

Hi everyone,

Thank you once more for your participation and kind words.

Following up on our conversation from yesterday regarding harmonization of new and ongoing media-based initiatives with other prevention, outreach and clinical service programs allow me to present a possible next step, or recommendation for action.

Any agency, but specifically one of the supporters of this discussion Forum, UNFPA's Y-PEER initiative, may consider expanding their coordination efforts by linking entertainment media with prevention, treatment and care efforts. Y-PEER has already initiated such efforts (for example through its partnership with MTV Networks International and local NGOs). Still, Y-PEER's (or any other networks' or organizations') work may be enhanced by working more closely with entertainment media insiders in order to produce facilitators' guides associated with topics covered in TV shows or films (for an example of such, please click <http://eu.staying-alive.org/stayingalive/shells/watch.jhtml?article=30132792>), organize discussion sessions or provide free treatment and care resources following broadcasts, and so on.

This brings me to the topic of our discussion during the second week of the Forum facilitated by Vicki Beck who directs the Hollywood, Health and Society initiative in Beverly Hills, California. I will not attempt to summarize the wealth of information provided by Vicki and her friends, the famous Hollywood producers, writers and editors, who shared with us their first-hand experience of developing such shows like ER or The Bold and the Beautiful, however, I do wish to point out one point that Vicki made:

- Vicki's initiative provides factual information for Hollywood producers on ALL topics related to health. This comprehensive approach to health and wellbeing is often encouraged in mission statements of our organizations, yet in practice, most of our agencies' work is topic-specific. For example, the topic of this Forum is Youth, Media and Sexual and Reproductive Health – and not Youth, Media and Health – because the mission of UNFPA is related to those specific issues.

Therefore, my question for us today is:

- * How we can bridge the gap between various agencies' fortes (or perhaps their limitations?) in order to assure that we provide a quick, easy, comprehensive and factual source of information to media professionals?

As a side note, Y-PEER is a youth-led, UNFPA-supported, network of organizations and individuals working in the field of HIV prevention and SRH promotion currently active in countries of Eastern Europe, Central Asia, the Middle East, North and East Africa. For those of you who may be interested in joining the Y-PEER network, or starting it in your countries, please check out the list of Y-PEER national focal points www.youthpeer.net , or contact the Y-PEER Project Associate, Marija Vasileva-Blazev at vasileva-blazev@unfpa.org.