

Dear Friends and Colleagues,

As we bring this review week to close, let's think about yesterday's questions:

\* What type of technical assistance do we need in order to increase availability of education-oriented performances?

UNFPA has started coordinating campaign-developing workshops, such as the regional workshop held in Istanbul on Youth Pop Culture, Media and HIV/AIDS:

[http://www.youthpeer.net/site/posts.php?page\\_id=3&section\\_id=3&post\\_id=144](http://www.youthpeer.net/site/posts.php?page_id=3&section_id=3&post_id=144).

Through such initiatives, agencies can support local NGOs and government agencies paring up with media professionals and celebrities. However, as we mentioned previously, UN agencies must link together in order to expand their own agencies' missions and therefore address the wellbeing of their audiences in more comprehensive ways. This is a challenge that must be addressed head on by all of us.

In terms of the more specific question from yesterday, regarding reacting TV or radio shows as live performances, it seems that this may be a good idea, granted that there is support from producers of original pieces (in terms of proper authorizations) and that the "translation" from one medium into another is done professionally so that the entertainment value is not lost.

Moving on to Week 5, I wish to remind us of the incredible information we gained from Amil of the UN Millennium Campaign regarding interactive media. We learned about computing, video games, the Internet, social networking, mobile phones and SMSing. One think that I learned is that the new, interactive media present an incredible opportunity for us as health educators or activists in general, and that we should not be afraid of learning about them and trying to use them in our work. In fact, learning about new media before they have penetrated our target audiences fully may be the best strategy in trying to "tame" these untested waters.

Now, as this is our last day of the Forum, I wish to take a moment and present us all with some next steps and recommendations for future action:

- 1) The organizers of the Forum are looking to synthesize the content covered here in journal articles to be published in a peer-reviewed publication
- 2) UNFPA and UNODC will examine opportunities to collaborate by reaching out to additional UN agencies and other partners in order to expand their scope and reach
- 3) The Y-PEER initiative may consider contacting a producer of a popular US-based TV show in order to design accompanying educational materials and coordinate viewings and discussion facilitation in the countries of its reach

4) All of us should consider facilitating similar online or live discussion fora to cover other related topics such as sport, popular music, and methods of communicating messages in mass communication (fear vs. comedic approaches), etc. These can be done at global, regional and local levels. In fact, content that will be preserved on this website (<http://www.infoforhealth.org/networks/youthandmedia.shtml>) may serve as a great discussion starter with your local colleagues.

If you have further recommendations, please feel free to contact us as a group or you may email me personally at [srdjan.stakic@yale.edu](mailto:srdjan.stakic@yale.edu)

I wish to say that it has been an honour to serve as the moderator of the “Strategic Communication for Behaviour Change Globally: The Power of the Media”.

First and foremost, I wish to thank all participants – both those who were in touch with us almost on daily basis and those who quietly listened to what we had to say. It is amazing that we had as many as 500 participants from 92 countries with around 200 postings!

Also, I must thank our organizers – UNFPA and the Johns Hopkins INFO project and specifically, Sasha, Ann and Marija of UNFPA and Lisa and Megan from Johns Hopkins for their daily interactions, problem solving skills and wonderful responsiveness and professionalism. They were the key to the success of this entire Forum.

And at the end, join me in thanking all of our facilitators and guest facilitators including:

- \* Tim Tomas of the Staying Alive Foundation,
- \* Vicki Beck of the Hollywood, Health and Society initiative (who brought with her Joe Sachs of ER, Zoanne Clack of Grey’s Anatomy, Neal A. Baer of Law & Order: SVU, David Foster of House, and Betsy Snyder of The Bold and The Beautiful),
- \* Bill Ryerson, Kriss Barker and Katie Elmore of Population Media Centre,
- \* Cydelle Berlin of NiteStar,
- \* Ken Hornbeck of Issues Troupe,
- \* Colin Dixon of Dance4Life, and
- \* Amil Husain of the UN Millennium Campaign.

I look forward to staying in touch with all of you over the years to come and I wish you the best of luck in your work,

Srdjan

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