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FINAL PROGRAM REPORT

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Ukrainian Media Partnership to Combat HIV-AIDS (UMP)
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Final Program Report

1. EXECUTIVE SUMMARY

The Ukrainian Media Partnership to Combat HIV/AIDS (UMP) is a two-year, \$880,000 USAID-funded initiative implemented by TPAA in partnership with IREX, and represents an unprecedented response to Ukraine's surging AIDS epidemic by top media companies, advertising agencies, and NGOs from Ukraine and the United States. The initiative's goal is to mobilize the communication power of mass media to improve awareness among the general population and specific target groups (i.e. vulnerable populations, including youth and injecting drug users) about HIV/AIDS. Project activities aim to increase knowledge about HIV prevention; create a highly visible and mainstream platform to give a public voice to people living with HIV (PLWH), encourage the general population to identify, empathize and build solidarity with PLWH and members of vulnerable groups; and to support the creation of an environment that enables increased awareness, education, policy implementation, and behavior modification that will ultimately slow the spread of HIV/AIDS.

From October 2006 to December 2008, UMP successfully achieved project objectives and outperformed its targets. Firstly, in just over two years, the UMP team recruited 56 UMP members, including 15 national and 20 regional media companies, and 21 corporate and non-profit partners. UMP is especially proud of its partnerships with L'Oréal and Timeline, which allowed UMP to utilize consumer products to place the campaign messages. Secondly, UMP produced two waves of new public service announcements (PSAs) original to Ukraine for a total of six video and nine radio spots, and nine print PSAs. UMP also adapted 14 video, nine radio and six print PSAs originally produced by the Russian Media Partnership to Combat HIV/AIDS for Ukrainian audience. Solid partnerships between UMP and Radio Rocks, Radio ERA, Cosmopolitan, BigBoard Group, Sanoma Magazines, and The Coca-Cola Company – among many other active partners – produced high-quality content and allowed UMP to deliver HIV-related messages to millions of Ukrainians. Thirdly, UMP and its partners organized and conducted six special events encouraging Ukrainians to take care of their health amidst the growing HIV epidemic. Lastly, the UMP team organized six press club meetings and nine journalism trainings in 15 Ukrainian regions for over 180 TV and radio reporters, and print journalists. UMP also awarded three media fellowships to one TV company and two independent journalists, who as a result produced 15 high-quality products, including one print article, four radio and ten TV programs. Overall, UMP projects ranging from PSA placement to special events and journalism briefings reached all 24 Ukrainian regions and the Republic of Crimea, with US\$5,381,263 in leveraging support secured over the course of the program.

2. PROGRAM IMPLEMENTATION

Project Goal: The goal of the Ukrainian Media Partnership to Combat HIV/AIDS (UMP) is to mobilize the communication power of mass media and commercial marketing to:

1. Improve awareness among the general population and specific target groups (i.e. vulnerable populations, including youth and injecting drug users (IDU)) about HIV/AIDS and ways to prevent the spread of the disease;
2. Create a highly visible and mainstream platform to give a public voice to people living with HIV (PLWH), thereby encouraging the general population to identify, empathize and build solidarity with PLWH and members of vulnerable groups;
3. Support the creation of an environment that enables increased awareness, education, policy implementation, and behavior modification that will ultimately slow the spread of HIV/AIDS.

OBJECTIVE 1: Increase the level of private sector participation in public information and education efforts related to HIV/AIDS, specifically national and regional media outlets and commercial companies to include:

- A minimum of 8 national and 20 regional media outlets that print or air ads as a result of the efforts of the campaign;
- A minimum of 2 commercial companies that utilize consumer products or other public access to place campaign messaging.

TABLE 1: Results for Objective 1 Indicators

	Goal	Cumulative Results (October 2006 – December 2008)
Indicator 1.1	A minimum of 8 national and 20 regional media outlets that print or air ads as a result of the efforts of the campaign	15 national and 20 regional media outlets that print or air ads as a result of the efforts of the campaign
Indicator 1.2	A minimum of 2 commercial companies that utilize consumer products or other public access to place campaign messaging	2 commercial companies that utilize consumer products or other public placed campaign messaging

1.1. Activities and Outputs

UMP represents an unprecedented collaboration by Ukraine's leading media companies, consumer products firms, advertising agencies and non-governmental organizations to develop a coordinated, cross-platform public awareness campaign on HIV/AIDS. In October 2006 – December 2008, the UMP team successfully recruited 56 members, including 15 national and 20 regional media companies and 21 corporate and non-profit partners.

Leveraging their core competencies, UMP partners employed a wide range of platforms to promote the StopAIDS campaign messages. National and regional TV and radio channels offered prime-time PSA placement and developed HIV-related entertainment content to reach greater audiences. Publications and print houses produced special editorial and print content linked to the StopAIDS

campaign. In cooperation with the Big Board Company, Metrolight and governmental agencies – specifically the State Social Service for Family, Children and Youth and Kyiv administration – UMP was able to secure outdoor PSA placement on billboards, and metro and city lights. Two UMP corporate partners – L'Oréal and Timeline – placed HIV-related messages on their products. Timeline also provided access to its network of cinemas, where PSAs were broadcast before feature presentations. Thanks in large part to the International HIV/AIDS Alliance and the All-Ukrainian Network of PLWH, among other non-profit partners, UMP successfully reached millions of Ukrainians with HIV-related informational leaflets and other print materials that were distributed in advance of World AIDS Days in 2007 and 2008. Lastly, a diverse range of UMP partners organized high-impact special events throughout the grant period to deliver the campaign's key message that HIV affects everyone.

1.1.1. UMP member recruitment

In October 2006 – December 2008, the UMP team recruited and collaborated with a total of 56 member organizations. The full list of UMP members illustrates the ongoing efforts to develop UMP partnerships and, ultimately, reach a greater audience. A full alphabetical list of UMP members as of the end of December 2008 is detailed below:

- *5th TV Channel*
- *All-Ukrainian Network of PLWH*
- *ART style*
- *BIG BOARD Group*
- *Center for Ukrainian Reform Education*
- *Charitable Organization Health for All Foundation*
- *CITY TV channel*
- *Cosmopolitan/Ukraine*
- *Doctors of the World*
- *E-Kros*
- *Elena Franchuk AntiAIDS Foundation*
- *Expert Ukraine Group*
- *First National TV Channel*
- *Gazeta Khreschatik*
- *Gazeta po-Ukrainski*
- *Gazeta Ukrainska Stolytsya*
- *Gazeta Vechirniy Kyiv*
- *Human Rights Protection Center TABO*
- *ICTV*
- *Information and Analytical Center Civic Space*
- *Institute of Pulmonology and Phthysiology of Academy of Science of Ukraine*
- *INTER TV Channel*
- *International HIV/AIDS Alliance in Ukraine*
- *International Relief and Development, Inc.*
- *Internews Ukraine*
- *The Liliya Podkopayeva Healthy Generations Foundation*
- *M1*
- *Media Center*
- *Megaprime*
- *Mega Radio*
- *MEGASPORT TV Channel*
- *Men's Health magazine*
- *The Ministry of Youth and Sport of Ukraine*
- *Mnemosoft*
- *Mykolayiv Oblast TV*
- *NIS TV (Mykolain)*
- *NOVYI*
- *Playboy magazine*
- *Prevention*
- *Radio ERA*
- *Radio Kontinent*
- *Radio KYIV*
- *Radio Liberty/Kyiv bureau*
- *Radio Rok's*
- *SAAPF*
- *Segodnya newspaper*
- *STB*
- *The State Social Service for Family, Children and Youth*
- *Timeline Group*
- *TONIS TV Channel*
- *TRK Crimea*

- *TRK KYIV*
- *Ukrainians Against TB*
- *Uman TV*
- *UTR TV*
- *Yunion TV Channel (Donetsk)*

1.1.2. StopAIDS Campaign messaging on consumer products

During the grant period, the UMP team approached several companies with proposals to utilize their core competencies and place StopAIDS campaign messages on their products, thereby contributing to the fight against HIV/AIDS in Ukraine. As such, UMP targeted the two largest GSM operators in Ukraine –Ukrainian Mobile Systems (UMC GSM), and Life:) – to co-organize an SMS contest on HIV-related issues among their subscribers and/or to place StopAIDS campaign messaging on their phone cards. As part of the SMS contest, mobile phone subscribers would SMS their answers to HIV-related questions to contest organizers, after which a certain number of respondents who submitted correct answers would be rewarded with prizes. Both proposals aimed to promote public awareness of the HIV issue and motivate people to learn more about the disease. UMP also submitted proposals to Metro Cash & Carry Ukraine, the Fozzy Group, Bila Vorona, Fly Cards, and The Coca-Cola Company, among other large and medium-size enterprises operating in Ukraine. Unfortunately, most of the proposals were rejected, as businesses did not want consumers to associate their company names with any diseases, especially HIV/AIDS.

Despite The Coca-Cola Company’s decision not to place StopAIDS campaign messages on their products, UMP was able to engage them in numerous other initiatives ranging from sponsoring events to implementing educational projects for their employees to funding design and production of print PSAs in order to deliver HIV messages to a wider audience.

Most notably, UMP built successful partnerships with L’Oréal Ukraine and Timeline. In spring 2008, UMP first approached L’Oréal Ukraine’s management with an idea to place the StopAIDS campaign PSAs on L’Oréal’s products. The UMP team was immediately impressed with L’Oréal’s response and commitment to the HIV cause. On July 21, 2008, UMP signed a Memorandum of Understanding with L’Oreal to place the StopAIDS campaign logo and messages on L’Oréal’s products and training materials for hairdressers. In July - September, UMP staff proofread relevant training materials – a brochure and questionnaire – to ensure that the HIV issues were presented in a concise and user-friendly format and avoided discriminatory and stigmatizing language. The UMP team then conducted two one-hour workshops for L’Oreal’s trainers, who in turn educated L’Oréal’s hairdressers throughout Ukraine about HIV and the specifics of the epidemic in Ukraine. As a result of this partnership between UMP and L’Oréal Ukraine, the StopAIDS campaign messages could reach more than 400,000 Ukrainians – clients of over 5,000 hairdressers employed by L’Oréal in the country.

Lastly, in September 2008, UMP negotiated another momentous partnership to raise awareness of HIV/AIDS and ways to prevent the spread of the disease by placing of PSAs on consumer products. Timeline is one of Ukraine’s leading entertainment companies, whose businesses include production of feature and documentary films and their distribution to CD/DVD, and a Ukraine-wide network of cinemas. In October - December 2008, Timeline broadcast UMP’s PSAs throughout its network of cinemas. In addition, Timeline started placing stickers with StopAIDS messages on its CDs and DVDs in December. UMP attributes the success of this partnership to the senior management’s commitment to HIV. Timeline’s Executive Director Igor Dikhtenko is

personally invested in this issue and would like to position Timeline as a socially responsible business. Remarkably, before the end of 2008, Timeline also produced a short HIV-focused movie entitled “Test” with participation of the All-Ukrainian Network of PLWH. Dmitriy Sherembey from the Community of PLWH played the roles of both director and a main actor in this movie. Finally, it is critical to stress that PSA placement on Timeline’s products will continue into 2009. Partnerships with L’Oréal Ukraine and Timeline further expanded the portfolio of communication platforms UMP uses to deliver HIV messages to the Ukrainian public.

1.1.3. StopAIDS Campaign special events

During October 2006 - December 2008, UMP and its partners organized six special events. In 2007, in honor of World AIDS Day, a coalition of leading HIV/AIDS organizations and businesses in Ukraine brought together top Ukrainian celebrities for two dynamic events – SOSstradenie (Compassion) charitable gala-concert at the Ukraina Palace and a nationally-broadcast StopAIDS telethon – to show their support for PLWH and help raise awareness about the country’s surging HIV/AIDS epidemic. In addition, UMP promoted HIV/AIDS awareness message at the ‘Youth Art Against AIDS’ Expo-fair and a Tango Concert. The World AIDS Day special events served to emphasize that HIV/AIDS affects everyone and encouraged non-discrimination and tolerance towards those living with HIV.

In 2008, UMP partners hosted two media events. On February 14, in conjunction with Valentine’s Day, UMP, the Kyiv City Center for Family, Youth and Sport and VAN-Consulting Agency co-organized an HIV/AIDS awareness event “Happiness to Always Be Together” that took place in Kyiv. The event’s goal was to remind young Ukrainians that love also means taking care of one’s partner and his/her health and to draw their attention to the surging HIV epidemic in Ukraine. The event encouraged the participants to be faithful, think about their behavior and protect themselves and their loved ones from HIV infection. In spring 2008, UMP partnered with the group of companies “Foxtrot,” Prygody magazine for teenagers, Kyiv Centre of Social Services for Families, Youth and Children, and the Ministry of Education and Science to organize an All-Ukrainian Art Contest entitled, “I Say NO to Drugs!” for children 9 to 15 years old. On June 19, nineteen finalists received awards for their outstanding works of art and their talents and commitment to “saying NO to drugs.” The competition aimed to raise awareness of drug use, a major factor contributing to the Ukraine’s growing HIV epidemic among youth, and educate them about the related dangers.

1.2. Challenges and Lessons Learned

As pointed out by an external evaluator Natalia Feduschak, hired by IREX, the first wave of StopAIDS campaign PSAs, which were adapted from those produced by the Russian Media Partnership to Combat HIV/AIDS, were not received as well as UMP leadership had hoped. Informal discussions with the UMP partners who broadcast UMP PSAs or engaged in other campaign projects further confirmed this finding. Specifically, the partners communicated the need for PSAs original to Ukraine, stressing that Ukrainians are likely to better identify with PSAs featuring familiar celebrities and popular sites in Kyiv and other Ukrainian cities.

Though UMP first approached the Elena Franchuk ANTIAIDS Foundation with the idea of producing local PSAs back in 2006, it took close to two years to negotiate this partnership. UMP secured ANTIAIDS’s oral commitment to the project, but was unable to move forward with production without the Foundation’s formal document detailing their support. Once a formal MOU

was finally signed on September 30, 2008, the partners quickly proceeded to produce the next wave of PSAs that are scheduled to be broadcast in January-February 2009.

In addition, due to HIV-related stereotypes and stigma, UMP experienced difficulties recruiting members and partners to join the campaign. During informal meetings, a number of company representatives mentioned that their senior management did not want the general public to associate their respective company names and products with any disease, but especially with HIV/AIDS. This sentiment was particularly challenging to overcome when the UMP team was proposing PSA placement on consumer products. UMP expects that the private sector engagement in fighting HIV in Ukraine will expand once the public becomes more accepting towards PLWH and starts to identify, empathize and build solidarity with PLWH.

OBJECTIVE 2: Develop and distribute targeted and coordinated HIV/AIDS messaging aimed at youth and high-risk groups (including youth and IDUs) to include:

- A minimum of 1 new and 6 adapted PSAs for distribution among Ukrainian television media;
- A minimum of 4 new and 14 adapted PSAs for Ukrainian radio;
- A minimum of 2 new and 3 adapted PSAs for Ukrainian print publications and/or outdoor distribution;
- Development of a selection of accessible sources of information on HIV/AIDS for campaign target audiences including the strengthening of Internet resources and distribution of informational materials.

TABLE 2: Results for Objective 2 Indicators

	Objective	Cumulative Results (October 2006 – December 2008)
Indicator 2.1	A minimum of 1 new and 6 adapted PSAs for distribution among Ukrainian television media	6 new and 14 adapted PSAs for distribution among Ukrainian television media
Indicator 2.2	A minimum of 4 new and 14 adapted PSAs for Ukrainian radio	9 new and 9 adapted PSAs for Ukrainian radio
Indicator 2.3	A minimum of 2 new and 3 adapted PSAs for Ukrainian print publications and/or outdoor distribution	9 new and 6 adapted PSAs for Ukrainian print publications and/or outdoor distribution

2.1. Activities and Outputs

In October 2006 - December 2008, UMP successfully produced six new and 14 adapted video PSAs, nine new and nine adapted radio spots, and nine new and six adapted print PSAs. UMP has outperformed its targets for the production of PSAs original to Ukraine. Given the discussion presented in section 1.2 above on a reported greater impact of local PSAs versus those adapted from Russia, and with USAID and IREX approval, UMP produced a higher number of local radio PSAs than planned, and adapted a smaller number of PSAs from Russia.

During the program, UMP developed partnerships with Sanoma Magazines Ukraine (formerly known as Independent Media Group) and the Elena Franchuk ANTIAIDS Foundation that allowed UMP to successfully produce two waves of local PSAs. In the framework of its agreement with Sanoma Magazines, UMP and partners produced five video PSAs that were broadcast starting November 2008, five radio spots, and seven print PSA placed in the December 2008 issues of the Sanoma Magazines publications, including Story, Cosmopolitan, Men's Health, Domashniy Ochag, and Prevention. In the framework of its MOU with the ANTIAIDS Foundation, UMP produced one video spot to start broadcasting in January - February 2009, and secured the ANTIAIDS Foundation's commitment to deliver four radio and two print PSAs.

UMP's StopAIDS campaign targeted the general population with specific messages continually putting a human face on the AIDS epidemic as a means to confronting the misconceptions and stigma that fuel the spread of HIV/AIDS in Ukraine. For example, the campaign's second wave presented true-life stories of two young adults, Sasha and Alec, who "just like many people their age" did not think HIV/AIDS was something that could happen to them ... until it did. Sasha and Alec lent details of their lives and personal snapshots from their childhood and adolescence to the campaign in order to show that HIV/AIDS can affect anyone, just as it did them. Their real names and faces were used in the PSAs, indicating that they learned about their HIV-positive status at ages 22 and 24, respectively. According to statistics, Ukrainian youth under the age of 30 are most vulnerable to the infection.

Importantly, UMP's public awareness campaign avoided frightening the Ukrainian public about the health implications of being HIV-positive – an approach common to initiatives implemented in Ukraine in the 1990s. Instead, UMP focused on the message that it does not matter who you are – HIV/AIDS affects every person regardless of social standing, profession or even HIV status; we are all equal in front of AIDS and everyone is responsible for his/her own health. At a time when the HIV epidemic was growing, the campaign reminded its audience that everyone has to be informed about means of HIV transmission and how to prevent HIV infection. HIV was never someone else's problem – IDUs, commercial sex workers and men who have sex with men – but required joining efforts and resources of the Ukrainian government, NGOs, businesses and individuals to curtail the spread of the disease.

The UMP campaign PSAs, including TV and radio spots and print and outdoor materials are linked to the Ukraine's National hotline on HIV/AIDS and encourage the audience to seek additional information by dialing the hotline's number or visiting its website provided in each of the campaign ads. According to data from the SAAPF Foundation, which runs the national hotline, placement of UMP PSAs in national and regional mass media outlets may have contributed to the growing increase in calls to the hotline by people requesting specific HIV-related information, as this increase occurred immediately following the inclusion of the hotline information in the StopAIDS PSAs in the last quarter of 2007.

2.1.1. StopAIDS Campaign placement

Throughout the grant period, UMP consistently worked with its members to expand the campaign PSA placement on their respective TV and radio channels. Since the start of the campaign in October 2006 through the end of December 2008, the UMP secured US\$5,381,263 in leveraging funds (*Please see Appendix I for the summary of campaign leverage, and Appendix II for a detailed report*).

2.1.2. UMP partners with Sanoma Magazines Ukraine and MTV

UMP, in partnership with Sanoma Magazines Ukraine (formerly known as Independent Media Group) and MTV, produced its first set of PSAs original to Ukraine, including five video and seven print PSAs. UMP played a major role in facilitating and managing this critical project. First, UMP identified and inspired both Sanoma Magazines and MTV to join their efforts and reach a greater number of people. Second, UMP offered ideas and creative concepts for PSA messages and contributed its HIV knowledge and expertise throughout the project implementation process. MTV and UMP members started PSA placement in November 2008. Sanoma Magazines published the print PSAs in the December 2008 issues of their five magazines.

In an effort to expand the campaign's impact even further, UMP reached out to The Coca-Cola Company to support production of complementing radio PSAs. Given the long-term steadfast partnership between UMP and The Coca-Cola Company, they agreed to fund production of five radio spots, as well as metro and city light posters throughout Kyiv.

2.1.3. UMP formalizes its partnership with the ANTIAIDS Foundation

It took UMP almost two years to negotiate a mutually-beneficial MOU with the Elena Franchuk ANTIAIDS Foundation. On September 30, 2008, the partners reached an agreement to jointly develop one video, four radio and two print PSAs. In partnership with the ANTIAIDS Foundation, UMP produced the second wave of PSAs original to Ukraine before the end of 2008. The ANTIAIDS Foundation also committed to broadcasting starting in January-February 2009 the new jointly-produced PSAs on its four national channels, including ICTV, NOVYI, STB and M1, and 11th regional TV channel (Dnipropetrovsk). Lastly, as part of the MOU, the ANTIAIDS Foundation will develop four radio and two print PSAs during the first quarter of 2009.

2.1.4. HIV/AIDS content development

UMP collaborates with Radio ERA

Radio ERA FM is a nation-wide radio network that is broadcast in all of Ukraine's regions, with a daily audience of 250,000 listeners in Kyiv and 700,000 throughout Ukraine. The partnership between UMP and Radio ERA began in 2007, when the partners produced a number of programs focusing on HIV-related issues in Ukraine. Notably, during the third quarter of 2007, Radio ERA in cooperation with TPAA and the Center for Ukrainian Reform Education, produced a program entitled "The quality of drugs that we are taking," which reported on the ARV-drugs quality, treatment availability and other ARV-related issues. Svitlana Antonyak, Head of AIDS Department of the Institute of Epidemiology and Infectious Diseases, and Bogdan Zaika, an expert at the All-Ukrainian Network of PLWH, discussed ARVs' low quality and lack of government funding to provide ARVs to all Ukrainians in need of treatment, among other important issues. A large number of questions and comments during the question and answer period at the end of the program confirmed the urgent nature of the HIV/AIDS issue in Ukraine, especially the problem of accessible ARV treatment.

As the partnership progressed and Radio ERA became more familiar and comfortable with the HIV issues, the radio station established a regular one-hour program "Affects Everyone" that aired twice a month. As a rule, UMP recommended programs' themes and participants, provided technical

support on background materials, and actively participated in program logistics (i.e. inviting guest speakers and developing scripts). During the grant period, Radio ERA prepared and aired 21 radio programs on a wide variety of HIV/AIDS-related topics. Each program ended with a question & answer session, when listeners could call in to discuss issues of special interest to them.

UMP partners with Radio Rocks

Radio Rocks is another solid UMP partner in the radio entertainment community. The partnership between UMP and Radio Rocks also began in 2007 when the radio station committed to hosting a program, entitled “STOPAIDS!” twice a month. In close collaboration with UMP, Radio Rocks has produced 17 programs, since the start of this fruitful relationship. In advance of 2008 Valentine's Day, Radio Rocks and UMP produced a special celebratory issue of the program. During this program, Anna Kharlashko from VAN-Consulting Agency and Kostyantyn Ryzhkov, UMP Manager, discussed a number of critical issues related to HIV/AIDS, including faithfulness and condoms as means to prevent HIV infection, as well as invited the audience to participate in the “Happiness to Always Be Together” event, which took place on February 14, 2008.

UMP strengthens its online presence

Throughout the grant period, UMP continuously strived to update and improve the UMP campaign website. The website contains a breadth of information on HIV and all of the first wave campaign PSAs that are available for download; and will provide access to the second and third waves of UMP PSAs. In addition, UMP posted all the articles published by the UMP members on its campaign website, as well as consistently informed its website visitors about the new UMP members by posting website announcements and updating the UMP member list.

In addition, in the beginning of 2008, the UMP team developed a banner featuring the StopAIDS Affects Everyone campaign together with the telephone number for the Ukraine's National Hotline on HIV/AIDS. This banner was placed on a number of the UMP partner websites, including e-news.com.ua, e-finance.com.ua, ne-bolei.com.ua, and www.civicua.org. The banner aimed to catch users' attention and redirect them to the National Hotline official website - www.helpme.com.ua.

Lastly, on July 25, 2008, UMP organized an interactive online conference that focused on HIV/AIDS in Ukraine and was hosted on the website of the popular online Ukrainian e-newspaper, E-NEWS. Konstantin Ryzhkov, TPAA's program manager of the Ukrainian Media Partnership to Combat HIV/AIDS, and Aleksandr Yurchenko, Chief Doctor at the Kyiv municipal city center on HIV/AIDS prevention, led the online discussion, which took the format of a question-and-answer session. Participants learned about the HIV/AIDS epidemic in Ukraine, how HIV is transmitted and can be prevented, among other issues. The online conference also discussed a range of topics including the importance of mass media in curbing the spread of HIV/AIDS, the rights of PLWH, and the role of non-governmental organizations like TPAA in HIV prevention and education.

2.1.5. UMP's StopAIDS campaign gives voice to PLWH

In addition to educating the general public about the virus, ways of HIV transmission and HIV prevention and continually reinforcing the message that everyone is vulnerable to HIV infection, the StopAIDS campaign also aimed to inform its audience about the day-to-day lives of PLWH.

Campaign activities strived to give a public voice to PLWH, encourage Ukrainians to identify, empathize and build solidarity with PLWH and reduce stigma and discrimination of PLWH.

UMP employed a variety of approaches to engage PLWH and the Community of PLWH into its projects and initiatives. Thanks to its solid partnership with the All-Ukrainian Network of PLWH and in an effort to build UMP media partners' capacity to develop quality HIV-related entertainment content, UMP provided its members with ongoing access to PLWH and facilitated often complex relationships between journalists and individuals living with the virus. PLWH often were guests of programs hosted by Radio ERA and Radio Rocks, providing their unique perspective on the surging epidemic while advancing a tolerant attitude among the general public towards PLWH.

UMP also encouraged its partners in the print media sector to regularly produce articles about people living with the virus in Ukraine. In spring 2007, the Cosmopolitan magazine produced one of its first pieces covering a story of Antonina, a woman in her 30s from Cherkasy. The article turned out to be very emotional, since a large part of it focused on how Tonia dealt with stigma and discrimination coming even from her own family and in her own neighborhood. Except for her HIV-status, however, she leads an ordinary life; she is a professional, she provides for and raises her children and she is passionate about life. Throughout the grant period, UMP worked with Cosmo to continually publish related articles delivering the message that HIV affects everyone to its 450,000 readers (TNS Ukraine data). Cosmo not only actively participated in the campaign's implementation, but also promoted UMP membership and participation among other media companies, and its top managers demonstrated commitment to encouraging and empowering its journalists to write about HIV/AIDS issues.

In its turn, UMP educated local journalists and editors about Ukrainians living with HIV through its journalism training program. UMP regularly invited PLWH to journalism trainings and press club meetings to promote ongoing dialogue between people living with the virus and Ukraine's media, which have the power and means to deliver their personal stories to greater audience, thereby educating the public about and decreasing stigma and discrimination of PLWH. Notably, TPAA even recruited Anna Grekova, Senior PR Specialist at the All-Ukrainian Network of PLWH, as a trainer for its journalism workshops. Anna's candid discussion of her HIV-positive status brought an invaluable perspective to the trainings and every time was an eye-opening experience for the participants. Most of training participants stressed that meeting a highly-accomplished HIV-positive person during the workshop was the highlight of their experience.

The StopAIDS campaign staff members also made sure that PLWH were always among the invitees and attendees of all national and regional special events hosted by UMP. By partnering with PLWH to organize public events, UMP aimed to demonstrate to Ukrainians that the most effective response to the epidemic is the one that brings together the Ukrainian government, private sector, NGOs and PLWH to jointly find sustainable solutions to the problem that affects everyone. As detailed in these examples, throughout the grant period, UMP aimed to engage PLWH into the public dialogue on HIV seeking to promote inclusiveness and solidarity with those living with the virus and create a safe environment for PLWH to tell their stories and share challenges.

Unfortunately, stigma, discrimination and fear of PLWH are still wide-spread in Ukraine. According to the findings of the evaluation survey conducted by the First Rating Company in December 2008, 76% of respondents feel compassion towards PLWH and 44% are willing to help them. At the same time, 43% of people reported fear of PLWH and anxiety about getting infected, while 21% of

respondents would like to keep their distance from and avoid any communication with HIV-positive individuals. When compared to the 2005 statistics, these numbers show slight improvement in public attitudes towards PLWH. A survey sponsored by the AIDS Foundation East-West (AFEW) in the end of 2005 revealed that 46% of respondents felt fear towards HIV-positive people and 25% of respondents thought that the government should isolate HIV-positive individuals from the rest of the society. *(More details on the 2008 survey by First Rating Company can be found below in the Monitoring and Evaluation section.)*

Though there is a positive trend demonstrating a change in the public perception of PLWH, this is still a minor step forward in changing people's attitudes and behaviors directed towards those living with the virus. Stigma directed at PLWH not only makes it more difficult for HIV-positive people to live their lives, but also hinders efforts to fight the HIV epidemic in Ukraine. On a national level, stigma associated with HIV deters the government from taking fast, effective action against the epidemic, while on a personal level it makes individuals reluctant to access HIV testing, treatment and care.

2.2. Challenges and Lessons Learned

A major challenge for UMP and its partners was the absence of effective legislation and practice on placement of PSAs in both print and electronic media. A good illustration is UMP's experience with Kyiv's local government. Although the city in principle agreed to provide outlets for social advertising, when it came to practical implementation of their commitment, it created roadblocks for PSA placement. Four departments within Kyiv's government are responsible for approving a social advertisement before it can be considered as such (as opposed to a commercial ad). This is a critical distinction, since companies have to pay much more for commercial advertising than for social messaging. In 2007, when BigBoard Company agreed to place campaign's print PSAs on its outdoor platforms, the partners appealed to the city government to approve campaign billboards and messages in light boxes as PSAs. Despite the Deputy Mayor's ruling to recognize the materials as PSAs, the city administration refused—concluding that the messages were commercial in nature. As a result, billboards and light boxes were moved out of Kyiv and to other Ukrainian regions.

Notably, Ukraine's advertising law stipulates that five percent of all ads on state-run television must have a social message. However, this rule is not enforced in practice; in fact, no agency is checking whether TV and radio stations follow this requirement or not. It is at media outlets' complete discretion whether or not to place PSAs on their channels. In addition, UMP also encountered problems in getting PSAs on the First National Channel because of TPAA's legal status in Ukraine. Under article 12 of the advertising law, pro-social ads can be broadcast pro-bono only if they are produced by a state body, a body of self-government or a non-governmental (hromadska) organization. However, TPAA is registered as a charity (blahodiyina) organization, and therefore its PSAs cannot be placed on state-run channels free of charge.

Though still a complicated process, PSA placement with privately-owned TV channels was easier to navigate. As evaluator Nataliya Feduschak stated in her report, there were no legal barriers for the private TV stations to air social advertisements; however, neither was there a law compelling them to do so. Companies' decisions on airtime commitments for pro-social messaging rested on their sense of corporate social responsibility and financial incentives, which unfortunately are virtually nonexistent in Ukraine. This is one of the key reasons why TPAA had such difficulty securing commitments to air PSAs from Studio 1+1 and Inter – the two largest and most popular TV

channels in Ukraine. Informal conversations with representatives from Studio 1+1 and Inter confirmed that the channels' hesitation to place PSAs was caused by their reluctance to cut into their advertising revenues. It is worth mentioning that, after months of negotiations, UMP managed to sign an agreement with Studio 1+1 to place PSAs. However, the TV channel only aired them in November 2007, for one month. The station's management justified their decision to stop PSA placement by referencing the need to renew the station's license and their concern for free-of-charge PSA placement given the uncertainty of tax legislation regulating social advertising. In fact, even one of UMP's most committed partners Sanoma Magazines chooses to refer to PSAs as informational materials rather than social ads. If they referred to PSAs as social messaging, they would have to pay advertising and value-added taxes.

As Ms. Feduschak highlighted in her report, there is little UMP can do to change the advertising law and related regulations other than lobby for change. Experts agree that there needs to be a straightforward set of standards on what constitutes a PSA. Perhaps Ukraine also needs a national council that would make a final authoritative decision in cases when it was not immediately clear. Once a particular ad received such council's determination, it would put additional pressure on local authorities to air it as one and/or to charge companies like BigBoard appropriate fees.

Lastly, from its own experience and partner feedback, the UMP team noticed that video PSAs and outdoor and print PSAs are more visible and, therefore, more effective than radio PSAs in communicating HIV messages to the public. TV and radio programs on issues related to the epidemic and special media events like TV telethon on the 5th channel on 2007 World AIDS Day were also effective in delivering the message and well-received by experts and the general public.

OBJECTIVE 3: Mobilize and train journalists and journalism students in Kyiv and at least four regions to improve the quality and quantity of HIV/AIDS-related reporting.

- A minimum of 80 journalists trained to be proficient in medical, social, economic and political aspects of HIV/AIDS, including issues related to vulnerable groups;
- A minimum of 6 meetings of the Ukrainian Press Club on HIV/AIDS (coordinated by TPAA);
- A minimum of 2 fellowships awarded to journalists pursuing in-depth reporting projects on HIV/AIDS among vulnerable populations.

TABLE 3: Results for Objective 3 Indicators

	Objective	Cumulative Results (October 2006 - December 2008)
Indicator 3.1	A minimum of 80 journalists trained to be proficient in medical, social, economic and political aspects of HIV/AIDS, including issues related to vulnerable groups	182 journalists were trained to be proficient in medical, social, economic and political aspects of HIV/AIDS, including issues related to vulnerable groups
Indicator 3.2	A minimum of 6 meetings of the Ukrainian Press Club on HIV/AIDS	6 meetings of the Ukrainian Press Club on HIV/AIDS were held
Indicator 3.3	A minimum of 2 fellowships awarded to journalists pursuing in-depth reporting projects on HIV/AIDS among vulnerable populations	3 fellowships to journalists pursuing in-depth reporting projects on HIV/AIDS among

		vulnerable populations were awarded
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3.1 Activities and Outputs

TPAA’s Journalism Training and Media Fellowship programs aimed to raise awareness and build capacity among Ukrainian journalists in order to advance public dialogue on HIV/AIDS, improve the quality and frequency of reporting on HIV/AIDS-related issues and, ultimately, reduce the rates of new HIV infections and slow the spread of the epidemic in the region. The program’s goal was to reinforce the important role that mass media in general, and journalists in particular, play in educating the public about the epidemic and to ensure accurate, comprehensive and on-going coverage of HIV/AIDS – including the status of the epidemic, the growing impact of HIV on women, daily lives and human rights of people living with HIV and access to ARV treatment, among other sensitive topics.

During October 2006 - December 2008, UMP successfully conducted nine journalism trainings and six press club meetings reaching 182 journalists with information on effective reporting on HIV. In 2007, TPAA awarded three media fellowships to one TV company and two independent journalists, who as a result produced 15 high-quality materials, including one print article, four radio and ten TV programs.

3.1.1. Journalism Training Program

UMP’s Journalism Program encouraged in-depth coverage of HIV/AIDS, and informed, motivated and created training and educational opportunities for Ukrainian journalists and editors to strengthen their commitment to reporting on HIV-related issues. During the grant period, the UMP team organized six press club meetings, including one in 2007 in Vinnytsya, and five in 2008 in Cherkasy, Chernigiv, Poltava, Sevastopol and Kyiv. TPAA also conducted nine journalism trainings, including six in 2007 in the Republic of Crimea, Kyiv, Mykolaiv, Dnipropetrovsk, Donetsk and Alchevsk, and three in 2008 in Sumy, Kirovograd and Kherson. By the end of December 2008, UMP successfully fulfilled the indicator targets, reaching a much larger number of journalists than was originally planned. Over 180 journalists attended 15 skill building workshops during October 2006 - December 2008.

In order to garner interest and provide participating journalists with the most accurate and up-to-date information, UMP invited Ukrainian and international public health and journalism experts with a long history of work in their respective fields to its six press club meetings. By bringing together medical experts, leading journalists and representatives from AIDS Centers and the Community of PLWH to provide their unique perspectives on different aspects of the epidemic, UMP strived for a balance of views on each of the discussed topics.

On Ms. Feduschak’s recommendation, since March 2008, UMP has been circulating a press release related to each of the press club meetings. Given that UMP tried to conduct its workshops in different Ukrainian regions, a press release would summarize all the latest and most important HIV-related statistics for the specific region where the event was conducted with the goal of then circulating it to all interested media outlets, whose representatives could not participate in that particular event. By providing these ready-to-use and comprehensive summaries, TPAA encouraged local media to publish relevant HIV statistics and trends, thereby further improving awareness of the

epidemic among the general population. This practice of pairing up an event and a press release proved to be very successful in securing additional media coverage of the epidemic. As a result of three press clubs in March - September 2008, participating journalists produced over 40 materials ranging from TV programs to radio reports to print articles.

UMP journalism trainings included two distinct parts. The first half of the training generally provided an overview of the HIV/AIDS epidemic globally and in Ukraine, and introduced participants to critical HIV-related issues, such as obstacles and prospects related to HIV vaccine development, access to HIV treatment and therapy, the feminization of the epidemic, HIV-positive children, and stigma and discrimination of PLWH. The second half of the training engaged journalists in a series of dynamic, interactive exercises that included role-playing scenarios, a press conference and an interview with a patient who is currently undergoing ARV-treatment. These real-life situations provided journalists with practical ideas and strategies and helped them reevaluate their own perspectives, attitudes, and behaviors in the area of HIV/AIDS reporting. In addition, a separate discussion covered the difficulties of reporting on HIV/AIDS in mass media, including the role of ethics in journalism, the development of news sources, and the use of sensitive language. All participating journalists received TPAA's Manual on HIV/AIDS Reporting and useful contact information for future reference.

3.1.2. Media Fellowship Program

During the grant period, UMP awarded three media fellowships to Uman TV Company and two independent journalists Raisa Krayeva and Tetyana Makivska. In the framework of its fellowship agreement, Uman TV Company produced seven TV programs. The three programs Uman prepared on PLWH and HIV-positive children in July - September 2008 were broadcast seven times. Notably, after broadcasting these programs, Uman TV Company received a number of inquiries, including those from the regional Department of Family and Youth and the Center for Social Services for Children and Youth, to use these programs for educational purposes at the region's secondary schools.

Independent journalists Raisa Krayeva and Tetyana Makivska produced five and three journalistic pieces, respectively. Ms. Krayeva prepared four radio programs and published one article; while Ms. Makivska successfully developed a series of three 45-minute talk-shows on HIV that were broadcast on Zhytomyr Oblast TV channel in the framework of its talk show "Another Dimension" in September 2008. Overall, the UMP media fellows produced 15 high-quality products, including one print article, four radio and ten TV programs.

UMP noticed that journalism pieces produced by the media fellows differed from those produced by trained journalists (who attended press club meetings or journalism trainings, but did not receive a grant to produce HIV-related media coverage). Though the majority of trained reporters wrote at least one article after the training, those articles were mostly general, often providing statistics, and only occasionally using journalistic techniques like profiles or interviews to present the information in a more engaging way. Journalism pieces by media fellows, however, often explored HIV in greater depth and through innovative reporting often illuminating an aspect of the epidemic the Ukrainian public hears little about. Materials produced by media fellows clearly demonstrated that the greater resources and attention the media fellows received yielded higher quality results.

3.2. Challenges and Lessons Learned

As Ms. Feduschak mentioned in her report, UMP journalism trainings and press club meetings had a positive effect. Journalists who attended the training in the Republic of Crimea spoke highly of all trainers' professionalism, expertise, and ability to engage journalists in productive discussions. Participants were grateful for workshops because expert presentations and interactive discussion provided them with an in-depth look at HIV/AIDS, how the epidemic developed in Ukraine and how to effectively report on the HIV issues. Many participating journalists expressed willingness to participate in future trainings.

As a result of TPAA's efforts, Ukrainian journalists reported on HIV more frequently and more accurately than before, which has helped lower stigma and discrimination of PLWH – according to the UMP Journalism Program Coordinator's observations that PLWH were more willing to publicly discuss their HIV status, share their stories with journalists, and allow their photos to appear in magazines. UMP considers its press club meeting and trainings essential tools and key components of any program that aims to advance public dialogue on HIV and increase HIV-related media coverage. The UMP press monitoring effort proved that press club meetings and trainings led to increased reporting on HIV in those Ukrainian regions. However, it is critical not to organize too many workshops in one region, as that might lead to the loss of their status as news-worthy events and, thereby, to decreased interest.

3. MONITORING AND EVALUATION

UMP employed a number of methods to monitor and evaluate its efforts and impact during the grant period. Specifically, UMP worked with Ms. Feduschak to assess campaign reach and impact from the start of the campaign through early 2008. In December 2008, UMP engaged an independent public opinion firm to conduct a survey of Ukrainians' knowledge and familiarity with the UMP campaign and campaign's impact. In addition, UMP utilized every meeting with partners or prospective partners to gather their informal feedback on UMP activities, events and progress. When UMP staff participated in TV and radio programs with UMP members, they also solicited informal comments from other expert participants and observed UMP partners' growing interest in the HIV issues. Lastly, before and after journalism trainings UMP staff evaluated journalists' expectations for and opinions about the workshops.

During the last quarter of 2008, UMP, in partnership with the First Rating Company, conducted an evaluation survey to assess the overall impact and reach of the StopAIDS public awareness campaign. On December 7-16, 2008, 1,211 people over 18 years of age from 24 Ukrainian regions, the Republic of Crimea and Kyiv were polled to answer questions about the campaign. Below is a summary of the survey's major findings:

1. The campaign reached 43% or 15.9 million Ukrainians nationwide. The campaign's print PSAs, including outdoor platforms, proved to be most effective reaching 50% of the general population; 40-45% of Ukrainians were familiar with UMP's TV ads, while 30-35% recognized radio PSAs.

2. Two out of three Ukrainians (67%) assessed the StopAIDS public awareness campaign and its messages as effective in influencing and changing people's behaviors. Specifically, respondents stated that the campaign succeeded in informing people about HIV, led to individuals' evaluation of their vulnerability to HIV, and attempted to decrease stigma directed at PLWH. Moreover, 41% of respondents reported that UMP PSAs changed their personal behavior. Having encountered the StopAIDS campaign PSAs, they took specific measures to protect themselves from HIV, including being more careful in their sexual relationships, learning more about HIV, planning to or taking an HIV test, and talking to their family members and friends about HIV.
3. Regarding specific target groups, the UMP campaign reached 45% of Ukraine's young adults under the age of 30, 50% of the general population in four Ukrainian regions with high prevalence of HIV, including Dnipropetrovsk, Mykolayiv, Donetsk and the Republic of Crimea, and 19% of IDUs nationwide. UMP concluded that the most effective way to deliver HIV messages to IDUs is through targeted out-reach, including but not limited to distribution of leaflets and brochures with messages that resonate with that group. Notably, UMP's initiative in partnership with the International HIV/AIDS alliance during the third quarter of 2007 proved to be most efficient in delivering HIV messages to IDUs.

Overall, UMP is pleased to report that the campaign met its target success indicators, delivering its messages to all 24 Ukrainian regions and the Republic of Crimea.

4. SUSTAINABILITY

UMP is confident that as a result of its StopAIDS campaign and other project initiatives and activities in the past two years, Ukrainian media became more comfortable reporting on HIV-related issues, capable of producing accurate, informative and interesting programs and articles and committed to informing the Ukrainian public about the growing epidemic. The UMP team is convinced that the Ukrainian print media, specifically *Cosmopolitan* and *Domashnyi Ochag*, will continue covering the epidemic and delivering stories of PLWH to the general public. Leveraging their relationships with the Community of PLWH and regional AIDS centers developed in the course of UMP-led workshops, UMP-trained journalists will continue reporting on HIV developments in their respective regions. TV and radio channels, namely *Radio Rocks* and *Radio ERA*, will continue their regular HIV programming that was originally launched with UMP guidance and support. UMP succeeded in creating an environment where media companies are aware of the critical role they play in educating the public and shaping public opinions on HIV and are eager to use their core competencies to contribute to the fight against the epidemic in Ukraine.

Additionally, throughout December 2008, the UMP team held informal, mostly one-on-one consultations with the UMP Steering Committee Members to evaluate effective ways to sustain UMP in 2009. As a result, the potential solution was revised. UMP is now planning on submitting a formal proposal to the Ukrainian Ministry of Health as a primary successor to UMP and the German Society for Technical Cooperation (GTZ) to jointly carry on UMP activities in 2009 and beyond. UMP considers GTZ a vital partner because of its existing agreement with the Ukrainian

Ministry of Health, its unique status as an implementing agency of the Ministry of Health of Germany and its solid commitment to fighting HIV in Ukraine as demonstrated by GTZ's prior engagement with UMP and other Ukrainian NGOs.

UMP and GTZ cooperated on two projects in the past. In an effort to further the reach of UMP's first wave of local PSAs developed in partnership with MTV and Sanoma Magazines, UMP invited GTZ to support production costs for 40,000 leaflets with a message that *Sex has to be protected*. Prior to this informational campaign, UMP and GTZ also worked together on creating a special issue of a bulletin for the Union of Small and Medium Enterprises of Ukraine. The partners produced 2,000 copies of a brochure focused on business engagement in the fight against AIDS that were distributed in December 2008. In addition, GTZ signed an MOU with the Ternopil regional administration to jointly develop and implement an HIV prevention project in the Ternopil region.

Having identified the Ukrainian Ministry of Health and GTZ as its most realistic successors, the UMP team scheduled a series of meetings with the Head of the HIV/AIDS Committee within the Ministry of Health. Notably, the government's initial response to the proposal was positive. HIV prevention is one of the HIV/AIDS Committee's key responsibilities; however, it does not have sufficient expertise to roll out a Ukraine-wide HIV prevention campaign or enough qualified staff members to implement this initiative. Given the government's interest to capitalize on UMP's experience and accomplishments (in fact, UMP PSAs are already linked to the national hotline on HIV/AIDS) and GTZ's previous investments in the region and their commitment to fighting the HIV epidemic in Ukraine, UMP feels optimistic about its partnership prospects for 2009. The next step in the process would be to discuss with the Ukrainian government specific details of UMP know-how transfer.

5. SUCCESS STORIES

UMP produces its first-ever PSAs original to Ukraine

UMP's partnership with MTV and Sanoma Magazines Ukraine (formerly known as Independent Media Group), one of Ukraine's largest media holdings that publishes *Cosmopolitan*, *Men's Health*, *Story*, *Prevention* and *Domashniy Ochag* magazines, blossomed in Quarter III of 2008. The partners expanded their original idea to produce print PSAs on safer sex practices to also include five video PSAs. UMP played a major role in facilitating and managing this critical project. Sanoma Magazines provided funding to produce seven print and five video PSAs; MTV committed their technical expertise and resources to ensure the high quality of materials. UMP also approached The Coca-Cola Company and GTZ to support production of complementary radio PSAs. UMP's long-term partner The Coca-Cola Company readily supported production of five radio spots, as well as metro and city light posters to further the PSA message. GTZ also contributed by supporting production of 40,000 leaflets that were distributed on World AIDS Day in a number of Ukrainian cities through the chain of cinemas Kinoplats, Brocard stores, and Levi's stores.

The new PSAs feature famous Ukrainian soccer player Vladislav Vaschuk, popular cultural icons, MTV anchors and representatives from the Sanoma Magazines Ukraine – all of whom are familiar

to the Ukrainian general public. The paramount benefit of communicating HIV-related messages through well-known Ukrainian celebrities is that local youth can easily identify with them and realize that the HIV epidemic affects everyone in Ukraine irrespective of their gender, social status, occupation and even HIV-status.

Cosmopolitan/Ukraine reaches over 450,000 readers with HIV messages

TPAA has developed a constructive working partnership with *Cosmopolitan/Ukraine*, one of the most internationally-recognized publications among women. Taking advantage of its access to wide audiences, *Cosmopolitan/Ukraine* uses its magazine to deliver the message that HIV affects every one and that every one can do something to help resolve the problem. Throughout the grant period, *Cosmopolitan/Ukraine* continuously published articles covering the HIV/AIDS epidemic in Ukraine, informing Ukrainian women about the ways to protect themselves and encouraging the general population to identify and empathize with PLWH.

Notable among these efforts, *Cosmopolitan/Ukraine* produced two stories about women living with HIV. *Cosmopolitan* committed five pages of the magazine's April 2008 issue to Antonina's story. Antonina, a woman in her 30s from Cherkasy, lives an ordinary life, but there is something that makes her different - she has been living with HIV for almost five years and is not afraid to talk about her HIV-positive status, about her children and about her life with HIV in Ukraine. *Cosmopolitan's* latest article also focused on a personal story – Angelina contracted HIV from her first boyfriend; however, difficulties associated with living with HIV in Ukraine only made her stronger. These articles provided an opportunity for over 450,000 of *Cosmopolitan* readers (*TNS Ukraine* data) to learn more about HIV/AIDS, empowered them to better protect themselves against HIV/AIDS and encouraged them to be more tolerant towards PLWH.

Cosmopolitan was also among the first UMP members to publish the first wave of print PSAs in May and June 2007. Overall, *Cosmopolitan/Ukraine* was one of the most active UMP members. *Cosmo* not only actively participated in the campaign's implementation, but also promoted UMP membership and participation among other media companies. TPAA especially values *Cosmo* top managers' commitment to encouraging and empowering its journalists to write about the HIV/AIDS issue.

UMP addresses the spread of HIV among injecting drug users (IDUs) in Ukraine

During the third quarter of 2007, UMP, in close collaboration with the International HIV/AIDS Alliance, developed 14 informational booklets for IDUs that covered a wide range of drug-related issues, including: HIV/AIDS and safe sex, drugs and substitution therapy, TB and hepatitis, among other critical issues. UMP organized focus group discussions to explore the knowledge, perceptions, attitudes, and behavior of IDUs concerning the above-listed issues and to assess informational booklets' effectiveness to change their risky behavior. During July 25 – August 5, 2007, Natalya Dmytryshyna, an expert at the Kyiv HIV/AIDS Center, conducted four focus group discussions among 32 IDUs between 20 and 41 years of age, including eight women and 24 men, with at least a one year history of taking drugs.

Most of the participants agreed that these informational leaflets could become an important part of harm reduction programs in Ukraine. According to the participants, the material was not only easy to understand, credible and convincing, but also had potential to introduce safer practices of injecting drugs and eventually reduce the spread of HIV among IDUs. Some booklets, including

basic facts about HIV/AIDS, Hepatitis and TB, were especially well received. When commenting about these booklets, the participants noted:

“Now I understand, unlike the time when I went for HIV counseling. All the information is useful and accessible. I would have not thrown such a booklet away.” (HIV leaflet)

“The information is useful to the point that it made me shiver. This makes you think and it made me analyze my behavior in the past.” (Hepatitis leaflet)

TPAA distributed over 20,000 of each of these leaflets to partner organizations in all 24 regions of Ukraine.

UMP’s print materials on HIV/AIDS reach millions of Ukrainians

During the fourth quarter of 2007, UMP, in close collaboration with the International HIV/AIDS Alliance, the All-Ukrainian Network of PLWH and Kiev AIDS Center, developed HIV-informational leaflets in honor of World AIDS Day. On November 29-30, 2007, one million Ukrainians living in Kiev received HIV-informational leaflets with a message from the UMP’s “StopAIDS: Affects Everyone” campaign. During the StopAIDS telethon broadcast on 5th channel on December 1 that year, anchorman Igor Slisarenko said that getting this leaflet was a pleasant surprise since most people generally received commercial advertising in their mailboxes. Slisarenko also mentioned that the leaflet was informational and vital to fight the epidemic in Ukraine, especially because it grabbed people’s attention.

In early 2008, Ukraine’s largest outdoor operator BigBoard Group donated 300 billboards and 240 city lights for print PSA placement. As part of its commitment to fighting the HIV/AIDS epidemic in Ukraine, BigBoard displayed PSAs in 18 cities all over Ukraine, including Kyiv, Dnipropetrovsk, Donetsk, Gorlovka, Lviv, Lugansk, Sumy, Khmelnytsky, Cherkassy and Kherson. In his comment about BigBoard’s partnership with UMP, Director of BigBoard Group Askold Shestunov stressed,

“We are proud to be a part of the Ukrainian Media Partnership to Combat HIV/AIDS. I hope that other companies join us in this important effort by contributing resources and their unique expertise. Each of us has an important role to play.”