Fact Sheet

Communicating with Jamaican Adolescents about HIV/AIDS

The Ideal Messengers
- Popular DJ artists, entertainers, sports stars and more teens delivering the messages

The Ideal Packaging
- Teen involvement, language and colourful exciting packaging
- Brand name products are preferred
- Rasta colours, shocking colours, Graffiti-style
- Cartoon characters (e.g. Spongebob Squarepants)
- Promotional parties with lots of hype and music

Other Communication Strategy Recommendations
- Keep messages short, simple and straightforward
- Be as age specific as possible
- Disaggregate messages for boys and girls
- Develop messages for boys that combat negative gender stereotypes, while acknowledging the role and influence of the group or 'crew'
- Develop messages for girls that focus on the circumstances behind their risky behaviours, including economic influences
- Ensure that the messages and the messenger as well as the location of the message are consistent with the values and norms of teens to ensure maximum impact
- Develop trend-setting logos, message concepts and items that teens will want to ‘own’ and carry
- Develop or strengthen programmes that offer ‘hands on’ practical life skills in sexuality areas where young people feel their skills base is limited
- Work with older men as to their involvement with adolescents, including dispelling certain myths that perpetuate the need for involvement with young girls

For more information on PAR and young people, a Guide can be obtained from:
- Adolescents & HIV/AIDS Project
- UNICEF Jamaica
- P.O. Box 305, 40 Knutsford Boulevard
- Kingston 5
- Tel: (876) 926 7545-5
- Email: unicefja@cwjamaica.com

UNICEF’S RIGHT TO KNOW (RTK) Partners in Jamaica:

Government
- Ministry of Health
- Ministry of Education, Youth and Culture
- National Centre for Youth Development
- St. James Health Department (WESTHELP)

Non-Government
- Children First
- National AIDS Committee
- Portland AIDS Committee
- St. Catherine Parish AIDS Committee
- Jamaica Coalition on the Rights of the Child (Youth Advocates)
- Hope Worldwide Jamaica
- Jamaica AIDS Support
- Jamaica Red Cross Society

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Participatory Action Research methods are strengthening HIV/AIDS communication efforts by teens for teens
What Jamaican Youth say about…

HIV/AIDS

- Young people want straightforward information about HIV/AIDS in their language.
- Too much of the information is presented simply and clearly. Making it hard to understand. HIV/AIDS is not taken as seriously. To make it more interesting and attract more people. The young people can choose different topics and contribute to the discussion. For example, videos, music, etc.

IDEAL SOURCES OF INFORMATION

- Television: Cartoons, comedies or talk shows hosted by young people
- Print media: Articles, comics, or magazines
- Internet: Lively, interactive, straightforward and aware

What Jamaican Youth say about…

Some adolescents see sex as “goods” that can be exchanged for money, “gifts” or other personal gains and benefits.