

Update of BCC materials on HIV/AIDS and STIs

In Timor Leste

(Materials available, distributed and under development)

The Ministry of Health's Health Promotion Department has been supporting the National HIV/AIDS prevention program by developing a total of 30+ products to date. Other products will be available by 2010, such as a photo story booklet (to be launched during World AIDS Day 2010).


The development of products follow a Behaviour Change Communication framework (MoH 2007). This framework keeps behaviour change as the main objective. One key element for the development of new products is to identify barriers among the targeted population, and addressing those barriers with the product. Another important step in the development of products, is the testing of the materials, to check if the products do what they were aimed for.




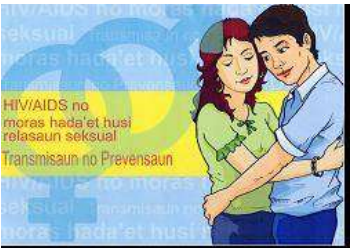
The aim for behaviour change may not be the same as producing products which are high visibility, such as billboards. Research in Timor Leste has demonstrated face-to-face contacts to be most effective over posters and banners in public places e.g.





Most products are the results of close cooperation with partners, such as UNFPA, UNICEF, FTH, CRS, CVTL and others.





New products still need to be developed, and will fill some of the current gaps, such as stigma reduction (film, radio, brochures and possibly comic booklets in print). Hereunder a detailed list of the materials and the barriers they address.





Produced and distributed between 2007 and October 2010:





#	Audience	Product	Issues addressed
new		Photo story booklet (like a comic book) Includes quiz with 8 questions 2010	Addressing barriers on: <ol style="list-style-type: none"> 1. HIV/AIDS transmission & misconceptions 2. Stigma against people living with AIDS 3. ABC prevention 4. What is a VCT? 5. Where are VCTs in Timor Leste? 6. When to go to a VCT?
1		Communicati on skills & behaviour	<ol style="list-style-type: none"> 1. I use my proficiency (on HIV/AIDS and STI prevention) in a tailor-made way during training sessions and/or supervision of peer educators (based on barriers, rather than ad random,



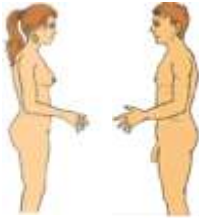

#	Audience	Product	Issues addressed
	<p>Government staff (VCT, referral Hospital, health centres, health posts, NGO staff, peer educators).</p> 	<p>change training curriculum</p> <p>Includes set of training tools</p> <p>Based on adult learning lessons and avoiding power-point presentation. (2 days) 2010</p>	<p>unsolicited advice): I can demonstrate when to be a trainer and when to facilitate a group of peer educators).</p> <ol style="list-style-type: none"> 2. I can identify and use my communication skills in a focussed and aware way during training sessions and/or supervision of peer educators)I can train peer educators about the importance of confidentiality and identify the do's and don'ts to peer educators so that they continue working in a confidential way (to create and maintain a good relationship 3. I can train peer educators about sexual behaviour without feeling shy about it (e.g. do condom demonstrations, talk about masturbation, dealing with risks when having anal sex) 4. I start a discussion on stigma and discrimination when I see an opportunity (like: when I see people discriminating PLHA)
2		<p>Set of 6 billboards (canvas 1.2 m x 1 m) 2010</p> <p>For FTH</p>	<p>Addressing barriers such as:</p> <ol style="list-style-type: none"> 7. 'There's no clinic' 8. People don't have complete information about STIs and HIV/AIDS (Transmission & misconceptions) 9. People don't understand the seriousness of HIV/AIDS 10. Stigma against people living with AIDS 11. What is an STI 12. ABC prevention
3		<p>Films on HIV/AIDS (3 cartoons) 2009</p> <p>On mis-conceptions, ABC and basics on transmission.</p>	<p>Addressing barriers such as:</p> <ol style="list-style-type: none"> 1. HIV/AIDS (Transmission & misconceptions) 2. People don't understand the seriousness of HIV/AIDS 3. Stigma against people living with AIDS 4. ABC prevention
4	<p>General population</p> 	<p>Flipchart for health staff 2009</p>	<p>Many barriers (15+) mentioned as in most other materials. (in 44 charts – colour coded tabs for each STI, including HIV/AIDS)</p> <p>This product is currently available in most government health posts, health centres, hospitals and VCT centres. Relevant NGOs may also be interested to use it.</p>






#	Audience	Product	Issues addressed
5	General population & MARGs 	Leaflet (A4) VCT 2008	Barriers addressed: 1. 'What is a VCT?' 2. 'I worry about being positive: now what?' 3. 'Health professionals do not yet have good customers services' 4. 'There's no clinic' 5. People don't understand the seriousness of HIV/AIDS
6	General population & MARGs 	Pocket 5-fold brochure VCT 2008/2010	As above (same text), different format to address the needs of the youth. Reprinting with yellow cover (October 2010)
7	General population & MARGs 	Leaflet (A4) VCT (Q&A) 2008 Con't from previous page	Barriers addressed: 1. 'I worry about being positive: now what?' 2. 'If I go to a VCT centre, my family and colleagues will think that I am practicing unhealthy sexual behaviour – or I have HIV' 3. Health facilities have limited space for private discussion 4. 'Health professionals do not yet have good customers' services' 5. Belief in traditional medicine – symptoms will go away 6. No money for transportation when going to a testing centre 7. 'There's no clinic' 8. People don't understand the seriousness of HIV/AIDS 9. People don't have complete information about STIs and HIV/AIDS (incl. ABC message)
8	General population & MARGs 	Leaflet (A4) Self test on risk behaviour 2008	Barriers addressed: 1. Target groups do not always want to use condoms 2. People don't understand the seriousness of HIV/AIDS 3. 'There's no clinic' An adjusted version of this leaflet is produced for the Uniformed Services (see hereunder)



#	Audience	Product	Issues addressed
9	General population & MARGs 	Leaflet on mis-conceptions on AIDS 2008	Barriers addressed: <ol style="list-style-type: none"> 1. People don't have complete information about STIs and HIV/AIDS 2. People don't understand the seriousness of HIV/AIDS 3. Stigma against people living with AIDS An adjusted version of this leaflet is produced for the Uniformed Services (see list: 'out of stock')
10	General population & MARGs 	Posters (set of 5) A3 size on VCT centres (referral) Review in the process (Sept. 2010)	Barriers: <ol style="list-style-type: none"> 1. 'There's no clinic' 2. People don't have complete information about STIs and HIV/AIDS 3. professionals do not yet have good customers' services' Other messages: <ol style="list-style-type: none"> 4. Pregnant mothers will go for HIV counselling and testing 5. What is VCT? 6. If you consulted a health worker on STIs, also visit the VCT centre 7. If you visited the VCT centre, also get tested on STI's
11	General population & MARGs 	Flyer Condom instruction 2008	Barriers addressed: <ol style="list-style-type: none"> 1. 'Don't know how to use a condom (and lubricant)' 2. 'I do not always want to use condoms' 3. 'Not such a good sexual feeling with a condom compared without condom'
12	General population & MARGs 	Radio (12 PSA's on CD – by CVTL) Mis-conceptions HIV/AIDS, STIs, stigma and VCT	Barriers addressed: <ol style="list-style-type: none"> 1. Misconceptions 2. People don't understand the seriousness of HIV/AIDS 3. 'I don't want to use condoms' 4. 'There's no clinic' Additional info: <ul style="list-style-type: none"> • basics on STI's • stigma reduction • What is VCT?

#	Audience	Product	Issues addressed
13	General population – youth 	Product Poster Mis-conceptions 2007 and reprint 2009	Addressing misconceptions, such as: 1. 'HIV is transmitted by mosquitoes' 2. 'Sharing clothes with PLWHA can spread the HIV' 3. 'Eating together with PLWHA can give you HIV' 4. Etc. 5. People don't have complete information about STIs and HIV/AIDS (Incl. ABC message) 6. Stigma reduction
14	World AIDS Day 2008 	T-shirt 2008	Addressing misconceptions, such as: 1. 'HIV is transmitted by mosquitoes' 2. 'Sharing clothes with PLWHA can spread the HIV' 3. 'Eating together with PLWHA can give you HIV' 4. People don't have complete information about STIs and HIV/AIDS (Incl. ABC message) 5. Stigma reduction
15	General population 	A4 leaflet Blood bank	Barriers (4): 1. 'But I need the blood myself!' 2. 'My body is too weak to donate blood' 3. 'What is the blood used for?' 4. 'What will I get when I give blood?' Additional information: • Donated blood is tested on HIV/AIDS and other diseases before giving to patients • Where to go for donations
16	General population 	5-fold brochure Blood bank	As above (same text), different format only.
Products for MARGs only			

#	Audience	Product	Issues addressed
17	MARGs (MSM) 	Films (5) VCT	DVD training / 4 barriers <ol style="list-style-type: none"> 1. 'Health professionals do not yet have good customers services' 2. Health facilities have limited space for private discussion 3. 'I worry if being positive: now what – afraid of stigma 4. No money for transportation when going to a testing centre
18	MARGs (MSM) 	Films (5) Condom negotiation	DVD training / 5 barriers <ol style="list-style-type: none"> 1. 'Not such a good sexual feeling with a condom compared without condom' 2. 'Senti manas iha anus bainhira uza condom' 3. Size of the condom is too big or too wide 4. 'Condom harder to enter' 5. 'people are shy to ask for condoms in public places (drug stores e.g.)
19	MARGs (MSM) 	Booklet Condom negotiation	DVD training / 4 barriers <ol style="list-style-type: none"> 1. 'Not such a good sexual feeling with a condom compared without condom' 2. 'Feeling an uncomfortable hot sensation when using a condom' 3. 'Size of the condom is too big or too wide' 4. 'Condom makes the penis too wide: harder to enter' 5. 'People are shy to ask for condoms in public places (drug store e.g.) (as some sellers humiliate buyers with intimate, intrusive questions
20	MARG – FSW 	Films (5) VCT	DVD training / 5 barriers <ol style="list-style-type: none"> 1. 'I am shy to go' 2. Worry about being positive: 'now what!?' 3. Belief in traditional medicine – symptoms will go away 4. Health facilities have limited space for private discussion 5. No money for transportation when going to a testing centre

#	Audience	Product	Issues addressed
21	MARG – FSW 	Films (5) Condom negotiation	DVD training / 4/5 barriers 1. (Between Clients and FSW) Clients don't like to use condoms (reason not specified) 2. (2 FSWs) Clients don't like to use condoms (reason not specified) 3. Clients say: 'I'm paying for the sex, so why condoms?' or 'I'll pay you more if you have sex with me without a condom' 4. 'Condom don't protect against HIV' (barrier from research Jason) 5. 'Client didn't bring a condom'
22	MARG – FSW 	Booklet Condom negotiation	Leaflet Q&A / 6 barriers 4. 'Clients don't like to use condoms' 5. Client: 'Not such a good sexual feeling with a condom compared without condom' 6. 'I'll pay you more if you have sex with me without a condom' 7. 'Clients are focussed on the sex, not the talking: shy to talk' 8. Clients don't understand the seriousness of HIV/AIDS 9. 'Condom don't protect from STIs'
22	MARGs – clients 	Flash cards STI's 2008 Photos of STIs	Barriers: 1. These are normal signs and will go away shortly 2. 'I don't have an STI'
23	MARGs – MSM 	5-fold brochure MSM condom instruction	Barriers addressed: 1. 'Don't know how to use a condom (and lubricant) 2. Target groups do not always want to use condoms 3. 'Not such a good sexual feeling with a condom compared without condom' 4. Where to get condoms and lubricant
Older products (out of stock – out of print. Some were replaced by other products)			
24	Radio soap (UNFPA)	Radio	

#	Audience	Product	Issues addressed
		(with UNFPA) 2009	
25	Uniformed Services 	Leaflet self test on risk behaviour 2008	Barriers and text identical to the leaflet with the similar text, but for general population.
26	Uniformed Services 	Leaflet on mis-conceptions on AIDS 2008	Barriers addressed: 1. People don't have complete information about STIs and HIV/AIDS 2. People don't understand the seriousness of HIV/AIDS 3. Stigma against people living with AIDS An adjusted version of this leaflet is produced for the Uniformed Services (see hereunder)
27	Uniformed Services 	Booklet VCT, HIV/AIDS, STIs and advocacy 2008 (by MSI)	Most barriers (20+) mentioned as in previous materials (in 50 pages)
28	General population 	A4 leaflet From Marie Stopes Int.	Barriers: 1. Belief in traditional medicine – symptoms will go away 2. 'I don't have an STI' Additional information: • Most common STI's: what are the STIs about, how it is transmitted, symptoms • Where to go for treatment
29	World AIDS Day 2008 	Banners (set of 3)	As above

#	Audience	Product	Issues addressed
30	General population – youth 	2-fold brochure HIV/AIDS and ABC 2007 UNICEF	Barriers: <ol style="list-style-type: none"> 1. 'Talking about sex is sinful' 2. People don't understand the seriousness of HIV/AIDS 3. 'There's no clinic'
31	General population – youth 	5-fold brochure HIV/AIDS and ABC 2007 UNICEF	Barriers: <ol style="list-style-type: none"> 1. 'Talking about sex is sinful' 2. People don't understand the seriousness of HIV/AIDS 3. 'There's no clinic' 4. 'My family will stigmatise me if I am HIV positive' 5. Worry about being positive: 'now what!?' Additional information: <ul style="list-style-type: none"> • What is a STI, how it is transmitted, symptoms • How to prevent • Where to go for treatment
32	General population – youth (no picture available)	Flipchart (drama – story telling) HIV/AIDS and ABC 2007 UNICEF	