

TWG Subgroup Meeting

Brief Report

Sub-group: HIV and Communications Sub-Group
Date: 6 March 2008, 14h00 - 16h00
Venue: Center for Community Health Research and Development
(CCRD)
Chairperson: Edson E. Whitney

Major Discussion Points

Present: UNAIDS, UNESCO, VSO/Central Youth Union, MSIVN, FHI, BBC World Service Trust, FHI, Action for Development Center, HPI, PACT, and CCRD

1. Welcome by Edson Whitney and introductions

Main Discussion Points:

1. What should the purpose / objective of the HIV and communication subgroup to be? (VIPP participatory process)

Results:

- Information sharing and networking to update each other and avoid duplication
 - Sharing materials produced
 - Feedback from others on materials/programs
 - Presentation from people who have new ideas/models/best practices/technologies
 - Create database of resources and materials.
 - Create email group
2. Suggested topics/projects for upcoming meetings in 2008
 - MOH/ADB: HIV Among Youth project
 - Stigma and discrimination
 - VCT
 - Peer education
 - Arts and BCC for HIV
 - Condom use
 - FHI MSM campaign
 - Women and Children with HIV
 - Communication Research

Presentation: 'Comprehensive Approach to Behavior Change Communication Targeting Potential Male Clients of Sex Workers in Vietnam' by Hang Trinh, Director of Programs, PSI

Project Area: Hanoi, Hai Phong, HCMC and Can Tho

Target group: male clients of sex workers

Project components:

- Integrated BCC
- Social Marketing for VTC and Condom

Communication Campaign of the project

- Mass media
- Interpersonal communication
- Edutainment
- Link with essential products and services

Branded campaign: Know when to play and when to stop.

Program updates from participants

1. UNAIDS
 - Development of new UNAIDS website – this will be ready in about one month and can include a subsection for the Communication subgroup on which we can establish a chat forum, post updates on programs and add materials. It is expected to be ready within one month
 - Journalist training workshops to be held in May
 - Vietnam version of Cambodia HIV and Media guide – the subgroup could help input information and review this material. It can be viewed at www.ijf-cij.org
2. BBC World Trust - MOH/ADB HIV and Youth project:
 - Launching TV spots and drama has been proposed for 15 June, 2008
3. CCRD:
 - Producing a regional training video on reducing stigma for health care providers of HIV patients under subcontract with Constella Futures. Target completion date is May.

Date and Location of Next meeting

April at CCRD (exact date to be determined)

