

## Calandria Association of Social Communicators

24 years of work on communication for development and democracy

### Communication projects and initiatives for health and HIV/AIDS

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- **Interchange of good practices through ICT use.** Since 2001 **Calandria** has been leading the project **AIDS Action, resources and initiatives of communication** which benefits 2800 institutions as well as Latin American and the Caribbean leaders, we are committed to the regional response to HIV/AIDS through an electronic network and a website of production and interchange of experiences and good communication practices<sup>1</sup>. The website has developed and interchanged more than 300 resources, it has a 6000 monthly communication flow and it has become a reference of advice about communication and HIV/AIDS and at the same time a resource to carry out knowledge management initiatives and good practices identification in the region<sup>2</sup>.
- **Calandria** is a member of **Peru AIDS Network**, which gathers 16 institutions involved in the response to the epidemic. It has participated in the design and execution of its strategic plans (2002-2004 and 2005-2007); it is a member of the knowledge management and communication technical committees, as well as the website development team of the network.
- **Youth and public impact.** Since 2004 **Calandria** is a member of the **Adolescents and Youth Development Consortium** which is composed of the Health and Education Institute, Pathfinder International, Self-aid Support Program of HIV-Positive People, and Cayetano Heredia University. This consortium is in charge of executing the objective number 1 of the Global Fund to Fight AIDS, Tuberculosis and Malaria in Peru. Within the framework of this intervention, **Calandria** designs and leads the communication strategies aimed at youth and adolescent audience in the country, based on the training of youth and adolescent leader teams, and the commitment of journalists and mass media of every city<sup>3</sup>. Furthermore, **Calandria** is in charge of the technical management of **UNESCO Peru** initiative: "More rights, less prejudices". Latin American Contest of Public Awareness Juvenile Projects on HIV/AIDS, with a human rights approach" that was launched in 2006<sup>4</sup>.
- **Edu-Entertainment.** Since 2004 **Calandria** has developed radio education entertainment projects ("Loma Luna", 2004-05, "En buena onda", 2005-06 and "Con el viento a favor", 2007) in alliance with **PCI - Media Impact (Population Communications International)**. These projects consist of producing and broadcasting dramatized radio series in a radio station in Lima. On the other hand, **Calandria** encourages the work of a 15-radio station network whose producers and journalists have been trained in health issues such as: HIV/AIDS, family planning, domestic violence and environmental care<sup>5</sup>.
- **Journalist's awareness and training.** In 2006 **Calandria** developed a consultancy for **UNAIDS Peru** for journalist's awareness in Lima, Chincha and Iquitos with the aim of promoting an approach to the HIV/AIDS issue which contributes to reduce the stigma and discrimination related to it.

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<sup>1</sup> For further information, visit our website: [www.accionensida.org.pe](http://www.accionensida.org.pe)

<sup>2</sup> For example, in alliance with the **Exchange Programme** and the **Panos Institute** of London, **Calandria** mapped out the institutions and communication experiences in HIV/AIDS in Latin America and the Caribbean, and also made a database. Furthermore, we mapped out the academic and civil society institutions of Latin America and the Caribbean which train journalists in HIV/AIDS issues.

<sup>3</sup> For further information, visit our websites: [www.accionensida.org.pe/limasur.htm](http://www.accionensida.org.pe/limasur.htm) and [www.accionensida.org.pe/iquitos.htm](http://www.accionensida.org.pe/iquitos.htm)

<sup>4</sup> For further information, visit our website: [www.jovenesfrentealsida.net](http://www.jovenesfrentealsida.net)

<sup>5</sup> For further information, visit our website: [www.enbuenaonda.net](http://www.enbuenaonda.net)