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EL GRAN SUEÑO: HIV/AIDS

An education based initiative aimed at improving the life skills of Nicaraguan youth, while educating them about various health issues, such as HIV/AIDS. The project uses the process of television production as a means of stimulating interpersonal communication among various target audiences, eventually leading to positive attitude and behavior changes.

Christopher Productions, LLC.
Centro para Programas de Comunicación
Nicaraguan Ministry of Health (MINSA)
Seminole Tribe of Florida

March 2007



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PROJECT BACKGROUND

In 2004 the Nicaraguan Ministry of Health (MINSa) declared that HIV/AIDS is one of the most pressing health issues facing the country. Last year alone MINSa reported 1,573 cases of HIV/AIDS, a 66% increase from the previous year.

As the incidence of HIV/AIDS in neighboring countries Honduras and Guatemala reach the highest levels in Central America, there is reason that Nicaraguans should be concerned with the transmission of the illness. Studies have shown that the choices Nicaraguans make regarding their sexuality in the next twenty years will have a dramatic effect on the future of HIV/AIDS in Nicaragua.

Strong intervention programs are therefore essential to preventing a future epidemic. The following communication program serves both as an HIV/AIDS program, as well as a means of uniting numerous governmental and nongovernmental organizations in order to foster beneficial alliances.

The health communication strategy behind this project aims to increase awareness regarding HIV/AIDS in the Nicaraguan population, while creating a demand for information and services related to the prevention of the illness. The project will produce changes in knowledge, attitudes and practices in the segments of the population most at risk of contracting the illness.



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THE PROJECT

A single tear trickled down Arely Cano's face as she brokenly explained the moment she lost her virginity and contracted HIV. After having waited the twenty years of her life to become intimate, it was a single night that would change her life forever. As a health sector Peace Corps Volunteer in Nicaragua Benjamin Nathanson had read the statistics but her powerful story wiped out all the facts and numbers he had memorized. It was the first time the abstraction of HIV had become so concrete to him. It also became clear that Arely Cano's testimony, and others like it, would have the power to change the hearts and minds of Nicaraguans towards this deadly illness.

Working in conjunction with the Nicaraguan Ministry of Health and Ministry of Education, Centro para Programas de Comunicacion (formerly Johns Hopkins Bloomberg communication initiative), Emmy Award winning Christopher Productions, Canal 2 (Nicaragua's most watched television network), the Seminole Tribe of Florida, and various nongovernmental organizations, Arely and Benjamin assisted in the coordination of the education based initiative – "Gran Sueño" (Great Dream) -- aimed at improving the life skills of Nicaraguan youth while educating them about various health issues. The project uses the process of television production as a means of stimulating interpersonal communication among Nicaraguans, eventually leading to positive attitude and behaviour changes regarding the health issues addressed.

Using the News 101 project developed by Christopher Productions in the United States in the early 90's as a model, this project entails training youth throughout Nicaragua, and those working in life skills education, in all aspects of television production. During the creation of these videos, youth are expected to facilitate important discussions in their schools and communities regarding issues ranging from sexually transmitted diseases to domestic abuse. Although the videos they produce are important, it is the process of creation in which young people, and their communities, discuss and learn about numerous issues.

Based upon the Nicaraguan Ministry of Health's (MINSA) 2004 declaration that HIV/AIDS is one of the most pressing health issues facing Nicaraguan youth, this project will begin by focusing on HIV/AIDS education and prevention. The project ultimately forms a one hour documentary, several television news stories, and additional informational promos for television along with written curriculum guides and pull out videos for training and education. It is important to understand, however, that once youth have been trained in the production process, they will have the capacity to address other health and social issues in the future.



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TARGET AUDIENCES ¹

The Ministry of Health, Education, Government and Work, the Comisión Nicaragüenses de Lucha contra el SIDA, the Comisión Nacional de Lucha contra el SIDA desde la Sociedad Civil, the Instituto Nicaragüense de Seguridad Social and the Cuerpo Medico Militar sponsored by the World Fund have identified numerous segments of the population as being more susceptible to the illness than others. The **primary audiences** of this project will be housewives, adolescents, and youth, while the **secondary audiences** will be people living with HIV/AIDS.

Numerous studies in Nicaraguan have found four risk related behaviors among the majority of the above listed target audiences. The four behaviors are fundamental in the development of this project.

The behaviors are:

1. Low perception of risk
2. Sexually active at a young age
3. Extreme trust in one's partner
4. Sexual relations without use of protection (condom)

OBJECTIVES

The **General Objective** of this project is:

Promote understanding, perception of risk and behaviors that avoid the spread of HIV/AIDS among the most vulnerable groups of the Nicaraguan population.

Specific Objectives:

1. Train youth throughout Nicaragua, and individuals living with HIV/AIDS, in the process of video production to increase their active and positive role in HIV/AIDS prevention.
2. Create a video documentary of the lives of people living with HIV/AIDS to increase awareness of the risks related to the illness, while also reducing stigma faced by those living with HIV/AIDS.
3. Have youth and those living with HIV/AIDS create brief video segments and promotions for Channel 2 news programs to motivate the target audiences to test themselves for HIV.

¹ This information comes from the Federación Red NicaSalud. World Fund. "Estrategia de Comunicación para el Cambio de Comportamientos en VIH/SIDA" Enero 2005.



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APPROACH:

This program trains youth throughout Nicaragua, as well as a specific group of Nicaraguans living with HIV/AIDS, in all aspects of television production and journalism. The project will ultimately form a documentary of the lives of people living with HIV/AIDS, various Channel 2 news video segments, additional television promotion segments, all created by the same youth and people living with the illness

In turning the camera on themselves, the videos created by the youth and people living with HIV/AIDS will grab the attention of the target audience, and more easily appeal to the emotions of that same audience, therefore increasing the understanding of the illness and reducing the stigma faced by those living with HIV/AIDS. Furthermore, the documentary and video segments demonstrate that Nicaraguans living with the disease are not all homosexuals and sex workers. The videos air on Channel 2 and on local television stations throughout Nicaragua.

PRODUCTS:

This project includes more than 17 minutes of finished, broadcast quality video including 1 Public Service Announcement commercial, 5 news stories aired on Channel 2 nationally, and training/video equipment for five groups of youth throughout Nicaragua.

The project included the following items:

- Training of 5 video crews of youth and HIV positive persons
- Equipment for these 5 video crews including camera, editing gear, and audio equipment
- 5 video stories and distribution through Channel 2 Nicaragua
- 1 news story coordinated with Channel 2 Nicaragua leading up to the airing of the program.



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DISTRIBUTION OF THE PROGRAM:

The videos are distributed through broadcast on Channel 2 Nicaragua. Through partnership with CEPS and Xiochiquetzal, the videos will also be distributed to health educators in various departments throughout the country. The videos will also be made available through the Nicaraguan Ministry of Health.

Time Line:

February - May	Pre-production meetings in US and Nicaragua
May	Funding Finalized
June – October	Pre-production meetings in Nicaragua
November	Production training Nicaragua
December	Video production Nicaragua
January/February	Broadcast of News Stories Nicaragua

Collaborating Organizations:

This communication program uses small media, as well as mass media, to foster behavior changing interpersonal communication among the target audience. The success of this project lies in the alliances of numerous organizations working to first create the mass media campaigns, and then properly implement the programs into an interpersonal setting.

1. Coordination:

1. MINSA
2. Christopher Production, LLC.
3. Centro para Programas de Comunicación (CPC)

2. Training Sessions:

1. Christopher Production LLC
2. Centro para Programas de Comunicación (CPC)

3. Production:

1. Centro para Programas de Comunicación (CPC)
2. Young people affiliated with:
 - I. Asociación de Gente Viviendo con VIH/SIDA (ASONVIHSIDA)
 - II. PASMO Nicaragua
 - III. The Nicaragua Nacional Police Youth Group
 - IV. CEPS



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Christopher Productions, LLC.

Christopher Productions has created over 100 television programs in the past 20 years that have garnered 40 Emmy nominations and Seventeen Emmy© Awards and been broadcast throughout the country and around the world. Focusing on educational and social issues, CP has over two decades of experience in children's programming, cultural and social documentaries, and family series television all geared to create Television to Touch the Heart.

The company boasts awards ranging from the National Education Association Award for the Advancement of Learning through Broadcasting to the Service to Children's Television Award from the National Association of Broadcasters, the Parents' Choice Award, and the Grand Award from the New York Festivals. Their clients have ranged from the United Nations FAO to the PBS network to the CBS Network Foundation.

Centro para Programas de Comunicacion

FINAL REPORT:

Executive Summary:

The Gran Sueño project involved training six groups of Nicaraguan youth in video journalism, and serves as a means of empowering those who have often been marginalized to take on leadership roles and participate in community organizing. Group participants consist of individuals living with HIV/AIDS, ex-gang members, indigenous people, and health promoters; the video production groups represent various geographic areas of Nicaragua (Managua, Masaya, Leon, Nueva Segovia, and the RAAN), as well as distinct partnership organizations. Each team is trained in all aspects of video production: information gathering, interview techniques, script writing, and camera, audio, and editing theory. Each group, equipped with a MiniDV camera, tripod, microphone, headset, and Mac laptop with Final Cut Express, in turn produces video segments and commercials from their unique perspectives on HIV, and other important health issues, which air on Canal 2 and affiliated stations.

The Johns Hopkins University's Bloomberg School of Public Health assisted Centro para Programas in the production phase of the project. The University spent three weeks testing the first set of videos from all production teams on diverse focus groups of adolescents. The University also examined the knowledge and attitudes of young people in Nicaragua regarding HIV/AIDS. This information was relayed to CPC in order to further guide the videos.

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The Gran Sueño project premiered on Canal 2 on the “Buenos Dias” program during the week of February 12th, 2007. Each group of Nicaraguan youth was on the program and given the opportunity to talk about the process of creating the video. The youth also facilitated discussions with the “Buenos Dias” host on various aspects of HIV/AIDS in Nicaragua.

The program was such a success that on Monday, February 12th Channel 2 officially announced a permanent partnership with the Gran Sueño. Every Thursday morning the videos developed by the various youth groups will air and be followed by community discussions surrounding the different youth related issues.

The project has also united the Centro para Programas de Comunicacion and the Universidad Centro Americana to create the first video journalism school in Nicaragua that focuses on important social issues.

The lead up news story on the Gran Sueño project aired:

- Channel 2 Nicaragua on Monday November 13 at 7 PM

The youth videos were broadcast every morning for one week:

- Channel 2 Nicaragua Monday February 12th – Thursday February 15th at 8 AM

Highlights of the project included:

- Over 17 minutes of broadcast quality video developed.
- Over 60 minutes of broadcast time throughout Nicaragua.
- An in-depth story in *El Nuevo Diario*, Nicaragua’s most widely read newspaper.
- A front page story in *Nosotros, El Nuevo Diario’s* youth magazine

Estimate number of unique audience by all media outreach efforts: #####

TELEVISION BROADCASTS (Channel 2 Nicaragua):

Lead up Story:

11/13/06 Monday 7:05-7:10

“Buenos Dias” and youth videos:

02/12/07 Monday 7:55-8:15

02/13/07 Tuesday 7:55-8:15

02/14/07 Wednesday 7:55-8:15

02/15/07 Thursday 7:55-8:15



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TOTAL VIEWERS:

PRINT MEDIA (EL Nuevo Diario)

12/01/06	Monday Section A story on the project
11/27/06	Thursday Front Page story – <i>Nosotros</i>



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CONCLUSION:

Although HIV/AIDS in Nicaragua has not reached the epidemic levels of neighboring countries, it is clear that strong intervention projects are essential to prevent a future epidemic.

This communication project has increased awareness and changed both attitudes and behaviors related to HIV/AIDS prevention in the Nicaraguan population while creating a demand for information and services related to the prevention of the illness. Furthermore, in developing this program, numerous governmental and nongovernmental organizations have been united, therefore fostering beneficial alliances. These alliances will benefit Nicaragua in its ongoing "lucha" against HIV/AIDS.

The Nicaraguan youth, and those living with HIV/AIDS, who have been trained in video production and journalism now have the abilities to produce videos surrounding other important social issues in the future. Channel 2 looks forward to having trained youth throughout the country producing video segments on issues important in their local communities. These newfound abilities and alliances will not only help the specific individuals involved, but Nicaragua as a whole.

The sueños of today's Nicaraguan youth have the potential to become tomorrow's reality. The Gran Sueño project effectively uses information communication technologies to assure that these diverse dreams do not die, but rather flourish. Through the powerful means of television production, these young Nicaraguans are able to share their unique perspectives and insights into the world. During the creation of these videos, the groups are expected to facilitate important discussions in their schools and communities regarding HIV and other health topics. Although the videos they produce are important, it is the process of creation in which young people, and their communities, discuss and learn about numerous issues. The programs provide a forum where those most touched by health or policy issues can express themselves, often making private pain public, therefore engendering a shared sense of understanding within the larger community. This is the Gran Sueño.



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FUTURE OF THE SUEÑO:

Additional funding is being sought to additionally enhance the project.
This would include:

\$45,000

- Half-hour documentary special and broadcast
- Distribution of the documentary through the Ministry of Education, Culture and Sports (MECD) to schools throughout the country
- Distribution of the documentary through MINSA to health centers and posts throughout the country
- Documentary curriculum guide with exercises to stimulate discussion

\$35,000

- Three Specialized 10 to 15 minute training videos for
 - Educators, including school counselors, to be used for “in service” training
 - Health workers and personnel
 - Family and youth training



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APPENDIX 1

USAID Health Profile: Nicaragua HIV/AIDS

Nicaragua continues to report the lowest HIV prevalence in Central America. Although the reported data on HIV/AIDS in Nicaragua may not be complete, the Joint United Nations Programme on HIV/AIDS (UNAIDS) estimated that by the end of 2003 approximately 6,400 adults and children were living with HIV/AIDS, yielding an adult prevalence of 0.2%. Even though Nicaragua has a relatively low incidence of HIV, infection rates among women are growing. Housewives are increasingly affected, and over 60% of people living with HIV/AIDS are between the ages of 15 and 34. These trends suggest the potential for a more serious epidemic.

Nicaragua's epidemic is spread primarily through sexual activity. As of 2002, 65% of reported cases were transmitted through heterosexual intercourse, and 34% were transmitted via men who have sex with men. Experts consider, however, that heterosexual transmission is over reported and transmission via men who have sex with men underreported.

While prevalence remains relatively low in the population as a whole, it is increasing among the most vulnerable populations. HIV surveillance among injecting drug users in Managua in the mid-1990s reported prevalence of 6.0%. According to the United States Bureau of the Census, a study among prisoners in Managua in 1998 reported a prevalence of 4.6%. A 2002 multisite study on HIV prevalence among vulnerable populations in Central America found a prevalence of 9.3% among men who have sex with men. The same study uncovered relatively low infection rates (0.4%) among commercial sex workers. HIV prevalence among pregnant women attending antenatal clinics was 0.5%.

Several preconditions for the further spread of HIV in Nicaragua are present. Early initiation of sexual activity, coupled with low levels of condom use among young people, could lead to an escalation of the country's epidemic. High levels of population migration over the last two decades, resulting from the confluence of war in the 1980s, socioeconomic crisis in the 1990s, and natural disasters, also threaten to hasten the spread of the epidemic. Another disturbing trend is that wives of men who engage in risky behaviour are themselves increasingly vulnerable. According to one study, the risk of infection among housewives in Chinandega is twice that of commercial sex workers.



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As of July 2004, 17 infected people were receiving antiretroviral treatment. Official data indicate that 43 people are currently receiving treatment, and the goal is to reach 100 people with antiretroviral treatment by February

HIV/AIDS

Estimated Number of Adults and Children Living with HIV/AIDS (end 2003)

6,400

(low-high estimates 3,100–12,000)

Total Population (2004)

5,597,000

Adult HIV Prevalence (end 2003)

0.2%

(low-high estimates

0.1–0.3%)

Source: UNAIDS

October 2004

2005, through the funding from the Global Fund to Fight AIDS, Tuberculosis and Malaria.

National Response

UNAIDS contends that Nicaragua will need strong support to avoid acceleration of the national infection rates. Although the country's overall poverty eradication strategy recognizes that HIV/AIDS is an important future threat, national expenditures on health and the funding support available from both national and external sources have steadily declined. Advocacy for higher political commitment from executive and legislative bodies is greatly needed.

Nicaragua's National Program for the Prevention and Control of HIV/AIDS and Sexually Transmitted Infections (STI) was established in 1998. Although part of the Ministry of Health, it is decentralized in its operations, with local health care systems coordinating HIV/STI prevention, control, and education with regional hospitals, primary care health centers, and health posts. The current (2000–2004) national strategic plan was developed in collaboration with civil society groups, people living with HIV/AIDS, government institutions, and international organizations. Priority activities include:



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- Prevention among mobile populations and other vulnerable populations, including men who have sex with men, commercial sex workers, and injecting drug users
- Integrated management of care for persons living with HIV/AIDS
- Improved national epidemiologic surveillance
- Attention to crosscutting issues such as human rights, gender, ethics, behavior change communications, and decentralization of services

The Government of Nicaragua was approved for funding from the Global Fund to Fight AIDS, Tuberculosis and Malaria in the second round. The objectives of Nicaragua's HIV/AIDS proposal are grounded in the country's National Strategic Plan and include: containing the HIV/AIDS epidemic; reducing the risk of infection in priority populations and areas; and increasing survival among those living with HIV/AIDS.

Nicaragua is beginning to address access to treatment for people living with HIV/AIDS, and the Ministry of Health has indicated that improving the availability of antiretroviral prophylaxis to prevent mother-to-child transmission and drugs to treat opportunistic infections is essential. Although the Nicaraguan government passed a very progressive law (Law 238) to protect people living with HIV/AIDS against discrimination, it has yet to implement this legislation. Law 238 would, in effect, guarantee access to treatment for those living with the disease. Nicaragua is currently one of the few Latin American countries where appropriate antiretroviral therapy is available to only a select few and is out of reach for the vast majority of those who need it. Lack of access to treatment, stigma, and marginalization are the most frequent complaints of people living with HIV/AIDS in Nicaragua.

Other areas that must be improved in order to avoid a more serious epidemic include high-level political commitment, epidemiological surveillance, training for health service providers, and HIV counseling and testing services.

USAID Support

The United States Agency for International Development (USAID) allocated \$500,000 toward HIV/AIDS prevention activities in Nicaragua in FY 2003. The goal of USAID's HIV/AIDS program in Nicaragua is to prevent the development of a generalized epidemic. USAID-supported interventions are focused on key vulnerable populations, including men who have

The goal of USAID's HIV/AIDS program in Nicaragua is to prevent the development of a generalized epidemic.



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The bulk of USAID's effort in Nicaragua, however, is not in its country HIV/AIDS program but in its regional HIV/AIDS program, which provides combined support to seven Central American countries. USAID's Central American HIV/AIDS program has supported activities in the region since the mid-1990s, focusing on areas and at-risk populations not normally covered by bilateral programs. Primary goals of the program are: policy formulation, advocacy, information dissemination, and evaluation of the national strategic plans. Another important goal is to strengthen existing human rights legal services that work in HIV/AIDS-related content areas to help people living with HIV/AIDS and other vulnerable groups under existing legislation. The program also supports activities to strengthen the capacity of Central American organizations to deliver HIV/AIDS services and information to specific vulnerable groups, and has developed a condom social marketing strategy to reduce risky behavior in these vulnerable populations. USAID allocated \$4.9 million for regional HIV/AIDS activities in FY 2003; some of these funds were used to support activities in Nicaragua.

Specific HIV/AIDS activities funded by USAID in Nicaragua include:

Behavior Change Communication

The Mission has devoted resources toward the development of a behavior change communications strategy that will provide a framework for mobilizing public, private, and international donor assistance.

Capacity Building

USAID-supported programs in Nicaragua provide technical assistance to nongovernmental organizations in the areas of institutional strengthening, advocacy, and social marketing. The Mission will also work to strengthen the Country Coordinating Mechanism of the Global Fund to Fight AIDS, Tuberculosis and Malaria.

Condoms

Condom provision to the National AIDS Control Program and to nongovernmental organizations is a central component of USAID's HIV/AIDS activities in Nicaragua. USAID supported the launch of the Bodyguard condom in April 2000. Annual sales of Bodyguard and the regional brand *Vive* increased from 500,000 in 2000 to more than 2.4 million in 2001, and 3.1 million in 2003. Both condom brands are part of an innovative "double protection" marketing program that encourages users to protect themselves both from pregnancy and sexually transmitted infections. U.S. media, including *Newsweek*, have recognized the model.

Counseling and Testing

USAID/Nicaragua works to bolster the ability of public-sector facilities to offer HIV counseling and testing services. In FY 2001, public sector facilities that offer counseling



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and testing for sexually transmitted infections and HIV among their services increased from 70% to 93%.

Important Links and Contacts

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USAID HIV/AIDS Website, Nicaragua:

http://www.usaid.gov/our_work/global_health/aids/Countries/lac/nicaragua.html

Prepared for USAID by Social & Scientific Systems, Inc., under The Synergy Project

For more information, see http://www.usaid.gov/our_work/global_health/aids



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APPENDIX II

GRAN SUEÑO FEEDBACK
JOHNS HOPKINS UNIVERSITY
BLOOMBERG SCHOOL OF PUBLIC HEALTH

Nicaraguan Community Partnership

Gran Sueño Focus Group Project Analysis

Jocelyn Getgen
John Kuehnle
March, 2007

Introduction

Gran Sueño Project Background

Methodology

Content Evaluation & Summary of Results

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Introduction

The Nicaraguan Community Partnership (NCP) is a student run organization at the Johns Hopkins Bloomberg School of Public Health under the auspices of the JB Grant International Health Society. The primary objective of the NCP is to offer quality technical support to health focused community-based organizations in Ocotal, Nueva Segovia, Nicaragua. The secondary objective is to serve as a liaison between community-based organizations in Ocotal and members of the Johns Hopkins Community.

In January of 2007 an NCP team of nine (9) students and one (1) administrator from the MPH Program Office traveled to Ocotal to conduct focus groups to evaluate a series of videos produced by adolescents from five (5) Nicaraguan communities. These videos were part of the Gran Sueño project, a video production project designed to promote local knowledge about HIV/AIDS and empower groups of adolescents to communicate their views and values. Youth groups in the city of Ocotal and the community of Ococona were shown the videos and asked questions regarding their content. Results from the focus groups were compiled by the NCP team and submitted to the Center for Communication Programs (CCP) in Managua. The feedback was used to make final changes and adjustments to the videos before release on national television.

Gran Sueño Project Background

The Gran Sueño video project is the result of a collaboration of seven (7) organizations: Peace Corps Nicaragua, Christopher Productions, the Center for Communication Programs, Nicaragua, the Nicaraguan Ministry of Health, Canal 2 and the Seminole Tribe. The project was initiated by Peace Corps Volunteer Benjamin Nathanson early in 2006 and came to fruition under the direction of Oscar Ortez, Director of the CCP (future NCP teams may be interested in contacting him for future collaborations). While the project was re-defined at numerous stages of its development, its goal to empower Nicaraguan youth and give them the opportunity speak out about issues important to them was constant.

The partner organizations collaborated to provide five groups of adolescents from around Nicaragua with video production equipment and the training necessary to create their own short films. Members of the youth video teams were identified by leaders in local health organizations in the communities of Masaya, Managua, Ocotal, Bilwi and Leon.

The first training in film production techniques took place in November, 2006. The groups were assigned the task of creating three minute videos about HIV/AIDS in their communities. Several groups, including Managua and Leon, involved individuals living with HIV/AIDS. In order to promote creativity and self-expression the guidelines for the videos were deliberately broad. Groups chose to focus on discrimination (Leon, Managua, Bilwi), risk factors for contracting HIV (Ocotal), the daily lives of those living with



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HIV/AIDS (Masaya), and testing (Ocotal). By January of 2007 all five (5) groups had submitted second versions of their videos to the CCP.

Methodology

Focus groups were decided upon as the best methodology for evaluating the videos because they offer a powerful tool for collecting qualitative data from various sources in a relatively short amount of time. Focus groups also allow for the observation of group dynamics and group perspectives on issues. This is particularly valuable when evaluating videos that aim to be nationally broadcast and viewed by groups of people.

One week after arrival in Nicaragua the NCP received the most current versions of videos from each group. These versions were varied in their degree of quality and technical production value, yet were all fairly coherent and obviously the result of much dedicated work. The CCP and the youth were interested in receiving feedback from other adolescents in Nicaragua about their videos before committing to final versions for national broadcast on Canal 2.

In order to provide the requested feedback, the NCP contacted Peace Corps Volunteer Brad Allgood in November and asked him to arrange 7 youth groups in the Ocotal area with which the NCP could run focus groups based around the Gran Sueño videos. Brad contacted the director of youth activities at the local branch of the Ministry of Health, Maritza Orellana. Her dedication and efforts in organizing the youth were invaluable. January is a notoriously slow time to be working in Nicaragua as many health workers and students are on vacation. Participation in organized events is often tenuous and event coordinators should be prepared for last minute changes and delays. Despite the timing of our trip, our request for access to youth groups was fully realized. Maritza was able to organize the five groups we had requested from her and minor timing issues were among the only problems we encountered. She may be contacted directly for projects involving youth participation (please see NCP Contact sheet).

The youth groups in Ocotal came from an existing network of youth groups sponsored by the local Ministry of Health (MINSAs) and the two youth groups we met with in Ococona were organized by Fundemuni, an NGO that promotes women's and children's rights in Nueva Segovia. Of the groups in Ocotal two represented adolescents from the neighborhoods Nora Astorga and Sandino. These groups were sufficiently large enough to be broken into two smaller groups, totaling four groups. A fifth MINSAs sponsored group represented a group of youth health promoters from around the city of Ocotal. This group has significantly more knowledge about HIV/AIDS as they had received training from MINSAs and worked as health promoters. The final two groups were from the community of Ococona. Ococona is approximately an hour away from Ocotal by private vehicle and is one of the poorer communities in Nueva Segovia. The youth groups in Ococona represented a mix of adolescents from existing groups that had been trained in self-esteem and HIV/AIDS. Each of the two focus groups contained members from each pre-existing



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group. One video was shown to each group with repetition of the Managua video as it was the first group we ran. A sixth “spot” video was also shown to one of the groups.

We tried to arrange the schedule of the focus groups so that we could run two groups each morning and allow the afternoon for processing (see attached schedule). This turned out to be a little over-ambitious and we quickly found ourselves falling behind in our processing and evaluation.

Information was recorded in three ways. Digital audio recorders were used to create digital audio files of each focus group. The quality of these recordings varied greatly from group to group depending on the level of background noise, the direction the recorder was pointing and the amount the recorder was handled during the focus group. A note taker was provided with a list of the questions to be asked before the group began. The note taker recorded as many responses as possible. This greatly aided the transcription of the audio files yet alone was not sufficient for analysis. Improvised questions were added in the margins of the notes. Finally, a time keeper recorded which focus group member was speaking at a given point in time. This was a difficult task as sometimes several group members spoke at once. However, in conjunction with the other two recording methods the time keeper’s notes helped clarify who was responding at certain times.

Content Evaluation & Summary of Results

Introduction:

The Nicaraguan Community Partnership team conducted seven focus groups with various community youth groups in Nueva Segovia. In each focus group, anywhere from four to nine male and female youth group members ages 10 to 25 attended and participated in discussion of the Gran Sueño videos. One team member led the discussion, while another recorded the individuals’ responses and a third recorded each response which corresponded with the time on the digital voice recorder. The focus groups lasted anywhere from 30 minutes to an hour in length. Youth group members answered the team’s prepared, open-ended questions as well as any other further clarification questions that the Gran Sueño project coordinators directly asked the youth groups. Various themes and interesting comments emerged from discussions which informed the last cut in the editing process of the Gran Sueño video project.

Common Themes and Important Points Gleaned from Focus Group Discussions:

- *Most youth had a television and reception in their homes:* Fifty-one of the fifty-two youth involved in the focus group discussions had a television in their homes. Nearly all youth group members in the town center also had cable; however, most youth group members in outlying areas did not have cable channels. It was important to ask the youth these questions since the videos would be aired on television. The project coordinators wanted an idea as to how many of these youth have access to television and cable television as well.



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- *Many youth watched particular programs and particular channels:* Youth group members reported watching the Discovery Channel, Smack Down, Soap Operas, *El Chavo*, *The Simpsons*, *Sabado Gigante*, *La Tertulia*, *Margarita*, *Sexto Sentido*, and the news. The channels most often viewed were channels 2, 5, 6, 10 and 22.
- *A large majority of focus group participants had seen something about HIV/AIDS on television:* Typically, the youth reported seeing information or programming related to how HIV is transmitted and how to protect oneself and to avoid contracting HIV. Others had seen an educational program related to the discrimination and proper treatment of individuals living with HIV/AIDS. A few respondents reported seeing men and women living with HIV and giving testimonials regarding their lives in Nicaragua with the virus. One participant viewed a program on the causes and consequences of HIV/AIDS. Another participant reported seeing HIV-related programming on the Honduran television channel.
- *Focus group participants generally knew at least one method of HIV transmission:* The various responses as to the mode of transmission of HIV included unprotected sex, unprotected sex with an infected person, transmission through blood, contaminated water, mother to child, blood transfusions, needles, contaminated needles, through bloody objects, mother's milk, contact with blood, and during the birthing process.
- *Many focus group participants knew that anyone could be at risk for contracting HIV, and a few youth group members pointed out particular high-risk groups for contracting HIV:* A few participants stated that HIV does not know color or race and that all people are at risk. Other responses included people who look for sex, women, homosexuals, men, children, housewives because husbands who are not faithful do not like to protect themselves and wives don't think they have to since they are only sleeping with their husbands, drug addicts, alcoholics, womanizers who like to infect others out of vengeance, and those who don't protect themselves when having sex since men are not faithful.
- *Many youth group members could name at least one way to protect themselves from contracting HIV/AIDS:* At least one participant in each group stated that using a condom was a way to protect oneself from HIV/AIDS. Other answers included practicing abstinence, getting tested for HIV, using protection, abstinence with a condom (?), informing others about HIV, and communicating with one's partner. One youth group member in Barrio Sandino (1) stated that not kissing anyone else was a way to protect oneself from contracting HIV.
- *Youth group members had varied reactions as to how they felt after watching the videos:* One participant from Ocotal stated that there was a lot of information that he did not know and that there was little being done in Nicaragua—and specifically in Ocotal—regarding testing. Another Ocotal youth said that there was a lot of fear



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surrounding testing due to a lack of trust and privacy with regard to results of the test. A third Ocotal youth said she felt afraid since she does not really know who has and who does not have HIV in Ocotal. Two participants felt that too many people refused to wear condoms because sex did not feel as good and because of the *machismo* in Nicaragua. In Barrio Sandino, the first reaction was one of sadness since so many individuals with HIV suffer from discrimination. The second youth group in Barrio Sandino felt scared, sad, affected, afraid, and sad with empathy. One youth group from Ococona said they felt bad because of the ignorance people have that they discriminate. In addition, one participant felt sympathetic toward those in the video with HIV, stating that she now knows what it would feel like if it were she suffering from discrimination. Others were feeling motivated with the need to help and educate others about the discrimination from which people with HIV suffer.

- *Participants received some important messages from the Gran Sueño videos:* Many youth thought that the most important message was to protect oneself with a condom, and if no condom was available, to practice abstinence. Some participants found the message of the video was the importance of getting tested for HIV. Others thought that the mothers speaking about the discrimination their children faced from their doctors and community members was the most impacting part of the video. One youth found the person with HIV talking about job discrimination to be the most memorable part of the Managua video. Other parts of the Managua video that were memorable included the girl who would not allow her sister to play with a child infected with HIV, and the children with whom no one would play at the park (specifically the one boy sitting on the park bench alone and not playing with the other children). From the Masaya video, participants remembered the responsibility of parents, the fact that HIV does not respect age, and that little kids could also be infected with HIV. Youth members from Ocotal were surprised that there were 14 cases of HIV in Ocotal and that 12 of those 14 cases do not even know that they have the virus.
- *Overall, participants thought that the statistics pertaining to HIV cases in Nicaragua were high:* This finding surprised us as facilitators because we had feared that the numbers were low (such as the number that there were 14 cases of HIV in Ocotal, a city of more than 40,000 inhabitants) and that individuals might dismiss HIV/AIDS as a problem after hearing these numbers that seemed low to us. Participants felt, however, that these numbers were high to them since they did not think anyone was affected by HIV in their towns. One participant did say that, in comparison to other countries of the world where HIV prevalence is extremely high, these numbers were low. Some participants in another group stated that they did not completely understand the part about the statistics or were confused about what they should be learning from the statistics.



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- *Participants learned and trusted the medical professionals in the videos as much if not more than the individuals talking from their experiences:* This finding was also interesting to us as facilitators since we were not convinced that the doctors and psychiatrists were the most effective and trusting transmitters of information. In most groups, at least one participant trusted the doctor in the video the most. In other groups, the participants felt that the professor was the most trusted source of information. From the Managua video, participants trusted the child that would play with another child with HIV as well as the mother whose child was HIV positive. In the Leon video, participants liked the psychologist in addition to the doctor. Finally, in Bilwi, the participants liked the person named Marisol as well as the narrator who talked about HIV in Nicaragua.
- *Most participants understood at least one of the main messages of the Gran Sueño videos:* The main messages that youth group members received from the videos included “to have sex with protection,” “to get tested for HIV,” “to not discriminate against people with HIV/AIDS,” “to play with kids infected with HIV,” “to help those that are HIV positive,” “to not make fun of or discriminate against those with HIV,” “the importance of the public knowing the law,” “to not have sex too early, and when you do, to have sex with someone you know and trust,” and “to have a stable partner.”

As a whole, the focus group discussions were extremely insightful and will prove useful for these as well as future video projects in Nicaragua. The youth group members participated with a lot of enthusiasm and interest in the work that we were doing. Although some of the participants were silent and did not offer much information in the sessions, they may have had a personal reason to remain silent as this topic is sensitive and taboo in Nicaragua as it is in most cultures. It was useful to have a team working with the facilitator who ran the voice recorder, the television, and the logistics. Working as a team made the sessions go much more smoothly and allowed the facilitator to concentrate on motivating the youth to offer their opinions and participate in discussions. In all, the focus groups conducted in various sections of Ocotal were very successful!

Process Evaluation & Suggestions

Suggestions for Future Focus Group Work in Nicaragua:

First, there were many positive aspects of the focus groups that should be replicated for future focus group work. Successful features of the focus groups included the following:

- *Coordinating and planning with local community leaders or volunteers who work with established youth groups in the area:* It was important to work with local Peace Corps volunteers and other community leaders (notably Maritza Orellana at MINSa, Ocotal) who knew motivated and participatory youth in the community



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with which to discuss the videos. These counterparts were in Nicaragua and were able to organize the youth group members ahead of time. Thus, we had scheduled days and times to meet with the youth groups upon arrival in Ocotal.

- *Becoming experts on the videos themselves:* The focus group team watched each video numerous times for a complete understanding of the individual scenes and what the important messages the videos were trying to convey. The team watched the videos first in their entirety for an overall comprehension and then watched them scene by scene, taking notes on specific questions and important topics to discuss with the youth groups.
- *Discussing a methodology for conducting the focus groups:* It was important to have at least one team member who had previous experience organizing and conducting focus groups. There were many considerations, such as setting up chairs in a circle, having questions written out ahead of time on rotfolio paper, recording times in which individual youth spoke on the recorder, the length of time each focus group should last so as not to lose their attention, and the specific types of questions that will elicit appropriate and useful responses. During preparation, the team should leave time to discuss the logistical set up of the room as well as to divide the responsibilities of who will be in charge of what aspect of the focus group to avoid confusion and miscommunication.
- *Discussing and Testing the Focus Group Questions:* The team should first brainstorm the various questions to ask to the focus group, keeping in mind the information that will be useful for those making the final video cuts and working with similar video projects in the future. After listing all of the possible questions, the team should sift through them and choose the five or six most important, open-ended and least confusing questions from the list. Then, the team members should find a couple of youths in the community who represent the ages of the youth with whom you will conduct the focus groups and ask them these questions after watching the video. This pilot test will help the team see how local youths will respond to the questions as well as whether the questions are confusing or whether they use appropriate language and terminology. Of course, the team should take recommendations and suggestions from these pilot studies and revise the questions according to the responses and feedback given.
- *Using icebreakers to first get to know the participants and gain their trust:* As a rule, the youth groups needed a chance to get to know and trust the facilitators to be able to open up and offer their honest opinions and thoughts on the videos. The focus group team found that taking the time to first play a game to break the ice really helped to facilitate later discussion with the youth. We first played a short game and then spent the first five minutes introducing ourselves to the rest of the group. Each person said his or her name, age and favorite food as well. These activities helped to motivate the youth to speak and share with the group as well as with the facilitators. At times, it was also useful to have their youth group leader



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present, reminding them of the importance of sharing their opinions and that there were no right or wrong answers.

- *Asking specific open-ended questions:* Some of the questions that CCP wanted to us to ask were not successful in eliciting responses from the participants. For example, the question “What would you add or cut from the video?” did not get a response from the members of the group. Additionally, the question “Did you like the video?” did not receive any feedback other than nods and yes’s from the entire group. These types of questions should be avoided if possible. In contrast, the questions “What did you learn from watching the video?”, “What about the video impacted you most?”, and “Which person did you like/trust most in the video and why?” seemed to elicit the most responses. They are more inviting of opinions and many youth found them fairly easy to understand and answer. If the team would like to ask questions about specific scenes or individuals in the video, then it is recommended that the team show the video one time through, ask general questions, then show clips of the video one at a time and ask more specific questions after each particular segment.
- *Allowing for uncomfortable silences, especially in the beginning:* With some groups, it was difficult to start a discussion toward the beginning. The facilitators found that by allowing for extended silences or repeating the same question a second or third time, the participants began to offer insights and opinions more freely and openly.
- *Thanking participants in the end with snacks and refreshments:* The participants were volunteering their time, and it was a nice gesture to offer them cookies and a cola after the session was over. Although the team may want to give the youth group members food in the beginning to give them energy, it may be too distracting and may disrupt the flow of discussion.

In the end, it is most useful to keep an open dialogue with the coordinators of the youth groups as well as the video project coordinators. These individuals can offer useful insight and logistical help that can save a lot of time in the end. The work was a very rewarding experience for all, and the end product will serve to improve the videos that will be shown on Nicaraguan national television. As a whole, the focus groups were successful, and with more time and more experience, the Nicaragua Community Partnership will improve upon these experiences for future project successes.

Feedback Utilization

Due to our short time in Nicaragua and tight schedule the NCP team finished evaluating the videos and synthesizing results from the focus groups in Baltimore. By the first week in February (two weeks after having returned) the team submitted to the CCP our own thoughts and evaluation of the video and detailed notes from each of the focus groups.



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The detailed notes were compiled in Spanish while the general evaluation was submitted to the CCP in English and later translated by staff members there.

The project director, Oscar Orteiz, and the youth production teams reviewed the feedback and significantly re-worked the videos, in some cases shooting new footage and incorporating new scenes. In mid February each of the five videos was aired over a week during a morning variety television show on Canal 2, the largest television media outlet in Nicaragua. Each group was allowed to present their videos and then given 10 minutes to talk about their experiences in making the videos and their thoughts on HIV and AIDS in their communities. The response from the public and Canal 2 was very positive. An agreement was reached between the CCP, Canal 2 and the youth groups to develop a permanent weekly show dedicated to airing youth produced videos with social messages. Furthermore, the CCP is working with the University of Central America (UCA) to develop a curriculum for the first video production school in the country. Efforts are also being made to contact organizations in other Central American countries to replicate the Gran Sueño project.

Final Thoughts

Future NCP teams should consider youth based focus groups in their work. Given the time limitations of the MPH program focus groups allow students make significant contributions to existing projects in a relatively short amount of time. The NCP team of 2006-2007 purchased two audio recording devices which may be used by future teams. Contact with the CCP in Managua is strongly encouraged. Oscar Orteiz is a dynamic, energetic individual and has expressed interest in future collaborative efforts with JHSPH. Contacting the Ministry of Health in Ocotol and especially Maritza Orellana is highly recommended for any projects that might require youth participation.



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APPENDIX III

PRESS RELEASE

GRAN SUEÑO

Los sueños de los jóvenes Nicaragüenses tienen potencial para convertirse en la realidad del mañana. El proyecto Gran Sueño provee a los jóvenes con herramientas suficientes para asegurar que sus sueños no se marchiten, sino que florezcan. A través del médium poderoso de la televisión, los jóvenes pueden expresarse compartiendo sus distintas experiencias con respecto a temas sociales y por tanto, engendrar un sentido compartido de comprensión dentro de la comunidad entera. Este proyecto asegura que por medio de la comunicación masiva, los jóvenes no solamente se movilicen ellos mismos, sino también a sus comunidades, alrededor temas social cruciales. Este es el Gran Sueño.

El proyecto, coordinado y supervisando por el Centro para Programas de Comunicación y producido en cooperación con Christopher Productions, LLC, Canal 2 y Cuerpo de Paz Nicaragua consistirá en videos creados por jóvenes, los cuales serán utilizados en programas televisivos que traten diferentes aspectos sociales. Durante la etapa de capacitación del proyecto, jóvenes de toda Nicaragua serán capacitados en todos los aspectos de producción televisiva y periodismo. De esta forma ellos aprenderán sobre cuestiones sociales específicas y, mediante el proceso de creación, apoyarán en la educación de estos asuntos sociales entre sus compañeros y comunidades.

El programa se iniciará con un enfoque de temas que implica educación sobre VIH-SIDA e incluirá una serie de programas breves de noticias, seguido de un documental televisivo de una hora sobre el mismo tema. Posteriormente a la transmisión del documental, se transmitirá en vivo, una conversación de la comunidad sobre VIH-SIDA, que tendrá una hora de duración. Esta actividad será coordinada y producida en asociación con Canal 2, Centro para Programas de Comunicación y Christopher Productions, LLC.

Para más información sobre el Gran Sueño y este proyecto tan importante para los jóvenes de Nicaragua, contacte Oscar Ortiz de Centro para Programas de Comunicación: cpnic@ibw.com.ni, TEL (505) 278-7755.



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APPENDIX IV

VIDEO SCRIPT (Ocotal)

Hoja de Episodio

Tema: Percepción del riesgo ante el VIH/SIDA en Ocotal y Nueva Segovia

Propósito: Conocer la existencia de percepción del riesgo ante el VIH/SIDA en los jóvenes en una zona fronteriza con Honduras.

Objetivos: Después de ver este episodio, la audiencia deberá:

- (1) Entender que están en riesgo de adquirir el VIH.
- (2) Reconocer que las estadísticas no reflejan la verdad porque tan poca gente se ha hecho la prueba de VIH/SIDA.
- (3) Reconocer los riesgos que trae vivir en una zona fronteriza.
- (4) Entender que no hacerse la prueba es un riesgo.
- (5) Entender la importancia de hacerse la prueba de VIH/SIDA.
- (6) Reflexionar sobre sus actitudes sobre el riesgo ante el VIH/SIDA.

Contenido:

I. Estadísticas de Nueva Segovia y Ocotal:

- # de casos de VIH/SIDA en N.S. y en Ocotal hasta la fecha
- # de casos actuales ahora
- grupos étnicos y sexo de los casos reportados de VIH/SIDA en el departamento
- # de pruebas realizadas este año y en los últimos 5 años
- estadísticas de circulación por la frontera

II. La situación actual ante el VIH/SIDA en N.S. y en Ocotal:

- Entrevistas sobre la situación ante el VIH/SIDA en el departamento de N.S. y en la ciudad de Ocotal
- Las estadísticas indican pocos casos en el departamento (solamente 3 casos seropositivos ahorita), pero también pocas pruebas espontáneas realizadas

III. Percepción de riesgo en los adolescentes y jóvenes de Ocotal:



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-Que los adultos solo piensan que son los jóvenes que están en riesgo de adquirir el VIH/SIDA, y que los jóvenes no lo perciben como una realidad.

-Los jóvenes no se consideran en riesgo de adquirir el VIH, y por eso no se protegen durante las relaciones sexuales (indicado por los altos índices de las ITS y de embarazos en los jóvenes y adolescentes) y no se hacen la prueba de VIH/SIDA.

IV. Situación complicada por ser una zona fronteriza con Honduras

Audiencia: Adolescentes y jóvenes

Guion

I. Entrada

Imágenes que expresan riesgo: Gindos, abismos, puentes con una persona cerca del precipicio, sin reconocer el riesgo, bandado con un pañuelo

Música del fondo

Mensaje escrito: "Todos estamos en riesgo de adquirir el VIH/SIDA"

Fade-in a mensaje, fondo negro, letras blancas

Varias voces repitiendo la frase

Locución: (decir algo que refleja la realidad que la gente no piensa que corre el riesgo de adquirir el VIH/SIDA)

II. Información sobre la situación ante el VIH/SIDA en Ocotal y N.S.

Entrevistas con la gente de SILAIS: Dr. Cáceres, Epidemiólogo, SILAIS N.S:

Dra. Claudia, Resp. AIMNA SILAIS N.S.

Dr. Freddy Espinoza, Dir. Hospital Ocotal—

entrevistado sobre los pacientes que ha tratado con VIH/SIDA.

Imágenes de mujeres "normales", amas de casa con niños pequeños cuando hablamos de la gente en la cual están apareciendo más casos del VIH/SIDA ahora

Imágenes de las calles de Ocotal, estudiantes, por el parque, vendedores por el parque, lustradores, la iglesia (durante el segmento sobre la influencia de la iglesia)

III. ¿¿Testimonio de una mujer viuda cuyo esposo se murió de VIH/SIDA??

IV. Entrevistas de jóvenes sobre su percepción de riesgo (soundbites de 4 de ellos diciendo que no se han hecho la prueba y que no se consideran en riesgo de adquirir el VIH, pero que son los drogadictos, los vagos, las trabajadoras sexuales, los furgoneros, los homosexuales que están en riesgo (mensaje escrito con las estadísticas sobre los casos



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reportados de VIH/SIDA—que no ha habido ningún caso reportado en N.S. por transmisión vertical, o sea, de madre a hijo, por transfusión de sangre, por compartir jeringas ni por hacerse tatuajes—los casos reportados ha sido por transmisión sexual únicamente.

V. La frontera

Imágenes: Furgones, furgoneros, camiones, gente en la frontera
Entrevista con Allan Castellón López, Delegado de Migración, Las Manos,
Nicaragua

VI. Cierre: con música al fondo

Concluir con el mensaje que todos estamos en riesgo de adquirir el VIH/SIDA, que todos deberíamos hacernos la prueba, no sea ciego, no ignore el riesgo



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APPENDIX V

GRAN SUENO VIDEO FEEDBACK
JOHNS HOPKINS UNIVERSITY
BLOOMBERG SCHOOL OF PUBLIC HEALTH

- I. Overview:**
 - a. Valuable Information to Add**
 - b. Suggestions for Potential Order of Broadcast**
 - c. Reaction to the Project**

- II. Feedback for Each Video:**
 - a. Suggestions for Final Editing**
 - b. Content Reaction**

I. Overview

- We would like to commend the idea and the children who made these videos- they are well done and innovative.
- We were very impressed that such high quality work of a professional standard was produced by adolescents without previous training.
- The videos touched on some difficult topics and discussed them well. The fact that this topic is covered before the epidemic takes hold is shows foresight and initiative and is an excellent example of public health in action.
- A good variety of techniques were used to communicate information.
- The technical editing of the videos is well done.

a. Valuable Information to Add

- i. Since viewers may not watch all the videos, it would be useful to have a scene at the start or end of each video to reinforce the message:
 - emphasizes the gravity of the epidemic in Nicaragua
 - Information could be added regarding the global impact of HIV, such



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as “one person per minute is infected with HIV world-wide”.

- that it is a “time bomb” waiting to happen (e.g. as in Nueva Segovia STDs are the 3rd commonest infectious disease; knowing that there is a link between HIV and STDs, and knowing that a small proportion of the population has been tested, HIV is an unknown epidemic waiting to happen)
 - risk factors that could be targeted (heterosexual contact, homosexual contact, IDU, mother to child transmission, blood transfusions)
 - testing options
 - what treatment is available
- ii. At the end of the video, a contact for further information should be provided (e.g. *puesto de salud*).
 - iii. More information regarding treatment options would be useful to provide a comprehensive overview of the disease in all videos.

b. Suggestions for Potential Order of Broadcast

It may be useful to broadcast in order of disease process.

c. Reaction to the Project

We are concerned that the videos do not emphasize why Nicaragua is at great risk of an impending epidemic and the risk factors that puts Nicaragua at high risk of an epidemic.

- i. We are concerned that because each video covers a different aspect of the disease; people who don't see all the videos will have an incomplete understanding of HIV/AIDS. A consistent scene, as described above, at the start or end of each video will help address this.
- ii. While each video covers a range of issues, not every issue pertaining to the disease is covered in each video.
- iii. The videos do not make it clear why HIV is an important issue at this time in Nicaragua. It should be stated more explicitly as to why HIV is a problem in Nicaragua and risk factors pertaining to disease that need to be targeted.
- iv. It needs to be emphasized that social risk factors are in place currently in Nicaragua that places it at high risk of an epidemic:
 - condom use is not common
 - extra-marital affairs are common
 - lower status of women and lack of political representation
 - homosexuality is taboo
- iv. The statistics do not cover the magnitude of the problem; they may lead to underestimation of gravity of the epidemic by viewers.



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II. Feedback for Masaya

a. Suggestions for final editing

- Breaking up the testimonials with diverse materials will improve audience attention
- Global context page needs to be edited for clarity
- Last part has too many words on one screen

b. Content Reaction

- Good representation of a variety of infected individuals' perspectives
- Good conceptual organization; section titles are helpful
- Long testimonials made it hard to hold attention
- Transition between speakers is confusing
- Listing nonspecific symptoms of HIV/AIDS will lead to confusion and misinterpretation of disease effects among viewers-clarification is needed if symptoms are included
- The inclusion of international aid agency information doesn't seem to fit with the educational objective of the video
- It is misleading to say that there are only three ways to contract HIV/AIDS
- Good incorporation of Nicaragua into the global context of the HIV/AIDS pandemic
- Good use of personal testimonies to add emotional impact

II. Feedback for Ocotal

a. Suggestions for final editing

- In places the music is overpowering
- Voice overs during interviews are confusing

b. Content Reaction

- Powerful imagery of the cliff to imitate risk taking was effective
- Great description of determinants of HIV/AIDS specific to Ocotal
- Personal testimonies will increase the message impact
- The video should be more explicit about HIV transmission within the community
- Although we understand the concept of HIV as a time bomb in Nicaragua the statistics presented take away from the gravity of the problem
- Good linkage of concepts throughout video



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- Inclusion of psychosocial factors communicates the message well

II. Feedback for Spot

a. Suggestions for final editing

- none

b. Content Reaction

- The vignette was simple, direct, and clear
- Covered a variety of topics related to HIV/AIDS
- The message about the risk of uncovered wounds is unclear
- Confirm that the message in the video about not breast feeding matches the national policy
- We noticed there was no mention of injecting drug use and men who have sex with men
- The last shot at the end of the video made it memorable

II. Feedback for Leon

a. Suggestions for final editing

- In personal testimonials, the background water running is too loud
- In the last scene, the statement is very unclear with multiple voices

b. Content Reaction

- The diversity of scenes retains the attention of the audience
- The message of discrimination is clear
- Good to include the ways that HIV/AIDS is not transmitted
- Would be good to include information about the value of getting tested for HIV/AIDS
- There is value in including information about treatment options, since many people in the video are infected
- The inclusion of the psychologist's perspective provides a sense of hope and support

II. Feedback for Managua

a. Suggestions for final editing

- Need to add captions with information about the person being interviewed



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- Ending is rather abrupt and could be more conclusive
- It is not clear if the women being interviewed about their children are infected with HIV/AIDS

b. Content Reaction

- The video does a good job of discussing a variety of issues that impact children who are affected by HIV/AIDS
- It is good to include the psychological repercussions associated with the discrimination against innocent children who are infected
- The message from the woman whose child died while in the hospital because she was intentionally neglected may be misinterpreted and may prevent people from accessing health care
- The message about the reaction of medical staff in this video and the Leon video are contradictory
- The inclusion of the figures with the number of children infected in Nicaragua may lessen the severity of the problem
- The concept of discrimination against children is essential when discussing the growing epidemic of HIV/AIDS

II. Feedback for Bilwi

a. Suggestions for final editing

- Anny Marley is very difficult to understand
- The concluding message is memorable but is somewhat inconclusive; a final statement could be effective

b. Content Reaction

- The message that HIV/AIDS can affect anyone is very important to include
- Marisol's message is effective and easy to relate to
- The emotional reaction of Marisol to testing positive reinforces the need to provide psychological support at testing facilities
- More information could be provided as to how Marisol coped with the reality of being HIV positive to help inform others (services available, process of coping etc.)
- The idea of awareness and putting knowledge into practice is communicated well by including youth
- The overall focus of this video is very broad and could be more specific to one topic pertaining to HIV/AIDS



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