

Dear Participants (all 476 of you from 87 countries),

Thank you for continued participation, expressions of appreciation and desire to sustain this rich exchange of our experiences. I will personally take the responsibility to liaise with the organizers of the Forum to assure that a mechanism for such continuation is in place and will make sure to update you before the end of the Forum. In addition, in light of full participation of everyone, I invite you to directly email me at srdjan.stakic@yale.edu with any ideas or recommendations on how that mechanism may look or operate. We must be mindful of human and other resources (this Forum was built primarily on volunteered time by its facilitators), but we can dream big, right?

With that in mind, let's move on to the summary of comments we received today:

* To Bill's first question (who should determine what behaviors should be considered positive vs. negative?) two types of responses were notable:

Firstly, participants believe that following pre-determined policies or human rights agreements (such as the Universal Declaration on Human Rights: <http://www.hrweb.org/legal/udhr.html>) should be the guiding principles. This argument suggested that such agreements outline that positive behaviours are those that improve and protect the wellbeing of self and others and promote respect and individual responsibility.

Secondly, participants expressed that it is the individual or a community at large that should determine whether or not a behaviour (and its consequences) are considered beneficial or not, good versus bad.

Finally, participants pointed out that a behaviour may only be "valued" within the context or the environment in which it occurs. A participant from Myanmar gives us a simple example of eating salty foods. For someone with high blood pressure, this may be a negative behaviour, while for someone with low blood pressure, this may be the opposite.

* In terms of Bill's second question (who should determine how media's power should be used with regard to setting SRH norms?), you stated that the source or origin of a message or program should make that decision. Other participants, like Nancy from Cameroon, on the other hand, suggested that it should be a larger community that makes that decision, including editorial board of the media, the health and social policy makers and representatives of the community.

A colleague from the UK suggests that there is no easy answer for this question and points to policy development as a potential guide for this decision making. She continues to say that such policy should support proactively formation of positive relationships with those in mass media industry. Our friend and colleague from UNFPA's Africa Division agrees, highlighting the "need for technical and financial support to reinforce the capacities of Africa's [editorial comment: and beyond] journalists and communicators both technically and on issues such as HIV/ AIDS, GENDER equality and equity".

Mariama proudly points out that Africa Division/ UNFPA has already helped to set up a regional network of journalists and communicators on Population and Development in order to promote exchange, collaboration and synergies, knowledge, good practices and lessons learned.

* In the end, participants suggested that radio is especially effective because it allows an individual to imagine and make links between a story that is offered and his or her own images and reality (versus television that arguably presents the whole package).

Another participant continues this point, by suggesting that radio, but also other media, allow for both conscious and unconscious learning processes to take place – which is at the base of any curriculum development in today's study of teaching and learning (as any good Teachers College graduate, I must compliment this participant on the comment).

To conclude, participants also agreed that we should extend the scope of media partnerships to include the broader media base, including non-conventional media such as theatre groups, traditional story telling and songs and community radios and any other outlets that people use for their information including religious sites - mosques, churches, social gatherings, riots etc