



Bonaire Youth Outreach Foundation

United Nations Educational, Scientific and Cultural Organization

PROJECT DOCUMENT

HIV/AIDS Awareness Youth Movie

This project will produce a movie (based on true story) acted, filmed, edited and produced by youth that shows basic myths and misconceptions about HIV and AIDS, hence creating public awareness and openly talk about HIV and AIDS based on the youth movie.

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Section I - Project Strategy

1. Organization or group submitting the project

The project is submitted by Dennis Martinus of the Bonaire Youth Outreach Foundation (BYOF). It is registered on Bonaire as a NGO under the number S-182.

History

Bonaire Youth Foundation (BYOF) started in 1995 with a youth camp for 30 young people. Since then the Foundation has earned the respect of the community by the type of project it does. BYOF is unique on Bonaire, since it is run by the Bonairean youth, while the adults have a more supervisory role and also function as a coach where needed.

In the summer of 2000, BYOF started the group Hóbenan di Bon Kurason (Youth of Good Heart), with the planning of the charity project named: Pasku Briante (Shiny Christmas). Since then the group has made a lot of underprivileged children happy during Christmas time by organizing a special feast for these children.

BYOF has received several subsidies from several national funds over the last years. Besides subsidies, BYOF received several donations from the private sector. BYOF had also received a few grants also from the Florida's Volunteer corps (FAVA/CA), where US professionals voluntarily put their knowledge available to the youth.

Mission

BYOF is an organization that tries to forge young people in future leaders of tomorrow.

Leadership

The BYOF Board comprises of one member representing the founders, two parents (a father and a mother of youth), two young people (a boy and a girl) and four professionals on the four areas of growth (a pastor, a social worker, a teacher and a sport leader). However, it is an organization where the youth plans and execute all projects the foundation has.

Activities

- the youth produce and conducts a weekly two hour informational radio program
- the youth plans and executes the charity program Pasku Briante, where the youth raises money to buy Christmas gifts for almost 400 needy children
- the youth repairs houses of needy elderly persons that cannot fix their own house
- the youth plans and executes several awareness campaigns (e.g. our latest anti crime awareness campaign www.facebook.com/dengara)
- the youth participate in several computer courses
- the youth participate in social development training

Project leaders

Dennis Martinus (39 years old) and Tansy Piar (20 years old). Dennis Martinus has worked on several mayor campaign projects of BYOF. She is also a project coordinator for BYOF.

2. HIV/AIDS and the human rights based approach

BYOF has decided to implement an HIV/AIDS awareness project to produce a movie for local young people. The movie will be aired on both local TV stations and local schools. BYOF has successfully used this method of campaigning in the past.

3. Objective, results and activities

Overall Objective

The overall objective is to make movie (based on true story) acted, filmed, edited and produced by youth that shows basic myths and misconceptions about HIV and AIDS, hence creating public awareness and openly talk about HIV and AIDS based on the youth movie.

OBJECTIVES:

- 1.** To reject myths and misconceptions, and fight unnecessary HIV/AIDS related discrimination.
- 2.** To empower young people, to promote their rights and to inform them about how HIV can and cannot be transmitted, and how they can protect themselves.
- 3.** To discuss more openly sexuality and sexually transmitted diseases.
- 4.** To encourage youth to get tested on HIV/AIDS and STD's.
- 5.** To involve more and more people living with HIV/AIDS in campaigns and education activities.

Results

- 1.** An awareness movie will be shown to almost 1,000 teens to see how much they know about HIV and AIDS issues;
- 2.** Over 200 teens will be attracted to do an HIV/AIDS test at the health department;
- 3.** At least 1 people living with HIV and AIDS will be involved to make an anonymous movie around his/her life.

Activities

- 1.1.** Shoot, edit and produce a movie;
- 1.2.** Create and distribute posters, pamphlets and other promotional materials to promote the movie in the community and schools;
- 1.3.** Hold a premiere night to promote the movie;
- 1.4.** Show the movie on the local TV stations and at the local high school with a session of discussion afterwards;
- 2.1.** Arrange a "get checked" day at the health department;
- 3.1.** Talk to a person living with HIV and AIDS to make a real life movie.

4. Impacts

The rate of young people having sexual relationships with different partners is growing. This has the whole community concerned. The good news is that there are real things we can do about the problems that plague our community. Youth can work with their friends, other young people, and adult leaders to learn the facts about HIV and AIDS and how they can help prevent getting infected. For this reason, BYOF has decided to implement an HIV/AIDS awareness project to produce a movie for local young people. The movie will be aired on both local TV stations and local schools. BYOF has successfully used this method of campaigning in the past and plans to plan and implement an awareness campaign every year. The group of people targeted by this action are all the (almost 1,000) youth of Bonaire thru HIV/AIDS movie created by youth based on a real story.]

5. Alliances

- Lead organization:

Bonaire Youth Outreach Foundation will plan and organize the project.

- Other organizations:

- Local high school
- Health department of the local government

6. Associated risks.

Health department may delay the implementation of the "get checked" day. Schools may not cooperate to hold the viewing during school hours, forcing BYOF to show the movie after school hours, with the consequence that less teens will see the movie.

Section II – Results and Budget Framework

General Goal:			
Results	Benchmarks / Indicators	Activities	Associated resources (US \$)
1. An awareness movie will be shown to almost 1,000 teens to see how much they know about HIV and AIDS issues	1,000 teens reached	1.1. Shoot, edit and produce a movie	3,000
		1.2. Create and distribute posters, pamphlets and other promotional materials to promote the movie in the community and schools	3,650
		1.3. Hold a premiere night to promote the movie	1,000
		1.4. Show the movie on the local TV stations and at the local high school with a session of discussion afterwards	250
Subtotal			7,900
2. Over 200 teens will be attracted to do an HIV/AIDS test at the health department	200 teens attracted	2.1. Arrange a "get checked" day at the health department	100
Subtotal			100
3. At least 1 people living with HIV and AIDS will be involved to make an anonymous movie around his/her life	1 person living with HIV and AIDS involved	3.1. Talk to a person living with HIV and AIDS to make a real life movie	0
Subtotal			0
TOTAL			8,000

Section III—Workplan and budget [please note the last three month period -Q4- only covers one month of execution]

Results	Activities	Execution period (10 months)				Responsible	Budget	
		Q1	Q2	Q3	Q4		Detail	Amount (US\$)
1. An awareness movie will be shown to almost 1,000 teens to see how much they know about HIV and AIDS issues	Activity 1.1: Shoot, edit and produce a movie	X	X			Dennis Martinus Tansy Piar	shooting hours =1,000 editing hours =1,000 food and beverage =500 clothing/makeup/backdrop = 500	3,000
	Activity 1.2: Create and distribute posters, pamphlets and other promotional materials to promote the movie in the community and schools		X			Dennis Martinus	1,000 posters x 0.5 =500 1,000 pens x 0.2 =200 1,000 flyers x 0.5 =500 100 radio spots x 2.5 = 250 100 TV spots x 5.0 = 500 40 newspaper ads x 10 = 400 2,000 balloons x 0.15 = 300 1 website = 1,000 (all costs)	3,650
	Activity 1.3: Hold a premiere night to promote the movie			X		Tansy Piar	venue rent =500 décor = 300 refreshments = 200	1,000

Results	Activities	Execution period (10 months)				Responsible	Budget	
		Q1	Q2	Q3	Q4		Detail	Amount (US\$)
	Activity 1.4: Show the movie on the local TV stations and at the local high school with a session of discussion afterwards			X		Tansy Piar	printing cost = 100 sound system =150	250
2. Over 200 teens will be attracted to do an HIV/AIDS test at the health department	Activity 2.1: Arrange a "get checked" day at the health department				X	Tansy Piar	printing cost = 100	100
3. At least 1 people living with HIV and AIDS will be involved to make an anonymous movie around his/her life.	Activity 3.1: Talk to a person living with HIV and AIDS to make a real life movie	X				Dennis Martinus Tansy Piar		
Total								8,000