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AIDSCOM

TRIP REPORT

AIDSCOM TECHNICAL ASSISTANCE

GUATEMALA

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MAY 1 - 10, 1991

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TRIP REPORT

Country Visited:

Guatemala

Contract:

AIDS Technical Support
Public Health Communication
Component
Contract No.: DPE-5972-Z-00-7070-00

Purpose of Visit:

To supervise production of two twenty-minute training videos, "El Temor Que Ciega" y "Atraves del Espejo" for AIDS Prevention counselors and health care workers in Latin America.

LIST OF ABBREVIATIONS:

AGPCS	Guatemalan Association for AIDS Prevention and Control
CREA	Regional Audiovisual Center
MOH	Ministry of Health
MTP	Medium Term Plan
NGO	Non-Governmental Organization
PAHO	Pan American Health Association
USAID/Guatemala	United States Agency for International Development, Guatemala Mission

EXECUTIVE SUMMARY

AIDSCOM is a public health communications support program designed to assist governments, organizations, and individuals throughout the developing world to create, implement, and evaluate effective HIV prevention activities.

A: Background and Statistical Update

AIDSCOM conducted its tenth visit to Guatemala since its initiating work in April 1988. AIDSCOM has been involved in a number of prevention activities in Guatemala, including providing technical assistance to local NGOs and the MOH, working with CREA on the development of a regional training videos, and assisting USAID/Guatemala in the development of a national AIDS prevention strategy paper.

Since 1987, USAID/Guatemala has supported numerous AIDS prevention activities with local NGOs and the MOH, though current efforts focus primarily on NGO activity. AIDSCOM has been involved in providing technical assistance to support many of these efforts. To date, this has included providing recommendations to the MOH on the development of an intervention targeting female sex workers; training in prevention counseling for both public and private sector professionals; providing assistance to AGES in their program targeting high risk men; working with CREA in the development of two regional training videos for health professionals; and, assisting AGPCS in the development of strategies to reach individuals in the general population with an emphasis on reaching women.

AIDS/HIV Statistics:

As of February 1991, the MOH has reported 165 cases of AIDS in Guatemala. Under-reporting is recognized as a very serious problem and hence the number of actual cases is thought to be significantly higher. According to the MOH, the male: female ratio dropped from 8:1 in 1989 to 4:1 in 1990, indicating a broadening of the epidemic in Guatemala. To date, there have only been three pediatric AIDS cases reported, but given the increasing numbers of women with HIV infection, a rise in perinatal transmission can be expected. While the MOH asserts that over 90% of blood is currently screened for HIV infection before use in transfusions, other health professionals fear that blood quality control remains a serious problem outside of the major hospitals.

Current Priorities:

The lack of accurate reporting, problems with confidentiality and societal constraints inhibit efforts to develop effective prevention programs in Guatemala. Among the most urgent needs is strengthening the capacity of Guatemalan NGOs to implement effective prevention interventions. In addition, establishing more collaborative ties between NGOs and the public sector is needed.

Specific Objectives of the Trip:

1. To work with CREA in revising and finalizing the two video scripts per pre-test results.
2. To supervise the filming of the two videos in order to guarantee that the casting, locations, lighting, camera work, action, and performances were appropriate and technically accurate for AIDSCOM's purposes.
3. To prepare CREA for two more days of filming and editing after my departure.

Conclusions:

Each of the specific objectives of the trip were met. Preliminary results include the following:

1. Scripts for both videos incorporating pre-test results from the Dominican Republic, Guatemala and Mexico were finalized.
2. The majority of filming for the two videos took place during this consultants stay; two days of filming remained to be completed.
3. A schedule for completing filming and doing the initial off-line edit was established.

Future Priorities

1. Evaluate the edited videos and make recommendations for revisions if necessary.
2. Collaborate with AIDSCOM staff on the training guides to accompany the videos.
3. Assist the Mission in developing a strategy for promotion and distribution of the films in the region.
4. Recommend other communications materials which could "spin off"/work in conjunction with the videos.

Objectives and Results

1. To work with CREA in revising the two video scripts per pre-test results.
 - a) Activities:

Reviewed revised scripts with Maria Cristina Rosales, Executive Director of CREA and Alfonso Albacete, CREA's film director, to insure accurate revisions.
 - b) Results:

Revisions approved.
 - c) Recommendations:

Allow for more time to evaluate pre-test results. Limit quantity of information collected.

2. To supervise the filming of the two videos in order to guarantee that the casting, locations, lighting, camera work, action, and performances were appropriate and technically accurate for AIDSCOM purposes.
 - a) Activities:

Worked closely with film director, producer, film crew and actors for eight days of filming, both in studios and on location.
 - b) Results:

A series of video footage which closely reflects both of AIDSCOM's approved scripts which should be relevant, educational, and entertaining for AIDS prevention counselors and healthcare workers in the Latin American region.
 - c) Recommendations:

Continue working with CREA on future video projects.

3. To prepare CREA for two more days of filming and editing after my departure.
 - a) Activities:

Met with Maria Cristina Rosales, Executive Director of CREA and film director, Alfonso Albacete, to review some scenes to be taped after my departure. These included mostly flashback scenes with the nurse in the hospital for the video "SIDA, el temor que ciega."

Discussed editing recommendations with both of the above CREA staff.

b) Recommendations

- i. That CREA take a look at several post-production treatments that could enhance the flashback scenes in both videos such as a low motion, black and white, or monotonous.

LIST OF CONTACTS

Jane Lyons, USAID Mission

Maria Cristina Rosales, CREA's Executive Director

Alfonso Albacete, CREA's Film & Video Director

Dr. Eduardo Arathoon, President Asociación Guatemalteca de
Prevención y Control de SIDA

DISTRIBUTION LIST FOR GUATEMALA

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OUT-OF-COUNTRY TRIP REPORTS

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