

CBMP PARTNERS WITH UNESCO

CBMP and UNESCO are once again partnering to ensure the ability of Caribbean broadcast media professionals to produce and disseminate accurate content on HIV and AIDS in the region. The UNESCO Kingston Cluster Office for the Caribbean is providing financial support for the organisation of training workshops for regional media professionals and the expansion of resources for journalists on the CBMP site www.iliveup.com.

Dr. Allyson Leacock, CBMP Executive Director, lauded UNESCO for its continued efforts to effectively respond to HIV and AIDS in the Caribbean region and its expanded partnership with the CBMP.

“Informed and highly trained media professionals are an essential element in the Caribbean response to HIV and AIDS. We are therefore very pleased that UNESCO has once again demonstrated their commitment to the Caribbean response by expanding their partnership with the CBMP. These planned workshops, and upgrading of the CBMP/UNESCO Interactive training Tool which was launched in 2009, are effective strategies to ensuring that the region’s media professionals are equipped with the necessary tools to effect behaviour change throughout the region”, Dr. Leacock stated.

She also noted that at the end of this phase of the CBMP/UNESCO partnership, “the region will have a group of media professionals who are capable of producing accurate, quality materials to complement the body of HIV work currently being produced in the region”.

Dr. Kwame Boafo, UNESCO’s Director for the Kingston Cluster Office for the Caribbean, stated that “The work of the CBMP is critical to making a difference in the region’s response. We at UNESCO have targeted young people in the region in much of our work and the LIVE UP Campaign’s focus on young people aligns well with UNESCO’s goals. Given the positive response to our Interactive Tool launched on World AIDS Day in 2009, we are very pleased to build on this work with the CBMP”.

The CBMP and UNESCO first formed this strategic partnership in 2009 with the development of the CBMP/UNESCO interactive learning tool which became a permanent part of the CBMP’s LIVE UP website. This interactive tool was designed specifically for media professionals and highlights new and innovative HIV and AIDS learning modules which includes best-practice examples of existing audio/visual content related to HIV/AIDS. The tool was tested in 2009 when it was launched, with field demonstrations and orientation meetings being conducted with forty-two (42) broadcast members in Barbados, St Maarten and Jamaica, as well as workshop participants for LIVE UP: The Show, who came from St. Vincent, Grenada, St. Martin, Guyana, Trinidad and

Tobago and the Bahamas. During the 2010 Annual CBMP Executive Survey, 86% of surveyed CBMP broadcast members stated that they have found the tool to be effective.