



Spark Lunchtime Discussion – 16 April 2009: *Using DVD-led discussion for health worker awareness of stigma and HIV/AIDS*

Developing a communication campaign for the Ministry of Health and Center for Disease Control and Prevention, Kenya on TB and HIV

The Spark lunchtime discussion held on 16 April 2009 was led by Katrina Phillips, basing the presentation on her work to develop a communication campaign to address TB and HIV for the Ministry of Health in Kenya and Center for Disease Control and Prevention. Entitled “Using DVD Led Discussion to Raise Awareness Amongst Health Workers on HIV/AIDS and Stigma”, the presentation comprised of a series of clips from a DVD showing scenes from a popular Kenyan TV series (Makutano Junction) featuring scenes in the clinic. The DVD included interviews with Kenyan health care professionals and questions for discussion.

Katrina explained that the DVD was screened at hospitals and shown to groups of 25 hospital staff at a time. The sessions were not mandatory and each had a cross section of employees from different departments of the hospital ranging from administration, to doctors, nurses and janitorial staff. A trained moderator also attended to help facilitate the discussions throughout the screening.

The project was aimed at promoting self testing among staff at health institutions, regardless of the result. Many health personnel who attended the sessions discovered that this was the first time they had openly discussed the stigma with co-workers. Through post session questionnaires, many attendees stated that they would be willing to get tested and encourage others to do the same.

Katrina is a consultant in media and communication development and research; designing, producing and writing for TV, DVD, radio, SMS and print formats. Katrina researches, designs and delivers behaviour and social change strategies and tools. She has 15 years experience as an international television producer with the BBC, C4, and PBS among others. For the past 7 years she has worked specifically to use media for social change. Much of this has been in East Africa in Kenya, Uganda, Tanzania and Rwanda on health education and rural livelihoods.

Her recent work includes producing and directing an advocacy documentary on HIV/AIDS Treatment Literacy for MSF; designing and producing a DVD to push the Striga project in East Africa (Kilimo Trust); audience research to design and develop new TV formats for East Africa; editing for FAO and UNEP specific audiences; developing and commissioning a BBC World TV studio debate for IFAD. In 2004 she was awarded a DFID bursary to increase coverage of development issues in the UK media.