



TV

UNITED NATIONS NATIONS UNIES

UN IN ACTION

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GUYANA: UNFPA'S CAMPAIGN AGAINST HIV/AIDS

VIDEO

YOUNG PEOPLE IN STREETS

TEENS IN MUSIC VIDEO PSA

RAMSAMMY ON CAMERA

RAMSAMMY IN OFFICE

RAMSAMMY ON CAMERA

AUDIO

NARRATION

Young people in Guyana – a Caribbean nation fewer than 800,000 people – are leading a campaign in HIV and AIDS prevention. (9.5")

MUSIC VIDEO / PSA

It's a question of life and death. AIDS is the primary cause of death among the young – 15 to 44 year-olds. (8")

RAMSAMMY: (English) **M**

"HIV is a serious public health problem in Guyana. Young people must know what they need to do." (7")

NARRATION

Guyana's Minister of Health, Dr. Leslie Ramsammy. (3.5")

RAMSAMMY: (English) **M**

"Young people are having sex. You may not want to believe that your child is doing it." (6")

NARRATION

DOWNTOWN GEORGETOWN

CHILDREN AT SCHOOL

UN BUILDING

BARBER SHOP

Experts agree that reaching the young early is key in curbing the spread of HIV-related illnesses and AIDS. The trick is how to connect with them? The U.N. Population Fund, UNFPA, together with the Government, launched an information campaign in barber shops and beauty salons around Georgetown, the capital city. It's a place where young people hang out and talk freely with their stylist about any and everything. It's also a chance for stylists to deliver AIDS prevention messages. (35.5")

UNFPA's Assistant Representative, Patrice Lafleur. (3")

LAFLEUR ON CAMERA

LAFLEUR: (English) **F**

"We're aware that we can reach thousands of young people through these specific sites. And barber shops and hair-dressing salons tend to be very friendly towards their clients, whether they're adults or young people." (14")

HAIRCUTTING, CONDOMS AND
BROCHURES ON COUNTER AT
BARBERSHOP

NARRATION

Barbers like Stephen and Richard are trained to answer simple HIV-related questions. They distribute literature and condoms to clients free of charge. (9.5")

STEPHEN ON CAMERA

STEPHEN: (English) **M**

"...now we are in a position to distribute condoms to persons and even try to get them to come to workshops with us so that they could

get the information firsthand.” (11)

RICHARD ON CAMERA	<p><u>RICHARD:</u> (English) M</p> <p><i>“Young people in Guyana right now, most of them are very, very interested about HIV and AIDS and how they would go about protecting themselves.” (9”)</i></p>
STERILIZING EQUIPMENT	<p><u>NARRATION</u></p> <p>Understanding prevention methods has led Stephen to change the way he sanitizes equipment. Now, he sterilizes his tools after using them. His efforts are paying off – bringing in new clients and boosting business. (13.5”)</p>
HAIRCUTTING	
SHALINI WORKS CLEANING TABLES	<p>The campaign is also reaching the most vulnerable groups with life-saving information. People like Shalini, a young sex worker, who recently found out she was HIV positive. (10.5”)</p>
SHALINI WALKS TO HOSPITAL	<p>She felt weak suddenly and became suspicious. She couldn’t eat or drink anything. These symptoms persisted. Shalini decided to go to the hospital for an HIV antibody test. (12.5”)</p>
HOSPITAL WAITING AREA	
SHALINI ON CAMERA	<p><u>SHALINI:</u> (Creole English) F</p> <p><i>“When I heard that, I couldn’t do anything. I cried, and cried and cried. I won’t kill myself. I will do nothing. Just take my medication and eat the right food.” (21”)</i></p>
TESTING SITE	<p><u>NARRATION</u></p> <p>She came here – a voluntary counselling and</p>

testing site, VCT. The Guyanese Government has set up 43 fixed VCT centres nationwide offering free medication and counselling to people like Shalini.

PHARMACY

Today, she's coming to pick up her medication. But she gets much more says social worker, Keith Sealey. (6.5")

SEALEY ON CAMERA

SEALEY: (English) **M**

"Every person that receives a booklet will have six months payment inside. It is expected that they buy foodstuff and nutritional things to keep them going." (12.5")

PUBLIC AWARENESS CAMPAIGN
BANNER IN STREET

NARRATION

The programme is helping to reduce infection rates in Guyana. According to official data, during the last three years, infection rates have fallen nearly 10 percent among sex workers. (10.5")

CROWDS AT STABROEK MARKET

SEX WORKERS AT NIGHT

Among gay men, the decline is even more dramatic – infections are down by one-third. Isabella, a male sex worker, is taking steps to protect himself against HIV. (12.5")

ISABELLA ON CAMERA

ISABELLA: (English) **M**

"I always use a condom. Always. Without a condom I don't feel comfortable. I've got to use a condom." (8")

NARRATION

PEOPLE IN STREET

The only way to make sure that the rate of infection continues to decrease is making information available to all social classes and age groups. But the secret to success is reaching the young. And this very smart initiative does just that. (15")

UN LOGO

This report was prepared by Mary Ferreira for the United Nations. (4)