



The production of a television program called “the Champs Club” on HIV and AIDS Education, Prevention and Stigma reduction for children using puppets and puppeteers.

Who's involved?

Project leader: Amanda John and Shem Joseph

Lead organisation: [Brain Storm Productions](#)

Other organisations: Angel Mountain Limited (to plan and organize the content of the project including the training of the puppeteers, the writing of scripts and the identification participants for the shows); The South St. George’s Welfare Association (to help train puppeteers); The Ministry of Health (to provide volunteers to speak to the youth); The Ministry of Education (to provide volunteers to participate in audience discussion); The St. George’s University (to provide the venue for recording and to also provide puppeteer volunteers from the Life Science and Veterinarian School); The National AIDS Directorate (to provide HIV and AIDS educators and free brochures and pamphlets); The Young Leaders (to provide presenters to speak to the youth); Grenada Broadcasting Network, Channel 7&11 (to broadcast the programs).

Timeframe: January - December 2009

Objectives:

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To disseminate basic HIV and AIDS education to children in school, teachers, support staff and parents

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To provide an increased awareness of prevention and safety of HIV and AIDs

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To attempt to reduce the stigma of HIV and AIDS especially among children and young people aged 6 to 21.

Activities:

Thirteen 25 minute-long episodes were filmed, edited and produced, incorporating learning about the disease through song, art & craft, puppets and games. Messages about HIV and AIDS were broken down into simple language that not only adults would appreciate but also that kids could understand.

Results:

As a result of the activities of the Champs Club, between February and July 2009, the project engaged over 30 participants in the show. They were mostly children between 4 and 12 years of age who were educated on the basics of HIV and AIDS. A questionnaire for participants showed that knowledge about HIV and AIDS improved.

Reports from viewers have been tremendously positive and in the near future, Brain Storm hopes to expand the Champs Club on a regional level. The regional broadcaster Caribvision has expressed interest in the series.

Progress Reports:

28 July 2009

The Grenada Broadcasting Network is giving us a nice "airtime package" of weekly broadcasts with two to three repeats of the same episode every week. This is great because it will be run for three months with this arrangement, so there will be three times every week to catch an episode. The shows are nearly completed and I believe with this extra airtime we will reach our target viewing audience.

15 June 2009

We have begun our promotion of the launch of the Champs Club Kid TV show re HIV/AIDS awareness /education.

[Read the message sent out to 8 primary schools last week .](#)

13 June 2009

To see a short demo reel, [click here](#) .

2 June 2009

At this stage, we have completed the filming of 13 episodes of the kids talk show "Champs Club Kidz". For the past three months we have been filming sessions with the kids as they learnt about HIV & AIDS. That went well and I think a lot of learning took place. >> [Read full update](#)

14 April 2009

The project is progressing nicely we are coming to a completion with the filming and have already begun post production. During this month we hope to start the promotion of the show so that by June it will be well received.

We should have new pictures up on the site soon.

<http://champsclubkidz.blogspot.com/>

19 March 2009

We are into week 5 of filming. Quite challenging dealing with all those kids! But truly an enjoyable experience. As the word goes around, more parents are calling to request their kids to participate, which is wonderful.

We have two kids coming from the most northerly part of the island this weekend and hopefully a few from our sister island Carriacou at the end of the month.

Don't forget to check out our website to keep updated: <http://champsclubkidz.blogspot.com/>

2 May 2009

We begun filming last Saturday and I think we're off to a great start. We will be filming every weekend for the next seven weeks and will post pictures up on the champ website. <http://champsclubkidz.blogspot.com/>

13 February 2009: [The Champs Club](#)

28 January 2009: [Introducing Project Early](#)

Downloads:

[Project proposal](#) [PDF 48Kb]

[Workplan](#) [PDF 73Kb]

[Final report](#)