

The Barbados Informal Worker's HIV/AIDS Peer Education Project Stakeholder Meeting

Tuesday April 18th, 2006

United Nations House, Barbados

9:30 a.m.-11:00 a.m.



Caribbean Ambassador's Fund /AIDInc.

The Caribbean Ambassador's Fund: *Funding Agency*

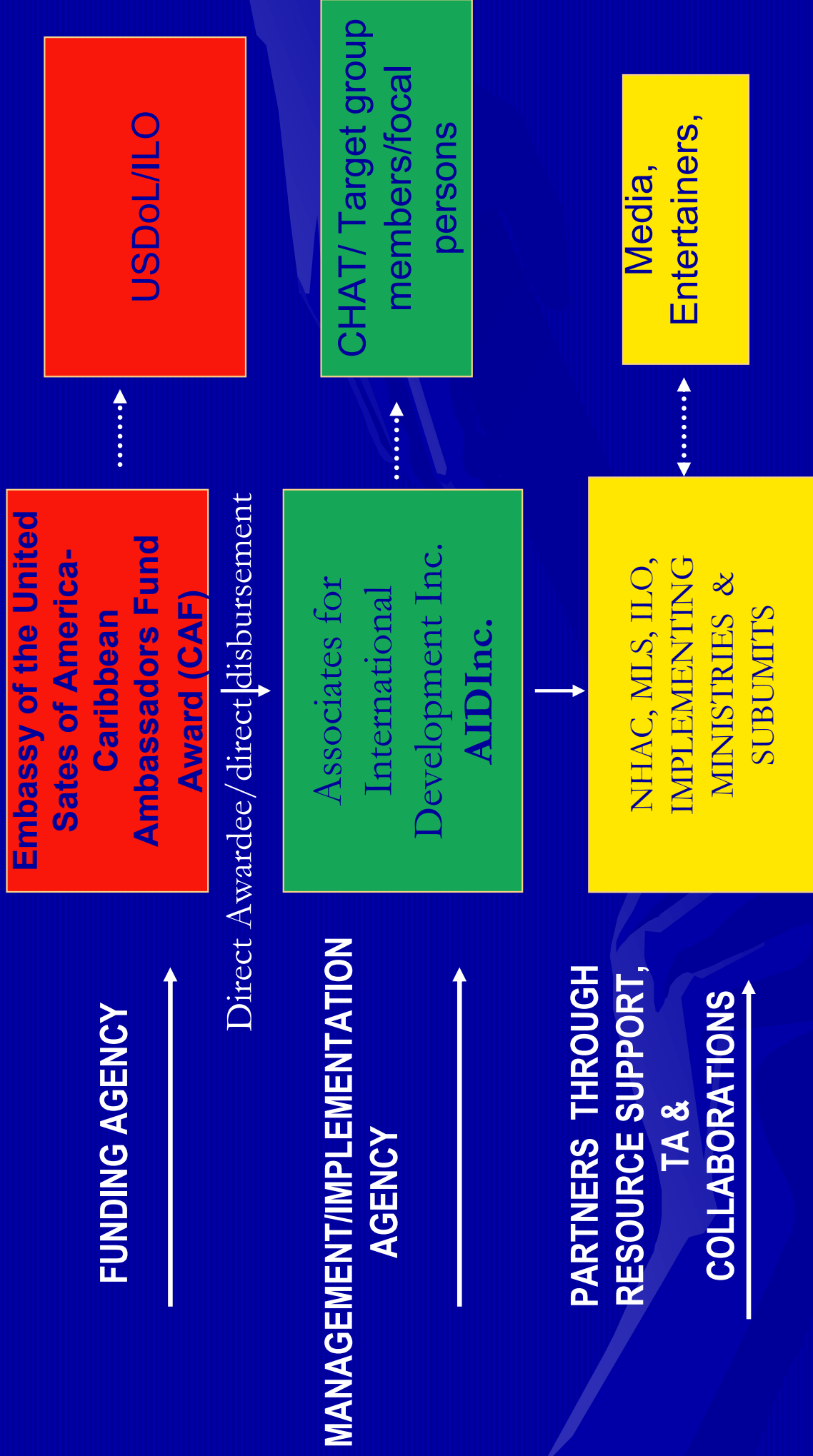
- In Existence since?
- Funding of programmes related to the social and economic development of Caribbean countries.
- Awarded a grant of \$15, 000 USD to AIDInc. to undertake this project.
- The fund is managed through the United States Embassy- quarterly updates required

AIDInc: *Project Management and Execution*

- Actively involved in multidisciplinary research and consultancy in Barbados.
- The main agency for the Community Health Action Trust (CHAT) which is the implementing grass roots agency for this project.

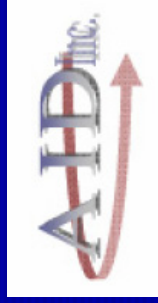


Project Structure



Some of our Partners

- National: National HIV/AIDS Commission, Ministry of Labour, Ministry of Agriculture, Ministry of Health, Minibus Association, Taxi Driver Associations, Barbados Port Taxi Association, Barbados National Union of Fisher folk Organisations, Barbados Cooperative Society, National Cultural Foundation, Barbados Government Information Service, Caribbean Broadcasting Corporation, Ministry of Social Transformation-Poverty Alleviation Bureau and Community Development Department, Ministry of Tourism and Ministry of International Transport.
- Regional and International: The United States Government-Caribbean Ambassador's Fund, International Labour Organisation, United States Department of Labour.



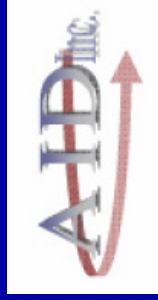
Implementation Management Team

- Project Manager:
Sarah Adomakoh, AIDInc.
- Key Implementation Partners:
International Labour Organisation: Arlene Husbands
Ministry of Labour: PS Mr. Carson Simmons
National HIV / AIDS Commission: Lynn Armstrong
- Project Coordinator:
Maisha Emtage, AIDInc.
- Implementing Project Officer:
Nicole Hazel, AIDInc.



Project Aims

- To encourage and to support HIV/AIDS risk reduction in the informal sector namely route taxi (ZR), minibus and taxi drivers as well as fisher folk through a Behaviour change communication (BCC)-community based peer education and empowerment project.
- To use the grass roots nature (comparative Advantage) of the informal worker setting to affect change in their local communities



Core activities

This objective will be achieved through the following:

- **Reaching out** -Brochures and street dialogue to target group - plus- social events – HIV/AIDS Awareness Domino challenge (Taxi) , Oistins event(Fisher folk); Skit miniseries (ZR) via comics, TV, Radio ,GIS?
- **Education:** Basic HIV and AIDS sensitization and education using approaches that have been tailored to suit the needs of the target population.
- **Training:** Peer educators or change agents will be trained to undertake peer education activities in their respective communities.
- **Material Development:** Development of BCC materials for by peer educators to deliver to their peers e.g. comic books , brochures, mini skits(ZR) and those in the wider community i.e. design stickers, back of cards & other visual communication media for their buses, taxis etc to stimulate dialogue with wider community .



Project Approach

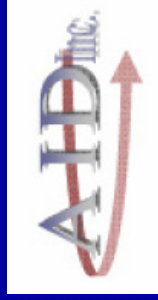
First of its kind in the region and it will use the following methodology:

- 1. Peer Education**-Through workshops with the target groups.
- 2. Empowerment** - Building capacity among these groups, developing change agents – (the change starts with them)
- 3. Empowerment - Develop responsible “commissioners” or “champions”** within these target groups - speaking out through PR activities
- 4. Target groups will own the drive** assisted by media partners and NCF as the vehicles . AIDInc project team, ILO , etc will be least visible.
- 5. Behaviour Change Communication Strategies**-a multi-level tool aimed at promoting and sustaining Behaviour change in individuals and communities through the use of tailored health messages in a number of communication channels.



Expected Results:

- Capacity built within target groups (HIV awareness, sensitization and trainers produced)
- Increased sensitisation prevention knowledge of HIV/AIDS transmission, stigma impact, etc in the wider communities linked to these target group
- Target group leaders developed and working with government community units
- Dissemination of the project practices in order to develop similar initiatives within the region.



Background

- Since the inception of the National AIDS Programme in Barbados in the early 1980's there have been interventions aimed at educating Barbadians about HIV and AIDS. These programmes have been conducted in setting such as schools, churches, community organisations and the workplace.
- However, while workplace programmes were being conducted in the formal sector those engaged in employment in the informal sector were not exposed to workplace programmes due to the fragmented nature of this sector. As a result it was realized that interventions specially tailored to meet the needs of those workers in the informal sector would have to be developed.



Background

- ILO Formal Sector Workplace Education Project forms the foundation of this intervention
- Baseline Assessment of taxi drivers (n=60) total taxis est. approx. 500
- Noted inequity of access to prevention information for key informal workers – HIV and world of work in Barbados
- PLWHAs - many from informal sector including informal tourism
- Had little of no access to comprehensive information in years leading to HIV diagnosis
- Left work due to stigma and discrimination
- Poor knowledge and protection of employment rights, least empowered



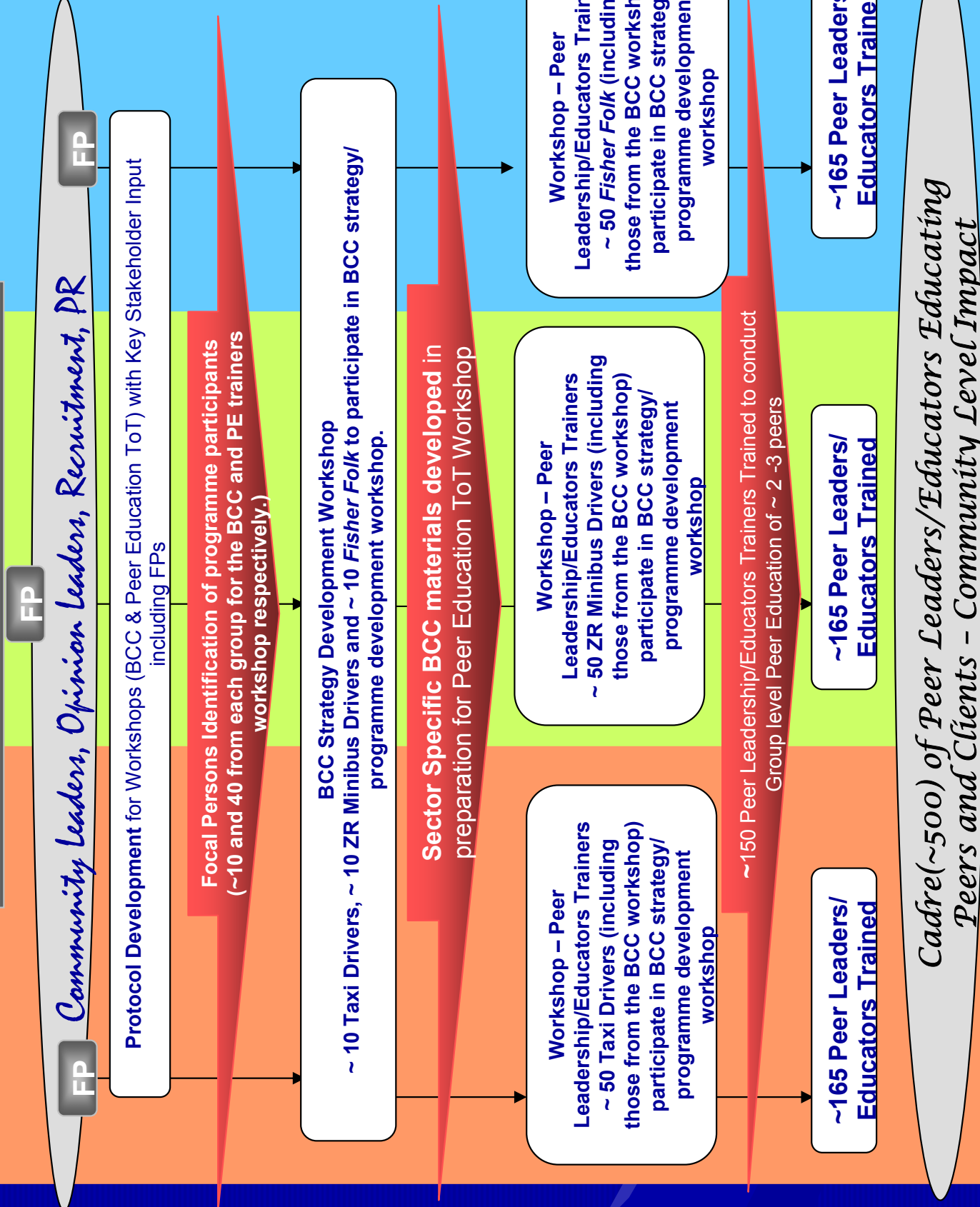
So Why the Informal Sector?

- The informal economy has become a source of income for many Barbadians.
- Those working in the informal economy often come into contact with a number of people in the community during their working day.
- The informal sector is fragmented with workers located around the island. Therefore, this group is especially hard to reach.
- There is no one agency responsible for the management of the informal sector.
- There is need for a coordinated response by all agencies in order to engage those working in the informal economy in HIV and AIDS prevention, care and support.



Activity Flow Chart for Informal Workers Peer Education Project

Identification of Focal Persons (FP)



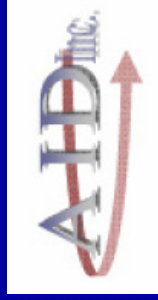
TAXI DRIVERS

ZR MINIVAN DRIVERS

FISHER FOLK

Sites Selected in Barbados

- Fisher-Folk - Oistins, Princess Alice Highway
- Taxi drivers - Bridgetown/Harbour, West Coast
- ZR bus drivers- Bridgetown, Silver Sands?



Timelines

- Funding received October 2005
- First phase of project design and development commenced in November 2005
- Implementation commenced in Project started in January 2006
- Slow to move due to additional fund raising and partnership strengthening activities
- Key partners are required for the project to be sustained past the one year implementation phase
- CAF Funds are strictly not to be used for human resources- for BCC material, manual and for engaging target groups
- Therefore low level of IN kind human resources contributed from AIDInc/CHAT & ILO
- Conducted fundraising late 2005
- Development of PR strategy, brochures, summary document, etc
- Identification of focal persons
- Continuous process the seeking and sourcing of project assistance in the form of TA, funding for specialist Media Input, etc
- Current in kind assistance, from NHAC, Radio (CBC), Artist entertainer - Tony Thompson,
- others promised

