

Dear all,

Here's to another rich and active day! In total, our group has grown close to 400 from 82 countries! Your biographies are wonderfully impressive and I am honoured to serve as the moderator of this Forum.

Now, let's get to business – with numerous posts, from 4 continents, we noted that:

- * Mass media campaigns work better if we use 'peers' or people to which the target audience can relate as messengers. Messages should be produced by youth and adults in partnership and targeted to specific audience (some media work better for youth – mobile phones, and others for adults – print media) and to type of content (side note: although the topic of our Forum is SRH promotion and HIV prevention, we should remember that media can be used to disseminate information about treatment and care, and also for changing norms on stigma and discrimination).

- * Behaviour change messaging may be more effective if repeated more frequently (“give somebody *six hits per day* through different forms of media”). Also, HIV related topics should not only be addressed on specific dates, like the World AIDS Day, and should certainly not (only) be based on fear.

- * Sasha from UNFPA (Forum's main organizer) suggested that starting electronic media campaigns early (before a particular medium is saturated) is a good strategy for advanced planning. Y-PEER initiated its e-resources 6-7 years ago, when experts were saying that Eastern Europe and Central Asia did not have fast Internet connection and computers. It took a few years for Y-PEER to develop its website and assure that the system and infrastructure were in place (in fact, this is an ongoing process). In that time, use of the Internet exploded in their target countries. Now, Y-PEER has a well-known, well-developed online tool and an audience ready and able to access it.

- * A participant from Serbia shared that Durex has a game about HIV and condoms, which offers a successful example of use of gaming in SRH promotion and HIV prevention (Thanks, Vojkan. Do you have a link to the game for us to try out?)

- * Additional examples of media that we can use keep coming. For example, participants named telephone hotlines, CD-ROMs and pop up messages as more tools.

- * Participants agreed that it is important to measure impact and effectiveness of media campaigns, for economic reasons (it is easier to find and maintain funding with demonstrable impact) and for quality assurance and improvement.

- * Evidence exists that media campaigns can be effective as a tool of awareness and a call to action (i.e., documentary films have effected major policy changes). Also, in Ghana, reach of a radio show was evaluated by a large number of calls received after broadcasts.

- * One participant reported that research from Ethiopia shows that children prefer to get SRH messages from the media, because it is not as judgmental and is less 'embarrassing'. This participant highlighted the difficulty in targeting young children, which is important because of the early onset of sexual activity due to traditional practices such as early marriage or newly developing social norms in youth culture, mixed with discomfort of adults about teaching their children about SRH. (Side line: research from the Middle East has shown that religious communities who refused outside sex education arguing that caregivers were teaching their children about SRH, showed that caregivers themselves did not have correct information, and thus misinformed their children).

* In terms of Tim's Day 3 question (how can we change the behaviour of profiteers to motivate them to get involved in SRH promotion) participants expressed that we can show them that their actions can be beneficial and profitable at the same time – this is the challenge to all those involved in public health using the media.

Some questions were also raised by our participants:

* Does anyone know about research on effectiveness of cell phones and SMS to reach migrant and mobile people?

* A participant pointed out that China is a country where youth have access to cell phones and have developed an “on-line” lifestyle. The participant asked whether anyone has created an MTV equivalent on the net. (Side line: I'm not sure if this is an MTV equivalent to the net, but I will invite you to take a look at www.secondlife.com which is a new, very popular real life simulation and real-time community – that has not been utilized for health promotion to my knowledge. According to their website: “Second Life is a 3D online digital world imagined, created and owned by its residents.”)

* How can someone link with the Staying-Alive Campaign? Tim, any recommendations?

For all posts in their original form, please follow this link: <http://tinyurl.com/2312zm>

Once more, thanks for your input and I look forward to tomorrow...

Srdjan