



TV

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HIV/AIDS AWARENESS CAMPAIGN IN KOSOVO

VIDEO

TOWN OF PRIZREN (16.5")

YOUNG PEOPLE DISTRIBUTING
LEAFLETS (20")

PSI CENTRE (24")

AUDIO

The possibility of an HIV/AIDS epidemic in Kosovo is far from the minds of many people living here. In this traditional society, people are reluctant to admit that behaviour patterns are changing.

Now, young people are taking a lead role in educating the public about the dangers of HIV/AIDS. After all, the disease will directly impact their own lives since 50% of teenagers engage in sexual activity.

PSI , Population Services International, a non-governmental organization, has started a pilot project to reach out to young people across Kosovo. It is making progress by using the youth to disseminate its message of AIDS awareness to their peers. Flutra Germizaj works as a Behavior Change Communication Manager at PSI's office in Prishtina.

FLUTRA:

FLUTRA ON CAMERA (12")

"You can talk about sex, you can talk about condoms and parents are more understanding of their children. If you go outside Prishtina, it is a different story. If you go to Prizren, people don't even know what a condom is."

PRIZREN (17.5")

Also, drug addiction is on the rise. So far ten people have died of drug overdoses in Prizren, alone. If the situation remains unchecked, the problem could get worse and lead to HIV/AIDS infection through needle sharing.

PRIZREN/DR. HANNU (16.5)

Proximity to Europe and the influx of international workers have triggered other risky behaviour patterns in Kosovo. Women from Eastern Europe have been lured to Kosovo and often end up trapped in night bars. Dr. Hannu Vuori, is a medical expert with the United Nations Mission in Kosovo, UNMIK.

HANNU:

Dr. HANNU VUORI ON CAMERA (13")

".. there's lots of prostitution going on. Maybe it was first imported for the foreigners here but unfortunately locals are certainly using the services today at least as much as the outsiders."

TESTING CENTRE (34")

PSI is also working with the Kosovo AIDS Committee. The aim is to develop a five-year plan to respond to the increasing levels of

HIV/AIDS in Kosovo, still a low prevalence region.

Two counselling and testing centers have been set up with funding from the U. S. Agency for International Development (USAID) These centers are located in Prishtina. Only 42 cases have been reported but there could be many more people out there, sick and in need of medical attention. Dr. Xehat Jakupi believes there is a direct threat to key segments of the population.

JAKUPI ON CAMERA (16")

JAKUPI:

"If HIV/AIDS is going to reach higher levels in Kosovo, then I believe that drug users, commercial sex workers, their clients, and men who have sex with men will be the first groups that will be in danger."

PEOPLE IN STREET (28")

One of the Millennium Development Goals of the United Nations is to reduce the rate of HIV/AIDS infection worldwide. Over the next few years, educating Kosovans about the disease and spreading the word about prevention methods are the positive measures necessary to decrease the rate of infection. It's a challenge not just for AIDS workers, but also for society at large.

LOGO (17")

This report was prepared by Mary Ferreira for the United Nations.