



## e-Training video on HIV/AIDS - Part 2

### Introduction

By connecting the impact of HIV/AIDS on youth in your local communities with its global impact, your videos will highlight the reasons that young people around the world are disproportionately affected by HIV/AIDS.

As you create your videos, you should keep the following goals in mind:

Video Goal #1: To **raise awareness** about the impact of HIV/AIDS on youth in NYC as well as worldwide.

Video Goal #2: To **rally your peers to take action** against HIV/AIDS on a local or international level.

### Make the Connection

HIV/AIDS doesn't recognize boundaries, so it is important to show that long-term solutions to the pandemic will require everyone to join efforts in one global movement that will also cross geographical boundaries.

Point 1: Show your view of the impact of HIV/AIDS pandemic on youth around you and around the world

Point 2: Highlight solutions and actions that youth can take to fight AIDS locally and globally.

### Get Informed

The first step you have to take before you can message about an issue is to get informed about the issue. Click on the link below to watch our video on the global AIDS Pandemic

[Global AIDS Pandemic Video](#)

### Craft your Message

Use these Guiding Questions to help you start thinking about different techniques used to create a message.

- What makes a message effective?
- How does a message make you want to *do* something?
- Think of some messages that used visual media to make an impact. Whether it's a documentary, short film, animation, public service announcement, music video, or commercial, what were some techniques that made the message powerful?

### Messaging Tool

Now that you've thought about general ways to get a message across, you should get started on figuring out how to make your OWN message powerful enough to inspire anyone who watches your video. We've included a messaging tool and a step-by-step explanation of the process. You can download the messaging tool from our website.

The Messaging Tool is based on [U.S. inthe World](#).

### Step 1: Find a big idea or theme to frame your key message

People often rely on familiar concepts to help them understand new information. Some examples of general *big ideas* include solutions, fairness, justice, and individual responsibility.

In the case of HIV/AIDS your big ideas may revolve around prevention, treatment, care, education, stigma, poverty and any other ones that you can think of.

### Step 2: Resonate with your audience

Identify your target audience and figure out ways to make your message meaningful to them. Facts and evidence are sometimes not enough to convince or motivate an audience. Think of ways to talk about your big idea in a way that your audience can understand.



Step 3: Connect your idea to the issues important to their daily lives

Find out what's important to your audience and how you can connect this issue to their daily lives. Think of the people you're trying to reach and figure out ways that they can relate to the issue on a more personal level. As a teen, you're in the best position to know what matters to other young people.

Step 4: Provide important figures and context

Don't bombard your audience with too many numbers. Use a few statistics and put them in a meaningful context. For example, if you say "AIDS affects 40 million people worldwide" you should also provide some clue as to what percentage of the world's population that is.

Step 5: Give analogies to help the audience understand the issue more clearly

You can use fewer words and be more effective by using analogies and comparisons from daily life to help people relate to your message. These comparisons work as shortcuts and help people to draw on their own experiences to understand your message and to start new ways of thinking.

Step 6: Provide examples to illustrate what works

Don't overwhelm your audience with bad news. You don't want them to get the sense that the global problem is too big to handle. Instead, stress a can-do approach and show them examples of successful strategies and stories.

Step 7: Focus on long-term approaches

As part of your positive approach and problem-solving attitude, you should focus on solutions that will make a large and lasting impact whether it's through prevention, education, treatment, or awareness-raising.

### Step 8: List actions that the audience can take

Once you've informed your audience about the issue and inspired them to act, your next step should be to provide a few concrete and specific ways that they can get involved in the fight against HIV/AIDS. If you're directing your message at other teenagers, find some simple and practical actions that they will be able to take.

### Tips for shooting the Video

Now that you've got your message, it's time to start shooting your video.

Click on the links below to find out tips about shooting a video using a:

- [Camera Phone](#)
- [Digital Camera](#)
- [Digital Camcorder](#)

### Bonus Resources

To get more information about the global AIDS pandemic, check out the resources below.

- International AIDS Vaccine Initiative  
<http://www.iavi.org>
- Center for Global Development  
<http://www.cgdev.org>
- The Global Fund to Fight AIDS, Tuberculosis and Malaria  
<http://www.theglobalfund.org>
- UNAIDS. 2006. Joint United Nations Programme on HIV/AIDS Global Facts and Figures  
<http://www.unaids.org>
- World Health Organization. 2005. AIDS Epidemic Update  
<http://www.who.int>
- United Nations Development Programme  
<http://www.undp.org>