

## VIDEO “Jaime y Charito”

Project: Improving HIV and STD care services for indigenous people in the Peruvian Amazon

Funder: ESTHER Switzerland

Partners: Salud Sin Limites Peru, Universidad Peruana Cayetano Heredia and Geneva University Hospitals

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### **Background to the video**

Since February 2017 the Swiss-Peruvian partnership lead by the NGO Salud Sin Limites, has been working in Poyeni and Betania, two indigenous communities from the Peruvian Amazon with the goal of strengthening the health system’s response to the prevention of HIV and STDs.

After the first months of the project it became clear that health workers and secondary school teachers lacked culturally appropriate educational material to provide counselling and discuss issues around sexuality and reproductive issues with adolescents, the group that needs the most this orientation.

Based on Salud Sin Limites’ previous experience with indigenous youth in another part of the Peruvian Amazon we knew that audiovisual material could be an important avenue for providing information about STDs and provide health education so we decided to create a “fotonovela” where the storyline would be created together with the local youth, and where they will also be the actors and actresses.

### **Methodology**

Throughout a week a communicator with previous experience with indigenous people stayed with 30 students from the local secondary school to brainstorm ideas and potential stories, plots and resolutions that aimed to encourage them to think about the importance of making responsible decisions regarding their sexual lives so as to not affect the future they dream about. The Ministry of Education uses the term: “Plan de Vida”. We were careful not to present teenage pregnancy at the centre of the discussion because there were at least three female students who were already mothers in the classroom.

Students also selected who will play each character and the places in the community the photos were going to be taken. Additionally, they suggested the music to be used for some of the photos. Local health workers and even teachers also contributed as actors and actresses.

After the first draft of the video was ready it was shown to both adults and adolescents to ensure the message of the story was understood and to collect suggestions for any additional changes. The main suggestion was to have a version in Spanish and one in Ashaninka (the local indigenous language) and to ensure the video is “returned” to the communities in USBs which will be done during the month of June.

**Final thoughts:** We believe that health promotion and health education need to adapt not only to the local culture but also take advantage of new technologies available to ensure messages reach those who need them the most in the most appropriate and effective way. This fotonovela is an example of this.