

## PROMOTE THE INVOLVEMENT OF ALBANIAN TV AND SPORTS STARS IN THE STRUGGLE AGAINST HIV/AIDS



This project aimed at contributing to implement the National HIV/AIDS Strategy for Albania (2004-2010) by designing and organizing an HIV/AIDS awareness rising campaign addressed to the young emigrants/students who come back to Albania during the summer and Christmas holidays. The key element of the campaign was the involvement of national TV stars. Several awareness rising events will be organized with the collaboration of the well-known TV stars from “Krasta Show” and pocket size IEC materials will be produced and distributed. Radio advertisements were developed and broadcasted, and a hotline established.

In order to address important cross cutting issues related to HIV/AIDS prevention (Gender and Human Rights), a “females & males” football match and a training seminar addressed to Media professionals were organized.

Efforts were directed towards involving PLWHA by including them in the focus groups discussions aimed at elaborating and pre-testing the IEC materials.

**Duration of Project:** April 2005 – March 2006 (12 months)

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