



Knowledge Sharing Event On...

## “Mass Media for HIV Prevention in Young People”

The purpose of this online seminar is to **present current evidence related to the use of mass media for HIV prevention focusing on young people** and to highlight lessons from a multi-country mass media initiative promoting reduction in high risk behaviour, stigma and increased use of HIV testing. The web seminar will feature speakers from Johns Hopkins University, MTV, the US Government's Office of the Global AIDS Coordinator and UNICEF. In addition to discussing findings and recommendations from existing reviews of mass media programmes, the speakers will discuss lessons from an evaluation of the successful mini-series on HIV prevention: "Shuga" and "Tribes", which were aired in Kenya and in Trinidad and Tobago. "Shuga" (Kenya), "Tribes" (Trinidad and Tobago) and "Embrace Me" (Ukraine) were products developed through a global partnership on AIDS between these agencies to promote risk awareness among young people, use of HIV testing services and to challenge negative norms and attitude particularly stigma. **Important questions that the speakers will address include: "What is the value of mass media programmes in the HIV response?", "What are some of the key elements that make a good mass media programme?" and "How can we get the most impact out of mass media investments for HIV prevention?"**

- **WHAT: A one hour and thirty minutes live online conference.**

Watch live presentations of international experts but also ask questions and provide comments in real time.

- **WHEN: Friday November 19, at 8.30am New York time.**

Log in 5 to 10 minutes in advance.

- **WHERE: In front of your computer, anywhere in the world.**

Click on the link below to participate to the event:

<https://sas.elluminate.com/d.jnlp?sid=vclass&password=4RV9VP5IO6NDDTLUUT0I>

### To participate you need:

- ✓ A computer with internet connection,
- ✓ Speakers or earphones (to be able to listen),
- ✓ A microphone (it is not obligatory, but necessary if you want to talk),
- ✓ Ensure that your firewall will not prevent you to open the link,
- ✓ **JAVA (latest version).** It is very likely that your computer already has it but please click on the link below to check if you have JAVA and/or if you need to download the latest Java:

[http://www.elluminate.com/support/manual\\_installer.jsp](http://www.elluminate.com/support/manual_installer.jsp)



## Agenda

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08h20 – 8h30	Log in of participants
08h30 – 8h35	Welcome and Introduction
08h35 – 8h45	<b>HIV Prevention in Young People: Current Context and Key Challenges</b> <i>Susan Kasedde, Senior Specialist, HIV/AIDS section, HIV Prevention (Adolescent), UNICEF, New York</i>
08h45 – 8h55	<b>Staying Alive Campaign</b> <i>Georgia Arnold, Senior Vice President, Social Responsibility, MTV Networks International</i>
08h55 – 9h00	<b>Video Clip</b>
09h00 – 9h10	<b>Evaluation Evidence on the Added-Value of Mass Media – Findings from Evaluation of Shuga, Tribes and other Mass Media Programmes</b> <i>Dina Borzekowski, Associate Professor, Department of Health, Johns Hopkins University</i>
09h10 – 9h20	<b>Using Mass Media and Public-Private Partnerships to Deliver a 360° HIV Prevention Campaign</b> <i>Jessica Daly, Senior Technical Advisor, PEPFAR</i>
09h20 – 9h55	<b>Moderated Q&amp;A</b>
09h55 – 10h00	Wrap-up and follow-up.

### If you need additional information:

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