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**XVII International AIDS Conference
Reaching Millions – Youth, AIDS, and the Digital Age
August 4, 2008**

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PAUL MEYER: The way we are going to work is basically everyone has a brief presentation which we will try to keep as brief as possible, and then the sooner we can get to your questions, the better off we will be. I will confess that we did not have a whole lot of time to coordinate. We all met about five minutes ago but there are really some wonderful people on the panel. I am sure they are going to have dynamic, fantastic, presentations.

A couple of comments on the topic, I think the topic of this session is mobilizing millions, something about technology and mobile and youth and AIDS. I think that there are a lot of different ideas that people are interested in and hopefully we will get different perspectives from different people.

I am probably, from looking at people, by far the oldest person up here. I am the least appropriate person to talk about youth, so, I am going to cede that to some of my colleagues. I am going to do just a brief presentation and give you a couple of short videos talking about how mobiles can be used to work on various aspects of combating HIV AIDS and then we will have wonderful presentations from my colleagues.

Why we are here is because there are a lot of phones in the world. It is a huge infrastructure that can get leverage to a lot of things. They can help run programs more effectively to help keep patients healthy. As you will hear a

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lot about today to really help engage youth, drive activism and really engage people in this fight.

The numbers are staggering. These are some of the quick highlight numbers. There are three million new cell phones in the world every single day. It is an enormous infrastructure that can be leveraged and is being leveraged in some pretty interesting and creative ways.

I am going to talk quickly about two different kinds of use cases. One, how mobile phones can be used to help make health systems and health programs work better. And two, how they can be used to support interacting with patients and help keeping people healthy.

A little bit about Voxiva, a company that I started about seven years ago. We provide mobile information solutions all over the world. We are based in Washington, although we work primarily all across the emerging markets in about 15 countries including Mexico.

What we do, and this is sort of a universal problem that we think about, whether they are ministries of health or health programs, there are many organizations that have people spread all across the country and need information. Information tends to flow very slowly back and forth and take a long time. Technology is great, the Internet is great but it is pretty limited. You have just seen with 3.8 billion mobile phones that is a huge infrastructure that can get leveraged.

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So, what we do is create applications that basically allow for people to use different technologies. Not just mobiles but they use SMS, hand held phones, computers to send information into a central system where health authorities or providers or clinicians can actually look at information, make decisions and then communicate and push information back out to the field. That is a simple way of thinking about the kinds of things that this sort of technology can do.

I want to talk first about the health system challenge and how mobiles can support. I am sure many of you work in ministries of health or work with them or around them, they tend to be very distributed through hard rock organizations and again information flow tends to go slowly step by step. With that infrastructure of mobile phones one can actually allow for information to go in and out in real time. So, rather than waiting weeks, months for information to be available to make decisions, information can go up and down very quickly.

I am going to talk about a quick case study and I will actually let someone else speak about it because he has got a lot more authority than I do. The system called, TRACnet, which some of you may know about we implemented in Rwanda for the last almost four years. It is used to register all new HIV AIDS patients, track drug supply, report on key program data, track lab results and so on and so forth.

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And about 90 percent of the health facilities in Rwanda, all of them use at about 90 percent use mobile phone as the primary way of interacting with the system. They are using mobile phones out in the field so at the central level, health authorities are able to look at information whether it is on shortages of drugs or key program data or track patients over time. So, rather than hearing me I am actually going to show a quick clip of President Kagame from Rwanda talking about this technology has helped Rwanda in managing its HIV AIDS program. So, if we can go to the video quickly. [Video plays]

PAUL MEYER: Okay, there you go. So, that gives you a sense of how technology can be used to actually help manage a health program. That is the platform and foundation that is actually being scaled up across Africa in a partnership with CDC, the PEPAR Program, the mobile phone industry, the GSM Association and MTN, the biggest mobile operator in Africa.

That is on the program side. On the patient side or individual person side, mobile phones can actually be used to help improve adherence, to provide information and interact.

I want to show another quick clip now. This is a program called Vita Net that actually is launching today here in Mexico in partnership with the Carso Health Institute, the Carlos Slentel [misspelled?] Foundation, Telcel the mobile operator, Medica Clinica and Voxiva. It will offer mobile phone solutions to support initially Mexicans living with HIV

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AIDS and will have the use of mobiles to manage their health more effectively. So, we can just show the other one and then move on. [Video plays]

Just one comment, if you do have a phone if there was a mistake you text Vita to 22223 and then you can register and start using it. Let me pass it over to Jennifer Corriero who will take it from here.

JENNIFER CORRIERO: Alright, before I start I actually want to invite those of you who in the room that are wearing a pink tee shirt to please stand up. Come on, do not be shy, stand up. Thank you and if we can just note of those people, you can sit down now, we have been working with hundreds of young people from around the world that have been working together since the last International AIDS Conference in Toronto to prepare for having a strong presence of youth in Mexico City. There have been over a hundred organizations collaborating with a coordinating committee of five different organizations with TakingITGlobal being part of it.

We have been utilizing a whole range of tools on-line to be able to collaborate and exchange ideas and come up with different messages that you will see on the tee shirts. What I want to share with you is how the TakingITGlobal community has been used to bring greater awareness about HIV AIDS and to try and strengthen youth networks on the issue. Joya will follow with the Global Youth Coalition on HIV AIDS, our key partner.

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So, TakingITGlobal essentially is a global on-line social network for young people who want to make a difference in the world. Our mission is, inspire, inform and involve. We really want to help complete that cycle where people move from wanting to do something or feeling frustrated or angry or alone about something that is wrong with the world and to bridge those connections between people to create a greater sense of momentum and movement around the actions that young people can take into the world and try to amplify that effect.

The Web site was launched back in 2000 and now it is available in over 12 languages and growing. That is something that we have learned that is really important in terms of that theme of reaching millions is to really provide an opportunity for different languages to emerge and for people to share their experiences and their ideas and their perspective in their local language.

On HIV AIDS in particular we have an issue section of our site that is run by our partner, GYGA Global Youth Coalition on HIV AIDS. We work to partner with various different international organizations, UN agencies, groups like Oxfam International or ISEC International. Different sections of our site look at various global issues and are run in partnerships with these groups trying to be a showcase of content created by youth but also have content that is very youth friendly and that is educational to really raise

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awareness about different international developmental issues and about how young people can be involved.

The issues pages include not only resources but different activities. Teachers can come to this site and both post and access different classroom based activities. So, if any of you are educators and want to act as resources or if you are aware of resources you can definitely go to site and contribute.

We facilitate a lot of interactive discussions and in the whole spirit of the digital age young people are heavily on line and it has been important for us to facilitate discussions that provide different perspectives. The value of having a globally diverse community is that people are really able to see issues from a different prospective.

Here are just a couple of quotes from our discussion forums. One: "Awareness of the importance of your sexual health needs more emphasis to take care of others and yourself. Ignorance is not an excuse." Two: "Abstinence cannot be used as a tool to prevent AIDS. Promotion of condoms, safer sex practices, non-risky sexual behavior and sexual responsibility could be utilized to check the spread of the virus. In some countries talking about sex is taboo, this creates difficulties for young people eager to learn about it and they end up getting information from the wrong resources." That is Helena from Indonesia.

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So, you see that people are really able to share their challenges, their concerns, what they are trying to achieve in their local communities and just be part of a global support network to be able to move forward on things.

We worked in partnership with GYGA and also UNICEF on World AIDS Day last year to actually run an on-line live chat. You see here that we had four people participating as guest speakers. You can sort of hear their voice and see them interact with their little Web cam. The live chat room hosts up to 100 people on-line. We were really able to get a sense of dialog going and raise awareness about different issues.

Another one of the quotes: "There is also a sense from a lot of youth that HIV AIDS is not something that is going to affect me."

That is really a theme that came up in the live chat and so having people talk about what strategies can be taken to really create that greater awareness so that people can realize that it is an issue that affects all of us and that we all need to part of the solution.

In order to help facilitate people from moving their ideas into realities we have co-developed a Guide to Action. We actually have a generic Guide to Action on TakingITGlobal and have developed different issue specific guides. One on climate change that we released this year, this Guide to Action

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is freely available on our site that we launched in Toronto at The International AIDS Conference.

There is a series of stages that people can go through in developing their action projects and you can also identify different case studies. That is what we think is so critical, it is not just about what can technology do but it is about what kind of exchange, what kind of meaningful exchange can take place. This is especially for young people who have not had the experience of developing their own projects before, they have the ideas, they have the passion and the energy, what is needed is that bridge to other experiences and of course, what works in one village might not work in an urban center so we have all these different contacts. To be able to share our challenges and our realities in a way that also comes together in a cohesive way is what we are trying to look at.

One of our members from Kenya talks about how she used our Guide to Action, Krista Bell [misspelled?] who is actually here. I do not know if she is in the room but she is at the Conference. I was just chatting with her earlier this morning and she said that she was able to help develop the Stay Alive Youth Support Group, SAYSG, which provides a space for youth affected by HIV AIDS to come together to share their experiences and empowers youth in the fight against HIV AIDS. She said that TakingITGlobal helps her to achieve her goal and it has shown her that youth can achieve incredible things.

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That positive reinforcement and positive motivation is exactly what we are about. We also have an example from one of our members, DelRoy, who is in the Commonwealth of Dominica. He said, "I was browsing on the TIG Web site and I saw an activity related to HIV AIDS in my country. I did not even know about it. I immediately got involved. Afterwards we organized several camps in rural areas to raise awareness about HIV AIDS. By providing information about something that was happening locally in Dominica, TIG assisted me not only in getting involved in that one initiative but also in spreading my own activities within my country."

So, you see that people are using our platform and our community in TakingITGlobal to go internationally but also to get connected in their own country and their own communities. So, it is really that tension between acting locally, thinking globally and also thinking locally and acting globally that is really important.

As another resource for educators we created a special somatic classroom on our Web site called TIG Express HIV AIDS. There is a huge emphasis on the power of images whether through photography or through creating art, so we have created different activities in that regard. There was actually an exchange between Canadian students and South African students where they posted their images on-line and opened up an on-line global collection that featured different works at places like

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the International AIDS Conference as well as traveling exhibits throughout schools and community centers to try and get people to think about things differently.

Another way of using digital media that has been extremely valuable for us is through film. For those of you who have not seen the Youth For Us Film Web site, you can check it out and download clips from the last International AIDS Conference in Toronto. We are actually working on creating short video clips here and rather than create a DVD at the end of it all we are just going to put up digital shorts on the Web site. I encourage you all to check it out. It will be posted on the Youth Web site for the Conference so you can link to it from the main conference Web site. And that is youthaids2008.org if you want to check it out. We will be posting photos also.

Actually, at the airport last night I met Ryan who is 18 years old from Canada and he is here creating a film, creating a documentary. It is just so powerful to see young people utilizing and being so resourceful and utilizing simple tools like a basic video camera or purchasing their own major equipment and documenting the experiences and stories of what is happening around the world and how people have great courage and are creating change with their vision and imagination and hope.

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We really want to promote the value of youth produced media and we are grateful for Nokia who actually supported us with these incredible phones that we are using here at the Conference that allow us to capture video, photos and of course, text each other and keep informed. Creating opportunities to empower youth through the creation and dissemination of media is an important strategy that we like to emphasize. So, with that, I would like to introduce Joya from GYGA.

JOYA BANARJEE: Hello, my name is Joya and I am the co-founder and the Program Director of the Global Youth Coalition on HIV AIDS. As Jen mentioned we are a strategic partner and we use TakingITGlobal's platform to network a global group of 4,500 young people in 150 countries working on various aspects of the HIV AIDS pandemic.

GYGA started in 2004 at the Bangkok International AIDS Conference when about 400 young people there recognized that there are many national, regional youth led initiatives that really lack formal learning opportunities and ways to connect both with each in their own communities but also with relevant information, training opportunities, funding, scholarships and just a space where they can dialog about the challenges that they are facing in their work and about techniques that they use that are successful and can be adapted to other cultural context.

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GYGA's mission is to empower young people with the knowledge, skills, resources and opportunities that they need to be successful agents of change in their communities. We use basic on-line social networking to connect young people with mentors, NGOs, UN agencies, public officials and most importantly, their peers who have much to teach them about working effectively.

Although young people lack sometimes the expertise and creditability of adult led initiatives we find that they are often able to come up with very innovative and relevant approaches and they are able to work very efficiently and energetically on these topics.

We began our network with an E-consultation that served as a needs assessment to make sure that what we were going to do was really going to be effective for young people based on their own realities and their countries. We started with 400 young people and we used an E-group on TakingITGlobal to determine what the priorities were of young people working on HIV and also the social drivers that put young people at risk.

We are based in New York and in Guiana. This is an idea that came out of the E-consultation to have a north south dialog. We have five staff and we elect every one year, 12 regional focal points that are based in different regions of the world and they are connected with local organizations that are working on sexual reproductive health in HIV and AIDS.

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They then use our global directory of members and organizations to find young people in countries and their region and they form a regional team that implements activities on the local level. They also work on political advocacy which can be in the form of events, conferences or reporting on how well governments are doing in our National Youth Shadow Reports which we produce every year on commitments to young people such as the [inaudible] Declaration of Commitment on HIV AIDS.

Some of the things that we offer on-line, is free monthly E-courses and I will show you the site in just a minute but it is using TakingITGlobal's TIG AD platform which is a global classroom that allows you to have students from all over the world using very interactive tools to learn from each other about how to effectively run projects, how to conduct political advocacy and start a campaign in their country and how to write an effective grant proposal on fund raise.

We use E-groups to connect young people together to share information and opportunities but also to strategize. So, for example, our southeast regional group right now, you may know that in India 12 states have banned sex education in schools and so young people are using that network, even if they are in very different parts of the country to mobilize around making sure comprehensive sex education is reinstated in schools.

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You can see here, this is our global directory. It is using TakingITGlobal's platform so that when anybody signs up they can sign up in the 12 languages of TakingITGlobal and it is very easy and their profile will pop up into our directory which is searchable by country, by region and by name. We often use this about once a week when we get requests from UN agencies or NGOs if they are looking for a specific kind of young person who may be working on gender or harm reduction or sex work anything like that. We really use this very actively to connect young people to resources that are appropriate for them.

This is the on-line classroom that I was talking about. We have a facilitator who runs a free course once a month and we get about a 150 applications for each course and so we know that there is really big demand for these courses. We just completed an on-line membership evaluation survey of 400 of our members and this was really one of the most useful things that we provide because young people really do not have access to these opportunities to learn about how run a project yet so many people have started these grass roots initiatives.

This is a project we are working on with UNICEF and TakingITGlobal. It is called IAIDS and it is an interactive collaborative Web site. It is a collaboration of leading youth organizations in the field and UNICEF which is the largest leading child rights protection agency in the world. We built

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this site because we recognize that although there are many sites that have information and resources available to youth often times they are directed by adults and they are not really speaking to young people in the language that we use or in the technology that we use. And so it is based on wicky [misspelled?] technology. The idea is that you can post on how to's, so for example, how to run a successful peer education program. You can post my story of living with HIV, how I was diagnosed or post reports or resources and information in whichever language you may be working in. This is also all connected on the backend with TakingITGlobal's platform and we have helped other groups working on various aspects of the HIV AIDS Pandemic to use TakingITGlobal's technology which is free and available for anyone to really build the capacity of their organizations. So, for example, the youth harm reduction network called youthrives started using TIG's project pages to build their Web site and now they have something similar where they can identify young people working on harm reduction and substance use issues around the world.

Another one that has just had this built in Hope's Voice International which is a network of young people living with HIV and you can come check out their posters in the Youth Pavilion area in the Youth Living With HIV networking lounge.

Just to conclude, I think that probably during the question and answer session you will be wondering how do we

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connect to young people who do not have Internet access who are really the ones who are most at risk for HIV infection and are the ones who are burdened by the effects of HIV AIDS.

We try to replicate the E-courses and training programs that we have on the ground at the local level and so our national and regional focal points and E-course graduates will often times replicate a training in person. It could be a project management training, it could be an event for World Aids Day, it could be a networking session for other young leaders working on HIV and AIDS but we are able to use this free technology to really support their initiatives by creating, for example, a World AIDS Day local organizing kit which we use to have 144 events in 36 countries on the same day. This type of networking would really not have been possible, just even five, six years ago. I think that the proliferation of Internet has really just surpassed my expectations from when I helped co-found the network in 2004 because we are seeing young people connecting together in ways that we really had not anticipated before.

One more thing about the IAIDS site is that it is going to be launching on World AIDS Day this year and it is going to have mobile phone feature that will help young people who do not have Internet access to connect both to information and to have their questions answered and their stories posted on the site. So, the idea is that they can text message into the site

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and they get a free call back I believe and they can ask their question or have their question answered. It will be in several languages and then they can leave a message that will show up as an MP3 file on the site and so they are not marginalized from this on-line community as well.

Alright, I would like to conclude there. Thank you.

THEMBI NGUBANE: Good afternoon and thank you very much. My name is Thembi and I am from South Africa. I was diagnosed with HIV when I was 16, at the age of 19 I kept a audio diary. My story was broadcast around the world and my story has been used in schools in South Africa and other community projects. I would like to share with you my personal story and this is how the diary begins. [Audio diary plays]

Well, just like everyone else I was 16, I was naïve and HIV and AIDS was the last thing that I could think of. I started to think that I might be infected when my previous boyfriend, [inaudible] has gotten sick and no one will tell me about it. So, I felt like it was my responsibility to find out for myself and that is when I went for an HIV test and I tested HIV positive. And now I would like us to listen to one of my clips of when I went to see the doctor. [Audio diary plays]

After I went to see the doctor, as we all heard that he said by CD4 count was 167, he advised me to start taking ARVs and I was in denial, I refused to start ARVs because I felt healthy and I looked healthy so I did not see how could put up

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with that responsibility of taking pills everyday and I started to get sick. [Audio diary plays]

Well, lucky for me at that point I was in a community where they started to run out of ARVs. I was lucky because I was in a community especially in Cape Town where the highest rate of HIV that actually has the clinic where you can have access and you can get your medication for free and I decided to stopped because of the [inaudible] from my family, finally I realized that I needed to take the ARVs so that I could feel much better.

Also, because of the stigma in my community it was very hard for me to actually start to take the ARVs while I was healthy because I do see the reason I could because everywhere I go I would hear people talking about ARVs. People would say that if I will start on ARVs, if I missed them one day, I would die and with that big of a responsibility I have to take them everyday at the same time for the rest of life. And some people even that [inaudible] responsibility. So, because of the stigma and also how people were talking bad about ARVs I just did not want to take them. So, I would like to take us to another clip of how my community will react. [Audio diary plays]

As I have talked about the stigma that is around my community also being an HIV positive woman, it comes with a stigma to also have children. I also am a woman and it was

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humiliating and it was no problem to with me to want to have a baby. So, it was a struggle for me to have my baby, [inaudible] who is HIV negative because of all the negativity that I got from the community to what my state was. So, I would like to take you to the next clip. [Audio diary plays]

Thank you very much and it has been an honor to be here in Mexico and also to be part of this panel and my life and my health is very well now. I am more confident and I feel very happy about speaking out. Speaking out of me really [inaudible] and I would encourage that is there to have an HIV test and to know their status and this is how the story of my diary ends. [Audio diary plays]

Thank you and to listen to the whole story you can log into www.aids.com. Thank you very much.

PAUL MEYER: Just one quick note, Lourdes will be speaking in Spanish, there will be simultaneous translation. I do not know if it is possible to get some headphones for the panel but some people would like them.

LOURDES CHARA ESTRADA: [Presentation in Spanish, no translation available.]

PAUL MEYER: One quick correction, Thembi's Web site is actually www.aidsdiary.org is the correct Web site.

TRINA DASGUPTA: Good afternoon, everyone. My name is Trina Dasgupta I am a new media consultant from New York currently living in South Africa working with loveLife which is

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the largest youth HIV prevention NGO in South Africa. You have heard about some really amazing ways to use technology to address the epidemic today.

I would like to tell you a little about something we are doing in South African specifically using cell phones but specifically looking at prevention from the lens of social determinates of HIV.

In South Africa, where we are is that young people have gotten the message about HIB prevention, it is not that they do not know how to use condom or are not using condoms, what is driving the epidemic is not their response to the message but their response to their circumstance. Continued perception of limited day to day opportunity whether it is social, education, economic this is the core of what is fueling the epidemic in South Africa. Many of the young people that I talk to, they will say to me, if the next day looks the same as the last, AIDS is really not the top of the mind for them. Jobs are top of mind for them, education is top of mind for them, safety is top of mind for them.

And, in fact, half the life time risk the entire life time risk of a young woman contracting HIV happens just five years after she leaves school because that is when she leaves her safety bubble and that is when all these additional pressures come in, whether it is to have a child, to bring in money, to get a sugar-daddy, whether it is to get just a little

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bit of money to put some food on table. So, this is the moment in time and the things we are addressing through this program.

What loveLife has done to address these social determinates is to create the Make Your Move campaign. There are three core pieces of the Make Your Move campaign. The first is to help young people develop personal initiative. The second is to help them better navigate their day to day pressures and challenges and the third is to help create links to opportunity and that is what we are going to talk a lot about today.

Just quickly about loveLife, loveLife has a core network of 6,000 peer educators. They are called ground breakers and [inaudible]. They go into 3,700 schools, 150 community based NGOs and 350 government clinics and in turn meet half a million young people every month with direct face to face interaction.

So, when we think about the media platform from the technology that can support this type of physical network, we really needed to think about the network that exists and what it looks like. As you can see from this map, there is quite the footprint in South Africa that loveLife has. So, when we are thinking about mobile the question was how do we leverage the footprint to compliment it and to integrate it into this campaign?

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You have heard a lot about mobile in South African and particular of a very interesting market. Over 75 percent of young South Africans own cell phones. You have full penetration, 98 percent coverage. And there is often this idea that only young people with money or in the urban areas have cell phones that is also not true. 71 percent in formal settlements and 67 percent in rural areas have cell phones as well. And 60 percent of all young people say they are using their phone every day whether they are SMS, texting, chatting whatever it may be.

We talked a little bit about Internet access and South Africa is incredibly low, it is 6 percent of the entire country has access to the Internet via computers, however, mobile Internet access via WAP which is essentially just a Web site with phone is one of the highest in the world. In fact it is the fourth highest in the world in South Africa and that moment you have 60 percent access in terms of WAP enabled phones but by 2010 when the World's Cup is coming to South Africa, you will see full WAP penetration because the private sector is basically putting all the soccer scores on WAP sites and who is not going to want that basically.

Then we thought about social networking, so why social networking in terms of the project that we will show to you now. What social networking does and it is interesting because we have talked about a lot about it on this panel, is it plays

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directly into the key three triggers to behavior change, a sense of identity, a sense of belonging, and a sense of purpose.

Creating a profile is an inherent exercise in identity. There is a whole voyeurism aspect where suddenly you are placing things on a profile that other people are going to see. So, you really think about who you are and how you want people to see you. Belonging comes through the groups and the chats and some of the things we saw with Pointa Houta [misspelled?] about coming together with like minded individuals and this particular mobile based social network was created with a sense of purpose.

So, we have created MIMSTA it is a play on the Make Your Move Campaign, we have got a little character that we have created to go with it. It is the world's first cell phone based social network that is dedicated to youth empowerment and HIV prevention. Its primary goal is creating links to opportunity and it very much so designed to compliment loveLife face network because as we know, nothing can take the place of direct face to face interaction particularly in terms of peer education and something that was incredibly important because air time is so hard to come by and so expensive is to make it an incredibly inexpensive tool. In a perfect world it would be free but could not and South Africa had one of the lowest data rates in the world. Whereas two megabytes of data Americo

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could cost you \$40.00 two megabytes of data in South Africa will only cost you two rand, so we made the site really, really simple and clean so that it costs you less than 2 to 5 cent in rand which is virtually nothing in dollars in order to use and peruse it. Unfortunately, we do not have Internet access so I cannot show you a live demo but I am going to go through this really quickly and then just focus on few specific things.

So, you get a basic log on page, a registration page the reason for the registration data is that we are collecting data to analyze what is happening. The first thing you see is an What You Up To page and that is your status. We wanted young people to think about what they were doing to "Make Their Move" and if they said they were sitting on their couch doing nothing than all the other young people that they were sitting on their case and doing nothing. So, we used the physical network of pure educators to get them thinking about this.

The main menu I will show you more in a second and I will show you the profile, it you cannot quite see it here but you will notice that terms are in various forms of South African slang. South Africa is a very diverse community so you could not just one language or not another but the most important thing was that it was youth voice and youth speak so tolmes is taken from tolmas which is an Africans word. It is very much of what folks are saying [inaudible]. Thembi can help me out with how to pronouncing these. I know I am saying

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it wrong, but these come from Zulu and Sutu slang and the kids are all saying so that was important for us to incorporate.

The profile which I will show you more about in a second goes into not just what is my favorite song but things that we wanted kids to think about. Where do you want to be in your life. What are your interests. What are your talents, again that exercise in identity we were talking about. You can keep a diary to show your story, we have calendars where we put loveLife events, but young people can share their events that are doing to help with organizing tools. Up You Game is a section where we share knowledge but the entire program is build on points based system because we know that young people need incentives. It is the reality of where we are, so if you read the article, you take the quiz, you get points and then all the points get accumulated for you win prizes which we have partnered with corporations and music labels to make those prizes happen.

So, for example, the main prize for last month was a day with D.J. Euphonic [misspelled?] who is famous from South Africa and is a huge D.J. in South Africa. You get to find out how made his move, we will do an article in "Uncut" which loveLife's magazine, radio shows, et cetera, et cetera.

A core piece of all of this is the Hook it Up data base. This is where young people can find out bursaries, scholarships, learner ships, volunteer opportunities and jobs

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in their local area. We did not want young people thinking that they needed to move to Johannesburg or to move to Cape Town in order to Make Their Move and see a better life for themselves. So, when you click on any one of these it shows you what is available in your particular providence, if you want to see things in other providences that is fine. You will also notice that there is View Wanted section which we are working with corporations to link young people to, again, create opportunity and to address that perception of opportunity issue.

What is Hot is a lot of fun stuff. We gave hard news, gossip, reviews, points those sort of things. We have some free downloads but again it is just for fun and we keep the file sizes really small and then we will go into how you get invited.

So, here is just a couple of the screen shots. You can see how you log in, the main menu page. This is the tolmes Invite Friends page, you will see everybody's status. One of the things I wanted to highlight is that everyone starts off with two friends. The first is MIMSA who is the character that we have created who is there to help you with whatever you need and the second is Ms. B who is loveLife's known sexual health counselor.

Those two inboxes are supported by loveLife's call center which already receives 350,000 calls a month but now

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those trained counselors and staff, we have a web management tool that they are using, are responding to young people on their phone in real time in a way that they can trust each other because they do not have to say anything out loud. So, we have a staff that supports this and is responding back to them. You can see some of the status.

I also wanted to show you what one of the invitations look like. You can put in someone's cell phone number and if they are not on the network yet, they will get a SMS inviting them to the network, if they are you will get a message that looks this. If you will notice, you have to view their profile in order to confirm them as a friend. Again this is to address the very real security issues when it comes to technology and open platforms. They are also the ability to block senders or block members as well as report members. Now blocking members is sort of like the guy down the hall keeps messaging you and do not really want to talk to him so you can block him and you will not communicate with him any more.

Reporting a user is a much more serious offense. And if someone is reported three times they are automatically kicked off the network. We are able to monitor all of this on the backend. We are checking it daily to see what is going on to ensure that it stays as a safe and a positive space.

I am not showing you this to just show you a picture of myself, I just wanted to show you the profile and also how

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the points work. So, as you see you get points for doing a quiz, points for participating in the forums, points for the friends and also a little bit more about what are the types of things we are asking young people in their profiles.

The next thing is the forum. It has been fascinating to see how young people in a peer to peer network support each other through this network. So, this young woman is a virgin, she is 16 she feels really upset about it as you will notice it is all happening on her phone. She is using what we call SMS feet to do it and then people in the network are coming back and supporting her. So, it is not about sort of top down network but rather young people coming together to say, you know what, you should be proud to be a virgin. This one guy says I am 24 and I am a virgin, you know you have to do what is right for you. So, again it is young people coming together.

The next piece shows you a little more about what the job and bursaries data base looks like. Obviously you cannot share a ton of information on a cell phone so we give the basics. We have a rule, no Web sites because no one can access Web sites, cell phone numbers mailing addresses again supported by the call center and loveLife Y centers that they have around the country that I showed you where we share even further information about the opportunities that we cannot share through this tool.

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And then just quickly a fun tool that we have on here. It is what we call the dream calculator. It is to get young people thinking about their future and how they can save but importantly that things can be different. So, for example, if you want a TV it only costs you 2,000 rand and you want it by Christmas it will quickly tell you only actually have save 14 rand a day which is really less than \$2.00. So, when you are going exercise in your head, you know, do I sugar-daddy, do I do this, do I do that or actually it is really just 14 rand a day. And then what the tool also does it gives you a recalculation plan and it allows you to create a savings plan so one of the options says, well what if you quit smoking? Well, if you quit smoking, you would not have to save anymore money a day because you would be saving 24 rand extra a day and you could have the TV by Christmas no problem at all.

So, again, just little things to get young people thinking. These are just some quick photos from our launch event. This photo I think is pretty iconic for South Africa because this is what you see a lot of even if it is just one person in an area with cell phones there is always kids around sort of sharing that communal experience together.

Just quickly, we just launched on June 20th so there is some early data. We have had half a million pages of activity in the first few weeks which has been really interesting. We are approaching 6,000 registered users around 100 150 a day but

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the depth of engagement has been really interesting because they are on six to 12 minutes a day. 50/50 gender split which was surprising we expected it to be more female skewed. We have hit all of the providences which is something we worked really hard to because often things in South Africa get caught in hunting and the Western Cape where Johannesburg and Cape Town are. We have reached all the languages, English is prevalent but shortly there is Sutu, Zulu and Africans.

Just some quick press, in terms of trajectory we have not been running extensive amounts of advertising and media just yet, with no marketing alone we anticipated 30,000 by the end of year. We are going to start running TV and Radio PSAs very soon and thus are anticipating about 200,000 users by the end of the year. And what happens when you reach a critical mass is that is when that exponential growth starts to happened with a viral tool like a social network particularly on your cell phone so we are hoping that in the next year, year and half to have about a million users.

And just finally to show you this is just the beginning, we have a three step plan for what we are doing with this network. The next phase is the Careers Map. If anyone has ever taken one of those exercises where you learn what type of personality do I have, what type of thinker am I, what would be the best careers for me? This entire thing is being digitized for mobile for so young people can do that on their

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cell phones find out more about who they are but then most importantly get linked to each other and get linked jobs. So, if it comes out that perhaps you should be an architect you will immediately be sent in your inbox which is the core of all of this a message when an opportunity for architectural already will have been sent. If you are a thinker you will connected to other thinkers in the groups, et cetera et cetera.

This is just the beginning of what we are doing and I will it at that. Back to Paul.

PAUL MEYER: Great, thank you that is very cool. We have about 15 minutes left for questions and answers so I suggest if people have questions they go to the mics. Maybe so we get efficient, hopefully we get one question to start assuming there is more than maybe we will take a couple and then you can either direct your questions to one of the people on the panel or in general. Is there anyone that has a question? Oh great, in the back microphone there.

Umbaras Jackson: Thank you very much. My name is Umbaras [misspelled?] I come from Uganda. This goes to GYCA. GYCA seems to be global like you are saying here and in Uganda we have self connecting entity for young people where all organizations that deal and work with young people as well as mobilizing young people from the grass roots. That is happening today and is being strengthened. I have not heard about GYCA in Uganda and I am wondering since this one is a

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entity that is mobilizing all the different organizations that work with young people as well the young people themselves. How do you plan to strengthen such networks since you are global?

Then the other one goes to South Africa that is loveLife. I am also wondering how do you monitor the behavior change amongst the young people using this methodology that you have?

PAUL MEYER: Why do we not take two more questions if we can keep them brief, that way we can have more time for more people.

KATYLN: Hi, my name is Katlyn. I am from Canada. I am a media producer. I do not really have a question but I just wanted to add on how efficient this type of media can be.

We produced an AIDS Prevention Program in 41 different languages that we hand out free to broadcasters, NGOs, hospitals and because it is based, use a condom, stop the spread of AIDS so far we have not been able to get on in China. However, we did upload it on to the media on our Web site as well as YouTube and somebody got it in Mandarin in China and we now know that it has been passed around to four million cell phones. We did not have access to their broadcasters but through the media they were able to distribute it themselves and four million people have seen it. So, it does work it is important. I also have copies of the work if anyone is

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interested it is free and I just want to congratulate you guys, thanks.

SCOTT: Hi, I am Scott from the United States. Thank you to all the presenters. It is a wonderful panel. My question is for Trina, I am really excited what you just presented about MINSTA. I am curious because you mentioned that the program is designed around talking about social determinates of HIV infection, does the site, I do not know if I am using the right language, have targeted arenas where participants can talk about stigma, racism, sexism, homophobia or actually really directly address that even though I do understand how motivating people to claim opportunities does address it obliquely, but it would be interesting to know more.

PAUL MEYER: Do you, Joya want to go first then Trina?

JOYA BANERJEE: Okay, for the young man from Uganda, we actually had an event one month ago in Uganda and a regional focal point Stephen Casoma from Capalla [misspelled?] is here at the conference and so I hope you will speak to him. What we do is have local events so that people who do not have Internet access and those who do, can find out about the network and the resources that we offer. It is very difficult on very small resources both financial and human to have an active presence in all the 150 countries where we have members but we rely on these types of events. Before the one in Uganda, there was one in Kenya in Nairobi and that is way so that we can link up all

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these disparate youth initiatives, some working on gender, some working on employment, some working on labor and find a common thread and build a common advocacy or project implementation strategy in their city or in their country and so the regional focal points their primary task is to map to find out what are the other organizations in my country. What are the initiatives and what are the priorities for this region that we really need to take on.

TRINA DASGUPTA: In response to the question about monitoring and evaluation, as I mentioned in the beginning MIMSA is part of a much larger loveLife program which has a very large monitoring and evaluation component so it is one aspect of this entire social determinate strategy that is going through a research project which there will be a study that will come out of it as well but in addition IMPOWER [misspelled?] just recently put out a request for proposal for about researching about how cell phones and social network can address HIV. I do not know if Audrey Peddiforth [misspelled?] but we are working to specifically do research on that particular tool can work. That said we are sort of at the beginning of all of this. I often say it is like the Internet in 1997 where we are kind of figuring it, so we at loveLife felt it was really important to get there and to do something and to start experiencing, the research is happening but it was important to do something and see what was happening rather

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than just to wait for what the private sector is doing which often is not of the most positive nature and so we wanted to create a positive space for young people and then we are doing the evaluation as we go along.

In terms of the question about stigma, HIV and all of that, there is very much so that content in there unfortunately I was not able to show all the different aspects and the product I ask you please check it out on you own when you are able to but the articles often speak about HIV related issues, stigma issues there are multiple categories of forums so there is a relationship forum, a politics forum, an education forum, an employment forum so within that we see many of those issues coming up. We are also speaking with Hope's Voice International that GYGA mentioned earlier, Joya mentioned earlier to make sure that their ambassadors are featured in our network. We have a section called movers and shakers which provide role models. We want to make sure people living with HIV are those role models and are seen as movers and shakers and then we have what we call moderated group chat where our concept producer speaks with people often, it is an entrepreneur or a person living with AIDS, it is a multitude of different types of people and then they are able to get connected to people that they otherwise would not be able to by their cell phone.

PAUL MEYER: Take a couple more questions.

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LISA: Hey everyone, my name is Lisa and I am coming from Canada. I just wanted to ask a question for the whole panel on, I guess like advice do you guys have for other peer education networks and how they adopt these tools. What best practices you have found and also what challenges and also when do you know when you need to reinvent the wheel because I find there are all these new social networks that are popping up so how do you know and how can we share what has already been done so we are not replicating things that already exist and help make it more effective?

TRINA DASGUPTA: I can start by saying that we did not want to invent our own tool. I did not make sense for an NGO to create their own technology based tool when you would rather partner with a technology or partner with an existing mobile social network but what we found is we had really tough time getting exactly what we were looking for because we in sort of a new space.

So, I think that in general it is important to do a base line assessment and to say what exists out there, how am I able to adapt it to my own needs and they if you are not able to do then see what you can do. I know Paul will tell you, he and I have spoken before, Voxiva is immensely helpful to so many organizations with their tools and taking it global as well, I think it is important to see what is out there and if

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it does not work see what you have to do but I think there is a lot of stuff out there as well.

PAUL MEYER: Another couple questions.

RYAN: Yeah, my name is Ryan and I am also from Canada.

PAUL MEYER: What is it with all the Canadians? What have you done Jen? You have seeded the audience with too many Canadians. Last Canadian question.

RYAN: Yeah, last one. This question is directed and Joya and Jennifer. I was wondering do you think that with the increased use of the Internet, people are going to start getting hungry for more personal connections or do you think that the use of the Internet is just beginning and it that it is going to grown more and more over the next ten years.

PAUL MEYER: In three words or less you can answer that question. Would you respond to those couple of questions?

JENNIFER CORRIERO: Okay, on that question my personal take on it will increase the desire for people to people to personally connect and I see that having connected with so many people on line through TakingITGlobal or through other on-line social networks, that ability to meet someone face to face is so much more exciting and I think that know little bits about them or having seen their photos that they posted on line or little bits about where they have been, I think it can help trigger greater conversation, at the same time my friend was talking about how she now refuses to upload her photos onto

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face book when she goes on her trips because her friends do not want to talk to her any more about what she has done because it is like oh yeah I saw that like it is old news. So, I guess it is not inherently bringing people together necessarily.

And the question about reinventing the wheel, Lisa just one comment on that because we launched for example TakingITGlobal back in 2000, types of tools that exist keep evolving and as a not for profit organization it is very difficult and challenging to keep up not just with the for profit tools that are out there but with our own imagination and with all the things that we would love to be able to do and definitely the spirit of collaboration is really key, I think, to be able to address it and I have a few ideas of how to collaborate with the people here on the panel and I think it is a good point on how you collaborate and then even on the TakingITGlobal site we are integrating YouTube videos we cannot host the kind of footage that You Tube can host so we will just imbed it or even post it on BLIP or other sites whether it be photos on Flickr we will imbed them or other profiles so ware trying to strike that balance between having our own network and building our own tools as well as integrating with what is out there on the web. And that is sort a part of I think the whole Web 2.0 movement

JOYA BANARJEE: And I think that we are doing is quite different than things that are prevalent in the global north

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such as Speedsbook or Second Life because we have such a high such prevalence of Internet connectivity in the global north that you will find young people on line all the time and they are just overly saturated but in most of the countries where we work and about 80 percent of GYFGA's membership resides in the developing world. People are not online that often and they would actually never have the opportunity to connect other people in other countries if it were not for the Internet.

And so for example, just to put the Youth Force together for this conference we would have meetings, e-conferences with people in about 20 different countries, Chili, Amsterdam, China, India everywhere and we would be chatting and drawing on a white board and speaking into a microphone all at the same time and this really would not have been possible even just one year ago. We are using Google docs for everything from volunteers schedules to editing fact sheets with 20 people and so all of these tools we are not really inventing them ourselves but we are really using them as a platform to accomplish what we want to do be an advocacy or you know creating a new program or getting funding for adolescent reproductive health.

For the question on challenges, I think that one of our biggest challenges is language, Internet connectivity and language because in some of the areas that most effected there are both language barriers and Internet issues so for example,

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East Asia and Eastern Europe we have somewhat weak networks because it is very hard to kind of dialog between all the various languages that exist and to really reach young people that are not Internet connected or marginalized.

Another challenge, I think for youth initiatives is just finding sustainable resources to keep going. As Jennifer mentioned as not for profit organizations there is so much that we would love to accomplish but we are constrained but I think as youth led organizations we have just got this innovation and access to so many kinds of ideas and different kinds of platforms that we are using to really make all of this come together and happen.

PAUL MEYER: If I could just echo of points. I mean a number of people Jen and Trina have said it there is so much technology out there right now it is really more about thinking about creatively apply. There are some new things. I think some of the stuff loveLife is doing is really pretty cutting edge exciting stuff and there are not a lot of existing other people doing that, forget about [inaudible] in general doing that kind of thing but for so many things look at TakingITGlobal has done, you are crazy if you want to build you version of that because you can just use it and I would caution, there are probably not many engineers in this room, which is a good thing, do not listen to your IT people. IT people always want to build everything usually you do not need

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to and so thinking about it there are so many tools out there, it is so much easier now to do a lot of the stuff then used to be and just ask really hard questions about are you sure there is no way, nothing I can use to do this before you start trying to develop stuff from scratch in general.

One last question and I think we are over time.

MIGUEL GOMEZ: Terrific. My name is Miguel Gomez below Canada, Washington DC in the States. For our panelists, one of the things we are really proud in the states doing is something the Kaiser Family Foundation does which is called KNOWIT where you can text your zip code to KNOWIT and find out where you can find a free HIV testing site in 20 seconds on your cell phone but also I was wondering if you are using texting to actually provide basic answers to questions like last night I had sex with someone and the condom broke, what do I do or I found out I am HIV positive what do I do? As I was wondering if you are using mobile applications to answer those kind of basic questions?

TRINA DASGUPTA: Joya and I have actually spoken about this at length and what Kaiser has done is amazing but the CDC has an existing wonderful data base of the clinics that exist in order for that to happen. It is often a data base issue we tried to do that very same project in India and were completely unsuccessful because there was not a data base of all the clinics in the country so if someone did text in where they

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were we did not know tell them. Similarly in South Africa you can do that there is a program called Cell Life that does really great work with text based SMS based technologies. The National AIDS Helpline does do SMS based questioning we obviously at loveLife do it through the WAP site we are also building an SMS version specifically for questions through the call center so there is a lot of that but you also have to look at what the market looks like and SMS In South Africa is far too expensive for most young people to send it is like 50 to 70 cents in rand so they would much rather use GPRS which costs them next to nothing so, yes, SMS stuff is great but I think it is very much so market dependent and data based dependent.

PAUL MEYER: That is a very important point the billing is entirely different in different countries. In Mexico, GPRS is very expensive, SMS is a lot cheaper so depending on which country you are in the relative technology,

But the one other point about this Q & A is you need someone to answer those questions and so I think one of the other things that you should think a lot about is technology by itself by itself does not do anything but if you marry technology with human networks that is what is powerful. So, I think loveLife is doing it because they have a call center they have people actually answer those questions here the work we are doing with Institute Carso there is a group called medical home which is the biggest health call center in Mexico look at

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integrating with human beings to actually sit behind some of these electronic systems so technology by itself will not do everything but merging it with human beings is a good thing to do.

And thanks for mentioning how important open source is that was terrific. Thank you all.

JENNIFER CORRIERO: We just want to actually conclude on one point which is for those of you in room who consider yourself allies to young people there is actually a youth adult commitments desk at the youth pavilion in the Global Village and we really want to encourage you all to go. I mean anyone is welcome to make a commitment to youth, both young people and adults and so we just want to invite you all to go there as an action step. Thanks. [Applause]

[END RECORDING]