

Belize Contingent Attends Global Fund's First Ever Training Meeting for CCMs of Belize, Guyana, Haiti, Jamaica, Suriname, PANCAP and OECS

A delegation of six representatives from Belize's Country Coordination Mechanism including representation from Civil Society Organizations, Belize's Principal Recipient to the Global Fund, private sector representative, Public sector and representation from the NAC attended a CCM/RCM meeting in Montego Bay, Jamaica from September 6 - 9, 2010.

The general objective of the workshop was to offer participants the opportunity to discuss the role and capacities of the Country Coordination Mechanisms and Regional Coordination Mechanisms as well as to share lessons learned and experiences regarding the Global Fund Grants in the Region.

The Belize delegates had the opportunity to deepen their understanding of how to improve the current governing processes used to mobilize the participation of different sectors in order to work effectively within the CCMs/RCMs as well as strengthen the knowledge of its members and secretariat in their oversight role through the exchange of experiences and best practices.

The Global Fund, a global funding agent, provides substantial funding to Belize to support the national response toward HIV/AIDS. The Global Fund continues to pledge its support to Belize and other countries in the region as we work toward development.

For further information on the CCM/RCM meeting in Montego Bay or copy of recommendations developed by the participating Belize delegates, please send your request to email: ecabanas@nacbelize.org

For your viewing pleasure and information on the work of the Global Fund and some of their achievements, please click the below link to see the following short film featuring Kofi Annan, Ban Ki-moon, Bono, Carla Bruni-Sarkozy, Bill Gates and Michel Kazatchkine.



They hear, Listen and Seem Convinced of our Messages but Still do not Carry out the Required Actions. Why? COMBI Program addresses the Communication Dilemma

The Ministry of Health, through the sponsorship of UNICEF, facilitated a workshop entitled, "Communication for Behavioral Impact" (COMBI) at the Black Orchid Resort in Burrel Boom from August 23 - 28, 2010.

This COMBI program is based on a private sector approach of integrated marketing communication for achieving behavioral results in health related issues and other social development efforts. The key objective of this capacity development training exercise was to teach participants of the 10 step IMC/COMBI approach of designing a strategic communication plan for behavioral impact, with a special focus on child nutrition, as well as to inspire the participants to develop their skills in applying these 10 steps. Participants, (including representation from the Toledo Maya Women Council, MHD Belize City Counseling Center, HECOPAB Central Health Region, MOH Press Office, National AIDS Commission Secretariat, Community Policing Unit, and AK' Kutan FM Tumul Kin Learning Center), worked in teams to complete a partial draft COMBI Plan for actual implementation. Most of the 13 participants were profoundly impacted by the training opportunity.

While many communication approaches have been used in the past, many of these programs have yield modest behavioral impact. Conventional "Information, Education and Communication" and advocacy programs have been successful in creating awareness and knowledge but have not been able to fully attain the desired behavioral results. It is clear that public education, although necessary, is no longer sufficient for achieving behavioral outcomes. Therefore, behavioral impact is only achieved with effective communication programs directed at behavioral goals requiring an integrated application of the disciplines of adult education, mass communication, community mobilization, traditional media, marketing to rural areas,

advertising, public relations and public advocacy, counseling, personal selling, client/customer relations, and the pursuant marketing research for achieving behavioral results.

This workshop was facilitated by Dr. Everold Hosein (Ph.D), WHO Senior Communication Advisor/Consultant. For further information on the development of COMBI Plans or COMBI Workshops, kindly contact Dr. Hosein at Everold@aol.com or Everold.Hosein@wmc.who.int

BFLA Launches COOL Condoms As Belize Slowly Moves Away from "Free" Condoms

Monday August 23, 2010 marked BFLA's, in partnership with CARISMA, official launch of new COOL condoms in a large campaign to promote the brand as well as its accessibility and affordability with the Belizean public.

Mass distribution of complimentary condoms is not sustainable according to BFLA Director and NAC Executive Director and it is becoming increasingly evident that a low priced and high quality condom is a strategic move leading to more responsible sexual behaviors.

The Caribbean Social Marketing Project for HIV/AIDS Prevention (CARISMA) has conducted relevant research with the participation of Belize, Jamaica, Haiti, Eastern Caribbean and the Dominican Republic as it pertains to condom access, including affordability, availability, quality of outlets, and equity of access. The studies have been instrumental in responding to logistical and distribution challenges within the condom market. The results has also been useful to social marketing organizations such as Population Service International (PSI) and its local office - PASMO in using the targeted research and innovative social marketing strategies in the areas of Behavioral Change Communications and condom/lubricant sales to curb back the spread of HIV/AIDS and promote Sexual & Reproductive Health (SRH) in Belize.

The COOL condoms are produced in a company in England meeting the quality standards of the World Health Organization. These are prized at a retail cost of BZ\$2.50 per box of the condoms and now available at all BFLA branches and coming soon to stores across the country.

GOJoven Now in Belize!



GOJoven, a youth focused organization with networks in Guatemala, Honduras, and Mexico are now in Belize fulfilling their mandate: to promote and support the development of young leaders to act as catalyst for social change in Sexual and Reproductive Health Programs and policies.

GOJoven Belize Team Leader, Eva Burgos, shares the objectives of the organization to be achieved via intensive experiential training, professional development and coaching:

1. Invest in young people by empowering and supporting individual participants' vision to create change
2. Support Summit Fellows to achieve results by encouraging strategic thinking, innovation, and inter-sectoral collaboration to maximize impact
3. Shift the context of adolescent sexual and reproductive health and rights in the region by enhancing participants' leadership capacity, commitment, and vision to transform programs and policies

GOJoven is funded by the Summit Foundation and is in the process of partnering with Youth for the Future (YFF) to implement its program of activities. There are currently 24 trained Summit Alumni in all six districts in Belize.

25 Participants Benefit from Training Trainers Program at Banana Bank Lodge



On August 30th to September 3rd 2010, The Belize Red Cross facilitated a workshop entitled, "HIV Prevention, Treatment, Care, and Support for Community-Based Workers," at the Banana Bank Lodge in Belmopan. This initiative, as part of the training trainers program, AIDS.

25 participants attended the workshop with representation from the Ministry of Health, National Drug Abuse Council, BFLA, UNIBAM, Hand in Hand Ministries, Youth Enhancement Services, BCVI, Belize City Constituencies such as Martin DePores and representation from the eight branches of the Belize Red Cross.

This workshop is in fulfillment of the Belize Red Cross commitments in the Global Alliance plan of action and keeping with its mandate - "To Do More, Do Better and Reach Further." The training provided knowledge to assist persons in their care of persons with HIV/AIDS. Orange Walk Branch Red Cross Volunteer, Roy Briceno said, "the information provided at the workshop was relevant and vital for HIV/AIDS. We the

participants and by extension, the community has benefited in obtaining useful knowledge in better coping with clients and assist them in a multitude of ways."

After completion of this course, participants will be required to conduct educational sessions in their respective communities using the HIV/AIDS training manuals with volunteers and populations served to impart the new skills learnt.

For further information of future training opportunities, kindly forward your emails to tashera.swift@gmail.com or orlouaide@hotmail.com at the Belize Red Cross National Office.

HIV/AIDS Focal Point Person at Grace Kennedy Belize Ltd. Is Recognized for Outstanding Work

Ms. Thirza Estell from Grace Kennedy (Belize) Ltd. wins HIV/AIDS Focal Point Person of the Year Award. The Awards Ceremony, well attended by the business community, was spearheaded by the Belize Chamber of Commerce & Industry (BCCI) in collaboration with other partners on September 10, 2010 in Belize City.

NAC congratulates HIV/AIDS Focal Point Person of the Year - Ms. Thirza Estell of Grace Kennedy (Belize) Ltd., for the excellent work of educating peers at Grace Kennedy (Belize) Ltd. about HIV/AIDS.

Ms. Estell chairs a peer education committee that provides the general guidelines and strategies for peer education and creation of HIV/AIDS Awareness programs at Grace Kennedy.

Recognizing that HIV/AIDS is a workplace issue because it affects workers and enterprises and the link between workplaces and the surrounding communities, Grace Kennedy plays an important role in the wider struggle to defeat the epidemic.

According to Ms. Estell, Grace Kennedy Ltd., has a workplace policy that provides the basic framework for company action to reduce the spread of HIV/AIDS and to manage its impacts. This policy commits to confidentiality and non-discrimination for all employees; encourages all employees (regardless of HIV status) to support an inclusive and non-stigmatizing working environment; reduces the spread of the virus through prevention programs; and makes the policy available to all employees in a format that is easily understood.

To this end, we applaud Ms. Thirza Estell and Grace Kennedy Ltd., for setting the trend for others to follow.



*PASMO's Float **HYPES** Massive Crowd on September 10th's Parade, Theme: Get it? Got it!*

POWA, BFLA, AAA, NAC, UNDP, Peace Corps, family members and friends and street spectators all join the PASMO float in a massive crowd in excess of 1,000 people rocking to the carnival rhythm of the float for the September 10th Celebrations. More than 35 persons were "decked out" in GIGI gear and theme costumes from PASMO.

PASMO's key GIGI - Got it? Get it? theme of the float is a regional brand developed by Populations Service International - Caribbean, the regional head office for PASMO in the Caribbean. PASMO explains the float concept in the following, "the whole float is inspired by Got it? Get it as CAUTION. Condoms represent precautionary measures to prevent HIV infection. Bees are H.I.Vees that transmit the virus by popping people's Health balloon. Construction workers practice safe work, and represent condoms, so when incorporated into sexual behavior, they stop the H.I.Vee's."

We are pleased to report that there were no accidents on or near the PASMO float, just jubilant faces!

PASCA Supports Needs Analysis and Inventory of the National Response to HIV/AIDS

In its continued support of our national support, PASCA is supporting consultant John Hembling of the Tulen School of Public Health and Tropical Medicine to conduct a detailed needs analysis and inventory of our national response. The output of his work will provide us with an invaluable documentation of all our partner agencies, players' efforts, infrastructure and areas of work.

Mr. Hembling will be in Belize from September 20 - October 4. He has already reviewed many of our assessments and analysis and will want to meet with partners in the national response to compile the inventory described above.

Similar analysis that have been completed for other countries in the region, may be viewed at www.pasca.org/node/33. The NAC Secretariat welcomes Mr. Hembling to Belize and look forward to a fruitful visit.

Women's Department announces: Men's Food Preparation Program

As part of its promoting shared responsibility in the home initiative, The Women's Department is offering a ten week food preparation program exclusively for men. The NAC Secretariat is happy to promote this initiative on behalf of our partners at the Women's Department.

The classes will be held every Saturday from October 2 - December 4. For more information or to register, please call 227-3888 or visit the Women's Department at # 26 Albert Street.

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