



# Message Brief Workshop Outputs



**October 2007**

**Preventing HIV/AIDS Among Youth Project**

**Hanoi, 19–20 September 2007**

**Ministry of Health & BBC WST**

# Contents

List of Abbreviations .....	iii
Introduction.....	1
Part 1: Recommended themes and order of importance.....	3
Part 2: Participant’s Suggestions for Messages — linked to themes .....	5
Part 3: Participant’s Message Suggestions to Behaviour Change Objectives/Refining Messages.....	7
Stigma and Discrimination.....	7
IDU .....	8
Condoms .....	9
Talking About Sex .....	10
Voluntary Counselling and Testing .....	11
Part 4: Developing Creative Briefs .....	13
Stigma and Discrimination.....	13
IDU .....	14
Condoms .....	15
Talking About Sex .....	17
Voluntary Counselling and Testing .....	18
<b>Annex</b>	
Workshop Agenda .....	23
List of Workshop Participants .....	25
Summary of Participant Feedback .....	27



## Abbreviations

AIDS	.....	Acquired Immune Deficiency Syndrome
BBC WST	.....	British Broadcasting Corporation World Service Trust
CCRD	.....	Centre for Community Health Research and Development
HIV	.....	Human Immunodeficiency Virus
IDU	.....	Injecting Drug Use
MSM	.....	Men Who Have Sex With Men
PLWHA	.....	People Living with HIV/AIDS
SD	.....	Stigma and Discrimination
STI	.....	Sexually Transmitted Infection
SW	.....	Sex Workers
TAS	.....	Talking About Sex
VCPFC	.....	Vietnam Commission for Population, Family and Children
VCT	.....	Voluntary Counselling and Testing



## Introduction

The aim of this workshop was to request the assistance of many stakeholders, including members of the project's target audiences in formulating a range of messages on HIV Prevention. This is the first of several steps in this process, and is followed by segmenting the messages into specific audiences and into which media output suits them best. On the first morning there were 80 participants, and by the end there were still 40, which was exactly the number which BBC WST had hoped to see at the workshop. These came from government agencies, UN, INGOs and NGOs and there were some individuals too. It was a very good cross-section of people interested in HIV, and generated a lot of good quality debate.

The workshop began with a review of the findings of the formative research. The Centre for Community Health Research and Development (CCRD) presented its draft findings on youth lifestyles, media choices and a little on HIV knowledge. This was accompanied by lots of questions and discussion on the findings and how they relate to the project and in particular the mass media component.

Following this the workshop moved on to discussing the major themes of the mass media campaign. This was done through an afternoon of presentations, discussions and questions on nine different themes and target audiences, including: condom use, inject drug use, stigma and discrimination, alcohol and HIV, talking about sex, VCT, gender, sex workers and their clients. This was a long session with a lot of information, and perhaps with hindsight should have been reduced.

On day two we began with group discussions of which themes the mass media component should focus on, and this lasted half of the day. Once the five major themes had been chosen we re-split the groups differently, and the new groups then started coming up with suggested messages. They were asked to present their suggestions to the whole room for questions and comments, and after one whole round all the groups were asked to re-write some or all of their suggestions. It was noted that some messages were in fact slogans, and that some were already being used by other organizations.

Between the sessions BBC WST showed some of the outputs of its work in other countries in order to generate discussion and questions.

By the end of the workshop we arrived at 25 suggestions for messages over five different themes. The details are listed below.

This report consists of four parts based on workshop outputs.

The first part identifies the overall themes suggested by workshop participants; themes that all participants agree must be addressed to support effective HIV/AIDS prevention interventions targeting youth.

The second part shows participant's suggestions for messages linked to the themes.

The third part, drafted by the BBC WST team, links suggested messages to specific behaviour change objectives, analyses the messages and offers refined or adjusted messages.

The fourth part takes the message development process one step further by identifying specific target groups for the different, refined messages and offers a creative brief, tagline and branding suggestions.



## Part 1: Recommended themes and order of importance

Workshop participants were divided into seven Discussion Groups. Groups were asked to list and rank in order of importance up to seven 'themes' or areas of concern regarding HIV prevention among youth. The table below identifies themes recommended by participants.

Group Theme & Ranking	Condoms	Stigma & Discrimination	IDU	VCT	Talking About Sex	MSM	SW	Alcohol	Gender
One	1	3	5	7	2	6	4	—	—
Two	1	2	—	3	—	—	—	—	—
Three	3	1	2	—	4	—	—	—	—
Four	—	3	5c	4	2	5a	5b	5	1
Five	—	4	2	3	1	—	—	6	—
Six	1	2	4	3	—	—	—	5	—
Seven	3	4	1	—	2	—	—	—	—
Number of Group Responses	5	7	6	5	5	2	2	3	1

Of the nine themes identified, the five most highly ranked were selected to focus on in developing draft messages. These include:

1. Stigma and Discrimination (SD)
2. Injecting Drug Use (IDU)
3. Condoms
4. Talking about sex (TAS)
5. Voluntary Counselling and Testing (VCT)

In an open discussion participants made the following supporting statements regarding those themes listed as 'most import'.

### 1. Stigma and Discrimination:

- The lack of awareness by many people about HIV/AIDS leads to social prejudice.
- If discrimination persists it will be an obstacle to PLWHA accessing services.
- Stigma and discrimination will limit information and services available to PLWHA.
- PLWHA make up a 'significant community'. Obstacles keeping them from accessing VCT must be overcome.
- Stigma and discrimination is a serious issue that discourages PLWHA from contacting other people and from integrating into normal social life. Stigma and discrimination and lead to trouble.
- Stigma and discrimination, whether against MSM or PLWHA, exists. It is not only less educated/aware people who discriminate against MSM and PLWHA, but also educated and 'qualified' people. High level ministry officials should be targeted to reduce stigma and discrimination. Also those involved in social work.
- Involve parents and teachers in HIV prevention messages. Encourage them to talk to youth about sexual activity and HIV in an effort to reduce stigma and discrimination.

### 2. Injecting Drug Use:

- Harm reduction interventions targeting IDU are not effective (both mass media and interpersonal communications).
- It's difficult to reach IDU
- HIV prevalence is highest amongst IDU who do not have adequate access to clean needles. There needs to be an increased access to clean needles by IDU.
- IDU have little money so are not inclined to purchase needles. As a result they often share needles with other IDU. They prefer to use their money to buy drugs.
- Preventing injecting drug use is a high priority. Communication efforts need to reach youth at the 'ex-

perimentation stage' and educate them on the dangers of drugs.

- Needle exchange needs to be promoted as well as oral substitution (i.e., methadone).
- Youth should be taught that "it's not cool to initiate youngsters in injecting drugs".

### **3. Condoms:**

- Males are afraid to be seen with condoms.
- Low condom prevalence relates to cultural norms.
- Condoms are need as there is increased cohabitation amongst youth
- Pre-marital relationships are popular among students.
- The message that condoms protect you from unsafe sex (HIV and STIs) needs to be widely broadcast.
- Condoms are a good tool to prevent HIV. However, there are barriers due to misperception and misunderstanding.

### **4. VCT:**

- People are not certain where to go (where clinics are).
- People do not feel comfortable to visit clinics.
- People shouldn't be scared to go to VCT clinics.
- People should be encouraged to have blood tests.
- The number of PLWHA is unreported cases. Many people don't disclose status.
- We need to increase public awareness on VCT. The benefits of VCT need to be made clear.
- An effective VCT programme helps us to monitor HIV epidemic more closely.
- VCT should be available to the general public.

### **5. Talking about sex:**

- Closed culture hinders open conversation on sex.
- It's hard to talk to youth about safe sex.
- Everyone in life experiences it (sex) at least once, but not everyone understands what safe sex is.
- We need to change society's awareness and thinking about sex; it is not a bad thing.
- Encourage parents and teacher to talk to youth about sexual activity and HIV.

## Part 2: Participant's Suggestions for Messages — linked to themes

Workshop participants were divided into five Discussion Groups. Groups were asked to draft message ideas, keeping in mind that different messages will be required for different target groups. The table below presents draft messages recommended by participants.

Theme		Suggested Messages
Stigma and Discrimination	SD1	PLWHA (children and adults) have the same rights as others.
	SD2	To reduce stigma and discrimination start with leaders of different levels.
	SD3	One less stigma look, one more ray of hope (existing message).
	SD4	PLWHA can do anything provided there is no stigma and discrimination.
	SD5	Listen to PLWHA and do with PLWHA.
IDU	IDU1	Do not share needles and syringes, especially if you are HIV positive.
	IDU2	Do not become infected with HIV as a result of sharing needles and syringes.
	IDU3	Exchange clean needles and syringes with us.
	IDU4	Sharing needles and syringes is the quickest way to HIV.
	IDU5	Use clean needles and syringes to protect yourself and loved ones from the HIV epidemic.
Condoms	C1	Condom, a companion for you and me.
	C2	It would be strange if you don't use a condom.
	C3	Modern youth know how to use condoms properly.
	C4	Be proactive—ask your partner to use condoms properly.
	C5	Condoms are comfortable—safe to the last minute.
VCT	VCT1	Many PLWHA don't know their HIV status. Only with a blood test can they know if they are positive or not.
	VCT2	Have an HIV test to protect yourself and your loved ones.
	VCT3	All personal information and blood test results are anonymous when you go to a VCT site for a blood test.
	VCT4	You are the one to decided to have a HIV blood test after you have had counselling.
	VCT5	HIV testing is simple, safe, useful and anonymous.
Talking About Sex	TAS1	Thorough understanding of safe sex reduces the risk of HIV transmission.
	TAS2	Being open with your children about sex reduces the risk of HIV transmission.
	TAS3	Safe sex is the parents responsibility.
	TAS4	Alcohol and unsafe sex is the route to HIV.
	TAS5	Be proactive in making decisions about sex—your benefit in HIV prevention.



### Part 3: Participant's Message Suggestions to Behaviour Change Objectives/Refining Messages

The third step in the message development process involved brainstorming by the BBC WST team to link suggested messages to specific behaviour change objectives. The BBC WST team carefully analysed the messages, interpreting them and offering refined, adjusted messages.

Stigma & Discrimination	Behavioural Objective	Target Audience	Suggested Message from Workshop	Interpretation	Adjusted Message
SD1	Acknowledge and respect that PLWHA have the same rights, the same access to services and an equal status in society as anyone	<ul style="list-style-type: none"> <li>• General audience</li> </ul>	PLWHA (children and adults) have the same rights as others	Regardless of their HIV status, PLWHA live under the full protection of the law.	PLWHA are just like you and me; their rights are protected under the law.
			To reduce stigma and discrimination start with leaders of different levels.	Leaders at all levels need to be aware not only of the legislation giving equal rights to PLWHA, but must be moved to enacting/enforcing that legislation.	Leaders at all levels should ensure equal rights and full participation of PLWHA in society building. Be a real leader.
SD2	Application of current HIV legislation; provision of services allowed under the law	<ul style="list-style-type: none"> <li>• Community, provincial and national leaders</li> </ul>	To reduce stigma and discrimination start with leaders of different levels.	Leaders at all levels need to be aware not only of the legislation giving equal rights to PLWHA, but must be moved to enacting/ enforcing that legislation.	Ensuring equal rights and full participation of PLWHA in society building needs to be lead by the leaders.
SD3	Change in negative attitudes towards PLWHA by everyone else; realise that PLWHA have life hopes and aspirations which they should be allowed to act on	<ul style="list-style-type: none"> <li>• General audience</li> <li>• Community, provincial and national leaders</li> </ul>	One less stigma look, one more ray of hope (existing message).	Decreased stigma leads to increased opportunity for PLWHA.	Eliminate stigma to open more equal opportunities for PLWHA in education, work and inclusion in social activities.
SD4	Acknowledge that stigma and discrimination is irrational and that PLWHA can contribute to the welfare of their families and communities	<ul style="list-style-type: none"> <li>• General audience</li> <li>• Community, provincial and national leaders</li> </ul>	PLWHA can do anything provided there is no stigma and discrimination.	Regardless of their HIV status, PLWHA can live normal lives and contribute to the welfare of their families and communities.	Positive people are able to love, live and work like you and me. Eliminate discrimination and provide opportunity to PLWHA.

Stigma & Discrimination	Behavioural Objective	Target Audience	Suggested Message from Workshop	Interpretation	Adjusted Message
SD5	Acknowledge that stigma and discrimination is detrimental to the nation's development. Include PLWHA in family and community activities and work	<ul style="list-style-type: none"> <li>• General audience</li> <li>• Community, provincial and national leaders</li> </ul>	Listen to PLWHA and do with PLWHA.	Listening to and working together with PLWHA we can improve their lives and help build a just and harmonious society for all.	Working together with PLWHA we can help build a just and harmonious society for all. Together we can build a better Viet Nam.

IDU	Behavioural Objective	Target Audience	Suggested Message from Workshop	Interpretation	Adjusted Message
IDU1	If you inject, use new materials and do not share	<ul style="list-style-type: none"> <li>• Current IDU</li> </ul>	Do not share needles and syringes, especially if you are HIV positive.	Sharing needles and syringes for injecting drugs is the quickest way to contract HIV, and the quickest way to pass it on.	Do not share needles and syringes, especially if you are HIV positive. Using your own needles and syringes will protect you and others.
IDU2	Do not use needle-based drugs	<ul style="list-style-type: none"> <li>• Current IDU</li> </ul>	Do not become infected with HIV as a result of sharing needles and syringes.	Sharing needs and syringes for injecting drugs is the quickest way to contract HIV, and the quickest way to pass it on.	Injecting drugs is the easiest way to contract HIV, so do not inject. Use other alternative methods of ingesting.
IDU3	Stop sharing needles and syringes  If you need to re-use equipment, clean and use your own	<ul style="list-style-type: none"> <li>• Current IDU</li> </ul>	Exchange clean needles and syringes with us.	The exchange of needs and syringes is within the law; to confidentially access clean needles and syringes go to.	Using clean needles and syringes protects you from HIV.
IDU4	Stop sharing needs and syringes  If you need to re-use equipment, clean and use your own	<ul style="list-style-type: none"> <li>• IDU and youth prone to experimenting with injecting drugs</li> </ul>	Sharing needles and syringes is the quickest way to HIV.	Sharing needs and syringes for injecting drugs is the quickest way to contract HIV, and the quickest way to pass it on.	Stop HIV transmission—never share needles and syringes.

IDU	Behavioural Objective	Target Audience	Suggested Message from Workshop	Interpretation	Adjusted Message
IDU5	<p>Stop sharing needles and syringes</p> <p>If you must share, clean or disinfect before using</p>	<ul style="list-style-type: none"> <li>• Current IDU</li> </ul>	Use clean needles and syringes to protect yourself and loved ones from the HIV epidemic	Sharing needles and syringes for injecting drugs is the quickest way to contract HIV, and the quickest way to pass it on. If you become HIV positive you can pass it on to your girlfriend/boyfriend even if they don't inject drugs.	Don't pass it on; using your own needles and syringes will protect you and others from HIV.

Condoms	Behavioural Objective	Target Audience	Suggested Message from Workshop	Interpretation	Adjusted Message
C1	Adopt use of condoms to prevent HIV infection	<ul style="list-style-type: none"> <li>• Unmarried Couples</li> <li>• Sexually Active Males</li> <li>• Sexually Active Females</li> <li>• IDU</li> <li>• MSM</li> </ul>	Condom, a companion for you and me.	A condom is a good friend as it helps protect you from HIV.	Have a condom with you at all times—then you won't have to risk unprotected sex at any time.
			Modern youth know how to use condoms properly.	A condom is the mark of a modern and smart person.	Show that you are modern and smart by using condoms.
			Condoms are comfortable—safe to the last minute.	Condoms are easy to use and fun and are the best protection you can get.	Condoms can make sex more enjoyable as they protect from HIV and unwanted pregnancies.
C2	Use a condom every time you have sex (consistent use)	<ul style="list-style-type: none"> <li>• Unmarried Couples</li> <li>• Married Couples</li> <li>• Sexually Active Males</li> <li>• Sexually Active Females</li> <li>• IDU</li> <li>• MSM</li> </ul>	It would be strange if you don't use a condom.	People who use condoms are knowledgeable and responsible.	Show that you are knowledgeable and responsible by using condoms consistently.
			Condom, a companion for you and me.	Have a condom with you at all times—it's your best protection from HIV.	Treat condoms like you would your daily necessities.
			Modern youth know how to use condoms properly.	People who use condoms are modern and cool.	Show you are modern and cool by using condoms.
C3	Remove embarrassment surrounding buying, carrying and using condoms	<ul style="list-style-type: none"> <li>• Unmarried Couples</li> <li>• Sexually Active Males</li> <li>• Sexually Active Females</li> <li>• MSM</li> </ul>	Modern youth know how to use condoms properly.	People who carry and use condoms are modern and cool.	Show you are modern and cool by carrying and using condoms.
C4	Talk about using condoms with partners	<ul style="list-style-type: none"> <li>• Unmarried Couples</li> <li>• Married Couples</li> <li>• MSM</li> </ul>	Be proactive—ask your partner to use condoms properly.	Talk to your partner about sex and condoms and protection from HIV.	Be proactive—ask your partner to use condoms with you.

Condoms	Behavioural Objective	Target Audience	Suggested Message from Workshop	Interpretation	Adjusted Message
C5	Think of condoms as normal natural items which can add to pleasure while offering protection	<ul style="list-style-type: none"> <li>• Unmarried Couples</li> <li>• Sexually Active Males</li> <li>• IDUs</li> <li>• MSM</li> </ul>	Condoms are comfortable—safe to the last minute.	Condoms are easy to use and keep you worry free.	Condoms make sex more enjoyable—worry free because you're protected from HIV and unwanted pregnancy.
				Condoms are easy to use and can also make sex more enjoyable.	Condoms make sex more enjoyable—sex lasts longer and you're protected from HIV.
C6	Think of changing times and accept positive options that keep children safe from HIV	<ul style="list-style-type: none"> <li>• Parents</li> </ul>	Modern youth know how to use condoms properly.	Modern youth are smart and know how to take care of themselves in a risky modern world.	If you find your children using condoms, appreciate them and encourage them.

Talking About Sex	Behavioural Objective	Target Audience	Suggested Message from Workshop	Interpretation	Adjusted Message
TAS1	Talk about consistent condom use in high-risk sex	<ul style="list-style-type: none"> <li>• Unmarried Couples</li> <li>• Sexually Active Males</li> <li>• Sexually Active Females</li> <li>• IDU</li> <li>• MSM</li> </ul>	Thorough understanding of safe sex reduces the risk of HIV transmission.	People often place themselves in risky situations because they have incomplete or inaccurate information regarding HIV, STIs and safe sex. Talking can help to increase understanding about safe sex.	Be open to discuss issues around safe sex because knowing the facts can help protect you. Be safe. Get smart!
TAS2	Improved communication between parents and children	<ul style="list-style-type: none"> <li>• Parents</li> </ul>	Being open with your children about sex reduces the risk of HIV transmission.	Parents traditionally are shy to discuss sex and reproductive health with their children. This leads to an increase of misconception and misinformation among you regarding sex, HIV and STIs. Parents need to be more open about discussing issues around sex with their children.	Protect your children. Talk to them on time about sex and protection so that they are prepared to deal with sexual relations in a mature, responsible and safe way.
TAS3	Improved communication between parents and children	<ul style="list-style-type: none"> <li>• Parents</li> </ul>	Safe sex is the parent's responsibility.	Parents traditionally are shy to discuss sex and reproductive health with their children. Parents hold authority over what's discussed at home so they are responsible for educating their children about sex as well.	Protect your children. As responsible parents talk to your children about sex and protection. Their health and well-being is in your hands.

Talking About Sex	Behavioural Objective	Target Audience	Suggested Message from Workshop	Interpretation	Adjusted Message
TAS4	Talk about the risk of HIV as a result of the irresponsible use of alcohol	<ul style="list-style-type: none"> <li>• Unmarried Couples</li> <li>• Sexually Active Males</li> <li>• Sexually Active Females</li> <li>• IDU</li> <li>• MSM</li> </ul>	Alcohol and unsafe sex is the route to HIV.	Alcohol can lead to impulsive and foolish decisions which can lead to unsafe sex and its risks.	Too much alcohol can lead you into risky situations, decisions and actions which can lead to unsafe sex and its risks. Talk about enjoyment without undue risk.
TAS5	Talk about sex and the decisions you need to make to ensure you practice safe sex	<ul style="list-style-type: none"> <li>• Unmarried Couples</li> <li>• Sexually Active Males</li> <li>• Sexually Active Females</li> <li>• IDU</li> <li>• MSM</li> </ul>	Be proactive in making decisions about sex—your benefit in HIV pre-vention	Shyness can lead to unsafe sex and its risks. Protecting your health is your decision and responsibility. Talk about how to keep yourself safe.	It's your life! Be strong in your decisions and don't be afraid to speak out for your protection.

VCT	Behavioural Objective	Target Audience	Suggested Message from Workshop	Interpretation	Adjusted Message
VCT1	Access VCT services in order to know your HIV status	• At-risk youth	Many PLWHA don't know their HIV status. Only with a blood test can they know their status.	People are unaware of VCT services and therefore do not know their HIV status. Moreover, many people are unaware that a blood test is the only way to determine their HIV status.	If you're in doubt about your status, get a confidential blood test. It's the only way to know if you're HIV positive.
			Many PLWHA don't know their HIV status. Only with a blood test can they know their status.	People are often scared to know their HIV status and as a result avoid a blood test.	Go to a VCT centre and get a blood test to find out your status. If negative you can learn to protect yourself; if positive you can then plan your future and access services which can help you live a long and healthy life. Protect yourself, protect your partner(s).
VCT2	Access VCT services for blood test to know your HIV status	• At-risk youth	Have an HIV test to protect yourself and your loved ones.	Only when you know your HIV status can you be sure you are not a risk to your loved one (sexual partner[s]). If you know your status you can prevent infecting them.	Only when you know your HIV status can you be sure you are not a risk to your loved one (sexual partner[s]). Protect those you love; visit the VCT centre for an HIV test.

VCT	Behavioural Objective	Target Audience	Suggested Message from Workshop	Interpretation	Adjusted Message
VCT3	Trust VCT services	<ul style="list-style-type: none"> <li>• At-risk youth</li> </ul>	All personal information and blood test results are anonymous when you go to a VCT site for a blood test.	People are afraid that others will find out about their status and will discriminate against them. But all personal information and blood test results are confidential when you go to a VCT site for a blood test.	Visit the VCT centre for a blood test without worry that others will find out. All procedures and results are confidential.
			Many PLWHA don't know their HIV status. Only with a blood test can they know their status.	People are often scared to get an HIV test because they're afraid of others finding out their status and being discriminated against.	Go to a VCT centre and get a blood test to find out your status. Be assured that your status will remain confidential.
VCT4	Access VCT or other health facility for blood test	<ul style="list-style-type: none"> <li>• At-risk youth</li> <li>• General Audience</li> </ul>	You are the one to decide to have a HIV blood test after you have had counselling.	VCT offers counselling about the benefits of testing. You are not obligated to take a blood test following counselling IF you don't want to. The choice is yours.	Get counselling at a VCT centre. It will help you to make a decision to get tested for HIV. VCT is voluntary. It's your choice to know... and knowing can protect you and your partner(s).
VCT5	Access VCT or other health facility for blood test	<ul style="list-style-type: none"> <li>• At-risk youth</li> <li>• General Audience</li> </ul>	HIV testing is simple, safe, useful and anonymous.	People don't understand the testing process. Many don't even know of the VCT services available. They may think it's complex, costly and not confidential.	VCT is voluntary, confidential and free. With a simple, quick test you will know your HIV status...and knowing can protect you and your partner(s).

## Part 4: Developing Creative Briefs

In the fourth part of the message development process the BBC WST team developed a creative brief (summary for creative partners) and tagline for specific messages targeting specific target groups.

### Theme: Stigma (core message in all campaign outputs) & Discrimination (in more detailed programming, i.e., spots, documentaries, print materials)

#### Message 1 — PLWHA love, live, learn and work just like you and me.

Behavioural Objective	<b>Primary Objective:</b> To acknowledge that PLWHA can contribute to the welfare of their families and communities.
Target Audience	General Audience
Creative Brief	<b>Get:</b> Everyone who thinks that PLWHA are helpless and needy.
	<b>To:</b> Realise that they are not.
	<b>By:</b> Showing them that PLWHA do contribute to the welfare of their families and communities. • Accepting PLWHA and acknowledging that they are capable shows your peers you are smart and cool.
Tagline for Spot	My best friend has HIV; he's still my best friend.

#### Message 2 — There is no need to be afraid of people with HIV.

Behavioural Objective	<b>Primary Objective:</b> To get everyone to acknowledge that stigma and discrimination is irrational.
Target Audience	General Audience
Creative Brief	<b>Get:</b> Everyone who is afraid of PLWHA.
	<b>To:</b> Realise that their fear or loathing is irrational.
	<b>By:</b> Showing them that HIV cannot be contracted through normal social interaction. • Accepting PLWHA and acknowledging that they are capable shows your peers you are smart and cool.
Tagline for Spot	My best friend has HIV, he's still my best friend.

#### Message 3 — PLWHA have the same rights as you and me.

Behavioural Objective	<b>Primary Objective:</b> To get people to acknowledge that PLWHA have the same rights, the same access to services and an equal status in society as anyone.
	<b>Secondary Objective:</b> To accept PLWHA and interact with them in everyday life.
Target Audience	General Audience
Creative Brief	<b>Get:</b> People who don't treat PLWHA fairly.
	<b>To:</b> Acknowledge and that PLWHA have the same rights, the same access to services and equal status in society as anyone.
	<b>By:</b> Making them aware that it is both unfair and illegal to discriminate on the basis of HIV status. • PLWHA are as normal and capable as anyone.
Tagline for Spot	The law applies to everyone; don't discriminate against PLWHA.

**Theme: IDU****Message 1 — Using drugs is not safe; if you do use drugs don't inject.**

Behavioural Objective	<b>Primary Objective:</b> Prevent vulnerable youth from injecting drugs.
	<b>Secondary Objective:</b> Discourage vulnerable youth from using drugs in the first place.
Target Audience	Vulnerable youth — those contemplating drug use
Creative Brief	<b>Get:</b> IDU vulnerable youth — those contemplating drug use.
	<b>To:</b> Not use injecting drugs.
	<b>By:</b> Convincing them that sharing needles and syringes is the quickest, most direct way to contract HIV.
	<ul style="list-style-type: none"> <li>• Protect yourself from HIV by not injecting.</li> </ul>
Tagline for Spot	There are some things in life you don't want to try.

**Message 2 — Using clean needles and syringes helps protect you from HIV. You can access clean needles from needle distribution services.**

Behavioural Objective	<b>Primary Objective:</b> Get IDU to use clean needles and syringes.
	<b>Secondary Objective:</b> <ul style="list-style-type: none"> <li>• To encourage IDU to access harm reduction – needle/syringe – services.</li> <li>• To raise awareness among IDU of the high risk in sharing needles and syringes.</li> </ul>
Target Audience	IDU
Creative Brief	<b>Get:</b> IDU
	<b>To:</b> Access clean needles and syringes.
	<b>By:</b> Convincing them that needle/syringe services are there to help them.
	<ul style="list-style-type: none"> <li>• Putting yourself at risk by sharing needles and syringes also puts your friends and sexual partner at risk of contracting HIV.</li> <li>• Be responsible—only use clean injecting equipment.</li> </ul>
Tagline for Spot	Be safe. Get clean needles from the distribution service.

**Message 3 — Using your own needles and syringes will help protect you and others from HIV.**

Behavioural Objective	<b>Primary Objective:</b> Get IDU to NOT share needles and syringes.
	<b>Secondary Objective:</b> To raise awareness of IDU as to the high risk to themselves in sharing needles and syringes as well as to their sexual partner(s)/loved ones
Target Audience	IDU
Creative Brief	<b>Get:</b> IDU
	<b>To:</b> Not share needles and syringes — use their own injecting equipment only.
	<b>By:</b> Convincing them that by sharing injecting equipment with fellow IDU they are putting others at extremely high risk of contracting HIV from them.
	<ul style="list-style-type: none"> <li>• Putting yourself at risk by sharing needles and syringes also puts your friends at risk.</li> <li>• Be responsible—only use your own injecting equipment; protect yourself, your partner and your friends.</li> </ul>
Tagline for Spot	There are some things in life you don't want to share.

**Message 4 — Stop HIV transmission—never share needles and syringes.**

Behavioural Objective	<p><b>Primary Objective:</b> Get IDU to NOT share needles and syringes.</p> <p><b>Secondary Objective:</b> To raise awareness of IDU as to the high risk in sharing needles and syringes and to get them to be partners in the fight against the spread of HIV.</p>
Target Audience	IDU
Creative Brief	<b>Get:</b> IDU
	<b>To:</b> Discourage friends from sharing needles and syringes — to use their own injecting equipment only.
	<b>By:</b> Convincing their friends that they can help prevent the spread of HIV by being responsible and not sharing injecting equipment with fellow IDU.
	<ul style="list-style-type: none"> <li>• Putting yourself at risk by sharing needles and syringes also puts your friends and sexual partner at risk.</li> <li>• Use your OWN injecting equipment and avoid HIV.</li> </ul>
Tagline for Spot	There are some things in life you don't want to risk.

**Theme: Condoms****Message 1 — Use condoms because they make sex worry-free.**

Behavioural Objective	<p><b>Primary Objective:</b> To get young couples to adopt the use of condoms to prevent HIV infection from one another.</p> <p><b>Secondary Objective:</b> To get them to think of condoms as normal, natural items which can add to pleasure while offering protection.</p>
Target Audience	Young couples
Creative Brief	<b>Get:</b> Young couples who have been having sex for a while without condoms.
	<b>To:</b> Adopt the use of condoms and continue to use condoms consistently.
	<b>By:</b> Convincing them that sex is more enjoyable when using condoms as it is worry-free since condoms can prevent pregnancy and HIV (rational).
	<ul style="list-style-type: none"> <li>• Couples who use condoms are smart and modern (aspirational).</li> </ul>
Tagline for Spot	Hit two targets with one arrow!

**Message 2 — Show that you are responsible and caring by using condoms consistently.**

Behavioural Objective	<p><b>Primary Objective:</b> To get young couples to use condoms consistently to prevent HIV infection from one another.</p> <p><b>Secondary Objective:</b> To get them to think of condoms as normal, natural items which can add to pleasure by offering protection.</p>
Target Audience	Young couples
Creative Brief	<b>Get:</b> Young couples who are beginning to have sex.
	<b>To:</b> Adopt the use of condoms and continue to use condoms consistently.
	<b>By:</b> Telling them that sex with condoms shows that you are responsible and caring for each other (emotional).
	<ul style="list-style-type: none"> <li>• Sex with condoms is more enjoyable because it is worry-free since condoms can prevent pregnancy and HIV (rational).</li> <li>• Couples who use condoms are smart and modern (aspirational).</li> </ul>
Tagline for Spot	It would be strange not to use a condom!

**Message 3 — Show you are modern and cool by using condoms.**

Behavioural Objective	<b>Primary Objective:</b> To get young sexually active males who go to sex workers to understand their risk and to adopt the consistent use of condoms to prevent HIV infection.
	<b>Secondary Objective:</b> To get them to make it a habit of using a condom every time when having sex (consistent use).
Target Audience	Sexually active males (clients of sex workers)
Creative Brief	<b>Get:</b> Young sexually active males who are under peer pressure to have sex with sex workers.
	<b>To:</b> Adopt the use of condoms and continue to use condoms consistently.
	<b>By:</b> Telling them that using condoms shows your peers you are smart and cool (emotional). • Condoms are the only way to protect from HIV (rational).
Tagline for Spot	It would be strange not to use a condom!

**Message 4 — Have a condom with you at all times—avoid unprotected sex.**

Behavioural Objective	<b>Primary Objective:</b> To get young sexually active males to carry condoms with them at all times as a matter of habit.
	<b>Secondary Objective:</b> To get them to use the condoms they carry.
Target Audience	Sexually active males
Creative Brief	<b>Get:</b> Young sexually active males who have been having sex.
	<b>To:</b> Carry condoms with them at all times as a daily necessity.
	<b>By:</b> Convincing them that this habit keeps them prepared; and thus safe from the risk of unprotected sex and HIV. • Carrying a condom is a smart habit. • Using condoms shows you are modern and cool.
Tagline for Spot	Be smart! Always carry a condom.

**Message 5 — Buy a condom, there’s no need to be shy.**

Behavioural Objective	<b>Primary Objective:</b> To get young sexually active males to win over their embarrassment and be able to buy and use condoms without embarrassment.
	<b>Secondary Objective:</b> To reduce embarrassment about condoms and normalise them as useful and practical objects.
Target Audience	Sexually active males (and females)
Creative Brief	<b>Get:</b> Sexually active young people who are embarrassed to buy condoms.
	<b>To:</b> Buy and use condoms without embarrassment.
	<b>By:</b> Telling them that it’s better to muster up courage and be bold when it comes to buying condoms than to let embarrassment put yourself at risk of HIV. • There is no shame when it comes to protecting oneself from HIV. • Using condoms shows your peers you are smart and cool.
Tagline for Spot	Condoms are easy to find! Buy some today.

## Theme: Talking About Sex

### Message 1 — Talk about safer sex because knowing the facts can help protect you.

Behavioural Objective	<p><b>Primary Objective:</b> Get sexually active youth to talk about and clearly understand safer sex.</p> <p><b>Secondary Objectives:</b> To raise awareness amongst those youth who are not yet sexually active to clearly understand safer sex.</p>
Target Audience	<ul style="list-style-type: none"> <li>• Unmarried Couples</li> <li>• Sexually Active Males</li> <li>• Sexually Active Females</li> </ul>
Creative Brief	<b>Get:</b> Sexually active young people who are embarrassed to discuss sexual issues.
	<b>To:</b> Increase the dialogue amongst their circles regarding safer sex...and the need to follow safer sex.
	<p><b>By:</b> Making sex a fun, easy and unconstrained topic for conversation.</p> <p><b>and...</b></p> <p>By convincing young people that talking about sex with friends and partners increases the likelihood of engaging in safer sex.</p> <ul style="list-style-type: none"> <li>• Openness and honesty can protect you from unsafe sex</li> </ul>
Tagline for Spot	Don't be shy. Let's talk about it!

### Message 2 — Help protect your children. Talk to them about sex and risky behaviour.

Behavioural Objective	<p><b>Primary Objective:</b> Get parents to be more proactive in discussing safer sex and risky behaviour with their children.</p> <p><b>Secondary Objective:</b> To make 'talking about sex' a normal thing for Vietnamese parents.</p>
Target Audience	Parents of sexually active youth
Creative Brief	<b>Get:</b> Parents of sexually active youth.
	<b>To:</b> Talk to their children about sex.
	<p><b>By:</b> Convincing them that by keeping quiet they are in fact placing their children at risk.</p> <ul style="list-style-type: none"> <li>• It's your duty as a parent to protect your children; correct knowledge of sex is the first line of protection.</li> <li>• Children who are ignorant of sex are more likely to engage in risky sex.</li> </ul>
Tagline for Spot	Don't be shy. Talk to your children about sex.

### Message 3 — Take the first step—talk to your partner about using condoms. *(Suggest using a colloquial Vietnamese term for condom; i.e., ao mua — raincoat)*

Behavioural Objective	<p><b>Primary Objective:</b> To get young sexually active couples to talk openly about using condoms with their partners.</p> <p><b>Secondary Objective:</b> To reduce embarrassment about condoms and normalise them as useful and practical objects.</p>
Target Audience	Sexually active couples
Creative Brief	<b>Get:</b> Young sexually active couples who have been having sex.
	<b>To:</b> Be proactive and ask their partner(s) to use condoms with them.
	<p><b>By:</b> Convincing them that talking is the best way to clear any doubts and to persuade your partner about keeping safe from HIV.</p> <ul style="list-style-type: none"> <li>• There is no shame in talking about condoms because they can help protect you and your loved ones.</li> <li>• Talking openly about sex and condoms shows you are modern and cool.</li> </ul>
Tagline for Spot	Don't be shy. Talk about using condoms!

**Message 4 — Talk to your children about condom use.**

Behavioural Objective	<b>Primary Objective:</b> To get parents of young people to support their children's actions to protect themselves.
	<b>Secondary Objective:</b> To talk openly with sexually active children about sex and condoms to prevent HIV infection.
Target Audience	Parents of sexually active young people
Creative Brief	<b>Get:</b> Parents of sexually active young people.
	<b>To:</b> Talk openly about condoms with their children.
	<b>By:</b> Telling them that condoms can help protect them from HIV.
	<ul style="list-style-type: none"> <li>• In today's changing times it is better to be open-minded and to accept the reality that their children may be sexually active and at risk of HIV and; therefore, parents need to help protect them.</li> <li>• If they find their children using condoms, they should support them.</li> </ul>
Tagline for Spot	Help protect your children. Talk to them about condoms.

**Theme: Voluntary Counselling and Testing****Message 1 — A blood test is the only way to know whether you have HIV.**

Behavioural Objective	<b>Primary Objective:</b> Get at-risk youth to recognise their risk and use VCT services.
	<b>Secondary Objective:</b> To raise awareness of at-risk youth of services provided by VCT.
Target Audience	At-risk youth
Creative Brief	<b>Get:</b> At-risk youth who are unaware of blood testing and VCT services.
	<b>To:</b> Access VCT services, undergo counselling and make a decision to have a blood test.
	<b>By:</b> Letting them know that a simple blood test can tell them their HIV status, and that the test can be quickly done at the VCT centre.
	<ul style="list-style-type: none"> <li>• Youth who know their HIV status are responsible and caring.</li> </ul>
Tagline for Spot	Be smart! Get an HIV test.

**Message 2 — If you're in doubt about whether you have HIV, get a blood test.**

Behavioural Objective	<b>Primary Objective:</b> Get at-risk youth to recognise their risk and use VCT services.
	<b>Secondary Objective:</b> <ul style="list-style-type: none"> <li>• To raise awareness of at-risk youth as services provided by VCT.</li> <li>• To normalise VCT among at-risk youth (and the general population).</li> </ul>
Target Audience	At-risk youth
Creative Brief	<b>Get:</b> At-risk youth who are unaware of VCT services.
	<b>To:</b> Access VCT services, undergo counselling and make a decision to have a blood test.
	<b>By:</b> Convincing them that by knowing their HIV status they can protect their health and the health of their partner(s).
	<ul style="list-style-type: none"> <li>• Youth who know their HIV status are responsible and caring.</li> </ul>
Tagline for Spot	Be sure! Get an HIV test.

**Message 3 — Don't be afraid to find out if you have HIV.**

Behavioural Objective	<b>Primary Objective:</b> Overcome the fear of at-risk youth in knowing their HIV status.
	<b>Secondary Objective:</b> To normalise VCT among at-risk youth (and the general population).
Target Audience	At-risk youth
Creative Brief	<b>Get:</b> At-risk youth who aware of VCT services but scared to know their status.
	<b>To:</b> Overcome the fear of knowing their HIV status; encourage them to access VCT services, undergo counselling and make a decision to have a blood test.
	<b>By:</b> Convincing them that by knowing their HIV status they can protect their health and the health of their partner(s). <ul style="list-style-type: none"> <li>• If positive, you can plan your future and access treatment and services which can help you live a long and healthy life.</li> </ul>
Tagline for Spot	Don't be afraid to get an HIV test.

**Message 4 — Get free counselling at a VCT centre and find out more about HIV.**

Behavioural Objective	<b>Primary Objective:</b> To raise the understanding of at-risk youth that VCT is strictly voluntary — you are not obligated to take a blood test after counselling.
	<b>Secondary Objective:</b> To normalise VCT among at-risk youth and the general population.
Target Audience	At-risk youth
Creative Brief	<b>Get:</b> At-risk youth who are not clear about the VCT process.
	<b>To:</b> Understand that blood testing for HIV is voluntary—no one is obligated to take a blood test following counselling IF they don't want to.
	<b>By:</b> Highlighting that counselling is available free of charge and you can find out more about HIV. <ul style="list-style-type: none"> <li>• If you know your HIV status you can take action to protect yourself and your partner.</li> </ul>
Tagline for Spot	Be smart! Visit a VCT centre.

**Message 5 — Protect your partner; visit the VCT centre for an HIV test.**

Behavioural Objective	<b>Primary Objective:</b> Get at-risk youth who are in regular relationships to use VCT services in order to know their HIV status in order to protect their partner(s).
	<b>Secondary Objective:</b> <ul style="list-style-type: none"> <li>• To raise awareness of at-risk youth as to services provided by VCT.</li> <li>• To normalise VCT among at-risk youth (and the general population).</li> </ul>
Target Audience	At-risk youth
Creative Brief	<b>Get:</b> At-risk youth who are in regular (perhaps multiple) relationships.
	<b>To:</b> Get tested to know their HIV status in order to protect their partner's health.
	<b>By:</b> Convincing them that only by knowing their HIV status can they be sure they are not a risk to their loved one (sexual partner[s]). <ul style="list-style-type: none"> <li>• Knowing your HIV status can protect you and your loved one.</li> <li>• A responsible person will not put their partner at risk of HIV.</li> </ul>
Tagline for Spot	Be safe! Protect the one you love.



# **Annexes**



## Agenda for the VCPFC/BBC World Service Trust Message Brief Workshop

Hanoi, 19 and 20<sup>th</sup> September, 2007

Venue: Youth Guest House, Hanoi

	Content
<b>Day 1 Wednesday 19/09/07</b>	
Morning 0830	Introductions by VCPFC and BBC WST
	Presentation of formative youth research findings by CCRD
	Questions and comments from the floor
	Break
	HIV overview in Vietnam — update
	HIV and youth in Vietnam — overview
1200	Lunch
Afternoon 1300	Presentation of selected topics on youth and HIV risk factors.
	Various issues will be presented in brief by different stakeholders on: condoms, IDU and needles, CSW and clients, MSM, alcohol, talking about sex and risk, gender, stigma and VCT. Other topics may be added.
	Questions, comments and discussion after each group of three presentations
	Break
1500	Show various media outputs from Vietnam and elsewhere, including from BBC WST projects. Comments by participants
	Small group discussion of various themes. Output: list of favoured themes
	Give themes scores
	Present scoring results. Output: major themes, minor themes and underlying issues
Close	1700
<b>Day 2 Thursday 20/09/07</b>	
Morning 0830	Show more media messages on major themes, (some are available, some are not) and comments by participants
	Discussions: small groups of common interest/themes to create messages (up to 5 messages each)
	Presentation of group messages
1200	Lunch
Afternoon 1300	First plenary discussion on the suggested messages
	Groups reconvene to revise messages
Break	
	Second plenary discussion and comments
	First draft message brief created with core and secondary messages
1700	Closing



## List of Guests and Participants Message Brief Workshop

Hanoi, 19 and 20<sup>th</sup> September, 2007  
Venue: Youth Guest House, Hanoi

### Guests:

- |   |                  |                         |
|---|------------------|-------------------------|
| 1 | Dr Do Ba Thuy    | Vice Minister of Health |
| 2 | Ms Lisa Studdert | Asian Development Bank  |

### Participants:

	Name	Organisation	Notes
1	Amy Weissman	PACT Viet Nam	Presenter Gender
2	Troy Martin	Clinton Foundation HIV/AIDS Initiative	
3	Frederic Claus	Clinton Foundation HIV/AIDS Initiative	
4	Marianne Albert	IOGT	Presenter Alcohol
5	Pham Vu Thien	CIHP	Presenter Talking About Sex
6	Nguyen Van Tuan	DKT International	Presenter Condoms
7	Do Thi Bich Ngoc	DKT International	
8	Dinh Thị Minh Thu	Family Health International	
9	La Mạnh Cường	Hanoi School of Public Health	Presenter MSM
10	Nguyen Son Minh	Hai Dang Club	
11	Nguyen Cuong Quoc	UNAIDS in Vietnam	Presenter HIV/AIDS updates
12	Do Huu Thuy	IEC Dept, Vietnam Administration for AIDS Control	
13	Margaret Sheehan	WHO/HIV prevention among youth project	
14	Akiko Takai	UNFPA	
15	Pham Thanh Huyen	World Concern	
16	Tran Dinh Ninh	Milk Flowers	
17	Dong Duc Thanh	Health Policy Initiative	
18	Nguyen Thanh Tu	Cactus Blossom group	
19	Pham Thanh Phuong	Sun Flower group	
20	Duong Thi Thuy	Blue Dream group	
21	Nguyen Thi Huong	Centre for Women's Health	Presenter CSW
22	Duong Thi Hoa	Centre for Women's Health	
23	Chung Thanh Thuy	Centre for Women's Health, FHI, Hanoi Women's Union	
24	Pham Thanh Hoa	Voice of Vietnam	
25	Vu Ha	Voice of Vietnam	
26	Maya Sibley	Medecins du Monde, France	
27	Nguyen Thanh Cuong	NADAQ	
28	Dinh Thi Hong Minh	Youth House	
29	Do Viet Dung	Care International	
30	Dinh Thi Nhuan	Marie Stopes International	
31	Ma Thi Thuy	Youth Advisory Group	
32	Nguyen Le Nam	Youth Advisory Group	
33	Duong Nhat Duc	Youth Advisory Group	
34	Do Phuong Chi	Youth Advisory Group	
35	Nguyen Kieu Uyen	Provincial AIDS Control, Da Nang	

36	Nguyen Duong Chau Giang	Provincial AIDS Control, Binh Duong province	
37	Bui Thi Nga	Provincial AIDS Control, Ha Tay province	
38	Pham Hong Quan	IEC Dept, Ministry of Health	
39	Nguyen Diep Hoa	Participant	
40	Dang Thu Trang	CCRD	
41	Edson Whitney	CCRD	
42	Dao Quang Vinh	CCRD	
43	Tran Thanh Nam	CCRD	Presenter
44	Vu Cong Nguyen	CCRD	
45	Trinh Thi Minh Phuong	CCRD	
46	Tran Mai Ha	CCRD	
47	Pham Quoc Hung	CCRD	
48	Nguyen Thi Thu Thuy	Indochina Research	
49	Tran Thanh Mai	PMU	
50	Do Quynh Huong	HIV Prevention Among Youth Project	
51	Vo Xuan Dieu Huong	HIV Prevention Among Youth Project	
52	Do Thi Hong	HIV Prevention Among Youth Project	
53	Tran Thu Ha	HIV Prevention Among Youth Project	
54	Le Yen Oanh	WHO	
55	David Brian Wood	BBC World Service Trust	
56	Anji Loman Field	BBC World Service Trust	
57	Ken Swann	BBC World Service Trust	
58	Victoria Hollbert	BBC World Service Trust	
59	Deependra Gauchan	BBC World Service Trust	
60	Charles Hamilton	BBC World Service Trust	
61	Nguyen Thi Hien	BBC World Service Trust	

## Summary of Participant Feedback

Most participants reported that the workshop was ‘very useful’. Firstly, because of the ‘clearly defined outputs’—the message briefs focusing on five theme areas—and secondly, because the workshop facilitation was ‘excellent’ in terms of time management and engaging workshop participants.

Participants said that through lively discussion and interaction the workshop provided up-to-date HIV/AIDS information and was therefore useful for their own work. Furthermore, the workshop also provided an opportunity for participants to strengthen and expand their professional networks as participants came from various backgrounds—both NGO and government.

Many said the workshop was ‘quite interesting’, especially the steps involved in message development. The identification of themes and messages provided an opportunity for the participants to voice numerous ideas and opinions and engage in lively debate. Participants felt ‘excited’ and became actively involved in developing messages for the five selected themes. However, some felt the theme of VCT was not well understood and therefore limited the chance for meaningful discussion and message development.

Participants especially liked the presentation of video clips from BBC WST programming in Cambodia—‘It was useful to have a look on how things were done in Cambodia and at the same time to reflect on the situation in Viet Nam. The way in which fun and humour were included in the messages would be very attractive to Vietnamese people of most generations, not only youth.’ Some participants felt the messages were quite relevant to Viet Nam, for example about condom use and accessing VCT centres, but some felt that certain topics, such as ‘talking about sex’ might be presented differently in Viet Nam. The presentation of video clips also helped participants to better understand the outputs being planned by BBC WST.

## Recommendations/Critique

Most recommendations/critique focused on the time allowed for discussion and message development:

- ‘The two days were rather short for this kind of workshop, especially for the discussion part. It’s recommended that more time be set aside allowing for increased input from participants.’
- ‘Although most topics presented were interesting and useful, some presentations were not geared toward the purpose of the workshop—and some were too lengthy as well.’
- ‘The time for discussion was sometimes too short. As a result many other ideas were not expressed and heard.’
- ‘The way that the workshop spent one full day for presentation and the other full day for discussion was somewhat extreme. It is proposed that the presentations should be shorter and more time should be spent on discussion and message development. Also, in order to better facilitate message development guidelines on what is a message, or the differences between messages and slogans, would be very useful as people seemed to develop slogans (rather than full messages).’