

Dear Colleagues and Friends,

Your salient comments and expressions of support and gratitude for the Forum are overwhelming! Thank you. With that in mind, I'd like to start today's summary by a comment we received from a colleague from Moscow. Olesya writes: "...today, after reading what Tim wrote, checking out the offered links and taking into account all previous experience, I think - YES! - we can do something about changing the behavior of those who have money and power."

I never thought that our "little online chat" would have this profound of an impact... Many thanks, Olesya, and others, for all your hard work in this field.

On to the summary... A few of us shared resources, so let's take a look at those:

* A colleague from Myanmar sent us the resource for SMCRE model of communication:

<http://virtualcentre.org/en/dec/toolbox/index.htm>

* She also recommends this text book: Andreason, Alan R.: "Marketing Social change, Changing behavior to promote health, social development, and the environment" Jossey-Bass, A Wiley Imprint, Georgetown University Washington, DC 1995.

* A colleague from Turkey provided the link for an online condom game from Turkey:

http://www.t-box.com.tr/v2/game/default_en.html

* And a colleague from Uganda shared a case study: Videos with SRH messages were shown in peri-urban and agricultural areas using health facilities with youth designated areas. They drew large groups on the youth where the shows were followed up with discussions and counseling. SRH knowledge increased markedly (85% in the pilot sites as compared to 38% in other centers). This initiative used a combination of approaches but definitely the videos were a big attraction and generated a lot of discussions. This was part of Adolescent Friendly Services piloted by PRIME project and DISH I Project in 2000/2001 and rolled out by DISH and the MOH. For more information refer to www.health.go.ug and www.intrahealth.org

* Finally, a participant mentioned blogs as an additional form of media that could be utilized for SHR promotion and HIV prevention

A few participants reinforced previous comments that media campaigns must be culturally appropriate (cultural issues can also act as barriers, i.e. "machismo" and these should be addressed) and relevant for youth who should be involved in all aspects of production. Another colleague stated that evaluations should measure the complexity and capture the "non-linear" model of design and evaluation of our behaviour change campaigns. Interesting observation.

In regards to Tim's Day 3 (how can we influence the forces of capitalism and change behaviours of profiteers?) most participants agreed that we should learn the rules of the business world and "speak their language": if the rules of media are about profit, price, money, numbers...etc., we should act with their tools. Maybe we can show/prove the price of 'lack of knowledge and risky behaviors' and this can help us to take a step forward on our path". Another participant suggested that profiteers would see the benefits in working with us, if we were able to show that locally achievable SRH goals can produce better, healthier, happier and more efficient workers and/or consumers. A journalist from Costa Rica expanded on this point, stating that research and reporting on SRH, ethical and responsible media coverage and their direct relation to economic

development, labor and environmental is a great way of pressure and persuasion to make "the forces of capitalism" acknowledge the relevance of these issues.

Olesya provided us with her opinion, and I am including it below. I wonder what you all think about her view.

“...Like in any behavior change communication program, we need to identify relevant information, motivation, skills and resources. How can we expect business to do anything if they don't know what should be done and who can help? I think we can blame ourselves (activists) that we never put enough effort to communicate our ideas to prevent sector (including media). And if we do, we assume that we are talking with like minded people who should understand everything from just one word pronounced: how come somebody does not realize that HIV is important?!!! But they don't, and it is quite natural.

We - the social activists - are being boring most of the time. We are not making ourselves clear. We are not being straight forward. We are not thinking of interests of private sector - so why should they think of us?

We need to be "hot" and smart. We need to pack our ideas in bright wrapping.

We need to be very clear with our own goals. We need to be very honest with ourselves first of all. We need to design good programs keeping in mind what are the immediate needs of private sector, and to "sell" those programs to companies.

INFORMATION is to be communicated to the business leaders and here media can help. But again, first we need to communicate this information to the media itself. And to reach this goal nothing can help but interpersonal communication. Fortunately there are already few very strong people who can help.

MOTIVATION - still need to think of what benefits of the business structures might be. Healthy employees and consumers are most obvious. Something else? We need to be creative.

SKILLS - we need to show business companies what they can do. Case studies are needed. Concrete projects. Small steps like having a small joint project - creating a good report - suggesting a bigger project.

RESOURCES - our resources are role models like Bill Gates, Bill Clinton, and young people themselves. When we are talking about BCC for business, students have a lot of potential. Students will soon be working for some company, they can bring in fresh ideas. Investing in students is very beneficial, especially in young journalists. In this respect, peer education is a wonderful tool and it could be perfectly utilized in work with private sector as well. Again, I wonder what everyone thinks of her viewpoint.

With that, I'll let you be. Shortly, Tim will send us his final input for Week 1. If you would, join me in thanking him for opening this Forum with such thought-provoking questions and comments, and more importantly a caring and loving spirit. Thank you, Tim!!! Srdjan

****Note:** To find a comprehensive list of the websites mentioned throughout this week, please click on <http://tinyurl.com/yrlbau>