

HIV/AIDS



COMMUNICATION STRATEGIES

“Communication is a key factor in halting the spread of HIV/AIDS”

The quantity and scope of HIV/AIDS interventions implemented by the Johns Hopkins Bloomberg School of Public Health/Center for Communication Programs (CCP) is growing rapidly in response to requests from the field. The Center provides strategic communication expertise to design, implement, monitor, and evaluate HIV/AIDS communication programs. With over 250 field staff in 30 countries, CCP has developed and managed more than 700 country-based projects and programs in HIV/AIDS and reproductive health, child and adolescent health, environmental protection, and good government, involving more than 400 local organizations in 81 countries. Among these are ministries of health, information, social welfare, education and women's affairs; local government units; academic institutions; private voluntary health organizations; associations of health care professionals; women's groups; media and journalists' organizations; private corporations; advertising firms; and research agencies. About one-quarter of the Center's annual budget is spent addressing HIV/AIDS through a variety of strategies and interventions.

The Johns Hopkins Bloomberg School of Public Health established CCP in 1988 to focus attention on the role communication plays in changing behavior and to provide leadership in the field of health communication. Most of CCP's work in HIV/AIDS is supported by U.S. Agency for International Development (USAID), the Centers for Disease Control and Prevention (CDC), or other bilateral and multilateral agencies and foundations. CCP leads the USAID-supported Health Communication Partnership (HCP), which is made up of six institutions committed to creating more health-competent societies across six areas of health, including HIV/AIDS. USAID also funds a global reproductive health information project based at CCP known as the Information and Knowledge for Optimal Health project or "The INFO Project."

The following represents highlights of CCP's work in HIV/AIDS during the last decade. Specific program contacts are included in the description of individual projects.

- Strategic Communication Programs
- Country & Regional Programs
- Research & Evaluation
- Community Mobilization
- Interpersonal Communication
- Mass Media
- Entertainment-Education
- Hotlines
- Dual Protection
- Voluntary Counseling & Testing
- Programs for High-Risk Behaviors and Key Populations
- Youth Programs
- Stigma
- HIV/AIDS Training and Tools
- Resource Centers
- Publications

**Johns Hopkins University
Bloomberg School of Public Health
Center for Communication Programs**
111 Market Place, Suite 310
Baltimore, Maryland 21202, USA
Tel: 410-659-6300
Fax: 410-659-6266
Web: <http://www.jhuccp.org>

AFRICA

Burkina Faso

The World Bank's *Projet Population et Lutte contre le SIDA* (PPLS) received technical assistance from CCP to develop a comprehensive information, education, and communication (IEC) strategy and campaign to address HIV/AIDS and other reproductive health issues. The President of Burkina Faso launched a multimedia adolescent health campaign, including a rural radio program, radio drama series, radio and television spots, pamphlets, posters, a comic-style booklet, two dramas, and youth-friendly training for service providers that disseminated HIV/AIDS messages. This project is now finished.

Contact: Carol Sienché, csienche@jhucpp.org

Ethiopia

Through a grant from the CDC, CCP established an AIDS Resource Center in Addis Ababa. With support from USAID, CCP provided technical assistance to the National Office of Population in Ethiopia in developing a radio serial drama called *"Journey of Life"* that showed urban youth how to protect themselves from HIV/AIDS. In collaboration with UNICEF, CCP strengthened the behavior change communication capacity of members of the National and Regional AIDS Councils through training courses and has developed a training-of-trainers curriculum and training course for voluntary counseling and testing (VCT).

Contact: Kate Stratten, kstratte@jhucpp.org

Ghana

Ghana's first national HIV/AIDS prevention program, *Stop AIDS, Love Life*, was launched in February 2000 by the Ministries of Information and Health, the Ghana AIDS Commission and the Ghana Social Marketing Foundation (GSMF), with technical assistance from CCP and support from USAID. The first phase, "Shattering the Silence," integrated mass media and community level interventions by promoting greater use of HIV-protective behaviors—Abstinence, Being faithful to one partner and Condom use (ABC). Mass media interventions included television and radio spots, a music video by well known artists, mobile video screenings and dialogue in community rallies throughout the country, and wide dissemination of HIV/AIDS print materials. Researchers measured the impact of the first phase and found a dramatic rise in condom sales, increased knowledge and awareness of sources of infection and prevention, and an increase in perception of personal risk. Subsequent phases of the campaign emphasized compassion for those living with HIV/AIDS, and involved tribal leaders and religious leaders. The Christian Council of Ghana is now coordinating religious groups in implementing the *Reach Out, Show Compassion* phase of the program. The new program aims to increase the number of religious organizations and congregations and humanitarian groups engaged in HIV/AIDS issues. Training programs for 900 clergy, Imams, and other religious leaders are being held throughout Ghana to help set up compassion programs. Television and radio spots also support a compassionate response by quoting directly from the Bible or Koran where compassionate behavior is demonstrated. Because cultural and community contexts are frequently cited as critical to behavior change in Africa, the *"Journey of Hope"*

(JOH) life skills tool was developed by CCP for the *Stop AIDS Love Life* program. The JOH helps establish the link between an individual's goals in life and current HIV prevention behaviors. It also includes fun and interactive activities that help to build supportive social networks in communities. CCP also helped develop the award-winning television serial drama "*Things We Do for Love*," the number-one rated television show in Ghana, according to an independent ratings survey. The show, which is Ghanaian written, produced and directed with support from the GSMF, CCP and USAID, has been broadcast since 2001. It focuses on issues relevant to youth and HIV/AIDS.

Contact: Ian Tweedie, itweedie@jhuccp.org

Guinea

The *PRISM Project* (Pour Renforcer les Interventions en Santé reproductive et MST/SIDA or Strengthening Reproductive Health and Sexually Transmitted Diseases/AIDS Interventions) carried out multimedia activities with religious leaders as part of its program to involve men in reproductive health and HIV/AIDS in 1999 and 2000. The activities included conferences involving religious leaders, production and wide dissemination of a video, radio programs, and print materials addressing reproductive health and HIV/AIDS. From July 2000 through December 2001, PRISM implemented a dual protection campaign for youth to prevent HIV/AIDS and unintended pregnancies through youth-driven, community-based interventions and mass media. The strategy included a peer education program, community launches and meetings, rural radio programs, print materials, and the orientation and support of local merchants. The effectiveness of the peer educator approach has inspired the Ministry of Health to allocate funds to all of its district Health Promotion Offices to start youth peer education programs in every district in 2003.

Contact: Kim Seifert, kseifert@jhuccp.org

Namibia

CCP's work in Namibia centers around a youth lifestyle radio variety show that enables young people to learn the facts about HIV while developing important life skills, such as critical thinking, decision-making, and making healthy choices. A collaborative partnership between CCP, local universities, community-based NGOs, and the commercial sector helped Namibian youth develop the radio show, which is supported by USAID. In addition, CCP helped the Ministry of Information and Broadcasting develop a comprehensive national HIV/AIDS communication strategy. In the coming years, activities are expected to expand into the arena of voluntary counseling and testing (VCT), preventing mother-to-child transmission (PMTCT), and support for people living with HIV/AIDS.

Contact: Patrick Coleman, pcoleman@jhuccp.org

AFRICA

Nigeria

In Lagos, CCP provides assistance to the Youth Empowerment Foundation's hotline, a 24-hour information and counseling service about HIV/AIDS and other reproductive health issues. The hotline also provides referrals to five VCT sites as well as other local health services. To promote the HIV/AIDS hotline program, CCP staff helped launch a mass media campaign (television, radio, newspaper, and print materials) in November 2001. To support HIV and AIDS counseling, the Nigeria program developed a hotline counselor skills-building training program to improve practical counseling skills as well as knowledge about HIV and related issues. The project also produced an HIV/AIDS question and answer book for health care providers. This book provides up-to-date information about HIV and answers frequently asked questions on a full range of HIV and AIDS related issues. For clients, the Nigeria program is adapting the "Are You at Risk?" counseling tool and leaflet that focuses on dual protection, personal risk assessment, risk reduction, and prevention.

Contact: Kirsten Böse, kbose@jhuccp.org

Rwanda

CCP worked in Rwanda to promote HIV/AIDS awareness, motivate youth to practice safer sex, and break the stigma surrounding AIDS. The *KUBA* (Life Force) campaign, launched in May 2001, focused on community participation and entertainment-education events to galvanize youth ages 15 to 19 to choose a healthier lifestyle. The campaign held Town Hall meetings where youth met with policymakers, and concerts at the national and local level. Young people became members of KUBA fan clubs, engaged in sports activities, and participated in interactive games and contests in schools across the country. This project ended on June 30, 2002.

Contact: Esther Braud, ebraud@jhuccp.org

Senegal

STI/HIV/AIDS prevention and care is a major component of the Maternal Health/Family Planning Project in Senegal. With CCP support, the Reproductive Health division of the Ministry of Health is implementing a distance-learning program for community health workers. It is also currently supporting community mobilization efforts with other cooperating agencies in four regions. The Child Survival/Family Planning Project also addressed STI/HIV/AIDS prevention. In collaboration with the National Health Education Unit, CCP designed a five-year strategic program that included a focus on men through the radio soap opera *Yen Bu Diis* (Heavy Burden); promotion of a regional hotline for youth ages 15-24 through radio spots; production and dissemination of a video highlighting a rap, poetry, and theater contest; a series of 10-minute video journals; and discussion guides and posters on STI/HIV/AIDS for health providers. With local private and public sector partners, the project revised and integrated HIV/AIDS within the national curricula for health and community workers.

Contact: Amelie Sow, asow@jhuccp.org

Sierra Leone

CCP provided technical assistance to UNICEF in Sierra Leone that included a two-week workshop for the Ministries of Information and Health to develop a national HIV/AIDS strategy with a group of 40 stakeholders from government and civil society. The group set up a system to create consensus among all stakeholders in the HIV/AIDS field. A second two-week workshop on message and material design focused on youth as an audience. It included the first Youth Action Media Workshop, where youth participants led their own focus groups to discuss their perception of HIV/AIDS, reasons they might take risks, and ways to approach risky behaviors. The workshops resulted in a national HIV/AIDS logo, songs, radio spots, and theater scripts. In collaboration with key Ministries, UNICEF is currently producing a series of print materials, which will be distributed at activities mobilizing youth into preventive action.

Contact: Peter Roberts, proberts@jhuccp.org

South Africa

CCP works with many partners in South Africa to strengthen and expand ongoing interventions. CCP assists the Department of Health's national HIV/AIDS prevention program in the areas of capacity-building, improving quality and access to services, and educating youth. CCP helped *Lifeline*, which operates the national AIDS Helpline, respond to overwhelming demand by assisting them to set up a centralized, computerized call system. The Helpline runs 24 hours a day and is the most frequently dialed hotline in Africa, receiving more than 400,000 calls every month. CCP also provided assistance to *DramAide* to scale up its skills-based, gender sensitivity training for young people using interactive drama and video. *DramAide* and CCP are now collaborating on a project that places a person living positively with AIDS on tertiary campuses to educate others about living with the disease and also break down stigma and stereotypes. Through its partnership with the *Valley Trust*, CCP is working to improve quality in VCT services, and with Medical Care Development International. With partner *CADRE*, CCP is developing a new entertainment-education television series about youth lifestyles and a media advocacy program to insure better, more accurate HIV/AIDS media coverage. Lastly, in conjunction with the University of Natal, CCP has developed a pioneering graduate level course on "Health Promotion through Entertainment-Education."

Contact: Patrick Coleman, pcoleman@jhuccp.org

Tanzania

CCP assists the National AIDS Control Program in Tanzania to strengthen behavior change communication (BCC) programs through a national HIV/AIDS communication strategy entitled *From Awareness to Action* and through a regional youth program called *ISHI* (*live* in Kiswahili). The programs focus on youth ages 15-24, through a variety of mutually reinforcing mass media and community-level activities, such as concerts, football games, and youth rallies, to increase HIV/AIDS risk perception and refer youth to services. The upbeat and positive messages convey that "you can't tell by looking," and "if you delay having sex or use a condom every time, you will realize your dreams."

Contact: Ian Tweedie, itweedie@jhuccp.org

AFRICA

Uganda

Under the *Delivery of Improved Services to Health* (DISH) Project, CCP implemented a series of HIV/AIDS programs, including *Safer Sex or AIDS: the Choice is in Your Hands*, in 10 rural districts. Interventions included the *Straight Talk* radio program and newsletter, radio spots, quizzes, posters, and a music contest, *Hits for Hope*. Another phase of the program was called, *Take Control of Your Life*, which encouraged Ugandans in 12 rural districts to get HIV testing and counseling. Activities during this phase included two HIV/AIDS-related dramatic videos, the *Health Matters* newsletter, posters, radio spots and messages incorporated in two radio programs, *Choices* and *Straight Talk*, as well as cue cards and a flipchart for health workers. HIV/AIDS interventions of the DISH II Project were designed to reach pregnant women (to prevent mother-to-child transmission) as well as other groups at risk of transmitting the virus. The project also expanded demonstration sites to offer adolescent-friendly reproductive health services with particular emphasis on prevention of STI/HIV/AIDS and unintended pregnancy. CCP's work in Uganda is now complete.

Contact: Cheryl Lettenmaier, clettenmaier@imul.com or Jane Koehler, jkoehler@jhuccp.org

Zambia

The Zambia Integrated Health Programme Communication and Community Partnership (ZIHPCOMM) is implemented by CCP in partnership with CARE, Africare, and the Manoff Group. *The Helping Each other Act Responsibly Together (HEART)* campaign, now in its second phase, was designed for youth by youth. It reaches 15-19-year-olds through five television spots that promote abstinence/delay or consistent condom use. Complementary radio spots and songs (in seven local languages) and a range of print materials contribute to efforts to encourage abstinence as a social norm, or consistent condom use for those who choose to remain sexually active. Approximately 74 percent of male viewers and 68 percent of female viewers said the spots prompted them to talk with others, decide to abstain from sex until more mature, or use a condom. *FACEAIDS: AIDS in the Workplace* is a program that builds awareness at work sites about HIV prevention through group education and prevention sessions, training of peer educators among the employees, distribution and promotion of male and female condoms, and referrals to VCT and family planning services. This program also assists in the formulation of an HIV/AIDS policy for organizations. HIV/AIDS prevention and VCT-related information is also included in *The Better Health Campaign*, which engages communities in the process of improving their own health, particularly in light of ongoing health reforms. The multimedia campaign featured a different health topic each month and included HIV/AIDS. *The Neighborhood Health Committee (NHC) Strengthening Package*, through a distance education radio program, training and health information cards, also addressed HIV prevention and services. *Youth Grants to Africa Alive!*, *YM*, *YAO* and *Africa Directions* also reach primarily young people through music, sports and schools with HIV/AIDS messages.

Contact: Elizabeth Serlemitsos, elizabethS@zhip.org.zm or Carol Sienché csienche@jhuccp.org

Bangladesh

The Bangladesh Center for Communication Programs (BCCP) and the national Adolescent Working Group are developing an innovative adolescent reproductive health communication program that includes a broad approach to adolescent health, including prevention of STI/HIV/AIDS and unintended pregnancy. This involves producing and disseminating Q & A booklets, radio and television series, a set of life skills videos, and a users' guide for working with young people on issues concerning puberty, reproductive health, HIV/AIDS, and other health threats. In addition, BCCP supports the National Working Group on HIV/AIDS and UNAIDS in developing and coordinating the National HIV/AIDS IEC Strategy. BCCP also developed materials for World AIDS Day and produced a radio magazine.

Contact: Karen Angelici, kangelic@jhuccp.org

India

The CCP-led Health Communication Partnership (HCP) is providing technical assistance to Avert, the USAID-funded HIV/AIDS agency for Maharashtra State. Avert works in close collaboration with the state agencies, the National AIDS Control Agency, and the Government of India. A comprehensive, integrated communication plan has been drawn up for the general population, including youth, as well as for other key vulnerable groups and health care providers. HCP staff continue to provide technical assistance in communication planning and design, research, and capacity building.

Contact: Karen Angelici, kangelic@jhuccp.org

Nepal

CCP and Family Health International initiated the HIV/AIDS/STI Media Communication Project to prevent the spread of HIV/AIDS in Nepal. Interventions included a capacity-building course to train the media in best practices in communication. CCP designed a curriculum and accompanying “condom negotiation” video for counseling commercial sex workers about HIV prevention using the life-skills approach.

Contact: Karen Angelici, kangelic@jhuccp.org

LATIN AMERICA

Bolivia

CCP provided technical assistance to the CDC's *AIDS/STD Prevention and Control Project*. This project was the first large-scale effort to pursue new frontiers in BCC interventions and research to promote risk-reducing behavior change among female commercial sex workers and their male clients with the intent of reducing the spread of STIs and HIV. The project is now complete.

Contact: Walter Saba, wsaba@jhuccp.org

Brazil

The *Vida da Rua* (Life in the Street) project, funded by the National Institutes of Health, was a multi-faceted intervention looking at the epidemiological, cultural, and behavior change aspects of HIV/AIDS prevention among street youth in Belo Horizonte. Implemented in collaboration with the Johns Hopkins Bloomberg School of Public Health and the Federal University of Minas Gerais, the project used entertainment-education to reach street kids with messages that reflected their lifestyle and promoted the idea that street-smart youth can stay strong by preventing AIDS. This project is now complete.

Contact: Alice Payne Merritt, amerritt@jhuccp.org

Haiti

A two-week training workshop conducted in Haiti in November 2002 trained program managers to design appropriate, effective, and comprehensive communication interventions to reduce HIV and AIDS in Haiti. During the workshop, participants acquired knowledge of specific technical HIV/AIDS related issues and shared their experience relevant to the topics. The participants applied the knowledge acquired to their own situation. A variety of indicators were used to measure the success of the workshop. Tests were administered at the beginning and the end of the workshop to assess participant knowledge and skills. Two forms of a final evaluation were also conducted.

Contact: Ma Umba Mabilia, mmabilia@jhuccp.org

Honduras

With technical assistance from CCP's Population Communication Services project, the IEC Committee designed a communication campaign intended to reach two audiences: 1) decision-makers, to help them support prevention programs, increase access to treatment, and eliminate the stigma surrounding HIV/AIDS; and 2) young people ages 12–25 to help them decrease their high-risk patterns of sexual activity and increase their risk perception. The AIDS prevention campaign is promoting sexual abstinence, postponement of sexual debut, reduction of sexual partners, consistent use of condoms, and sexual fidelity. The campaign is also disseminating information on the social and economic impact of HIV/AIDS in the country.

Contact: Patrick Coleman, pcoleman@jhuccp.org

LATIN AMERICA

Nicaragua

CCP and the local NGO Nimehuatzin are implementing an intersectoral community mobilization project to assist the AIDS Action Group from the municipality of Chinandega to support health communication initiatives in the school system, health system, and local government. This project complements a national communication campaign, implemented by the National Commission on Reproductive Health with technical assistance from CCP, that focuses on the use of BodyGuard condoms for protection against unintended pregnancy and STI/HIV/AIDS. A parallel social marketing program, implemented by PROFAMILIA with technical assistance from CCP, is increasing access to condoms and other contraceptives. **Contact:** Robert Ainslie, rainslie@jhucpp.org

Peru

CCP and the Population Council conducted Peru's first national mass media and advocacy HIV/AIDS prevention program entitled *Proyecto SIDA* (The AIDS Project) in partnership with the Ministry of Health. The media campaign reached men and women (ages 15-24) through television spots, radio spots, slides for movie theaters, press releases, and newspaper articles. The advocacy component focused on local and national policymakers. Journalists participated in three workshops to improve the accuracy and credibility of AIDS reporting, and after the campaign, the mass media became the main source for AIDS information. The project is now complete.

Contact: Walter Saba, wsaba@jhucpp.org

EUROPE & EURASIA

Russia

Healthy Russia 2020 is a new initiative designed to improve the health of Russian families through the creation of a membership association that unites and amplifies the efforts of all organizations interested in health. This membership association will be made up of members drawn from the private sector, business community, professional associations, medical institutions, mass media outlets, NGOs, and individuals. The association members and the NGO staff will design and implement health communication and advocacy activities addressing HIV and AIDS, tuberculosis, maternal and child health, and adolescent health with the goal of bringing Russian health indicators to West European levels. To reach this goal, Healthy Russia 2020 will innovate a multi-functional web portal designed to be an interactive forum for members and anyone interested in health, including medical and research information for health providers, on-line behavior change activities for adolescents, and distance learning opportunities for member organizations. Through its membership, staff, web portal, and health communication and advocacy initiatives, Healthy Russia 2020 will strive to reach the goal of a healthier Russia by 2020.

Contact: Ron Hess, rhess@jhucpp.org or Lisa Cobb, lcobb@jhucpp.org

RESEARCH & EVALUATION

CCP uses a theory-driven approach to the strategic design and evaluation of its behavior change communication. This implies that formative research, program development, and impact evaluation activities are based on theories that explain how communication affects the behavior of individuals, groups, and communities. These theories specify the causal pathways by which communication affects behavior: those intervening factors and barriers that communication can change and which in turn affect a variety of health-related behaviors, including those that prevent the spread of HIV/AIDS. CCP has derived a general, ideational framework from these theories that takes into account the most important cognitive, emotional, and social factors by which communication influences behavior. For HIV/AIDS, these ideational factors relate to abstinence, consistent condom use, faithfulness to one partner, delaying sexual debut, seeking VCT and/or treatment for STI and preventing mother-to-child-transmission (PMTCT). The model includes the effects of social networks that stimulate and reinforce changes at the societal and community level by means of norms and enhanced community capacity to deal with HIV/AIDS-related problems, such as social stigma. By applying social learning theory in its entertainment-education programs, such as radio and television serial dramas, CCP's communication programs are able to present fictional characters that audiences can identify with that model the desired behavior. In the drama, the behavior is rewarded, which not only increases that behavior among members of the audience, but also enhances the society's individual and collective self-efficacy to improve health.

REGIONAL PROJECTS & MATERIALS

Africa Alive!

Africa Alive! is a multi-national network of nearly 100 public and private sector youth and AIDS organizations in Nigeria, Kenya, South Africa, Tanzania, Uganda, Zambia, and Zimbabwe. These organizations use popular entertainment, both mass media and community-based media, to empower youth to get involved in HIV/AIDS prevention. Traveling rallies in Zambia, Tanzania and Nigeria and puppet shows in the slums of Nairobi, Kenya reach youth. Role model workshops reached disc jockeys, musicians and athletes in South Africa, Zambia and Kenya. *Africa Alive!* advocates greater access to information and resources and produces needs assessments of youth resources and programs.

Contact: www.africaalive.com or Peter Roberts, proberts@jhuccp.org

Sports for Life

Sports for Life: Participation of Young People in Reproductive Health and Sports (SPL) is an Africa-wide program built upon the *Caring and Understanding Partners* (CUP) program. SPL seeks to increase the participation of young people, particularly males, in reproductive health and HIV/AIDS prevention. The program is a partnership between health and organized sports governing bodies and organizations that promotes healthy lifestyles among athletes on and off the field. It works with and through athletes in the

REGIONAL PROJECTS & MATERIALS

community to influence the behaviors of their peers. It empowers young athletes to make informed decisions and practice healthy behaviors as they mature. Through advocacy, SPL promotes a favorable environment and increased access to information and services to young people in a sustained manner. SPL provides technical assistance and disseminates tools and prototype materials that partners can use to implement Sports for Life projects in various communities. Contact: Sportsforlife@jhuccp.org

Santé Familiale et Prévention du SIDA (SFPS)

Family Health and AIDS Prevention/Santé Familiale et Prévention du SIDA (SFPS) is a seven-year regional project with BCC activities in the Ivory Coast, Cameroon, Togo, Burkina Faso, Mauritania, and Niger. SFPS works to increase the availability, accessibility, and use of quality health services including HIV/AIDS prevention and care. Outputs include an HIV/AIDS risk assessment/risk reduction tool, an STI/HIV/AIDS message development guide, and a campaign entitled *Wake up Africa!*, which produced and launched an HIV/AIDS music video magazine program and seven radio and television testimonials. An HIV/AIDS advocacy video—*The Time to Act is Now*—reviews discussions on key issues of successful programs held at the 2001 OAU summit on HIV/AIDS. SFPS/BCC provides support to HIV hotlines in Burkina Faso, Côte d'Ivoire, and Togo. SFPS is also implementing a youth STI/HIV/AIDS prevention campaign in Côte d'Ivoire and Burkina Faso. Project staff developed an HIV/AIDS training curriculum and an Islam guide to help religious leaders address their constituents on HIV and AIDS prevention and care and support to people living with HIV or AIDS (PLWHA). SFPS just launched a video featuring success stories of PLWHA in West Africa and a comic style booklet on how to live positively with HIV and AIDS. Contact: Amelie Sow, asow@jhuccp.org or Claudia Vondrasek, CAV@sfps.or.ci

ADDITIONAL HIV/AIDS INTERVENTIONS & TOOLS

SCOPE

Strategic Communication Planning & Evaluation (SCOPE) is a country- and content-specific, interactive software program that assists in the design, implementation and evaluation of HIV/AIDS and other public health programs.

Contact: Benjamin Lozare, blozare@jhuccp.org or Michael Bailey, mibailey@jhuccp.org

Make a Difference

A Strategic and Multi-sectoral Approach to HIV/AIDS Communication Workshop is offered to U.S. and international programmers and decision-makers in September 2003.

Contact: Benjamin Lozare, blozare@jhuccp.org or Nicole Bouver, nbouver@jhuccp.org

ADDITIONAL HIV/AIDS INTERVENTIONS & TOOLS

Other Training Tools and Courses

CCP's Training Division, in collaboration with the JHU School of Medicine's Department of Pediatrics/Adolescent Health Research Group and the Baltimore City Health Department, is developing a software application to enhance the HIV/AIDS programs of local community-based organizations.

Contact: Benjamin Lozare, blozare@jhucpp.org or Michael Bailey, m Bailey@jhucpp.org

Media/Materials Clearinghouse (M/MC)

M/MC is an international resource for professionals seeking health communication materials designed to promote reproductive health and HIV/AIDS prevention. (Visit www.jhucpp.org/mmc) M/MC has approximately 70,000 items from all regions of the world, including 35,000 on HIV/AIDS. As part of the National Prevention Information Network (NPIN), a service of CDC's National Center for HIV, STD and TB Prevention, the M/MC maintains a resource center and manages NPIN's Educational Materials Database. This database includes statistical data and prevention information.

Contact: Hugh Rigby, h rigby@jhucpp.org

Baltimore City, Maryland, USA

The Red Ribbon Question Mark HIV Testing Campaign is a comprehensive multimedia campaign developed to encourage testing for HIV. The campaign reaches pregnant women, prenatal care givers, and individuals practicing high risk behaviors such as injecting drug users and men who have sex with men. The campaign focuses on high prevalence areas of Baltimore through transit advertisements, radio, television, brochures, and support from community- and faith-based organizations with testing activities.

Contact: Jim Williams, jwilliam@jhucpp.org

Information Services

The *POPLINE* database contains almost 26,000 records (citations with abstracts) on HIV/AIDS in developing countries. *POPLINE*, available online at www.popline.org and on CD-ROM, adds 170 new records on HIV/AIDS monthly. These records represent published and unpublished documents—ranging from journal articles to limited-distribution, unpublished reports—in all languages.

Contact: popline@jhucpp.org

Population Reports provides an accurate and authoritative overview of important developments in family planning and related-health issues. Several *PopReports* published on HIV/AIDS and related topics include: Youth and HIV/AIDS: Can We Avoid Catastrophe?, Closing the Condom Gap, GATHER Guide to Counseling, and Controlling Sexually Transmitted Diseases. Full text of these reports can be found at:

<http://www.jhucpp.org/pr/index.stm>