

## SEEDS of HOPE

### HIV/AIDS Awareness in Ethiopia: Approaches to Prevention

Time Code	Speaker	Dialog
0:00:08	NARRATOR	In Ethiopia, a country facing a major AIDS crisis a key element in controlling the spread of the disease is education. [00:24] Awareness about prevention can be taught in many settings.
0:00:29	TITLE	BIBLE ARMY INTERNATIONAL CHURCH PERFORMANCE
0:00:34	MAN PERFORMING AT BIBLE ARMY INTERNATIONAL CHURCH	Don't disregard the advice of our fathers.
0:00:39	PROPRIDE CONDOM BLOW-UP CONTEST	[00:48] Clap for the winner.
0:00:54	SAVE YOUR GENERATION PEER EDUCATOR	When we're talking about gender, it affects women more often. [00:55] TITLE - SAVE YOUR GENERATION, PEER EDUCATION [01:00] But the woman could have been forced.
0:01:05	TITLE	HIV/AIDS AWARENESS in ETHIOPIA: Approaches to Prevention
0:01:14	NARRATOR	Throughout Africa, people are being challenged to develop innovative approaches to raise awareness. [01:20] The most effective ways of presenting information respect the traditions of the country. [01:28] In Ethiopia, the coffee ceremony is practiced by people from every walk of life and is a popular setting for teaching.

0:01:40	SOSINA GASUB EDUCATOR MARY JOY	In the first place, I don't go in and start giving lessons. I start with, ""How are you today?"" I talk about the disease, beginning with what they know. Why? They already know something. I don't have to act more knowledgeable. I listen to what they know. Then I say, ""I don't know more than you do, but I will share the knowledge I have."" [j02:07] First, I give them lessons, then I invite their questions. If they don't have any questions to ask me, I'll bring up questions. [02:18] I am very happy to be doing this teaching. Very.
0:02:25	TITLE	BROADCAST MEDIA
0:02:30	ANNOUNCER'S VOICE	"YEBEKAL" is a show hosted every Monday, Wednesday, and Friday [02:32] TITLE - PROPRIDE RADIO BROADCAST"
0:02:44	NESRU OUMER RADIO BROADCAST DIRECTOR PROPRIDE	From the start, prevention should get priority, rather than seeking a cure. Prevention requires people to be aware and change their lifestyles. Because we believe this, the purpose of our program, as much as possible, is to be entertaining, with high standards. [03:20] To avoid being boring, other programs are included. We have a variety show, fiction, poetry, and drama, plus other creative arts connected with HIV/AIDS. [03:35] We try to affect people's outlook, and lifestyle. [03:38] We encourage people to change destructive behavior in order to protect themselves from HIV/AIDS, and to protect others from HIV/AIDS. This is the goal. [03:55] We have a program for pen pals, who write to each other about AIDS, where they learn from each other. [04:04] O neighbors, don't tell the cause of my seclusion is but Almaz Balechra (nickname for AIDS). Days and seasons boding farewell. Somehow, someone finds an excuse for it. Lest the name be said to whomever suffers. It's a taboo to us. There is no AIDS in our country. Lest one be shamed, should he speak out, it shall remain our secret.
0:04:34	TITLE	ALEBACHEW TEKA'S Television Program
0:04:44	NARRATOR	One of the most popular television personalities in Ethiopia is Alebachew Teka who began as a comedian. [04:57] In recent years, he developed a talk show format in which he

		addresses issues of social concern, including AIDS.
0:05:11	ALEBACHEW TEKA	<p>[05:12] TITLE - ALEBACHEW TEKA (1962 - 2005)</p> <p>[05:12] I produce a talk show on Ethiopia Television, which is aired once a week. I have observed talk shows in different countries, languages, and formats. A given show is in the language of that country. Why is that? Why not in the Ethiopian language (Amharic)? Therefore, I wanted to start one. But, before I began, I asked, "With what should I connect the show?" We should start with the situation Ethiopia faces today. In the show I produce, I cover various topics.</p> <p>[05:52] A member of the Shashemene ANTI-AIDS club was my guest. These youth are self-motivated volunteers, acting independently, who do home care for people with HIV/AIDS. They take care of the sick; rather than avoiding them, they show love and take them in. They help those who stay in their homes in Shashemene and receive treatment. The youth go to their homes and wash clothes, bathe people, make coffee, prepare food, and feed them, etc.</p> <p>[06:37] They talk about these activities on my program.</p> <p>[06:43] To one donor who responded immediately, I give my sincere gratitude, for supplying the patients every day with bread for breakfast.</p>
0:06:57	TITLE	STREET THEATRE
0:07:03	ACTRESS 1 STREET THEATRE	You introduced him to me1 You remember the guy, right?
0:07:05	ACTRESS 2 STREET THEATRE	Oh, Tedi!
0:07:10	ACTRESS 1 STREET THEATRE	Well, I saw them together. I was scared, I ran.
0:07:15	ACTRESS 2 STREET THEATRE	Oh my God! Together?
0:07:18	YOHANNES TEKLU DIRECTOR, SAVE YOUR	<p>Save Your Generation Ethiopia began ten years ago at a time when HIV/AIDS wasn't given much attention.</p> <p>[07:30] Young volunteers, mostly from the university, when they lost a</p>

	<b>GENERATION</b>	friend to AIDS, they said, ""Why don't we do something?"" [07:43] They formed an association. [07:48] HIV/AIDS is a reflection of many young people's problems. So let's look at the overall problems for youth and try to solve them. Let's focus on them.
<b>0:08:02</b>	<b>ADDISU SHEWAMOLTOT YOUTH EDUCATOR SAVE YOUR GENERATION</b>	This program conducts many activities. [08:07] We help self-initiated volunteer clubs, by providing skill development and material support. We give them this so they can sustain themselves by building their capabilities.
<b>0:08:30</b>	<b>YOHANNES TEKLU DIRECTOR, SAVE YOUR GENERATION</b>	Most of the time as we know, young people want entertainment. [08:35] To teach while entertaining is a good method of conveying messages. [08:38] In this project, we present music and dramas, on various stages. [08:44] We hold question and answer contests. In these ways, by entertaining young people, we communicate reproductive health care messages.
<b>0:08:58</b>	<b>NARRATOR</b>	CHAD-ET has the same goal as Save Your Generation: to reach young people. [09:05] They too have found that drama is a powerful tool.
<b>0:09:10</b>	<b>ANNANIA ADMASSU DIRECTOR, CHAD-ET</b>	We established a center, which provides services to young people. [09:13] We established a center, which provides services to young people. [09:17] To attract children and teens to the center, we are using theater and drama to bring results, programs that entertain and draw the youth. [09:35] The team that works on theater and drama studies characters that they see in their communities. [09:43] They show them back to the community in the form of a drama so the community will discuss the issues. [09:49] We try to create a feeling in the people that "This resembles me," "This reflects my behavior."
<b>0:09:56</b>	<b>ACTRESS 1 STREET THEATRE</b>	When a man starts getting an erection... [10:05] Why are you being like this? I'm not being loose. I am just...

0:10:08	<b>ACTOR 1 STREET THEATRE</b>	<b>WAIT... What I want you to do is skip the word you just used.</b>
0:10:13	<b>ACTRESS 1 STREET THEATRE</b>	<b>All right... [10:19] OK, you can see it, right? [10:21] This is what [is] you put on the organ. [10:27] Why are you being this way? Why don't you listen to me properly?</b>
0:10:35	<b>ADDISU SHEWAMOLTOT YOUTH EDUCATOR SAVE YOUR GENERATION</b>	<b>After we've done a street play, we raise questions with the audience. [10:42] We initiate discussions. We do this so people won't leave without adding their own views on the issues. [10:52] With discussions, a person can say what's on his mind. [10:56] They can express deep feelings on what they saw in the drama. Many discussions are generated. People can present their perspectives and invite others to join the discussion. They are encouraged to share their views.</b>
0:11:16	<b>MODERATOR ON STAGE STREET THEATRE</b>	<b>OK. women are forced into prostitution because of money issues. [11:42] These days even educated people can't find work. [11:47] Educated women cannot find work in their profession. To earn a living, they are forced to become sex workers. [11:57] We can't judge these women. [12:00] a person can't live without food. Because of this, women are forced onto the streets. Sex work exposes them to infection. In order to protect themselves from the disease, people say that, "If we use condoms, we would not be exposed to the disease."</b>
0:11:34	<b>ANNANIA ADMASSU DIRECTOR, CHAD-ET</b>	<b>OK. women are forced into prostitution because of money issues. [11:42] These days even educated people can't find work. [11:47] Educated women cannot find work in their profession. To earn a living, they are forced to become sex workers. [11:57] We can't judge these women. [12:00] a person can't live without food. Because of this, women are forced onto the streets. Sex work exposes them to infection. In order to protect themselves from the disease, people say that, "If we use condoms, we would not be exposed to the disease."</b>

0:12:27	ANNANIA ADMASSU DIRECTOR, CHAD-ET	Everyone must believe that this is a burning issue, that it is necessary to work in cooperation. [12:36] they must also believe that it can be prevented. [12:39] The way this disease is spread is specific and is known. [12:42] Therefore, every member of the community can take precautions and prevent it. [12:51] The HIV epidemic is on the rise. I believe we can bring it down.
0:13:03	TITLE	SUPPORT AND OUTREACH
0:13:10	NARRATOR	CRDA is an indigenous NGO which supports the work of more than 200 other non-profit groups.
0:13:19	DR. AGAONAFER TEKALEGNE FORMER HIV/AIDS COORDINATOR CRDA	I was hired as a professional health project officer for CRDA. [13:32] I was single then. [13:37] I used to hang out with lots of male friends. Little was known about the disease. When we discussed it, many didn't believe. [13:53] Slowly, when they started to wither like a flower, and I was left alone, I started to ask myself, "What is this?"
0:14:09	GENNA AMAN SALES&OPERATIONS MANAGER(TYPO) DKT ETHIOPIA	On weekends, when I go to a funeral, I see many young people being buried. For most of them you overhear the people in the community whispering, ""He or she died of AIDS.""  [14:32] It doesn't choose race or religion, nor age, nor rich or poor.  [14:40] the way to prevent this disease is to be open about what has been embarrassing in the community.
0:14:53	DR. AGAONAFER TEKALEGNE FORMER HIV/AIDS COORDINATOR CRDA	If the youth cannot abstain from sex, then be monogamous. Be one to one, meaning, teaching them how to remain one to one until the end. [15:05] There's a third alternative: if it's impossible...to follow the first two, abstinence and one to one, then a condom must be used.
0:15:20	NARRATOR	The use of condoms is a controversial means of prevention in Ethiopia.

0:15:28	<b>GENNA AMAN</b> <b>SALES&amp;OPERATIONS</b> <b>MANAGER</b> <b>DKT ETHIOPIA</b>	<p>We use mass media in a way that enables society to hear, listen, and read (about prevention).  DKT makes this effort.  [15:39] When I was little, I accepted the whole culture, all the social values; that was how I was influenced and raised.  [16:00] Talking about or even mentioning sex in public, was very difficult.  [16:16] TITLE: "DEMISSEW TAYE, CONDOM DISTRIBUTOR, DKT ETHIOPIA"  [16:16] But as time goes on, to change the attitude of society. there has to be education.  [16:27] Education brings fundamental change.</p>
0:16:32	<b>RAHEL BELETE</b> <b>MARKETING &amp;</b> <b>COMMUNICATIONS</b> <b>MANAGER</b> <b>DKT ETHIOPIA</b>	<p>The informational materials we put together inform the community about HIV  -to create behavioral change, what people shouldn't do  - how they can protect themselves  - what makes them vulnerable to infection  - and how to care for HIV+ members of the community.  [16:59] We prepare educational materials to teach this.  [17:06] Our work is not only concentrated in Addis Ababa, but also in all parts of the country.  [17:18] We distribute (condoms for sale) wherever we have access to the people.</p>
0:17:25	<b>GENNA AMAN</b>	<p>People who go to buy salt, hot peppers, and cigarettes, those who buy lap oil, we reach them wherever they go.  [17:36] those bringing grain on a donkey and also by camel, those who come to the city to sell wood and other things...we reach them wherever they go.  [17:46] This is something we have seen when we go to observe.  [17:51] DKT Ethiopia's strongest work is that it's not packaging together some medicine and giving it to the shops and leaving.  [18:00] We make a continual effort to make a lasting impression in the minds of the community.</p>
0:18:08	<b>DEMISSEW TAYE,</b> <b>CONDOM</b> <b>DISTRIBUTOR, DKT</b> <b>ETHIOPIA</b>	<p>You are young.  [18:10] We have a responsibility. We can't just watch each other die!  [18:13] Yes, it's cooperation. I can't only go around selling condoms to people...</p>

<b>0:18:23</b>	<b>TITLE</b>	<b>INDIVIDUAL COMMITMENT</b>
<b>0:18:26</b>	<b>NARRATOR</b>	<p>One of the most effective ways of raising awareness about AIDS is when someone whom people recognize and respect makes a personal statement.</p> <p>[18:35] Almost everyone in Ethiopia with access to TV watches Alebachew's talk show.</p> <p>[18:43] Alebachew and his wife, Saba, decided to let their wedding become an example of how each person's life can inspire others.</p>
<b>0:18:54</b>	<b>ALEBACHEW TEKA</b>	At our wedding celebration, we prepared something different from the traditional way for our invited guests.
<b>0:19:07</b>	<b>SABA TEKA</b>	<p>In Ethiopia, weddings are elaborate. Whether there is money or not, borrowed or not, a lot of money is spent. So the man spends a lot of money on the woman. A cow is bought, there are sheep. There are drinks, from whiskey to traditional drinks like tela and tej (fermented beer and honey wine). A lot of money is spent. And then the money is spent on the bridalwear for the bride. A lot of gold is also needed.</p> <p>[19:46] because my husband is famous and a lot of people know him, we were prepared, both in a hotel and in our home, to have these expenses.</p> <p>[20:00] Like any average person would spend for a wedding reception, we were ready to have a celebration.</p>
<b>0:20:07</b>	<b>ALEBACHEW TEKA</b>	<p>My wife and I, we asked ourselves, "What should we do?"</p> <p>[20:13] When we thought about it, we said, "We should connect our wedding to the memory of children who have lost their parents to HIV/AIDS."</p> <p>[20:22] We didn't have a bull slaughtered...traditional bread, chicken, and beef, typically prepared for weddings, were no prepared.</p> <p>[20:40] At our wedding the biggest guests of honor were a group of orphans who lost their parents to AIDS.</p> <p>[20:52] To us they were our first guests of honor.</p> <p>[20:58] What we prepared for our guests...was water and cookies.</p> <p>[21:09] As we entered the hotel where the wedding was held, a hymn was sung by the children who were orphaned by HIV/AIDS.</p>

0:21:22	CHILDREN SINGING	We should do good deeds. We shouldn't be hopeless...
0:21:30	ALEBACHEW TEKA	It's not that we acted outside of our Ethiopian custom, but we wanted to connect our wedding with one of the problems of the country. [21:44] If we stand as examples, others will follow.
0:21:50	SABA TEKA	There are some things we are used to. Following the rules, this is how we grew up. When it comes to our own lives, it's not like that. This is how we've been making every decision in our lives.
0:22:08	NESRU OUMER RADIO BROADCAST DIRECTOR PROPRIDE	Stigmatization and rejection of people who live with HIV/AIDS, is less. But, it is still there. [22:22] For example, we produced a show at Cinema Ras. We invited a man who lives with HIV. He held the microphone and taught the audience. Then he left. We were at the back of the stage with a singer from the theatre. He said, "How can I hold the same microphone that man held?" He was complaining seriously. [22:02] There is still fear. [23:08] One of the aims of this radio program is to eliminate such fear. The other thing is, for those who are healthy, they are encouraged to accept people with HIV, and accept them with compassion. This in itself is a good change. [23:28] Change of outlook, change of lifestyle begins with this. To help HIV+ individuals, this is where it begins. [23:38] These things are indicators of change, and our aim is to strengthen these changes, and make the community more aware of the problem. [23:45] The only way to overcome the problem is by helping one another, being concerned for one another. By realize this, people can stop the disease.
0:24:00	DR. AGAONAFER TEKALEGNE FORMER HIV/AIDS COORDINATOR CRDA	If I knew from the start what I know now, If I had the awareness that I have now, I could have saved many of my friends from destruction. This is regrettable to me as a person. [24:16] Everyone needs to point a finger at himself or herself and ask: "What contribution am I making?" [24:24] "Above all, what have I done to help those...suffering from the

		disease?" [24:34] For the children who have lost their parents because of AIDS, "What contribution did I make?"
0:24:45	NESRU OUMER RADIO BROADCAST DIRECTOR PROPRIDE	The radio program is bringing changes in people's thinking and in their way of living. [24:58] At the end of each program, we say, "Yebekal" (that's enough). [25:02] We are saying, "Yebekal" to death, "Yebekal" to the disease; we are saying "Yebekal" to the fearing, the avoiding. At the end we always repeat it. it's doing this, this, and this, so "Yebekal."
0:25:23	TITLE	Dedicated to the Memory of Alebachew Teka, 1962 - 2005
		END