

***CBMP Partners with UNESCO to
Build the Capacity of Caribbean Broadcast Media Professionals***

The Caribbean Broadcast Media Partnership on HIV/AIDS (CBMP) and the United Nations Educational, Scientific and Cultural Organisation (UNESCO) are pleased to announce a new partnership geared towards enhancing the ability of Caribbean broadcast media professionals to produce and disseminate accurate content on HIV and AIDS in the region.

With the financial and technical support of the UNESCO Kingston Cluster Office for the Caribbean, the CBMP has begun work on the creation of an interactive learning tool that will become a permanent part of the CBMP's **LIVE UP** website. The focus of the new tool will be on the design of new and innovative HIV and AIDS learning modules for broadcast media professionals, to be reinforced by best-practice examples of existing audio/visual content related to HIV/AIDS.

In applauding the new initiative, CBMP Executive Director Dr. Allyson Leacock said, "This is an especially challenging time for charities and non-governmental organizations as the public and private sectors grapple with the consequences of the current global economic recession. We at the CBMP are particularly gratified that a highly-regarded international organization like UNESCO would choose to partner with us to support our continuing efforts to educate broadcast media on issues related to anti-stigma/discrimination, prevention and access to care, treatment, and support messages in the campaign against HIV/AIDS."

UNESCO's Director for the Kingston Cluster Office for the Caribbean, Dr. Kwame Boafo, sees this partnership as "an excellent opportunity to advance UNESCO's objective of enhancing the capacity of communication professionals in the use of Behaviour Change Communication strategies in their efforts to contribute to comprehensive HIV and AIDS prevention, treatment, care and support".

Once the CBMP has designed the new interactive learning tools, it expects to conduct field demonstrations and orientation meetings on their use among broadcast media professionals in at least three CBMP member countries. The project is to be completed in December 2009.

ABOUT THE CBMP

Created in 2006, the Caribbean Broadcast Media Partnership on HIV/AIDS (CBMP) unites 83 top broadcasters from 25 countries in the region's first coordinated media response to the pandemic. The Partnership creates a structured framework for sharing information and resources among broadcasters that significantly expands HIV/AIDS-related programming and public education activities across the Caribbean. Member broadcasters deliver HIV/AIDS information across a variety of platforms and formats including targeted public service announcements (PSAs), entertainment programming, news and public affairs programming, and online resources.

In 2007, the CBMP launched **LIVE UP** – the Caribbean’s first media-led regional initiative that links people together with one message of hope and possibility and inspires everyone to consider what is within their power to stem the spread of HIV/AIDS. The CBMP is the regional action arm of the Global Media AIDS Initiative (www.thegmai.org), a U.N.-supported effort conceived by the Kaiser Family Foundation to mobilize the world’s media in response to AIDS.

The CBMP is overseen by a Steering Committee of broadcast executives representing a diverse constituency of media houses and countries from the region, and operates from a regional headquarters office in Barbados reporting to an independent Board of Trustees chaired by Sir George Alleyne, UN Special Envoy on HIV/AIDS for Latin America and the Caribbean. The CBMP receives strategic direction, technical guidance and production support from the Kaiser Family Foundation. Along with Kaiser, the Ford Foundation and the Elton John AIDS Foundation were founding partners of the initiative and provide ongoing financial support to underwrite production of campaign materials and informational resources.

For more information on the CBMP at <http://www.cbmphiv.org> and to learn more about LIVE UP and the Heroes Campaign you may visit <http://www.iliveup.com>.

ABOUT UNESCO

The UNESCO Kingston Cluster Office for the Caribbean was set up in January 2002 and mandated to serve the Caribbean countries in the pursuit of peace and human development through programmes in education, culture, natural sciences, social and human sciences and communication and information.

The office implements programmes designed to support its 13 Member States and 3 Associate Member States in the English and Dutch-speaking Caribbean, in reaching commitments such as the Millennium Development Goals, Education for All goals, the Mauritius Programme of Action for the Sustainable Development of Small Islands Developing States and the Action Plan of the World Summit on the Information Society.

The UNESCO Medium-Term Strategy for 2008 - 2013 defines five overall objectives of the Organization’s programmes and actions at the global, regional and national levels. These are:

- (i) attaining quality education for all and lifelong learning;
- (ii) mobilizing scientific knowledge and policy for sustainable development;
- (iii) addressing emerging social and ethical challenges;
- (iv) promoting cultural diversity, intercultural dialogue and a culture of peace and;
- (v) building inclusive knowledge societies through information and communication.

With specific reference to HIV and AIDS, the UNESCO Kingston Cluster Office for the Caribbean carries out programmes and projects in education, culture and communication and information designed to address challenges in HIV and AIDS prevention, treatment, care and support in Caribbean countries.