

**PANCAP Regional Stigma and Discrimination Unit**  
 Associates for International Development, Incorporated

# Health & Human Rights Campaign Development in Belize

**PART ONE:**  
 Translation of findings from a formative  
 assessment into a framework for action:-

**Produced by:**

**Regional stigma and Discrimination Unit (RSDU) Barbados**  
 Sarah Adomakoh, Martha Carillo, Rodel Beltran, Martine Chase  
**AIDInc. Communications team**  
 Cheryl Eversley  
**Media Communications team (MCT) Belize RSDU**



# Human Rights Campaign Development in Belize

## PART ONE:

### TABLE OF CONTENTS

<b>SECTION I: SUMMARY</b> .....	<b>2</b>
A Framework for Campaign action .....	3
GENERAL OBSERVATIONS AND RECOMMENDATIONS.....	6
TARGET GROUP-SPECIFIC OBSERVATIONS AND RECOMMENDATIONS.....	8
<b>SECTION II: INTRODUCTION:</b> .....	<b>16</b>
DEVELOPMENT OF PLAN OF ACTION.....	16
<b>SECTION III: GENERAL OBSERVATIONS</b> .....	<b>17</b>
Human rights awareness and sympathetic attitudes related to HIV Status .....	20
<i>COMMENTARY</i> .....	22
Knowledge of any national laws or policies that prevent HIV discrimination and where to go for assistance. ....	24
OBSERVATIONS OF STIGMA LEVELS.....	24
<i>PLHIV Stigma levels</i> .....	24
<i>Stigma and discrimination towards PLHIV</i> .....	24
<i>MSM Stigma levels</i> .....	25
<i>SW stigma levels</i> .....	26
<b>Appendix 1: Summary of Initial findings presented on Human rights awareness and respect from the SCORE-B baseline.</b> .....	<b>23</b>
<b>Appendix 2: overview of the campaign design sessions</b> .....	<b>28</b>
<b>Appendix 3: Summary tables - formative assessment findings</b> .....	<b>31</b>

**PANCAP Regional Stigma and Discrimination Unit**  
Associates for International Development, Incorporated

**Development of a Human Rights Campaign framework and plan of action for Belize**

**SECTION I: SUMMARY**

The PANCAP Stigma and Discrimination Unit (RSDU) considers increased awareness of and respect for human rights as important elements in strengthening the response against HIV and AIDS-related stigma and discrimination in the Caribbean.

**RSDU Project Phase I – Pilot Human Rights Messaging Campaign**

As an essential component of its programme the RSDU, in association with the World AIDS Campaign, designed and implemented a Human Rights Advocacy and Media workshop during Phase I of the Regional Stigma and Discrimination Project (RSDU Project). This was aimed at building regional capacity in stigma-reduction through the human rights-based approach, and promoting cross-country partnerships in facilitating and sustaining sharing of approaches and strategies in the development of campaigns to increase awareness of human rights.

Among the key points emerging from the workshop were: the low level of human rights literacy in the Caribbean as observed by participants from the countries represented at the workshop, and the urgent need to develop awareness of human rights using culturally appropriate messaging that focus on human rights, with special focus on its interplay with HIV and AIDS-related stigma and discrimination.

The broad approach identified by the RSDU in Phase I involved a multi-faceted use of media channels and BCC materials to increase the level of human rights awareness, particularly within the context of HIV and AIDS, in the three pilot countries: Dominica, Jamaica and St. Lucia.

It was determined that a formative assessment through focus groups would be employed to assist in informing the process of designing informative, educational and culturally appropriate messages that would be effective in achieving the objective of increasing awareness of and respect for human rights in these target countries. To this end, a multi-country (regional) Media & Communications Team (MCT) was established from among the groups of individuals trained through the RSDU Human Rights Advocacy and Media workshop.

In Phase I the MCT initiated a pilot human rights campaign process and met over two days in November 2009 to discuss current trends in media and messaging within the respective pilot territories, brainstorm possible approaches to developing human rights messages with specific reference to HIV and AIDS-related stigma and discrimination, and to design a questionnaire for use as a formative assessment tool in conducting the focus groups in each country.

**RSDU Project Phase II – Human Rights Campaign Development in Belize**

Phase II of the RSDU Project builds upon the approach of Phase I to transfer skills built and lessons learned from the human rights sessions and campaign of Phase I, across target countries.

As such, the RSDU supported by project managers, AIDInc, is aiming to support human rights campaigning in Belize to raise awareness of and promote respect for the human rights of target groups including youth, LGBT, MSM, sex workers and other marginalised or vulnerable groups identified by the National AIDS Programme.

The initial phase of the Belize Human Rights Campaign Development sub-project entailed the capacity building of a Media and Communications Team (MCT), design and implementation of a targeted

formative assessment, a subsequent evidence-informed design, pilot and evaluation of the draft campaign materials/products, and the finalisation of the materials/products.

## A Framework for Campaign action

The resulting Framework for Campaign action is depicted in table 1 below;

**Table 1: An evidence based framework for the know your laws and rights campaign in Belize**

TARGET GROUP	PREFERRED MEDIA	PRIORITY AREAS/THEMES	FOCUS MESSAGES
<b>Persons living with HIV</b>	<ul style="list-style-type: none"> <li>Preferred media for PLHIV is the <b>internet and posters</b>.</li> <li>Interviewees have said that the best place for them to get their information is by reading posters and flyers while they are waiting for services at the clinics.</li> </ul>	<ul style="list-style-type: none"> <li>Overall knowledge of Human Rights – what they are, who is entitled and why? – how are they linked to laws and International Instruments</li> <li>The link between Rights and Responsibilities</li> <li>Knowledge of all laws that protect PLHIV from discrimination and ensure access to services</li> <li>Peer stigma</li> <li>Self stigma</li> </ul>	<p>“I’m a human being with HIV – I have human rights too”</p> <p>“I don’t only have HIV – I also have rights”</p> <p>“ I live with HIV – I’m a human being and have rights too”</p> <p>“ I have a right to live and to be loved”</p> <p>“I’m HIV positive – respect my rights to health care, education and employment.”</p> <p>“Positive about my rights!”</p>
TARGET GROUP	PREFERRED MEDIA	PRIORITY AREAS/THEMES	FOCUS MESSAGES
<b>Young Women</b>	<p><b>Posters</b> are a preferred media for young women.</p> <p>According to the findings of the FA young women the posters especially if it is information they are interested in such as ads for an activity where they can have fun – like a club or concert.</p> <p>They also listen to <b>radio</b> even though some of the programmes don’t usually have much educational information but it is during the time when popular music is being played.</p>	<ul style="list-style-type: none"> <li>Self stigma</li> <li>Education on Human Rights, Adolescence and Sexual Rights</li> <li>Peer pressure</li> <li>Freedom of speech and expression</li> <li>Right to a comprehensive education</li> <li>Challenges of being a student in a church-managed school</li> </ul>	<p>“this is my story, what’s your”</p> <p>“There should be no gap in the puzzle, if you know who you are”.</p> <p>“The knowledge of my rights determines my attitude”.</p> <p>“Young people have rights too”</p> <p>“My body, my choice, my right”</p>
TARGET GROUP	PREFERRED MEDIA	PRIORITY AREAS/THEMES	FOCUS MESSAGES
<b>Men who have sex with men</b>	<ul style="list-style-type: none"> <li>Poster in the health centers and hospitals would work.</li> </ul>	Addressing hate crimes against MSM	<p>“Not Gay rights, Human Rights”</p> <p>“Not special rights, Human</p>

	<ul style="list-style-type: none"> <li>TV - advertisements during the time of the news which is considered prime time – Channel 7 and Channel 5</li> </ul>	<p>Raising awareness about the repeal of the Sodomy Law</p> <p>Domestic violence within the community (LGBT's) and no support and protection from the Police Even though the Domestic Violence Act and Protocols are based on the principle that all persons have a right to live a life free of violence and fear, MSMs are ridiculed and not provided protection.</p> <p>Self stigma and Perceived Stigma</p>	<p>Rights”</p> <p>“Respect! We owe it to ourselves”</p> <p>“Freedom of choice belongs to all of us”</p> <p>“Sexual minority, not silent minority. WE have a right to speech and expression!”</p> <p>“My right to respect, dignity and privacy – respect it!”</p>
<b>TARGET GROUP</b>	<b>PREFERRED MEDIA</b>	<b>PRIORITY AREAS/THEMES</b>	<b>FOCUS MESSAGES</b>
<b>Transgendered</b>	<ul style="list-style-type: none"> <li>Radio</li> <li>Posters</li> <li>Internet</li> </ul>	<p>Need to normalize transgendereds</p> <p>A right to Protection, safety and security by the law</p> <p>sensitization for health workers</p>	<p>“Respetar mi derecho de identidad de género” - “Respect my gender identity”</p> <p>“I won’t infringe on your rights. Don’t infringe on mine”</p> <p>“Police protection and security for transgendered persons”</p> <p>“No more intolerance”</p> <p>“I’m someone’s sister, daughter, aunt, cousin, friend – respect me”</p> <p>“Celebrate, don’t hate diversity”</p> <p>“Discrimination is an Abomination – respect my rights”</p>
<b>TARGET GROUP</b>	<b>PREFERRED MEDIA</b>	<b>PRIORITY AREAS/THEMES</b>	<b>FOCUS MESSAGES</b>
<b>Sex Workers</b>	<p>Radio (Estero Amor),</p> <p>This is the national radio that transmits in Spanish, and as the majority of SW are Spanish speaking they prefer this media</p> <p>Posters - they should have more pictures than written information and if they do contain information then it should be in Spanish.</p>	<p>Problems with Immigrations and immigration officers</p> <p>Human trafficking – brothel owners violating their rights to work, safety, employment and movement</p> <p>Education on Human Rights in general</p> <p>A need to build confidence in the systems, protection by the law</p>	<p>“Mek wi agree fu respect wan anada” (creole meaning let us agree to respect one another)</p> <p>“As a global citizen I have rights too – respect them”</p> <p>“Belize has an open door policy to all its neighbors”</p> <p>“We da all humans and we have rights” (we are all humans and we all have human rights)</p>

	TV, is watched during their free time and these would be international Spanish channels (mostly during the times when soap-operas are being aired).	Education for SW on Human Rights	“Sex work is work – respect my right to an employment
<b>TARGET GROUP</b>	<b>PREFERRED MEDIA</b>	<b>PRIORITY AREAS/THEMES</b>	<b>FOCUS MESSAGES</b>
<b>Faith-based Organization</b>	<p>Radio (the interviews were more city based so many of those interviewed stated a preference for Integrity Radio which is one of most listened Christian radio stations)</p> <p>TV – because of age group was more related to local news time.</p>	<p>Education on Human Rights and Laws</p> <p>Responsibilities of respect,</p> <p>Law of the Land - make a distinction of morality, Human Rights and the Law...”</p> <p>Stigma and Discrimination and Scriptures</p> <p>Humans Rights from a Theological perspective</p>	<p>“I need to know and respect the human rights of all people”</p> <p>“judge not or you will be judged”</p> <p>Love more, judge</p> <p>“we all can be agents of tolerance and respect including me...(like I am)...(.i am)”</p> <p>“I am a ...and my close friends are 1,2,3,4,5,6,7” (name different persons from different backgrounds)</p> <p>“True love is....loving your neighbor...who could be thief, a gay man, a PLHIV etc. etc.”,</p> <p>“I want to know what my human rights are – we all should want to know”</p> <p>“Don’t Judge less ye be judged”</p> <p>“He who is without sin cast the first stone”</p> <p>“you are your brothers’ keeper, not Their judge and executioner”</p>
<b>Uniformed Services</b>	<p>Radio during work time (especially the higher ranking officers that have an office).</p> <p>TV – after work and at night for local news watching.</p> <p>Internet – available during work, so social networking is high for preferred of communicating</p>	<p>Rights and Responsibilities of Police Officers and Immigration Officers</p> <p>Protection for all persons</p>	<p>“Let’s protect each other”</p> <p>“My rights are your rights”</p> <p>“WE are here to protect and serve - everyone”</p> <p>“We can work together”</p> <p>“Sacred duty to safeguard rights”</p>

## **GENERAL OBSERVATIONS AND RECOMMENDATIONS**

### **Television**

There is a notable preference among the target groups interviewed, for the programmes broadcast on international cable stations, however, Channels 5 and 7 together account for an equal number of viewer preferences. On both channels the News broadcasts are most highly favoured, with viewers tending to watch during the evening hours.

The level of access to television across Belizean households would suggest that if these patterns are repeated, local television attracts a significant number of viewers, albeit that viewing of local programmes tends to be focused on the evening news broadcasts.

It should be noted that the Caribbean Broadcast Media Partnership, through which television content can be aired free of direct airtime cost due to the partnership arrangements with individual media houses, currently has Channel 5 as its media partner in Belize.

### **Recommendations:**

1. Where possible and giving consideration to available budgets, schedule PSAs, advertisements, talk shows, news magazines, and dramatic skits/short stories, etc. to be broadcast immediately before, during and immediately after the news broadcasts on Channels 5 and 7.
2. Encourage the programme directors at Channels 5 and 7 to air promos for talk shows, news magazines, dramatic skits, etc. before, during and after the morning and/or evening news broadcasts for at least three days before the actual airing of the specific segment.

### **Radio**

Radio enjoys a high degree of preference as a source of news and information among the target groups that participated in the formative assessment. Love FM is the clear favourite among the respondents, with KREM Radio, Esterio Amor and Fiesta FM also enjoying some level of popularity.

Given the level of access to radio/stereo across Belizean households and assuming that these patterns are repeated, radio definitely should feature highly as an outlet for human rights campaigns developed not only for the targeted groups, but also for the population in general.

### **Recommendations:**

1. Where possible and giving consideration to available budgets, schedule PSAs and advertisements to be aired during morning and evening drive times.
2. Develop talk shows and call-in programmes focusing on human rights issues to be broadcast at peak radio listening times, such as during the evening hours.

### **Newspapers and Publishing**

Although reading newspapers did not feature significantly among the formative assessment target groups as a preferred source of news and information there are still some who do read the newspapers. In addition, since the newspapers in Belize are published primarily on a weekly basis, the fact that some respondents said they read newspapers daily could suggest a fairly high retention of newspapers from one week to another.

It is noteworthy that the news and editorial sections garner the highest level of interest among readers, followed by classifieds and careers. If these patterns are repeated across Belizean households, there would be seen a significant enough number of newspaper readers to merit

inclusion of traditional print media in efforts to reach the general population with news and information pertaining to human rights.

**Recommendations:**

1. Target newspapers with press releases related to the human rights campaign, goals, objectives, progress etc.
2. Research and pitch news editors with interesting feature stories on emerging trends gleaned from research.
3. Publish and distribute newsletters focusing on human rights issues. Investigate the feasibility of having these distributed as pull-outs within newspapers.

**Information and Communication Technology**

Internet surfing of social networking sites (SNS) was not a notably significant source of news and information among the target groups participating in the formative assessment. However, taken together the 17 that said they surf SNS every day and the six (6) that surf on weekdays or weekends only provides a total that is not significantly less than the 26 persons who said they surf “sometimes” and greater than the 18 that said “hardly ever”.

When this is considered against the background that 25.5% of Belizean households have computers and more than 60% have access to the Internet, a clear case can be made for including the Internet as a communications tool in the human rights campaign in Belize.

The 2010 Population and Housing Census noted that the use of mobile devices to access the Internet was very limited. However, if global trends in this regard continue in the future, and there is reason to believe that such will be the case given the rapid advances in technology, there can be expected to be changes in the way in which Belizeans use mobile technology in relation to the Internet.

In the meantime, there is significant use of mobile phones as evidenced by the fact that 73.6% of Belizean households have mobile/cellular phones. Among the target groups participating in the formative assessment the use of cellular phones, especially in the area of text messaging was shown to be quite substantial.

**Recommendations:**

1. Establish a comprehensive website to provide information, education, etc. on issues related to human rights in general and featuring individual portals that address human rights issues relative to each of the target groups recognised as marginalised and vulnerable.
2. Make full use of the Internet capacity to stream video and audio content such that all PSAs, advertisements, dramatic skits/shot stories developed for television and radio are accessible from the website.
3. Establish chat forums on the website catering to specific groups.
4. Enter into an arrangement with a telecommunications provider in Belize to partner in the delivery of human rights related-text messages during specified periods of the campaign.



## TARGET GROUP-SPECIFIC OBSERVATIONS AND RECOMMENDATIONS

### Group 1: Young at-risk Women

The majority of the 11 participants in this group indicated that they get most of their news and information from television and found that source to be the best, most reliable and believable. However, there was a marked preference for the programming available on international cable stations rather than that broadcast on the local channels. Against this background radio, preferred by the second highest number of participants, was determined to be a more feasible option for use in human rights campaigning.

In terms of communication tools a majority of respondents in this group affirmed that they usually read information provided on posters. Most of the participants indicated that they can recall some of the information they have seen in posters, with health and entertainment information being recalled most.

The MCT member conducting the formative research among young at-risk offered additional insight that indicated there is a high degree of preference for entertainment-related content among the group.

### Recommendations

- Identify the highly-recognised and popular entertainment personalities in Belize for engagement as Champions for the human rights campaign. Such personalities could include artistes, radio and event DJs, athletes and other sports personalities, etc.
- In identifying such personalities, seek to ascertain whether they themselves have had any personal experiences that enhance their ability to champion particular human rights, thereby establishing a brand.
- Utilise the champions as talent in radio advertisements and PSAs to deliver key human rights messages, ideally by recounting experiences that illustrate the key messages.
- Utilise the image of spokespersons on posters with quotes on human rights issues, ideally some of the same expressions utilised in the PSAs and advertisements.
- Engage the spokespersons in community outreach and other activities targeting young at-risk women.
- Develop radio advertisements that are contextualised in the recognisable entertainment arena of Belize and in which youth language and other sub-cultural elements can be clearly referenced.
- Host call-in segments during popular DJ shifts to engage the youth in expressing their views as a means of generating “chatter” around human rights issues.

## Group 2: Faith-Based Organisations FBOs)

Of the seven (7) FBO-affiliated participants in the formative research six (6) indicated that they get most of their news and information via radio; four (4) said television and three (3) said the Internet. Radio was considered the best, most reliable and believable source, followed by television and the Internet.

In terms of the frequency with which they listen to radio and watch television the majority said they listen and watch every day. Preferred viewing times are in the evenings between 6:00 p.m. and 12:00 a.m., with the news on Channel 7 being the most watched programme.

### Recommendations:

- Identify influential FBO leaders across religious denominations that are willing and able to frame key human rights messages as relevant in the context of faith-based teachings, defining behaviours “the church” should adopt.

### Major Religious Denominations

Roman Catholic	123,010
None (stated they do not belong to any religion)	47,511
Pentecostal	25,899
Seventh Day Adventist	16,665
Anglican	14,016
Mennonite	11,658
Baptist	11,009

- Develop advertisements and PSAs for radio and television to illustrate the messages framed within the faith-based context.
- Highlight the stories of individuals to inspire persons to change their outlook and attitude towards others.
- Host sessions with FBO leaders to facilitate the frank exchange of ideas and the full irrigation of concerns to assist in reducing levels of intractability and arrive at workable solutions to chart the way forward.

### **Group 3: Female Sex Workers (FSW)**

Nine (9) female sex workers ranging in age from 18 to 30 years participated in the formative research. Television was by far the primary source of news and information for the majority of respondents followed by radio and this was reflected in their view that television was the best, most reliable and believable source, followed by radio.

In terms of listening habits and viewing habits: one-third of respondents said they listen to the radio every day of the week, while two-thirds said they listened sometimes. Esterio Amor was by far the preferred station, followed by Love FM. Three (3) of the nine (9) participants said they watch television every day of the week, two (2) said weekends only, and three (3) said sometimes. The programming on the international Spanish TV stations was the most watched, followed distantly by Channel 5. In both instances there was minimal response to the question on listening and viewing times, but the two (2) participants who responded said mornings — between 12:00 a.m. and 12:00 p.m.

The listening and viewing preferences of the FSW participants reflected the insight offered by the MCT member researching this group that female sex workers are primarily of Latin origin. Further insight suggested that posters, which six (6) of the respondents said they usually read, could be beneficial if produced in Spanish and English and placed in bars, washrooms and health care access points. In addition, the MCT member suggested that purse-sized information cards would be useful to FSW.

#### **Recommendations:**

- Develop television and radio advertisements that are contextualised in the working environment of the FSW in Belize.
- Highlight the stories of individuals in television PSAs to challenge persons to think about their attitude towards others.
- Design posters that focus on the use of powerful graphics to address the human rights issues faced by FSW and affirm the right in Spanish and English.
- Produce dual-language wallet cards that affirm the rights that FSW consider to be most under threat.

#### **GROUP 4: Men who have Sex with Men (MSM)**

The MSM participating in the formative research ranged in age from 18 to 35 years. Eight (8) out of the 10 respondents said they get most of their news and information from television, six (6) said from radio and four (4) mentioned the Internet. At three (3) for television, four (4) for radio and two (2) for the Internet these preferences were quite closely reflected in terms of the sources considered best, most reliable and believable among participants.

Five (5) MSM respondents said they listen to the radio every day of the week. Evenings between 6:00 p.m. and 12:00 a.m. was the preferred listening time for half of the group surveyed with the programming on Love FM most favoured among seven (7) of the respondents.

In terms of television viewing habits eight (8) MSM said they watch every day of the week. Evenings between 6:00 p.m. and 12:00 a.m. was the preferred viewing time for six (6) respondents with four (4) indicating a preference for afternoons between 12:00 p.m. and 6:00 p.m. The most watched TV stations were Channel 5 – three (3) respondents, international cable stations – three (3) respondents and Channel 7 – two (2) respondents. The news on Channels 5 and 7 was favoured by four (4) each of respondents.

The research indicated that among the MSM surveyed there is a high affinity for information relayed via posters. Nine (9) of the 10 participants said they usually read such information with eight (8) revealing that they recall some of the information, especially in relation to HIV/STD – six (6) respondents.

The MCT member conducting the research among MSM offered the insight that posters would be most effective placed in health centres, while information being relayed via television would be most effective if placed during prime time. It was also suggested that talk shows on radio would be most useful in terms of reaching the MSM community.

#### **Recommendations:**

- Highlight the stories of individuals in television PSAs to challenge persons to think about their attitude towards others.
- Design posters that focus on the use of powerful graphics to address the human rights issues faced by MSM and affirm the right in Spanish and English.
- Conduct blind interviews to be broadcast on radio and television to enable MSM to tell their stories and participate in discussions anonymously or otherwise, as they may prefer.

**Group 5: Persons Living with HIV (PLHIV)**

A total of 10 PLHIV ranging in age from 19 to 24 years participated in the formative research. Six (6) respondents gave television as their primary source of news and information, while five (5) mentioned the Internet and four (4) each mentioned radio and print. As to the sources they consider best, most reliable and believable, six (6) respondents favoured television and four (4) favoured the Internet.

Questions regarding viewing habits of the PLHIV surveyed revealed that almost half of respondents watch TV every day of the week, with mornings between 12:00 a.m. and 12:00 p.m. being mentioned by two (2) participants as their regular viewing time. Respondents indicated they preferred to watch international stations on cable.

The majority of persons interviewed said they usually read the information on posters. Half of the participants stated that they are able to recall some of the information they read on posters with three (3) mentioning information related to HIV/STD and two (2) each mentioning health and general information respectively.

Three (3) participants said they surf Internet social networking sites everyday of the week, although five (5) persons said "sometimes".

Insight from the MCT member conducting the research among PLHIV suggested that posters placed where PLHIV access health services would be effective in reaching this group.

**Recommendations:**

- Create a comprehensive presence on the Internet to facilitate PLHIV access to key information, share experiences, address concerns etc.
- Provide online access to all audio and video PSAs developed to address human rights issues.
- Design posters that focus on the use of powerful graphics to address the human rights issues faced by PLHIV and affirm the rights most under threat.

### **Group 6: Transgendered Persons (TRANS)**

Ten (10) TRANS ranging in age from 18 to 32 participated in the formative assessment. Seven (7) respondents said they mainly look to television for news and information, while four (4) mentioned radio and three (3) mentioned the Internet. As to which source they consider to be the best, most reliable and believable, eight (8) respondents said TV, four (4) said radio and two (2) said the Internet.

Six (6) respondents said they listen to the radio every day of the week, primarily in the mornings between 12:00 a.m. and 12:00 p.m. Three (3) respondents listen in the afternoons between 12:00 p.m. and 6:00 p.m., and two (2) in the evenings between 6:00 p.m. and 12:00 a.m. The programming on FIESTA FM was most popular among participants followed by WAVE RADIO and LOVE FM.

With regard to television viewing habits six (6) out of the 10 participants said they watch TV every day of the week. Seven (7) said they watch in the mornings, four (4) in the evenings and three (3) in the afternoons. Four (4) respondents said they prefer the international cable stations and three (3) said the news on Channel 5.

Eight (8) participants said they usually read the information on posters and seven (7) indicated they are able to recall what they read, particularly if the subject relates to HIV/STD.

The MCT member surveying TRANS noted that the relative popularity of television notwithstanding, given the preference among the participants for the international cable stations the use of radio and posters would be more effective in reaching this target group. Additional insight suggested that information be shared on Internet sites of regional and international organisations.

### **Recommendations:**

- Design posters that focus on the use of powerful graphics to address the human rights issues faced by TRANS and affirm the rights they consider most under threat.
- Create a comprehensive presence on the Internet to facilitate access by TRANS to key information, share experiences, address concerns etc.
- Conduct blind interviews to be broadcast on radio and television to enable TRANS to tell their stories and participate in discussions anonymously or otherwise, as they may prefer.

### **Group 7: Uniformed Services (Police and Immigration Officers)**

Five (5) uniformed services personnel ranging in age from 18-40 years participated in the formative assessment. Eight (8) participants said they get most of their news and information from television, while seven (7) mentioned radio and five (5) mentioned the Internet. Radio was considered by four (4) respondents as the best, most reliable and believable choice followed by television (3) and the Internet (3).

In terms of their listening habits five (5) participants said they listen to the radio every day of the week. Six (6) respondents said they tend to listen in mornings and five (5) indicated they listen in the evenings. LOVE FM was the favourite station; three (3) indicated they listen most to the LOVE FM 6:00 p.m. newscast.

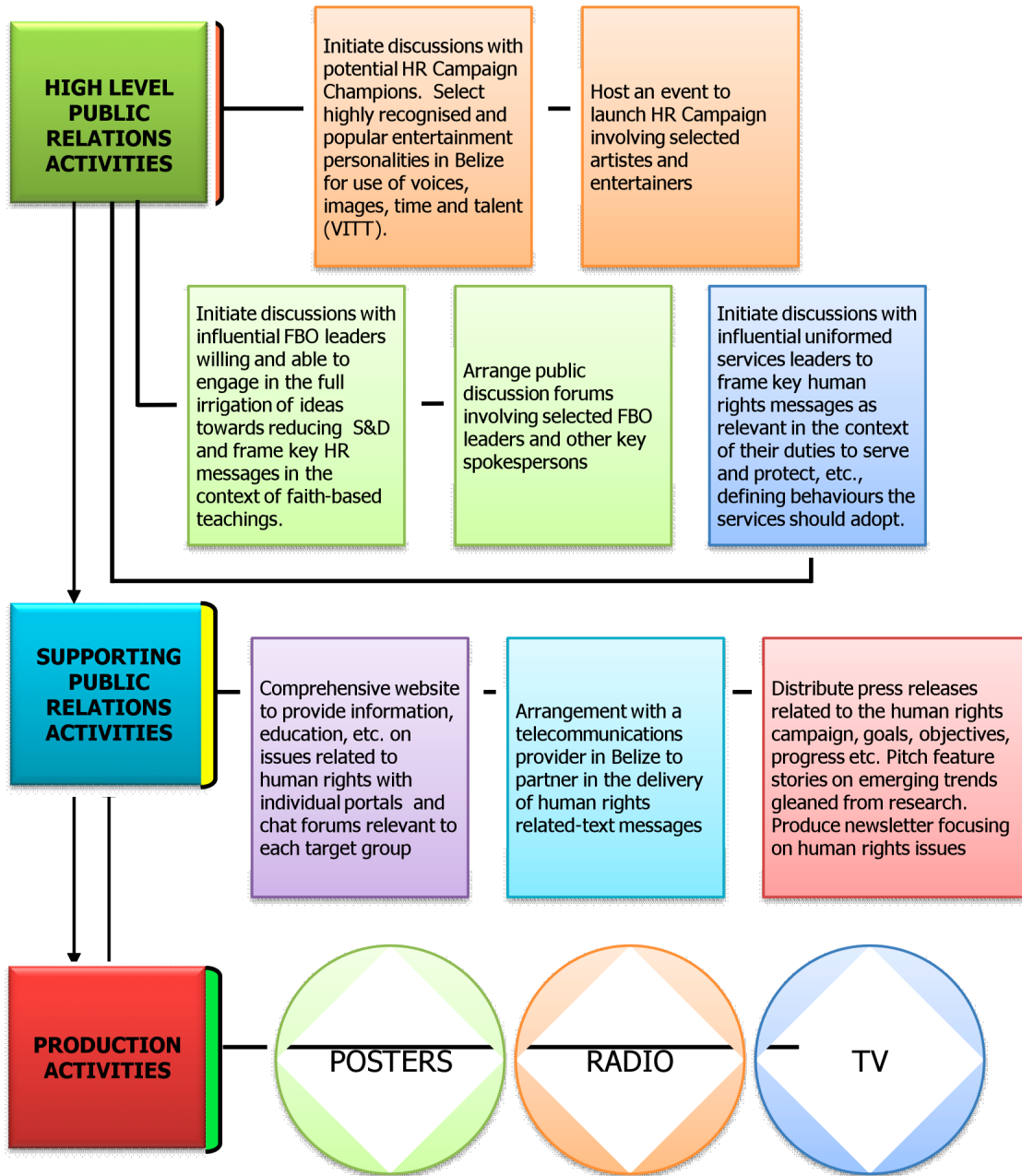
On the viewing side seven (7) respondents said they watch TV every day of the week; three (3) said sometimes. The vast majority, eight (8) persons watch television in the evenings. The news on Channel 7 and the programming on international cable stations were preferred by three (3) each of respondents.

Internet usage was relatively high among this group with six (6) respondents stating that they surf the SNS sites everyday of the week. The majority of uniformed services personnel indicated they usually read the information on posters and eight (8) said they are able to recall what they read particularly if the information was related to HIV/STD, and health to a lesser extent.

#### **Recommendations:**

- Identify influential leaders among the ranks of uniformed services who are willing and able to frame key human rights messages as relevant in the context of their duties to serve and protect, etc., defining behaviours the services should adopt.
- Develop advertisements and PSAs for radio and television to illustrate the messages framed within the specific service delivery context.
- Highlight the stories of individuals to inspire persons to change their outlook and attitude towards others.
- Create a comprehensive presence on the Internet to promote key human rights information, address issues, etc.
- Design posters that focus on the use of powerful graphics to address the human rights issues faced by marginalised groups and affirm the rights most under threat.
- Host sessions with influential leaders to facilitate the exchange of ideas to assist in arriving at workable solutions to chart the way forward.

# Human Rights Campaign Development in Belize Plan of Action





## SECTION II: INTRODUCTION:

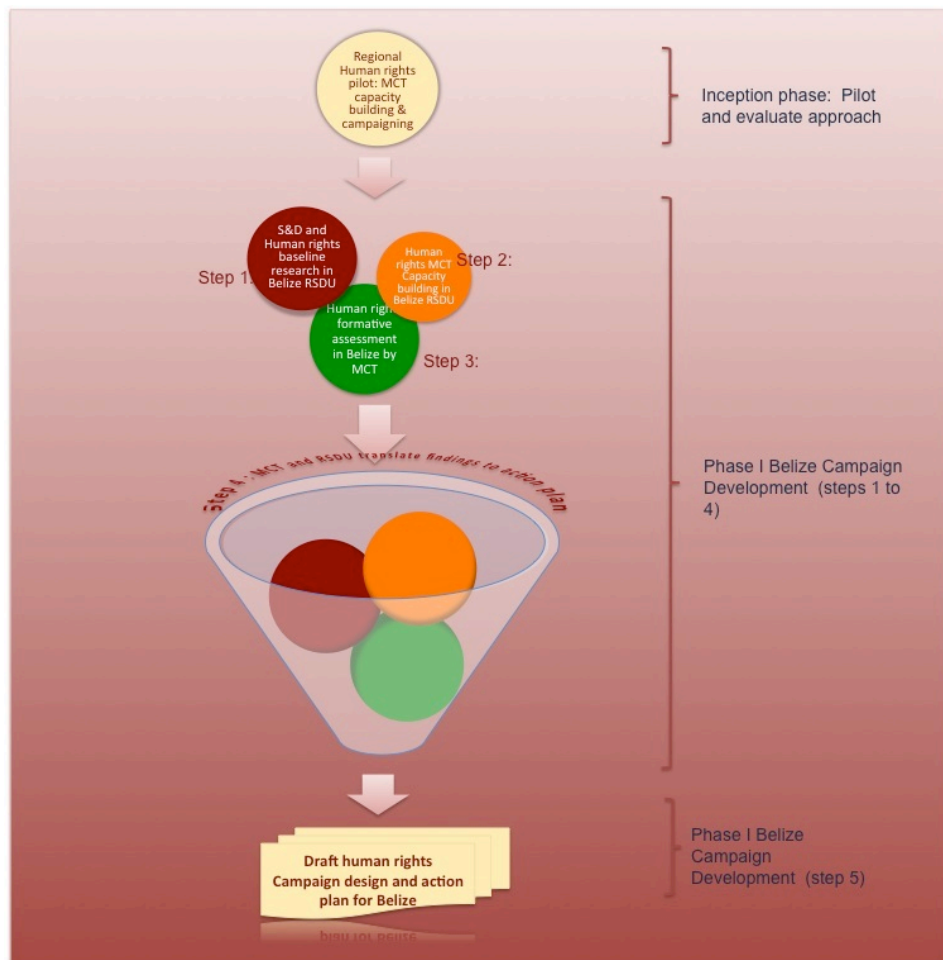
### DEVELOPMENT OF PLAN OF ACTION

This plan of action (POA) is a set of recommended campaign strategies, human rights focus issues, campaign partners and materials and media tools that have been drawn up through translation of the recent research findings from;

(i) The formative assessment which identified media tools most appropriate for use with respect to each group identified as targets in the human rights campaign based on the findings of the formative research, and makes recommendations for campaign components.

And

(ii) the preliminary results of the stigma baseline which identified key patterns regarding the awareness and perceptions of Human rights and other related laws, attitudes towards marginalised groups by gate keeping communities (FBOs, HCW, Police, Immigration officials).



To facilitate development of the framework and POA, the Communications Consultant participated remotely in the December 10, 2011 meeting of the MCT and RSDU technical team

to discuss the findings of the formative assessment that had been conducted in Belize. Various documents were reviewed including the draft findings of the formative assessment, the RSDU/UNDP Know Your Laws and Rights Communication Framework 2011-2012, an overview of the frequencies of stigma towards marginalised groups in Belize, an overview of scripts from focus group respondents which highlighted the views and experiences of participants as they relate to human rights and stigma in Belize, and the main results of the Belize 2010 Population and Housing Census.

In carrying out the formative assessment the Belize MCT was seeking to: ascertain the primary sources of news and information among the specific target groups; gauge the extent to which persons in the respective groups were aware of and had a clear understanding human rights and related issues; and assess the attitudes of persons towards PLHIV as a means of discovering some of the mind-sets that contribute to stigma and discrimination against PLHIV and other marginalised and vulnerable groups.

There were approximately 67 participants involved in the formative research — males and females ranging in age from 14 to 45 years. The groups targeted were: **1** - Young at-risk women; **2** - FBOs; **3** - FSW; **4** – MSM; **5** – PLHIV; **6** – Transgendered Persons; **7** - Uniformed Services (Police and Immigration Officers).

During the discussion of the findings, to facilitate closer consideration of the media preferences, the MCT members each focused on the group from which he or she had collected the data. Each member was able to provide additional insight which allowed for a reasonably clear picture to emerge with respect to preferences relative to news and information sources, use of communication tools, awareness and knowledge of human rights, and views towards PLHIV and other marginalised and vulnerable groups that contribute to stigmatising and discriminating attitudes and behaviours.

The reports from the individual MCT members revealed a slightly different picture from that shown in the review conducted across all groups, in that media preferences by group were ranked from most to least preferred as: radio (**1**); posters (**2**); television (**2**); Internet (**3**) as shown below:

<b>ID - GROUP</b>	<b>PREFERRED MEDIA/TOOL</b>
<b>1</b> - Young at-risk women	Radio; Posters
<b>2</b> - FBOs	Radio; TV
<b>3</b> - FSW	Radio; TV
<b>4</b> - MSM	Posters; TV; Radio
<b>5</b> - PLHIV	Internet; Posters
<b>6</b> - Transgendered	Posters; Radio
<b>7</b> - Uniformed Services (Police and Immigration Officers)	Radio; TV

### **SECTION III: GENERAL OBSERVATIONS**

Given that the framework speaks to increasing awareness of and respect for human rights amongst the general population (in addition to the objectives that focus on national leaders and gatekeepers, and marginalised groups) the Consultant considered that it was important to get a sense of key statistics as they relate to the general population of Belize and their access (not use of) to various medial tools.

The **Main Results of the 2010 Population and Housing Census** of Belize ([http://www.statisticsbelize.org.bz/dms20uc/dynamicdata/docs/20110505004542\\_2.pdf](http://www.statisticsbelize.org.bz/dms20uc/dynamicdata/docs/20110505004542_2.pdf)) provides the following information:

<b>Total Population</b>	<b>312,698</b>
-------------------------	----------------

Males 157,935  
Females 154,763  
15-24 years – 20.2% of total population  
25-64 years – 40.0% of total population  
Median age – 22 years

<b>Total Households</b>	<b>79,272</b>
-------------------------	---------------

Radio/Stereo – 74.9%  
Television – 75.4%  
Mobile/cellular phone – 76.3%  
Computer – 25.5%  
Internet access – 62.3% approx.  
At 45%, Internet usage highest among 15-24 age group

In respect of the data on households it is recognized that access to a particular appliance does not equate with its usage. However, the statistics are nevertheless useful as an indicator for the potential coverage that may be achieved through specific media and communication tools, especially as it relates to reaching the general population.

Relative to the data on households the Consultant also gave attention to the findings with respect to mass communication preferences and communication tools that emerged from the formative assessment across all the groups that participated in the research. It was felt that this information would be useful in helping to point the way forward with respect to resolving questions as to whether or not to develop strategies utilizing specific media and communications tools that may not have appeared highly favoured when considered within individual groups of participants. The findings across all groups are shown in the following tables.

### **Television**

There is a notable preference among the target groups interviewed, for the programmes broadcast on international cable stations, however, Channels 5 and 7 together account for an equal number of viewer preferences. On both channels the News broadcasts are most highly favoured, with viewers tending to watch during the evening hours.

The level of access to television across Belizean households would suggest that if these patterns are repeated, local television attracts a significant number of viewers, albeit that viewing of local programmes tends to be focused on the evening news broadcasts.

It should be noted that the Caribbean Broadcast Media Partnership, through which television content can be aired free of direct airtime cost due to the partnership arrangements with individual media houses, currently has Channel 5 as its media partner in Belize.

### **Recommendations:**

3. Where possible and giving consideration to available budgets, schedule PSAs, advertisements, talk shows, news magazines, and dramatic skits/short stories, etc. to be broadcast immediately before, during and immediately after the news broadcasts on Channels 5 and 7.
4. Encourage the programme directors at Channels 5 and 7 to air promos for talk shows, news magazines, dramatic skits, etc. before, during and after the morning and/or evening news broadcasts for at least three days before the actual airing of the specific segment.

## **Radio**

Radio enjoys a high degree of preference as a source of news and information among the target groups that participated in the formative assessment. Love FM is the clear favourite among the respondents, with KREM Radio, Esterio Amor and Fiesta FM also enjoying some level of popularity.

Given the level of access to radio/stereo across Belizean households and assuming that these patterns are repeated, radio definitely should feature highly as an outlet for human rights campaigns developed not only for the targeted groups, but also for the population in general.

### **Recommendations:**

3. Where possible and giving consideration to available budgets, schedule PSAs and advertisements to be aired during morning and evening drive times.
4. Develop talk shows and call-in programmes focusing on human rights issues to be broadcast at peak radio listening times, such as during the evening hours.

## **Newspapers and Publishing**

Although reading newspapers did not feature significantly among the formative assessment target groups as a preferred source of news and information there are still some who do read the newspapers. In addition, since the newspapers in Belize are published primarily on a weekly basis, the fact that some respondents said they read newspapers daily could suggest a fairly high retention of newspapers from one week to another.

It is noteworthy that the news and editorial sections garner the highest level of interest among readers, followed by classifieds and careers. If these patterns are repeated across Belizean households, there would be seen a significant enough number of newspaper readers to merit inclusion of traditional print media in efforts to reach the general population with news and information pertaining to human rights.

### **Recommendations:**

4. Target newspapers with press releases related to the human rights campaign, goals, objectives, progress etc.
5. Research and pitch news editors with interesting feature stories on emerging trends gleaned from research.
6. Publish and distribute newsletters focusing on human rights issues. Investigate the feasibility of having these distributed as pull-outs within newspapers.

## **Information and Communication Technology**

Internet surfing of social networking sites (SNS) was not a notably significant source of news and information among the target groups participating in the formative assessment. However, taken together the 17 that said they surf SNS every day and the six (6) that surf on weekdays or weekends only provides a total that is not significantly less than the 26 persons who said they surf “sometimes” and greater than the 18 that said “hardly ever”.

When this is considered against the background that 25.5% of Belizean households have computers and more than 60% have access to the Internet, a clear case can be made for including the Internet as a communications tool in the human rights campaign in Belize.

The 2010 Population and Housing Census noted that the use of mobile devices to access the Internet was very limited. However, if global trends in this regard continue in the future, and there is reason to believe that such will be the case given the rapid advances in technology, there can

be expected to be changes in the way in which Belizeans use mobile technology in relation to the Internet.

In the meantime, there is significant use of mobile phones as evidenced by the fact that 73.6% of Belizean households have mobile/cellular phones. Among the target groups participating in the formative assessment the use of cellular phones, especially in the area of text messaging was shown to be quite substantial.

#### **Recommendations:**

5. Establish a comprehensive website to provide information, education, etc. on issues related to human rights in general and featuring individual portals that address human rights issues relative to each of the target groups recognised as marginalised and vulnerable.
6. Make full use of the Internet capacity to stream video and audio content such that all PSAs, advertisements, dramatic skits/shot stories developed for television and radio are accessible from the website.
7. Establish chat forums on the website catering to specific groups.
8. Enter into an arrangement with a telecommunications provider in Belize to partner in the delivery of human rights related-text messages during specified periods of the campaign.

### **Human rights awareness and sympathetic attitudes related to HIV Status**

In developing the POA the Communications Consultant and the RSDU and MCT teams have taken consideration the communication objectives of the Know Your Laws and Rights Communication Framework, 2011-2012 in which the goal is;

#### ***To increase respect for the human rights of marginalised populations in Belize.***

Based on the findings of the formative assessment the MCT concluded that while there is some general familiarity with the term “human rights” there is little knowledge of how the rights are interpreted and how they should be applied to everyday living. Responses from the participants also suggested that there is a high percentage of persons who think that everyone is entitled to human rights. Similarly, a significant number of participants consider it important to know one’s rights.

Responses from participants in the formative assessment suggest that the level of sympathetic attitude is heavily influenced by knowledge of the mode of transmission of HIV in respect of any one individual. Most respondents indicated extreme sympathy for the categories of PLHIV identified as “new born baby” and “new born baby infected by its mother” but little sympathy for other categories.

In this section it was recognized that the knowledge and clarity of basic human rights is lacking. Participants were able to cite a few rights, but when asked to describe them most of the answers were irrelevant to the questions posed. This was across the board of persons interviewed - Young Women, FBO’s, PLHIV, MSM’s, Trans and Uniformed Services.

#### ***Which rights come to mind?***

Most groups cited – equal right, to live was confused with rights to life and rights to safety,

Cited right to justice (but could not clarify this, rights as a human being could not be clarified in terms of any specific human right)

The majority of MSM they could not give specific or 'sound' examples of human rights and human rights breaches. May had laws reached and being stigmatised in public settings but did not differentiate between laws being contravened and human rights being breached. Don't judge was not linked to the non-discrimination.

MSM mainly focused on equality, fair trial/false imprisonment and happiness, freedom of expression, right to life and liberty, right to privacy, equal protection by law

MSM interviews show that they feel that their rights have been infringed. The examples given were; rights to choose my friends, rights to security, abused as a child

The group of young dependent women was the most aware of human rights, of the marginalised groups. They cited freedom of speech, child rights, free down to worship, right to life, food, shelter, safety, Innocent until proven guilty.

FBOs were able to cite;

Marriage and family, right to play, right to Food and shelter, don't discriminate – treat all people of colour or creed alike, no other demographic was cited. E.g. age, nationality, sex, etc

### **Measuring judgment and blame through the HIV Sympathy Scale**

Despite increased knowledge about HIV transmission, all the communities surveyed, including marginalised groups are still focusing in mode of transmission that determines how a person became infected. All groups demonstrated judgment towards persons with HIV based on the mode of transmission.

FBOs were able to cite the biblical verse; *Don't judge or you will be judged.*

However the responses given on sympathy demonstrated most sympathy for babies and wives and little or no sympathy for business men who contracted HIV on travels, a sex worker or a church leader.

Comments included;

New Born – *"it is not the babies fault",*

Homosexuals – *"sink them, they don't belong here"*.

Most were sympathetic if one was infected by a doctor or unfaithful spouse or blood transfusion. They condemned the sex worker and the FBO leader with the underlying assumption that they brought it on themselves through "immoral" practices.

Overall, participants were unaware of the fact that during this exercise was all about demonstrating how each person has a tendency to judge and condemn others.

## **Appendix 1: Summary of Initial findings presented on Human rights awareness and respect from the SCORE-B baseline.**

### **PLHIV**

25% had heard of the universal declaration of human rights

Only 16% said that they had been denied their rights. While 30% don't know. However, of those that had disclosed their status, over 50% said that they had been denied their rights.

Human rights denied to PWH included being denied surgery, employment (being fired due to status)

(90 to 100% of PWH expressed respect for the rights of all persons. However, less than 80% felt that not everyone should have equal rights with regards to right to have children, right to privacy/confidentiality of health in (regarding disclosure of IV status)

### **MSM**

More MSM than PWH had heard of the universal declaration of human rights - 48% compared with PWH (25%).

Only 16% had their rights denied while 18% do not know.

81% (compared with 100% of PWH) think that everyone should have equal rights. Less than 75% agrees with equal rights to have children (50%), right to marry (70%) and right to have sex (70%)

Only 70% of MSM thought that children with HIV should be allowed to go to school.

## **COMMENTARY**

### **FSW**

Immigrations, HR in general, build confidence in the systems, protection by the law, education for SW on HR

"Mek wi agree fu respect wan anada" (creole for "Let us agree to respect one another")

"As a global citizen I have rights too"

"Belize has an open door policy to all its neighbours"

"We da all humans and we have rights"

"Sexual rights are human rights"

Young Persons

Self-stigma, education on HR, adolescence Sexual Rights, peer pressure, freedom of speech, right to a comprehensive education

“So whose story is it? Be Educated”

“There should be no gap in the puzzle, if you know who you are”.

“The knowledge of my rights determine my attitude”.

“I may be young but I too have rights”

### **FBO’s**

Education on HR, Laws, Responsibilities of respect, Law of the Land, makes a distinction of morality, HR and the Law...”

“I need to know and respect the human rights of all people”,

“We all can be agents of tolerance and respect including me (like I am a.....) (I am a...),”

“I am a ...and my close friends are 1, 2, 3, 4, 5, 6, 7”, (name different persons of different sexualities, professions etc.)

“True love is....loving your neighbor...who could thief, a gay man, a PLHIV etc. etc.”,

“I want to know what my human rights are – we all should want to know”

### **Uniformed Services**

Rights and Responsibilities, double standard as government worker, protection for all....

“Let’s protect each other”,

“My rights are your rights”,

“WE are here to protect and serve everyone”

“We can work together”

“Everyone has a right to live a life free of

Some Feel that their should; be different rights for LGBT

### **Police and Immigration**

Uniformed services feel that in order to keep the law, they can take other person’s human rights. They also expressed that LGBT’s don’t have right,

Police men and FBO’s act as if they should have different sets of HR Laws because they don’t follow the law.

It was agreed that the process on how to make complaints and the follow up can be in the PSA



Address General Community, Leaders – FBO's, parliamentarians, empowering marginalized groups and their families on their HR and Laws.

Prioritize the most violated HR and laws. Put all this information on a Preliminary Campaign. Know the specific country context so to properly address the situation.

Sensitizing on HR, we need to visit medical personnel – BMDA is open and interested in S&D training for the medical groups, doctors, nurses, ambulance attendants, technicians.

### **Knowledge of any national laws or policies that prevent HIV discrimination and where to go for assistance.**

Only 23% of PWH were aware of any laws that prevent HIV discrimination. Only 34% knew where to seek help for discrimination towards them, Approx 50% of those who knew where to go had sought advice from the organization regarding S&D

While 22% of MSM were aware of any laws that prevent HIV discrimination. 60% know where to go to seek help for discrimination against them. Approx 80% of those who knew where to go had sought advice from the organization regarding S&D

## **OBSERVATIONS OF STIGMA LEVELS**

### **PLHIV Stigma levels**

#### **Internalised stigma among PLHIV and self image**

PLHIV Internal Stigma – is first time a survey like this is conducted. 92.4% demonstrated moderate to high levels of stigma (as measured through a validated stigma scale of 30 to 124, (30 thru 59=low) (60 thru 89=moderate) (90 thru 124= high) (ref).

It was agreed that the campaign can address motivational messages targeted at the MSM that can help to reduce internalized stigma or promote self conviction of their rights.

### **Stigma and discrimination towards PLHIV**

Some of the questions on the stigma scale were explored individually.

At the end when asked the said had happened to someone else and they assumed this would happen to them.

Having HIV makes me feel unclean. Many who felt unclean were females who had been abused.

- Can this issue be included in another questionnaire in gender violence, or abuse
- The social environment, should be taken into consideration

52% of PWH had disclosed to some one. The rest had not disclosed to anyone other than the hcw they were referred to after testing positive.

### Experience of Fear of contagion

Over 65% of PWH reported that they agree with the statements relating to fear of contagion by others;

1. Some people avoid touching me once they know I have HIV – PLHIV (63%)
2. People have physically backed away from me when they learn that I have HIV (70%)
3. People seem afraid of me once they learn I have HIV (70%)
4. When people learn that you have HIV they look for faults in your character (67%)
5. Most people believe that person who has HIV is dirty (63%)
6. Most people think that a person with HIV is disgusting (63%)

### Blame

While just over a third reported that, “ People have told me that getting HIV is what I deserve for how I lived my life”

### Shame

I feel ashamed because I have HIV

## **MSM Stigma levels**

### Internalised and self-image

65% of MSM demonstrated moderate to high levels of internalised stigma

Surprisingly, 37% of MSM cited feeling guilty because they seem to be different, and 55% cited being ashamed of their sexual orientation and XX% also reported that they believed it was against the law of God.

### Experienced stigma

- Between 16 and 20 percent had been excluded and marginalised from work, social gatherings etc due to being MSM, while up to 48% had been verbally abused and teased publicly . 20% had been physically assaulted in the past 12 months.
- Almost a 3<sup>rd</sup> - 30% had been told by their family members that they were an embarrassment while 77% had been told that homosexuals were not normal.
- 30% cited pretending to be actively heterosexual in order to be accepted in certain circles and institutions and 43% reported keeping their sexual orientation a secret.
- Stigma at the point of health care and social services delivery was not reported at all by MSM.

- A quarter avoid new friendships and stick with their trusted circle of friends.
- The main perpetrators of stigma were community members (45%), school children, (20%) government workers 16% (excluding HCW). 50% cited police and main perpetrators and 40% cited family members.

## **SW stigma levels**

### **SW –**

Moderate levels of internalized stigma, low internalized stigma

SD 1902 – I feel guilt because I am seen to be different, 49% agree

SD 1947 – a result of what family ties they have locally or very close to them.

SD 20e – dialogue with the ministry of health, but also with other institution and civil society (BFLA,) Do we need to focus on sex workers, in relation to Human Trafficking.

### **ACCESS to health services and experience stigma**

#### **PWH**

Those who disclosed to doctor were the ones in support groups and reported unhindered access to services.

Those who did not access services had not disclosed to anyone other than a health care workers. doctor. other only access services far from home to avoid bumping into anyone who knew them personally.

16% reported S&D at the point of health care delivery in terms of delayed treatment, dismissive or judgmental attitude of HCW

#### **SW and MSM**

With regards to SW, MSM less than 5% reported S&D in health care. SW reported need to access services far from home in order to have their business remain unknown.

## Appendix 2: overview of the campaign design sessions

### Introduction:

On the weekend of December 10<sup>th</sup> and 11<sup>th</sup>, 2011 the Regional Stigma and Discrimination Unit's Media and Communications Team in Belize met to continue the process of developing the "Know Your Laws and Rights" Campaign sponsored by UNDP via the Global Fund Round 9 Project.

The purpose of the session is defined by the following:

By recalling the approach, objectives and target groups of the "*Know Your Rights and Laws Campaign*", the MCT is being convened to:

- Assist with translation findings into campaign strategies and content
- Participate in the design of the pilot version of the campaign, building on the findings and formative assessment outcomes
- Assist with analyzing the findings from assessment to make programming recommendations.

The two-day session was attended by members of the Media and Communications Team as well as technical advisors.

### Present:

MCT Members:

Mia Quetzal  
Lizet Aldana  
Eric Castellanos  
Stephen Diaz  
Rosalie Staines  
Denielle Neal

### In-Country Technical Support:

Martha Carrillo – RSDU Technical Associate  
Rodel Beltran – Liaison Officer

### Via Barbados (GotoMeeting and Skype)

Cheryl Eversley – Communications Specialist  
Martine Chase – Project Officer  
Sarah Adomakoh – Team Leader

### Others present:

Mariana Mansur – UNDP

The duration of the working session was 2 days starting at 8:30pm and closing at 4:00pm. The outline of the agenda is as follows:

## Overview of the Sessions

### Day 1: Saturday December 10

- Review of formative assessment report findings with a view to:
  - i. Identify the preferred media for effectively reaching each of the target groups in the campaign – PLHIV, uniformed services, MSM, Transgendered, SW and young girls
  - ii. Determine level of human rights knowledge of each target group
  - iii. Determine the attitudes towards marginalized groups from the stigma scales etc

### Day 2: Sunday December 11

Review of stigma baseline data with a view to:

- a. Identify the types of stigma (enacted and internalized) faced by the groups affected by stigma (PLHIV, Trans, MSM, SW, young girls)
- b. Identify attitudes of FBOs, police and immigration officers
- c. Link levels of stigma (identified in a & b) to knowledge of human rights for each group
- d. Identify levels of knowledge of laws and rights for each target group
- e. Identify areas of focus for the campaign for each target groups based on the S &D, HR, knowledge issues identified in a through d
- f. Brainstorm on the campaign components utilizing the media/ information sources and S &D thematic areas to come up with recommendation for the Know Your Rights and Laws Campaign.

### Expected output:

A report from the MCT with recommendations on:

- Campaign Strategy – identify media for each target group
- Educational objectives/ thematic areas of focus for each target group based on knowledge of HR, S &D Experiences/ attitudes
- Recommendations of materials/ components of the campaign based on the discussions over the two days

### Discussions: Day 1

After introductions and an icebreaker activity, the work session started with an overview of the objectives, goals and expectations of the MCT 2 day working session. The purpose of the meeting was shared with participants and then they were asked to share their expectations for the session. They shared the following:

#### Expectations:

1. To produce a campaign that is completely different and one that everyone can understand and relate to
2. Make good use of the information gathered
3. Agreement to get this report before the end of the year, so I can share with Geneva Universal Periodic Review NGO (to forward information on SCOR-B findings) that will be presented. A summary can be given by the end of the year. These results will show the need to sensitize the gatekeepers.

4. How will these findings help with court cases? It will establish a pattern of discrimination and it will be forwarded to the lawyers for use as support to our case. (Caleb Orozco)
- I want to find out the results. It was a new experience talking with the workers, and finding out what the gatekeepers are sharing
  - Use the findings to get to what we need to focus on and find suitable answers to the situations needed to be addressed
  - Will there be a media sharing session? How and When? Dissemination of this information is very important.
  - Linking the findings with other NGO's, and how it translates– to show the connection between discrimination and access to health care
  - It will be helpful to go back to the populations involved and show them what the results are so that they feel a part of the study and be willing to continue participating.
  - Being involved in what will be going out to the public
  - Make recommendation to NAC and to other partners working in these areas to close the gaps in the programmes

A presentation was then made on the key findings of the formative assessment which are summarised in the main body of this report.

## Appendix 3: Summary tables - formative assessment findings

### SECTION 1: MASS MEDIA PREFERENCES

**Table 1: Where do you get most of your news and information? (Tick all that apply)**

PRIMARY SOURCE OF INFORMATION					
RADIO	TELEVISION	PRINT	MOBILE	INTERNET	OTHER
38	53	11	10	24	6

Table 1 MCT commentary Notes: -

- Internet access - is a mixture where some have little access to internet use (especially by young people)
- Sex Workers – when they have free time they watch TV so this is showing high. We have to note that they watch international Spanish channels, as most of them are Spanish speaking. A few would read the newspaper but also this would be the Guatemalan newspaper in Spanish.
- MSM/PLHIV – had representation from the whole country and balance throughout the study in terms of their preferred media

**Table 2: Which source do you consider to be the best, most reliable and believable?**

BEST, MOST RELIABLE AND BELIEVABLE SOURCE					
RADIO	TELEVISION	PRINT	MOBILE	INTERNET	OTHER
26	37	5	2	16	2

Table 2 MCT commentary Notes: -

- FBO – have more airwave services, some of the churches have their own radio station

**Table 3: How often do you listen to the radio and at what times of the day?**

RADIO LISTENING				
EVERY DAY OF THE WEEK	WEEKDAYS ONLY	WEEKENDS ONLY	SOMETIMES	HARDLY EVER
32	3	2	21	9
RADIO LISTENING TIMES				
MORNINGS (between 12 a.m. and 12 p.m.)	AFTERNOONS (between 12 p.m. and 6 p.m.)	EVENINGS (between 6 p.m. and 12 a.m.)		
18	7	22		

Table 3 MCT commentary Notes: -

- PLHIV – they are more focusing on getting information for survival, work, etc e.g. on their health and HIV, so they don't listen to the radio as much because they don't get information the need there.
- The times when the local news is aired is when most people watch the local channels

**Table 4: Please state the radio station and three (3) programmes you listen to most.**

FAVOURITE RADIO STATIONS				
KREM RADIO	LOVE FM	MORE FM	ESTERIO AMOR	FIESTA FM
11	28	9	11	11

Table 4 MCT commentary Notes: -

- More prefer FM, has younger DJ's and more relevant for productive age groups,
- Krem has some communication for younger people, with a couple programmers that focus on young people
- Estero Amor – Mostly Spanish speaking listeners (1 of the 10 interviewed spoke English)

Table 5: How often do you watch TV and at what times?

TV VIEWING				
EVERY DAY OF THE WEEK	WEEKDAYS ONLY	WEEKENDS ONLY	SOMETIMES	HARDLY EVER
39	1	6	14	7
VIEWING TIMES				
MORNINGS (between 12 a.m. and 12 p.m.)	AFTERNOONS (between 12 p.m. and 6 p.m.)	EVENINGS (between 6 p.m. and 12 a.m.)		
14	12	30		

Table 6: Please state the TV station and programme you watch most.

FAVOURITE TV STATIONS				
LOVE TV	CHANNEL 5	CHANNEL 7	INT'L CABLE STATIONS	INT'L SPANISH STATIONS
5	12	10	22	10
	News (9)	News (11)		

Table 6 MCT commentary Notes: -

- International TV stations are watched more, because they trust the information more than the local information. Especially on health as Belize doesn't produce much health information.
- Channel 7 – sensationalizes the news so it has a wider audience especially among grassroots people

Table 7: How often do you read newspapers?

READ NEWSPAPERS				
EVERY DAY OF THE WEEK	WEEKDAYS ONLY	WEEKENDS ONLY	SOMETIMES	HARDLY EVER
5	4	11	22	25

Table 7 MCT commentary Notes: -

- The local newspaper is once a week, so by the time the paper comes out we have heard the news, it is old news
- Some may access other newspapers on the internet, not Belizean papers

Table 8A: Please state your favourite newspaper, and your two (2) favourite sections of the paper.

FAVOURITE NEWSPAPERS				
AMANDALA	NO FAVOURITE	THE BELIZE TIMES	THE REPORTER	THE SAN PEDRO SUN
38	10	4	3	1



**Table 8B: Favourite sections of the paper.**

FAVOURITE NEWSPAPER SECTIONS				
ADVICE & LIFESTYLE	ARTS & ENTERTAINMENT	CLASSIFIEDS/ CAREERS	NEWS & EDITORIAL	SPORTS
11	10	14	33	10

Table 8 MCT commentary Notes: -

- Belize Times and Guardian are the local political news papers
- San Pedro Sun – is mostly circulated in San Pedro Town
- Amandala – has everything (this is the most popular news paper), but even if being paid they will select what they print

## SECTION 2: COMMUNICATION TOOLS

**Table 9: Do you usually read the information on any posters that you see?**

READ POSTERS?	
YES	58
NO	9

Table 9 MCT commentary Notes: -

- Young women - It depends on the information on the poster if it is of interest to them they will read and remember.
- Effectiveness of poster, it shows that this should be continued as people are still reading posters but mainly recall only messages that are personally important to them or messages that are important to someone who is important to them
- Can recall if the message is easy but deep.

**Table 10: Can you recall any information that you have seen in the posters? (If YES, please state the information you can remember).?**

RECALL INFORMATION FROM POSTERS?	
YES	43
NO	18

INFORMATION RECALLED FROM POSTERS					
POLITICAL	HIV/STD	ENTERTAINMENT	HEALTH	FOOD	GENERAL INFORMATION
3	25	5	12	1	9

## SECTION 3: COMMUNICATION TECHNOLOGY TOOLS

**Table 11: How often do you surf the Internet SNS sites?**

SURF INTERNET SNS				
EVERY DAY OF THE WEEK	WEEKDAYS ONLY	WEEKENDS ONLY	SOMETIMES	HARDLY EVER
17	2	4	26	18

**Table 12: How often do you receive/send text messages?**

RECEIVE / SEND TEXT MESSAGES
------------------------------

Throughout the day, every day	At least once every hour	Only in the evenings	Mostly on weekends	Hardly ever
48	6	2	2	9

**Table 13: Do you open and read all your text messages?**

OPEN AND READ ALL TEXT MESSAGES	
YES	61
NO	4

**Table 14: Do you usually check all your voice messages?**

CHECK ALL VOICE MESSAGES	
YES	34
NO	31

*Tables 11 to 14 MCT commentary Notes: -*

- Young girls – do not have enough access to the internet, particularly on the southside.
- Uniformed services – have more access to technology.
- Partnering with already existing social networks
  
- We need to look at the groups we are targeting, to ensure that the best way to channel information is being used.
- One example is BFLA / BTL - pilot with health messages for young people, where they send text messages but the study reflects that among the sample surveyed most people don't open there text messages.
- PSA showed that the police man's attitude was still of power and demanding respect (body language). PSA should be to sensitize people on burning issues. Maybe getting people that have really been affected and have had real life experiences would be the best approach, maybe sharing their messages would have more impact.
- PSA – MSM – the PSA is showing different type of message, as they are using the different cultural groups. With the media's help we need to create a campaign that will not be up in your face and understand that being gay does not take away your rights. Get different views so that we can make the best use of the information.
- Maximize use of the resources we have to get the attention of every one and send out the right message.
- What works for the different targeted groups:-
- Young women – Posters, they read the posters especially if it is information they are interested in such as ads for an activity where they can have fun. They listen to radio even though some of the programmes have no useful information but it is during the time when popular music is being played. TV, no as they watch more international channels, such as BET, MTV etc.
- FBO – Radio (the interviews were more city based Integrity Radio is one of most listened to radio stations), TV – because of age group was more related to local news time.

- FSW – Radio (Estero Amor), this is the national radio that transmitted in Spanish, and as the majority are Spanish speaking. Posters, if they have more pictures than written information and if it does it would have to be in Spanish. TV is watched during their free time and these would be international Spanish channels (mostly during the times when soap-operas are being aired).
- PLHIV – internet and posters. Interviewees have said the best place where they get there information is by reading posters and flyers while they are waiting for services at the clinic's.
- MSM – poster in the health areas would work. TV - advertisements during the time of the news which is prime time.
- Trans – Radio / Posters,( there is a organization in the Caribbean that shares information through the internet, so this would be an avenue to investigate)
- Uniformed services – Radio during work time (especially the higher ranking officers that have an office). TV is watched after work and at night for local news watching. Internet – available during work, so social networking is high on their way of communicating
- Data shows text messaging is a preferred way of communicating but not many people really open their text messages
- PASMO conducted a survey which showed that sex workers lack information on their rights or what to do when these are being violated. A suggested that they could be provided with a card with information on HR might work as they can carry it with them in their purses.
- There are certain sites where posters with information on rights that related to them can be placed such as hospitals, bars and border crossing. There needs to be relevant information for them so that they do not feel alienated (we must remember that we have one opportunity to make an impact), try to get the attention of the larger group on the first instance. It is also important to try not to alienate the larger group population.