



About Public Service Announcement for TV

To increase Central Asian youth awareness about the risk of contracting HIV/AIDS through injecting drugs, DDRP produced and launched a new TV spot in 2005. The TV spot aired nationally and on local TV stations in HIV hot-spots in Uzbekistan, Tajikistan, and Kyrgyzstan. The TV spot was carefully produced with the involvement of the youth target group as well as adults, government representatives, and local religious leaders in all three countries.

The TV spot encourages youth to think about memories of significant “firsts” in their lives: first friend, first teacher, and first love, for example. Once the TV spot has attracted the attention of the audience using these positive memories, it then encourages youth not to ever try a “first injection” because most people living with HIV in Central Asia caught the disease through injecting drugs. The spot ends on a positive note by reminding youth of all the future memories they have to create: first friend, first kiss, first steps of your child.

The TV spot has been highly acclaimed by local and international experts on drugs for effectively delivering a message about the risks of drug use but within a positive framework. Often anti-drug campaigns fail to effectively communicate with youth because they use an overly-negative framework to deliver the message about the risks of drug use. Research with Central Asian youth showed that youth are tired of such negative messaging. Further, anti-drug campaigns that only use negative messages run the risk of making drug use more attractive to some youth who are actively seeking opportunities to rebel against authority. These kinds of anti-drug campaigns may actually increase the risk that some youth will be attracted to drug use.

The 1st wave of TV Campaign aired between October and December 2005. DDRP is planning 2 more waves of the TV Campaign in 2006, followed by similar campaigns using radio and outdoor billboards in target sites of the Program.