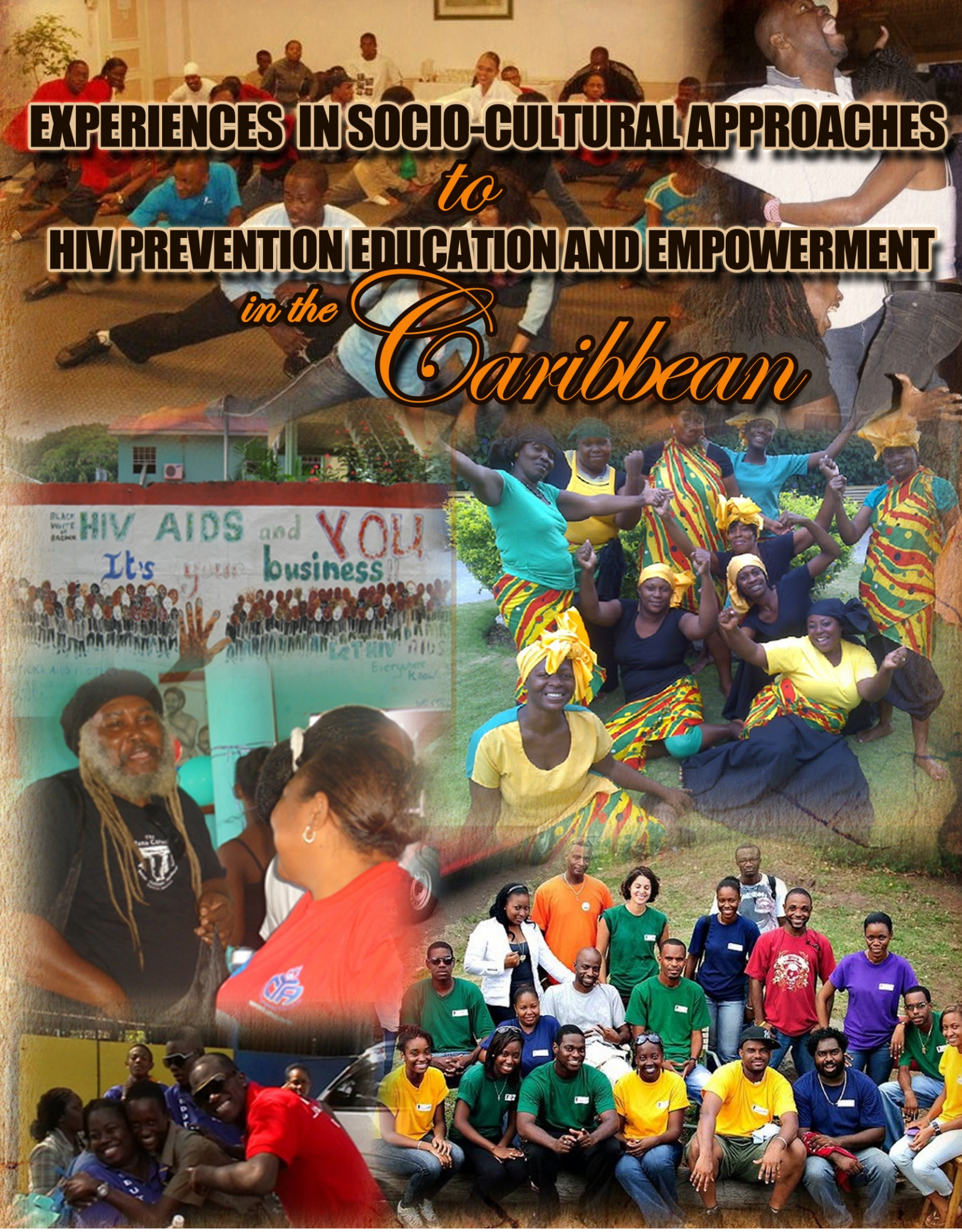


**EXPERIENCES IN SOCIO-CULTURAL APPROACHES**  
*to*  
**HIV PREVENTION EDUCATION AND EMPOWERMENT**  
*in the* **Caribbean**



PRINTED IN JAMAICA. DESIGNED BY CAREY-LEE DIXON (876) 456-8287



COMPILED BY ASHE PERFORMING ARTS COMPANY.  
CARRIED OUT WITH THE TECHNICAL AND FINANCIAL SUPPORT OF THE  
UNESCO KINGSTON CLUSTER OFFICE FOR THE CARIBBEAN

# INTRODUCTION

The Ashe Performing Arts Company is an international proponent of Edutainment – Education through Entertainment. It is our pleasure to present this booklet, which gives a snap shot of the different socio-cultural approach to HIV/AIDS prevention education in our region. In 2010 Ashe, with support from the UNESCO Kingston Cluster Office for the Caribbean, identified several organizations utilizing socio-cultural approaches to HIV and AIDS education and reducing the spread of HIV. In 2011, UNESCO brought these groups together, on the isle of St. Lucia to share and discuss their work in edutainment. From this workshop, the idea for this booklet was developed. This booklet presents edu-drama, theatre in education and other alternative media interventions that are geared towards empowering youth, their parents and community leaders to live a healthy lifestyle and create a safe environment within their communities. These organizations have successfully utilized these socio-cultural approaches to change the lives and attitudes of their people. It works, because it stimulates young people from the entry point of the expressions that they are already engaged in, such as: dance, drama, music, sports & story telling. It is our joint hope to reduce the impact of HIV and AIDS in our world, while we inspire, empower and transform all people, exclusive of none, to live a life of integrity and fulfillment, doing what they love and loving what they do.

# ACKNOWLEDGEMENTS ACRONYMS

The Ashe Performing Arts Company wishes to thank all the organizations that contributed to this compilation and the team at the UNESCO Kingston Cluster Office for the Caribbean for their financial and technical support in the production of what is sure to be a valuable resource.

A.I.D.S – Artistes in Direct Support  
AIDS – Acquired Immunodeficiency Syndrome  
CDC – Center for Disease Control  
CHASE – Culture, Health, Arts, Sports and Education Fund  
GHARP – Guyana HIV/AIDS Reduction and Prevention Project  
HIV – Human Immunodeficiency Virus  
MARCH – Modeling and Reinforcement to Combat HIV/AIDS  
MARPS – Most At Risk Population  
MSM – Men who have sex with Men  
NGO – Non-Governmental Organization  
PANCAP – Pan Caribbean Partnership Against HIV & AIDS  
PEPFAR – President's Emergency Plan for AIDS Relief  
PLHIV – People Living with HIV  
POWA – Productive Organization for Women in Action  
SW – Sex Worker  
UNESCO – United Nations Educational, Scientific and Cultural Organization  
UNICEF – The United Nations Children's Fund  
USAID – United States Agency for International Development  
VAW – Violence Against Women  
VCT – Voluntary Counselling and Testing

# NOTES

## RESULTS

It is anticipated that AIDS-related stigma and discrimination will be reduced among isolated geographic areas. The consequences of risky behaviours will stain the conscience of the ten (10) communities. There will be strong working networks between THE BARCAM and many communities across Trinidad and Tobago for future assistance in nonconventional strategies for education. A general increased awareness and self-conscious discourse amongst youth on the topic of HIV/AIDS. The community projects in ten communities will be enhanced by the use of various Educative/Developmental Theatre approaches and strategies.

## SHOW LOVE AND AFFECTION

ORGANIZATION: PRODUCTIVE ORGANIZATION FOR WOMEN IN ACTION (POWA)

PROJECT/ INTERVENTION: SHOW LOVE AND AFFECTION

ADDRESS: 40 PINE STREET DANGRIGA, BELIZE

WEBSITE/EMAIL: N/A

TELE/FAX #: 501-622-8671

SUPPORTING PARTNER: UNICEF

## BACKGROUND

### SHOW LOVE AND AFFECTION

is a CD recording developed and produced by POWA. The idea of the CD is to use music and poetry to talk about issues related to HIV prevention, stigma and discrimination and gender equality.

## HOW WE DID IT

POWA utilized popular personalities such as the mayor and popular Punta rock artist Lloyd Augustine. POWA members' voices were used to insert positive messages into the songs. The group also remade one of I Wayne's popular songs, changing the lyrics to reflect a positive gender perspective.

POWA and the Trained Community Ambassadors came up with the idea of a CD that could be used in outreach and neighborhood campaigns. It was not difficult to get well-known local personalities to add their voices to the message, since they all believe in the work that POWA does.

Artists were also given creative freedom to come up with music and lyrics that would make the message attractive to the youth.

POWA uses this CD in several ways. The most popular, is to use the song and dance as part of an edutainment package for the "Women's Night Out" activity. These nights out take place in a club and are intended for mature audiences where the message of HIV prevention, stigma and discrimination, care and support are explored in drama, poetry and of course song and dance. POWA also used this CD in POWA Outreach and Neighborhood Campaigns. This involved setting up an "action" at a particular spot in a neighborhood. The "action" is created with music, games, a self-esteem cart, balloons and colorfully dressed women. It usually attracts attention from passersby and residents. Participants interact with POWA educators who conduct condom demonstrations, and teach strategies to deal with violence against women. The grand finale is POWA members doing a tightly choreographed dance "Show Love and Affection."

## RESULTS

This program attracts a large crowd, sometimes hundreds. The club owners always want POWA to come to their clubs because of the excitement created and the increase of patrons to their businesses.



*POWA Workshop in full swing*



*One of POWA's many Community Ambassadors for HIV*

## T.E.A.M. SPIRIT

ORGANIZATION: BARCAM

PROJECT/ INTERVENTION: T.E.A.M. SPIRIT – HIV REDUCTION (THEATRE EDUCATION AND ALTERNATIVE METHOD FOR LIFTING COMMUNITY SPIRIT)

ADDRESS: 7 WARNER STREET POINT FORTIN REP. OF TRINIDAD AND TOBAGO

EMAIL/WEBSITE: INFO@BARCAM.ORG/ WWW.BARCAM.ORG

TELE/FAX: (868) 765-6889/ (868) 484-4004

SUPPORTING PARTNERS: UNITED STATES EMBASSY & THE U.S. AMBASSADOR TO TRINIDAD AND TOBAGO

## BACKGROUND

T.E.A.M SPIRIT utilizes

Educative/Developmental Theatre methods to appeal to the intelligences, utilizing role-playing, musical performance, cooperative learning, reflection, visualization and storytelling. The basic elements that make the entertainment arts enjoyable and palatable are present in this Educative/Developmental Theatre.



*TEAM Spirit gets excited and completely Involved*

## HOW WE DID IT

TEAM SPIRIT is a quick impact HIV Prevention project geared towards MARPS and persons engaged in high-risk behaviours. The BARCAM's creative and innovative ideas emphasize community based, direct street theatrical interventions to reduce the spread of HIV, reduce AIDS related stigma and discrimination, and encourage communities to cooperate in responding to the epidemic. The T.E.A.M. Spirit will conclude all interventions within five (5) months of commencement, all pre-intervention meetings with the relevant councils, groups and other related community committees will be held within this time frame. DVD production will commence within six (6) weeks of the final community intervention.



## HOW WE DID IT

Vice Versa Foundation used this intervention successfully in two other Maroon villages in the vast district of Sipaliwini, along the Upper Suriname River. In Masiakriki and Semoisi they trained twelve people in each village, mostly women, who performed for their own village first and later went on a tour to perform for other villages in the neighborhood, as far as Dyumu. As the whole process was filmed and photographed, it was possible to make an excerpt of the development of the play on DVD, to show donating organizations and others what the possibilities are when dealing with traditional villages in the Hinterlands.

## RESULTS

A play was produced with a cast of 14 women and two men. They learned to speak, sing and act aloud and express themselves freely, without shame, even about matters considered taboo. The audience in Asigron, a village in the Hinterlands, where the play was performed, was very enthusiastic and cooperative. This DVD is available as a toolkit for other groups. Other villages asked Vice Versa to also originate a theatre group in their own village, as they encounter all kinds of problems that could be tackled by this methodology.

## TAKE IT ON THE ROAD (HIV/AIDS EDUCATION FOR YOUTH BY YOUTH)

ORGANIZATION: LA COUR DES ARTS DE LA DOMINIQUE INC -  
JOINT SECONDARY SCHOOLS DRAMA GROUP  
PROJECT/ INTERVENTION: TAKE IT ON THE ROAD (HIV/AIDS EDUCATION FOR YOUTH BY YOUTH)  
ADDRESS: C/O ALLIANCE FRANCAISE DE LA DOMINIQUE ELMSHALL ROAD ROSEAU, DOMINICA  
TELE/FAX#: 767-316-4282  
WEBSITE/EMAIL: SEPTRAAUGUSTUS@YAHOO.COM

SUPPORTING PARTNER: **UNESCO: YOUTH VISIONING PROJECT**

## BACKGROUND

The **JOINT SECONDARY SCHOOL DRAMA GROUP**, is being exposed to HIV prevention education through drama. The preparations for the presentation and its implementation caused young people in particular to gain knowledge about issues related to HIV. In the last project of the group, a play - 'It only Takes One...', highlighting issues of HIV, was performed and soon after adapted to a movie. The present project focuses on Human Rights Issues for persons living with and affected by HIV. The project also targets Secondary School Students who are not members of the drama group.

## HOW WE DID IT

The project is implemented using lecture, quiz, debates, discussions, interactive exercises, audio-visual presentations and drama presentations. A minimum of three, two-hour sessions is done with each school group.

## RESULTS

The debate competition and the drama recordings continue to spark interest in the community.

# BLOCKO

ORGANIZATION: BRAIN STORM PRODUCTIONS  
PROJECT/INTERVENTION: "BLOCKO" - COMMUNITY EMPOWERMENT PROGRAM FOR YOUNG MALES WHO "HANG ON THE BLOCK"  
ADDRESS: WESTERHALL, ST. DAVID GRENADA  
TELE/ FAX#: N/A  
WEBSITE/EMAIL: WWW.BRAINSTORMGRENADA.COM/ BRAIN.STORM@LIVE.COM

SUPPORTING PARTNER: **UNESCO'S INITIATIVE: YOUTH VISIONING FOR ISLAND LIVING**

## BACKGROUND

The presence of stigma and discrimination is a reality in the Caribbean socio-economic context. The **BLOCKO** program seeks to address this issue, using a methodology we know that works – edu drama.

## HOW WE DID IT

HIV peer educators, coupled with national trainers, and a production crew, specially invited guests with youth "on the block" in some of the most vulnerable communities in Grenada. Each session involved interactive discussions and condom demonstrations as the youth in the community could interact within a relaxed atmosphere as they were educated about HIV transmission and prevention, among other lifestyle choices. A 12-part drama series was created and produced for television.

## RESULTS

Youth participated in and created the 12-part series. Dozens more interacted off camera with educators. Twelve hundred (1200) condoms were distributed during the project. The 12-part series was successfully broadcast nationally. The program is still viewed by approximately twenty-thousand households, including on the sister islands of Carriacou and Petite.



**Blocko members of the brain storm productions**

## RESULTS

A movie based on the play was produced. Copies of the movie were distributed to youth groups, schools, organizations, health centers etc. This resulted in other groups in the island performing skits or participating in HIV/AIDS awareness projects. It instigated a national HIV/AIDS movement especially among the youth. The movie is still shown on national television. One of the first results was the openness in which persons in the community began discussing the issues surrounding the virus. Persons began asking questions first of the cast, then of the health personnel present. The group was able to make three church presentations, although one pastor at the time refused to allow any of his membership to participate or any intervention be made to his members. Some members of the church however, came quietly for information and condoms. Condoms sales went up and persons were less fearful in purchasing them. More persons participated in HIV testing and persons were no longer afraid of wearing t-shirts bearing HIV/AIDS messages. The play contributed to a rise in hospital visitation, testing and purchasing of condoms, however, it would be too expensive to take the project to other communities in St. Lucia.



**Yafleka members and project beneficiaries increase HIV/AIDS awareness with a creative mural**

# GOWTU MATU FORUM THEATRE

ORGANIZATION: VISA VERSA, ASSISTED BY THE NATIONAL AIDS PROGRAM, SURINAME  
PROJECT/ INTERVENTION: GOWTU MATU' FORUM THEATRE IN THE INTERIOR OF SURINAME - HIV/AIDS PREVENTION AND EDUCATION  
ADDRESS: TOURTONNELAAN 7, SURINAME  
EMAIL &/OR WEBSITE: N/A  
TEL/FAX #: N/A

SUPPORTING PARTNER: **UNESCO**

## BACKGROUND

In Suriname the number of persons living with HIV (PLHIV) is increasing. Theatre, singing and dancing appeal very much to the people in the hinterlands of Suriname as a methodology for HIV/AIDS education. Forum theatre is a BCC method used to reach target groups in order to teach them how to discuss several taboo issues such as sexuality, birth control and HIV/AIDS. In this kind of play there is dialogue between the actors and the public instead of just dialogue between players.

## WISE UP

ORGANIZATION: YATICKA YOUTH GROUP  
PROJECT/ INTERVENTION: WISE UP (MOVIE)  
ADDRESS: NEW DEVELOPMENT, SOUFRIERE, ST. LUCIA  
EMAIL/WEBSITE: KURSEBIA@HOTMAIL.COM  
TEL/FAX #: 758 584 8111/758 716 5585

SUPPORTING PARTNERS: FAMILY HEALTH INTERNATIONAL UNDER THE ST. LUCIA NATIONAL AIDS PROGRAMME, U.S. PEACE CORPS

## BACKGROUND

A deceased friend of the coordinator of **YATICKA** developed AIDS. He was out cast by the community and spent his last days living in a shack by the sea with his dogs. A young mother got infected and she and her children were “run out of town.” The manner in which these persons were treated and the lack of information about the virus, led Yaticka to obtain and pass on information about HIV. Several skits were produced which led to a play, then a movie.

## HOW WE DID IT

The project was implemented in four main phases:-

- (i) Information gathering – via various forms of media, workshops, consultations, reports etc
- (ii) Information dissemination – through workshops, school gatherings, public performances, Follow-up: billboards, flyers, posters, t-shirts, stickers The theme used was “HIV/AIDS is Everyone’s business” The project was designed to last one year but continued due to demand and recommendations.

(iii) Evaluation and Consulting – feedback was obtained in both written and oral form after each presentation/session.

Persons who required assistance were referred to the most appropriate personnel, for example, one wife explained that she was aware of her husband’s affairs and that she had contracted infections on more than one occasion, but that he refused to use a condom. A doctor was assisted to speak to him to create awareness and possible behavior change.

## MOST AT RISK POPULATIONS (MARPS)

ORGANIZATION: ARTISTES IN DIRECT SUPPORT  
PROJECT/ INTERVENTION: MOST AT RISK POPULATIONS (MARPS) INITIATIVE  
ADDRESS: 156 ALEXANDER STREET, KITTY, GUYANA  
EMAIL/WEBSITE: ARTSUP92@GMAIL.COM  
TEL/FAX #: (592) 225-5112 OR (592) 624-8030

SUPPORTING PARTNERS: USAID & GUYANA HIV/AIDS REDUCTION AND PREVENTION PROJECT

## BACKGROUND

In Guyana, the populations of MSM and SW are highly stigmatized as the acts of men having sex with men and sex work are illegal. Previous surveys have shown that these populations have a high HIV risk profile. To tackle this issue a peer education program has been implemented.

## HOW WE DID IT

The project seeks to effect behavior change especially in the areas of condom use and negotiation among the MSM and SW populations. To do this, we at A.I.D.S have embraced continued education outreach to Most at Risk Populations. To do this, MSM and SW have been trained as peer educators to conduct awareness sessions.

Sessions are held at known MSM and SW liming spots and at homes as well. Information comes from our “Path For Life” (MSM) or the “Keep the Light On” Workbooks (SW). During these sessions, condoms, lubricant, referrals and Behaviour Change Communication (BCC) material are distributed. Support Groups are also conducted on a monthly basis and it is at this forum that MSM and SW are free to discuss any other issues and gain knowledge in the area of HIV/AIDS. Testing is also available during the support groups. Testing is conducted by one of the fifteen trained MSM VCT representatives.

## RESULTS

Since implementation, twelve of the trained Peer Educators no longer engage in sex work. They are totally committed to sharing information on how to protect one’s self at all times when having sex as well as condom negotiation skills.

# MARCH

ORGANIZATION: MERUNDOI INCORPORATED  
PROJECT/ INTERVENTION: MARCH (MODELING AND REINFORCEMENT TO COMBAT HIV/AIDS) PROJECT  
ADDRESS: 120 ELDORADO AVE., SOUTH RUIVELDT GARDENS, GEORGETOWN, GUYANA  
EMAIL/WEBSITE: MAIL@MERUNDOI.ORG.GY/ WWW.MERUNDOI.ORG.GY  
TEL/FAX #: (592) 218-3417/(595) 218-1588

SUPPORTING PARTNER: PEPFAR

## BACKGROUND

In 2005, at the invitation of Dr. Douglas Lyons, Country Director, US Centers for Disease Control and Prevention/Global AIDS Program Guyana, an Atlanta based CDC, **MARCH** conducted an assessment and found that Guyana was receptive to the MARCH BCC strategy. The aims are to reduce the risk of HIV infection and transmission, encourage access to care and treatment, support individual behaviour change, and reduce AIDS-related stigma and discrimination.

## HOW WE DID IT

MARCH Guyana is called Merundoi, an Amerindian word meaning strength, stamina, courage and hope. An Edutainment (Education-Entertainment) tool for changing health behavior was developed that uses drama, dance and music to inform audiences and change attitudes, behavior, and social norms. Components of the tool are:  
**a. Modeling-** shows people how to change their negative behaviours by providing them with role models through an entertaining and educational long running radio drama; and,  
**b. Reinforcement activities -** support people at the individual and community level in their efforts to change.

# YOUTH EDUDRAMA PROJECT

ORGANIZATION: YOUTHSPAC – YOUTH STUDYING PERFORMANCE AND CULTURE PROJECT/ INTERVENTION: YOUTH EDUDRAMA PROJECT TO REDUCE THE NEGATIVE EFFECTS OF STIGMA AND DISCRIMINATION TOWARDS PERSONS LIVING WITH HIV/AIDS  
ADDRESS: CAMDU – MINISTRY OF EDUCATION AND CULTURE, FRANCIS COMPTON BUILDING, WATERFRONT, CASTRIES, ST. LUCIA  
EMAIL/WEBSITE: KER\_LOUIS@YAHOO.COM  
TELE/FAX #: 1-758-453-7057/1-758-722-1677/1-758-453-1989

SUPPORTING PARTNERS: ST. LUCIA NATIONAL COMMISSION FOR UNESCO & PANCAP REGIONAL STIGMA AND DISCRIMINATION UNIT

## BACKGROUND

**YOUTHSPAC** received training from PANCAP on Stigma and Discrimination and Edudrama. This provided the impetus to organize an intervention program.

## HOW WE DID IT

The group performed for secondary and tertiary schools and community groups using Edudrama to educate on the negative aspects of discrimination and stigma on persons living with HIV/AIDS. The performances were part of St. Lucia's World AIDs Day activities. The sessions comprised of an edudrama and educational theatre techniques mainly a scenario set in a school yard with students talking about HIV/AIDS.

## RESULTS

The program is on going



**YOUTHSPAC members strike a pose then get creatively busy while including participants in the edu-drama process.**



## RESULTS

Vibes is now one of the greatest and most widely used educational musicals on HIV/AIDS, STDs and sexuality in Jamaica and the Caribbean region. Ashe has given over 600 performances of Vibes in over 50 countries to thousands of people throughout the world with great reviews. One grateful patron from St.Vincent had to say: "When I first saw the Vibes performance at my school, I realized that I had Syphilis, because Syphilo (a character in the performance) was singing about the symptoms, I realized that I had them. I cried and cried, but with the help of one of the Ashe performers who talked to me after the show, I went to the doctor and got help. I was lucky that I did not get HIV... when I do have sex again. It will be safer sex. Thanks again Ashe."

A study done by Family Health International & USAID in February 2000, with Karen Katz, Sterling Cummings and Caroline West in Collaboration with ASHE Ensemble and the Jamaican Ministry of Education, showed the following: 34 percent of the young men who participated in the Vibes Curriculum, use the family planning methods compared to 14 percent of men who participated in the traditional Health and Family Life Education (HFLE). Both self-esteem and self-efficacy scores increased with the girls participating in the Vibes classes compared to the HFLE classes.



Participants feel the vibes and get Involved



Young people get involved in the Vibes Intervention



Ashe's model gains commitment from its participants

## RESULTS

Since the first episode aired in October 2006, Merundoi has been integrated into the health and education sectors executing its strategy for BCC and tapping into the school curriculum. Under PEPFAR funding, 466 episodes of the Radio Drama were aired, a first for Guyana and the Caribbean; over 100 reinforcement interventions, reaching some 5000 persons with messages of "Abstinence; Be faithful; use a Condom - A, B & C" and life skills. Over 20,000 hits from 25 countries are recorded monthly on the website for the radio drama Merundoi is also the proud recipient of the Guyana Business Coalition on HIV/AIDS USAID/ GHARP/Ministry of Health 2008 Award for Business Excellence on HIV/AIDS through National Action.

## END GENDER BASED VIOLENCE

ORGANIZATION: SISTREN THEATRE COLLECTIVE

PROJECT/ INTERVENTION: GENDER BASED VIOLENCE

ADDRESS: 16 QUEENS AVENUE, RICHMOND PARK, KINGSTON 10, JAMAICA

EMAIL/WEBSITE: SISTREN@CWJAMAICA.COM/ BUSSOUT12@YAHOO.COM/  
SISTRENTHEATRECOLLECTIVEJA.ORG

TELE/FAX #: 876-754-9127- FAX-876-754-2787

SUPPORTING PARTNERS: UN TRUST FUND TO END VIOLENCE AGAINST WOMEN, CHASE,  
UNITED CHURCH OF CANADA, WORLD DAY OF PRAYER USA

## BACKGROUND

**SISTREN** uses the arts as a means of confronting the problems facing both genders, and incite a change of negative stereotypes. The use of the creative arts-based programming allows SISTREN to effectively develop youth and adolescent educational support and recreational programmes which enhance cultural development and strengthen ties within and among communities.

## HOW WE DID IT

Drama Group Training & Street Theatre Productions. Hannah Town and Rockfort Drama Group

Methodologies used:

- Poetry
- Dance
- Song
- Documentary
- Advertisement
- Story telling
- Advocacy

After putting the ideas together they are now ready to rehearse bringing their individuality and own flavour to the dramatic piece for performances in various areas in the communities.



*The women of Sistren go all out to educate communities on these pressing issues, even if it means taking the drama to the streets.*



## RESULTS

SISTREN Theatre Collective has produced and toured with 12 original plays and numerous skits; developing a method of street 'drama-in-education' that draws from real-life experiences and empowers men, women and youth to examine their own lives and make positive changes. Members report being stuck inside community buildings while warring factions traded bullets outside. They say they have walked into some of the most volatile Kingston communities to 'reason' on the 'corner' with disenfranchised youth, in a bid to encourage change, all for very little or no monetary reward.

## VIBES (IN THE WORLD OF SEXUALITY)

ORGANIZATION: ASHE PERFORMING ARTS COMPANY

PROJECT/ INTERVENTION: "VIBES IN THE WORLD OF SEXUALITY"

ADDRESS: 8 CARGILL AVENUE KINGSTON, JAMAICA

EMAIL/WEBSITE: ASHEPERFORMS@GMAIL.COM / WWW.ASHEPERFORMS.COM

TELE/FAX #: 876-960-2985/ 876-968-5414

SUPPORTING PARTNERS: USAID & FAMILY HEALTH INTERNATIONAL

## BACKGROUND

At the time of its inception, pre **VIBES** research showed that teenage pregnancies were more than 20 percent of total births and young people began sexual activity as early as 11 years old. The Vibes curriculum seeks to provide a positive influence to adapting healthy sexual lifestyle practices. Vibes prepares teenagers with super safe sexual skills such as self-control, trust, communication and basic knowledge about human sexuality. These skills allow teenagers to deal with sexual challenges such as "uncontrollable urges," ignorance and various sexually transmitted infections.

## HOW WE DID IT

Vibes is the core-curriculum in Ashe's sexual health approach. Vibes uses Ashe's Edutainment Methodology. ASHE entertains while educating and for that reason they call the work edutainment. The Vibes curriculum has evolved into 3 components. Vibes I, the original component, is a full length musical Production, "Vibes in the World of Sexuality" utilizing song,

*Ashe does it best entertaining while educating*

drama and dance with a focus on reproductive health and sexuality. A Training Workshop accompanies this component for teachers, guidance counselors and youth workers and the accompanying manuals and DVD Vibes II includes the musical and Parenting training manual "Parenting Vibes in the World of Sexuality" and its accompanying DVD. Vibes III, the most current module, is ASHE's Edutainment musical "Safe, Stupid, or What?". This is the product of updates and revisions due to Ashe research on issues fuelling the HIV & AIDS epidemic and the advancements made. SSOW, appeals to a wide audience in the true style of Ashe-Edutainment and also has its accompanying workshop. It isn't enough to just reach someone's mind; you must also touch their hearts. Ashe uses these different vehicles to create meaningful participation and interaction in this musical presentation and in some instances workshops that combine recreation and skills building.

