



staying-alive.org

Staying Alive

A multi-tiered rights-free
mass-media campaign on
sexual health, HIV and
AIDS.



Vision Statement

“To reach all young people all over the world with accurate information about sex, sexuality and HIV & AIDS, to allow them to make informed decisions”



Who Watches Staying Alive?

- 15-25 years old
- Early adopters
- Act on instinct & emotions
- Varying socio-economic backgrounds
- Socially conscious
- Aspirational
- Technically savvy
- Value lifestyle of independence & personal freedom



Objectives

- Increase awareness of sexual health and promote the prevention of HIV and other STI's.
- Challenge stigma and discrimination
- Empower young people to make healthy sexual choices.
- Reach beyond MTV with rights-free strategy
- Engage others



Reach & Audience

- Average reach: 64% of all TV households worldwide

- Average of 90% of top 50 HIV and AIDS impacted countries



Ratings

- UK ratings + 145%
- Brazil + 67%
- India + 200%
- China + 200%
- Mexico + 145%



Partnerships

Staying Alive is a partnership driven campaign



MTV



Partners



MTV

- 50 Channels, 44 websites
- 482+ million homes in 179 territories
- 82% of audience lives outside the US
- MTV involved in HIV/AIDS initiatives since its launch in 1981
- Most valuable media brand



Partnerships

Partnering with governments, NGOs, commercial businesses, foundations, bi and multi-lateral organizations, media organizations and individuals.

Asian Broadcasting Union
Bill & Melinda Gates Foundation
Coca Cola Africa
European Broadcasting Union
Family Health International/ YouthNet
Henry J. Kaiser Family Foundation
Independent Radio & TV Nationale d’Africa
Levi’s Jeans
loveLife
MTV Networks International
Nelson Mandela Foundation
Paul G. Allen Charitable Foundation
Population Services
International/YouthAIDS
South African Broadcasting Corporation
UNAIDS
USAID
Viacom
Westwood One Radio Network
World Bank
UNFPA
Sida
CIDA
DFID



Value of Partnerships

YouthNet's Role:

Increase the impact and reach of the campaign

- Funding
- Share resources
- Technical Assistance
- Localise
 - Senegal Model
- Youth Contacts
- Evaluation and Research
- Credibility



Partnerships: MTV's Role

- Global Youth Audience
- Unparalleled Creativity
- Distribution Network
- Brand Association



Content

Programming:

- 2002: Bill Clinton Uncut
- 2002: Staying Alive Concert
- 2003: Meeting Mandela
- 2005: Transit
- 2005: Sex Drive
- 2006: Base Africa – Uncensored
- 2006: 48 fest



Where are we now?

The largest global media Sexual Health and HIV/AIDS prevention and awareness campaign that targets youth

- **Online:**

- 12 languages
- ½ million hits per month

- **Web & Mobile TV**

- **Programming:**

- library of accessible, rights free programming
- 150+ PSA's
- reach

- **Press Coverage – USA Today, Worldscreen, Reuters, Variety**

- **Award-winning programmes**



Insights

- **Evaluation** - Maximise opportunities on the ground

- **Beyond the Campaign**

 - Corporate

 - GMAI

 - Staying Alive Foundation

- **Increased Boundaries**

 - 48 fest/ Youth Force - Youth Involvement - Youth outreach





UnCensored





MTV base

UnCensored

- Pan-African lifestyle channel
- 40 million viewers
- 48 countries in sub-Saharan Africa
- Young Africans 12-34





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MTV base Uncensored

UnCensored

- Launched May 2006
- 16-part interactive talk show
- Sexual and reproductive health issues
- Filmed in studio and location





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Uncensored: Objectives

UnCensored

- To provide a platform for young Africans
- To raise awareness of SRH
- To provide life-skills
- A safe and confidential space for information





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Uncensored: Objectives

UnCensored

- Puberty
- Sex and Sexuality
- Dating
- Contraception
- STI's
- HIV Prevention
- Men
- Women (Gender)
- Cultural Norms
- Myths
- Women (Sexual Violence)
- Dating (Communication on sexual issues)
- Pregnancy
- Substance Abuse
- Living with HIV
- Media Attitudes (Gender)





UnCensored

Production and Planning Process

- Partners: UNFPA and FHI Youth Net
- Message development
- Pre and post production involvement
- Script development
- On set advisors
- Online support



Access

UnCensored

- MTV base weekly and repeats
- MTV terrestrial blocks
- Online
- 3rd party distribution



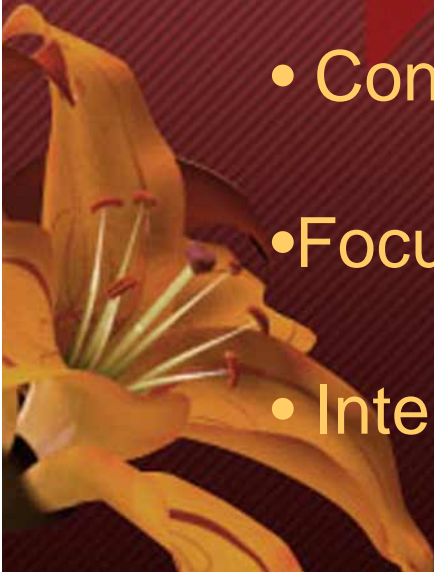


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Challenges

UnCensored

- Pan-African focus
- Cultural sensitivity
- MTV audience vs. non-MTV audience
- Consistent messaging
- Focused messages & issues
- Interaction with audience






Results*

UnCensored

- Uncensored reflects young people's issues
- Uncensored is informative
- Made young people reflect on some aspect of their life
- Learnt at least one thing per episode
- Parental endorsement
- Interaction

* Preliminary results from focus group discussions



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Additional Pro-social Initiatives

UnCensored

- Africa specific PSAs
- Storyline in Transit
- On the ground events

