

TTV® Update

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THE FACTS ABOUT HOME INC.

HOME Inc. is a non-profit producer of educational curricula and media. We develop multi-disciplinary hands-on television and multi media workshops for educators and adolescents under our trade name of TTV® (which stands for Teen TV). Home Inc. has produced over

100 videos for education, training, and public information purposes. Our state-of-the-art television and computer/multimedia production facility and experienced team of professionals provide guidance and support for TTV® workshops and clients' projects.

SKILLS BUILDING AS A PREVENTION STRATEGY

FACT:

One in four new HIV infections occurs in people under the age of 22.*

HIV/AIDS,

- discuss protection strategies, and
- agree on HIV prevention methods and beliefs.

FACT:

AIDS is the number one killer among 26-44 year olds, many of whom became infected during adolescence.*

BUILDING COMMUNICATION SKILLS

AIDS prevention is about interpersonal issues and behaviors that have life and death consequences. In our discussions and surveys with teens, we found that many teens speak of AIDS as an abstract and hopeless affliction that is out of their control. We saw a wide gap between their understanding AIDS symptoms and causes, and the connection between adolescent behavior and potential infection.

FACT:

Many teens know the facts about HIV and how it is transmitted, yet still take risks and get infected.*

* According to 1996 statistics from the United States Centers for Disease Control

GET THE FACTS ABOUT AIDS:

HOME Inc. launched its "Get the Facts About AIDS!" (GTF) campaign in 1993 to create HIV prevention education tools for adolescents, teachers, and parents. We wanted teens to get the facts, communications skills and the motivation necessary to speak and think about AIDS prevention with conviction and clarity.

With the GTF campaign, teens:

- research the facts about

We increase understanding with **brainstorming, research, and consensus** techniques. This three step process applies to all our GTF projects and leads to more in depth awareness. For example, a script for a school wide Public Service Announcement on closed circuit TV is designed around the "Get The Facts About AIDS!" theme. Students in peer leadership classes are divided into groups of three or

four teens. They talk about and list what they consider to be the most important facts about HIV infection. We guide them to use open ended questions which encourage thoughtful answers. The scripting ideas for the PSA lead to another project for a school assembly. As the audience grows, communication builds, and awareness increases.

TEAMWORK

The team process begins a pattern of decision making which is at the root of preventive behavior. For example, students working on the assembly in a drama class create a story line where drugs, boyfriend/girlfriend pressures, and even family

abuse is at the center of HIV exposure and infection. They add another dimension when each infected person tells their story in the group setting. Here, they reinforce the kinds of open discussions that mirror real human feelings: loss of family and altered life expectations.

During the early stage of scripting, students are asked to brainstorm about how we make choices. They are asked to think of how that process might play out in a scripted scenario about AIDS. We began flipping a coin to show luck as a process for making choices. Typical comments that followed included:

"Maybe If I am lucky I can
continues on page 2



Young adults from the Boston Public Schools and surrounding communities are featured in the "Get The Facts About AIDS!" theme music video and Public Service Announcements. The theme was developed in focus groups with youth from East Boston, Somerville, Dorchester, and the South End of Boston.



Jay Slink, Ben Folyan and Ed'E performing the "Get The Facts About AIDS!" music video taped at Madison Park High School.

guess whether I will be in a safe situation."

"Maybe, if I say what he wants he will like my answer, and like me..."

"I can trust him.... I can tell by how he looks."

"Maybe, if I know what I want and get the facts I can control what will happen to me."

Through discussions, students and teachers are able to connect the emotional issues around denial and avoidance. They build a better understanding of the interactions and motivations behind dangerous decisions. The students are challenged to apply the facts to prevent unwanted outcomes like sickness and death. Students and teachers are guided by the conviction that each of us has the ability to investigate issues and make sound choices. The approach explores and acknowledges interpersonal dynamics and adolescent pressures that are a part of predictable outcomes. Individual respect is a basic ground rule and serves as a foundation to keep the discussion and work focused.

TEENWORK

The "Get The Facts About AIDS!" theme is a starting

point for students to create scripts that mirror their interactions and that reflect the humor and color of real life situations. In one school scenario, an adolescent goes to the pharmacy and is embarrassed by the clerk who uses the store intercom to check on a price for a contraceptive. The discussion surrounding this script includes acting issues but also includes concerns about trivializing a serious issue of protection. Students discussed contraception. They even discussed the implications of relying on a system of birth control for protection. The teens expanded their knowledge of HIV/AIDS prevention and symptoms, and developed both their convictions about their own decisions and confidence in their abilities as problem solvers. Students learned how to share their knowledge with their peers and discuss their views with adults.

Each project, class and planning session provides another opportunity to sort out and personalize questions about HIV infection and AIDS prevention. Student interviews and photos translate into newspaper articles and exhibits. Dance and drama classes become videos and school assemblies.

AND VIDEO PRODUCTION WORKS!

"The "Get the Facts About AIDS!" music video, television spots, and workshop video provide graphics, music beds, and other elements for the projects. Over 200 teens from metro-Boston have participated. Workshops, classes and educational activities are enhanced by the "Get The Facts About AIDS!" project tools which include:

- A six-minute workshop video: (A trigger video modeling an adolescent discussion group).
- A high-energy "Get The Facts About AIDS!" rap music video.
- A series of 30 second and 20 second Public Service Announcements for television.
- A flexible project development curriculum with evaluation and assessment tools.

Results

We aim to make a difference: to bring the HIV infection rate down by teaching adolescents how to make healthy choices. Evaluation includes tracking students with pre and post project surveys and interviews. Student survey data is cross referenced with opinion interviews to identify benchmarks and assess objectives.

The results are rewarding! Teachers report that "Get The Facts About AIDS!" students work harder than ever, with more focus and improved attendance records. Audiences are enthusiastic and energized. Some projects stimulate discussions while others create opportunities for more contemplative activities. Students retain facts they learn about HIV prevention, and discuss them with a clearer understanding of their implications.

TYPICAL PROJECT GROWTH STAGES



Worksheets, and project outlines help students videotape rehearsals, discussions and performances. Students and teachers achieve deeper levels of comfort and understanding as they follow the project plans and work their way into more difficult prevention issues.

SIX-MINUTE SOUTH END VIDEO SET TO SAVE LIVES

Teens from Boston's South End Community Health Center launched their GTF campaign in the summer of '95. In just eight months, they produced a six-minute HIV prevention video, and then presented the video as part of the HIV prevention workshop they led for teens from neighboring youth agencies.

Under the guidance of Brian Gonsalves and Carmen Dominguez, both health educators at the Health Center, the teens met monthly to learn about HIV/AIDS and crafted their GTF message. "The GTF

meetings have been an important part of our outreach to neighborhood youth," said Tristram Blake, Executive Director of the South End Community Health Center. "Besides offering HIV information in a supportive environment, the meetings encourage healthy behavior," he added. "This project helps the teens to cope more realistically with HIV," said Gonsalves. "It's a process where they internalize important facts, they are learning how to be better at thinking through actions that can affect their health and their lives".



Teens from the South End Health Center discuss AIDS prevention at their Beartown State Forest retreat.

GTF PROGRAM DEBUTS ON TV24 ANSWER CHANNEL

Joy Rep, of HOME Inc., and Nadine Beck, an AIDS Educator and Toby Warden a project developer both from the South End Community Health Center, worked on the "Get The Facts About AIDS!" debut program on The Answer Channel TV 24 on Boston cable. The program featured the videotaped comments of several teens from the South End Community Health Center. Beck responded to call-in questions from viewers and offered practical HIV/AIDS advice.

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BURKE HIGH STUDENTS STAGE PREVENTION PERFORMANCE

HOME Inc. teamed up with Boston's Jeremiah E. Burke High School to create GTF projects funded by a grant from the U.S. Centers for Disease Control. The planning team includes Boston Public Schools HIV/STD Education Director Nancy Strunk, drama teacher Jane Cruickshank, English teacher/Peer Leadership Advisor Joan Duane, and dance teacher Bridget Bell-Harris.

The first product of this joint effort was a "Get the Facts About AIDS!" school assembly for over 500 Burke juniors and seniors, featuring drama and dance performances by Burke students. The performance modeled situations emphasize the difference between safe and unsafe behavior and acknowledged the loss of

those affected by the disease.

Assistant Headmaster Derek Sudeall said "the educational value of this project is far-reaching. Students are beginning to see AIDS prevention as their cause. They learned not only to distinguish between facts and myths, but also how to express their feelings and beliefs about HIV."

HOME Inc. consulted with students and staff on the content of the assembly, provided curriculum and technical support, and videotaped the production. The Burke GTF team is creating an educational video and school education video spots that will be released in the spring of 1997.

"It was informative, entertaining and artistic. It was among the very best assemblies in the

history of our school." Burke Headmaster Steven Leonard, Ph.D..

Other GTF appearances include the Boston Public Schools Peer Leadership Awards; the "Light Up the Night" Concert at Copley Square sponsored by the

Design Industries Foundation Fighting AIDS (DIFFA). The GTF teen co-hosted WBZ-TV's Rap Around Show (Boston's CBS affiliate), and the live performance at Stars in Peabody as part of WJAM-94.5's salute to the Boston Music Awards.



GTF students with teacher Joan Duane, review interview questions while taping the discussion for their school GTF documentary.

THE TTV® TEAM

Alan Michel

During the past 20 years, Alan Michel has directed HOME's pioneering teaching methods and short form video teen programs. These include award-winning television campaigns such as Making It! and Get The Facts About AIDS! for local and regional television markets in New England. A regional women's recruitment campaign for Job Corps called

Hey Girl! and programs on social and legal issues include Stand Back From Crack and Going To Court.

Dan Jaffe

Dan Jaffe is an innovator and pioneer in developing inner-city adolescent programs in non-traditional venues. Dan is a consultant for many non-profit arts and education organizations, and has been directing

program development and evaluation for HOME Inc.'s youth programs since 1995. He was the founding Executive Director of the Dorchester Youth Collaborative and Boston Neighborhood Ventures, two highly innovative programs which place troubled youth at the center of the creative process.

Joy Reo

Joy Reo is a publicist and program developer for HOME Inc.'s youth programs. She was formerly the Director of Education for the City of Boston Park Rangers, where she also directed an innovative job training and education program for inner-city teens. Joy also works in the Development Office of a major community health center.

The GTF campaign receives funding from government grants, private foundations, and in-kind contributions.



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Check 1, Check 2... "Voices in Blue" Music Video in Production

Stay tuned for the upcoming release of a music video featuring Boston's own "Voices in Blue," a quintet of City of Boston Police Department Officers that sing their anti-violence message. HOME, Inc. is producing and directing their music video, which will be used in violence prevention workshops with youth in Boston and elsewhere. The video is due to be released in the summer of 1997.

HOME Inc./ TTV(R) can help you develop videos, public service announcements and multimedia technology resources. To find out how we can help with your communications and curriculum needs, call (617) 266-1386 or write:

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