountain LTD under the guidelines and protocol of the National AIDS Directorate and the Kids on the Block, Inc. program.

There is also a “Boys on the Block” youth group we now hope to include within productions. These young people will be given the opportunity to pass on their knowledge to their peers and children of a younger age through interaction on the show. Brain Storm Productions and Angel Mountain LTD will facilitate and supervise the production output.

All puppeteers and volunteers assigned and participating in the project will be educated using the National AIDS Directorate Standards and the AIDS Coalition of the US for all HIV/AIDS training.

They will also receive scripts developed by the Kids on the Block program. The Ministry of Education has endorsed and approved this action.

BENEFICIARIES:

The project will target College students who will be used as trainees or ‘peer educators’. Some have already participated in an educational HIV workshop “Girls /Boys on the Block” in which Dr. Marianne Szauer had interactive discussion with a number of young people. Some have expressed interest in appearing on the show to interact with their peers and the younger age groups.

The project will also target students in primary and secondary schools in Grenada. We estimate about 20,000 to be reached by the national broadcast of 13 episodes, each being 30 minutes in duration. Angel Mountain Limited will train a total of 50 personnel for their individual roles in the show for the purpose of disseminating the correct information. These include students, parents, teachers and puppeteer volunteers.

Experts will be used. The training is to be headed by internal medicine practitioner and infectious disease specialist, Dr. Marianne SzauerArrit, who holds several degrees including DM, DSc, MSc, BSc and MEd.

Staff from the National AIDS Directorate will also be used as resources for information clarity and accuracy.

All materials used are acquired from the National AIDS Coalition and the AIDS Coalition of the US in collaboration with Kids on the Block programs.

Based on the scripts and educational training sessions, facilitation group work is also accomplished so questions can be answered accurately and within the protocol of the International AIDS information networks.

PARTNERS:

- Lead organization:

Brain Storm Productions (They will supervise the filming and producing of the content of the project including providing production crew, props and production equipment and technical support)

- Other organizations:

Angel Mountain Limited (Will plan and organize the content of the project including the training of the puppeteers, writing scripts and identifying participants for the shows.)

The South St. George's Welfare Association (They will help train puppeteers)

The Ministry of Health (They will provide volunteers to speak to the youth)

The Ministry of Education (They will provide volunteers to participate in audience discussion)

The St. George's University (They will provide the venue for recording and will also provide puppeteer volunteers from the Life Science and Veterinarian School)

The National AIDS Directorate (They will provide HIV and AIDS educators and free brochures and pamphlets)

The Young Leaders (They will provide presenters to speak to the youth)

Grenada Broadcasting Network, Channel 7&11 (They will broadcast the programs)

DURATION:

January 1 - December 2009

PROJECT TOOLS:

HIV and AIDS Education, prevention and stigma reduction for children

GOAL:

1. To use a puppet television show about HIV and AIDS to provide basic HIV/AIDS education to children in school, teachers, support staff and parents
2. To provide an increased awareness of prevention and safety of HIV and AIDS.
3. To attempt to reduce the stigma of HIV and AIDS especially among school children between the ages of 6 and 21, by increasing their knowledge about the disease.

OBJECTIVE (S):

1. To use puppets and elemental educational methods to deliver basic education about what HIV and AIDS is, transmission, prevention, risks, etc.
2. To reject myths and misconceptions and address the issue of HIV and AIDS related discrimination
3. To inform and empower young people about their rights and how they can protect themselves
4. To involve more people in HIV and AIDS training and educating

BENCHMARKS:

For objectives 1 and 2 we will do a survey via question and answer before and after each show to assess the knowledge about HIV and AIDS. Our partner Angel Mountain Limited will conduct this. Before the program begins, the general HIV knowledge of the audience will be tested. We will film the reactions of those in the audience, however this activity will not necessarily be edited into the final show for broadcast. The purpose of these questions is to gauge how much knowledge the participants retained at the end of the program.

All shows are expected to have a “live” audience. However pre-recorded segments will be used as well. This will ensure the inclusion of guest appearances from other influential young people such as “Girls on the Block”, entertainers, poets, artists and any reputable individual keen on speaking out about HIV/AIDS.

The pre-recorded segments will also cater for including volunteer puppeteers whose schedule may not permit them to attend the “live” filming events.

For objective 3 & 4, we hope to include at least 10 students from the 17-25 age group, to make presentations and interact with the studio audience, which will be comprised of younger students. We also hope to enrol some students from this age group as future peer educators.

A registration of all participants will be kept for follow up by the National AIDS Directorate at its time of the National Survey, which is designed to revisit participants of HIV and AIDS programming to assess the level of knowledge retained.

ACTIVITIES:

- Awareness raising and promotional:

1. We will initiate a meeting with all targeted participants to explain the goal and main objectives of programs and how we intend to capture this via television and will promote the Youth Visioning initiative and its partners.
2. We will inform local television channels about the program, post blogs and short video clips on the internet to encourage viewers to tune in to the program
3. We will create an advertisement about the launch of the show for radio, television and newspaper
4. We will circulate letters within the schools

- Tackling the issues:

All our objectives will be achieved by:

1. Staging productions meetings to plan the format of each show including the selection of puppets, children in the studio audience and presenters and what scripts will be used.
2. Identify the equipment list needed, props and backgrounds for each show.
3. Ensure all participants are fully rehearsed for each show and are confident in delivering the message

ACTION NEEDED:

- We need to confirm with Angel Mountain Limited that they have identified all major contributors for the program including students and puppeteers
- We need to confirm the use of a room at St. George's University for filming
- We need to Identify a designer for creating props and backdrops

ITEMISED BUDGET:

Our Currency is the Eastern Caribbean Dollar (EC). The exchange rate is approximately 1 \$ US = 2.70 \$ EC.

	Cost in EC	Cost in EC
Pre- Production		
Administrative		
Letters		
Phone calls		
Production Script Outlines		
Generate advertisement promote our project		
Sub-total		390

Production Cost		
Directors fee	1000	
Camera operator x 2	3000	
Camera rental & Microphones	4000	
Lights	500	
Tapes	300	
Props	500	
HIV and AIDS presenters, puppets & puppeteers	Provided by Angel Mountain Limited (In-kind)	
Transportation	200	
Meals	110	
Studio/Stage/ from local St. George's University	In-kind (The school will let us use the facility for free)	
Surveys of the participants (paper and pens)	Provided by the National AIDS Directorate (In kind)	
Sub-total		9610
Post Production		
Video/Graphics Editor	3000	
Editing suite	1000	
DVD Authoring & Packaging	200	
Air time	2000 (Partially in kind to cover the full value of airtime at 10000)	
Sub-total		6400
TOTAL		EC\$16,200
TOTAL IN US DOLLARS	(US\$6000 * EC\$2.7)	US\$6,000.00