



**FINAL REPORT FORM  
For  
WACC-SUPPORTED PROJECT**

This document is for end-of-project reporting. It has two parts: a) Narrative Report; b) Financial Report.

You will need to refer to your Project Application Form, the Agreement with WACC, and your bank statement when completing this form. Please return it with supporting documents and materials to WACC. Please answer the questions as fully as possible.

**THE NARRATIVE REPORT**

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|---|---|
| <b>1. Project Title:</b><br>(as appeared in the Agreement)  | <b>On the Billboard</b>   |
| <b>2. Project Reference Number:</b><br>(as appeared in the Agreement)   | <b>1008</b>   |
| <b>3. Full Name of Project Holder:</b>  | <b>Telecine International Inc. (TCI)</b>  |
| <b>4. Full Address:</b>   | # 2054 Al Gomhoreya Buildings, Al Ma'rag<br>City – Behind Carrefour.<br>Cairo, Egypt<br>P.O. Box 208 Maadi 11728 Cairo, Egypt                   |
| <b>5. Name of Country:</b>  | <b>Cairo, Egypt</b>   |
| <b>6. Period the project was implemented:</b><br>(from month/year to month/year)  | <b>March 2010 till March 2011</b>   |
| <b>7. Project Grant received:</b>   | <b>Amount in local currency: LE35,866<br/>LE=Egyptian pounds<br/>Amount in Euros or US\$ (circle as appropriate): TCI received in US\$6,521</b> |
| <b>8. Date(s) Project Grant(s) were received:</b> (as in your bank statement)<br>1 <sup>st</sup> remittance<br>2 <sup>nd</sup> remittance | <b>19<sup>th</sup> February 2010 date of deposit in the bank of 1<sup>st</sup> remittance<br/>US\$ 6,521</b>                                    |

## 9. Activities

Give a summary of the major activities carried out during the reporting period in comparison with those planned. In case of changes from the original objectives, please explain the reasons.

### Summary:

As explained in our submitted proposal; TCI produced 26 episodes of a docu-drama called LoveLife of 20 minutes to act as a voice to break the silence with HIVAIDS in Arabic speaking countries. LoveLife as a project sponsored by InterAct/SIDA has been designed as a full fledged “media integrated model” that included:

- a) 26 part TV series of a docu-drama
- b) An interactive website
- c) A curriculum for train the trainers to promote preventative measures against the spread of the virus as well as fighting stigmatization against people living with HIVAIDS.

The series was broadcasted in major government and private satellite stations viewed by 18 Arabic speaking counties. LoveLife was recognized by UNDP, HARPAS, WHO, UNI-AIDS and several agencies and Federations as a unique tool for awareness to prevent the virus from is transmitted in the MENA region. TCI’s proposal to WACC aim was to help take the 20 minutes episode of the series and re-edit them into a new version of about 5 minutes each to be a short spot that would be shown in different gatherings especially at the underground station of the metro-politan Cairo. The short edited versions of the HIVAIDS series Love Life (the Arabic translation is Baheb el Hayat) were started in middle of Nov. 2009.

TCI’s team had a huge offer to launch the series on the underground TV network of metropolitan Cairo on December 1<sup>st</sup> 2009 to recognize the World’s Day to break the silence on HIVAIDS.

TCI’s team through their partnership with a local Egyptian NGO managed to create a campaign to be used not only for the underground (metro) of Greater Cairo but to make it available to NGOs, churches, groups and agencies interested in awareness as well as fighting the stigmatization of people living with HIVAIDS.

The 5 minute shorts were used on the TV circuit in the underground was 22 short edited versions. Each one of the short films was viewed 17 times every single day for two week. The administration of the underground metro reported that the viewer ship across the nation was 2.5 million commuters per day. It was a successful campaign and more interest was created across the country as well as the whole MENA region.

In April 2010, the same edited version of 5 minutes of the LOVE LIFE campaign of HIVAIDS was shown on a private Arab satellite station. TCI managed to add more spots to the 22 that were produced at first. In April, in cooperation with a professional TV production and marketing company, TCI managed to make available the 26 short clips available for broadcast into 18 Arabic-speaking

countries broadcasted the 26 shorts. Each of the shorts was broadcasted daily and repeated 3 times/ per day. This made a huge impact as each episode had the website [www.bahebelhayat.org](http://www.bahebelhayat.org) advertised on the credits of the series where viewers may easily log into the website if they need more information or are seeking advice. The estimated viewer ship on this station was about 80 million viewers.

In June 2010, the same 26 shorts of LOVE LIFE were broadcast from a famous Egyptian TV satellite station where each episode was shown twice daily. The viewer ship was about 120 million viewers...

Our plan to upgrade our existing website was in place but as the series became a good source of information and knowledge, we were approached by several NGOs to partner with them. Some NGOs were to provide help and support to website visitors and others were specialized to be of guidance for those needing medical help and needed to know where to test for the virus... CARE- Egypt became one of our website partners where they have on the ground support for inquiry. The website as well holds information of several other agencies addresses and telephone numbers on the site for different people across the Arab nations and not only in Egypt. The website needs continuous upgrade and in our future plan we will hire someone dedicated to answer questions on the site and be available for interaction with website visitors.

One important impact of the website to mention; is the material of LOVE LIFE was used by the Egyptian national coalition led by the NAMERO to fight stigmatization of people living with HIV/AIDS.

Have a moment and take a look at the website: [www.bahebelhayat.org](http://www.bahebelhayat.org)

**A wonderful additional blessing to the project:**

TCI managed to create another version of the 5 minutes short with sign language. Through many of our partners, TCI managed to raise funds from an American foundation to fund 26 shorts in sign language to be available to groups working in this area.

Please describe in detail the activities of the project that were implemented such as content of production, programmes, workshops or training

### **A- Short term Objective**

#### **On the Bill board project had 3 short-term objectives**

1- To use "Love Life" series of the short edited version as a tool of awareness.

#### **Activities:**

##### **1.1- Show the series on the underground in metropolitan Cairo.**

The above activity 1.1 was implemented through:

Assessing the impact of the above activity was very positive and reported by the company running the TV network of all the country's underground. Their report was that each short episode was shown 17 times daily for a week.

The series was reaching an estimate of 2.5 million commuters per day.

##### **1.2- Use the series for disseminating information about HIV/AIDS to maximum viewer ship by broadcast on 2 television stations.**

The above activity 1.2 was implemented through:

Upon the broadcast of an Arab TV/Satellite station of the spots or short edited version of LoveLife in April 2010 as well as a major Egyptian TV broadcast in June 2010. Both satellite stations were repeating the message several times daily with broadcast not only to Egypt but to the Arabic speaking countries. Millions of Arabic speaking people were viewing the series.

##### **1.3- Raise awareness on people living with HIV/AIDS and how to include them in the society.**

The above activity 1.3 was implemented through:

Through our local Egyptian partnering NGO who is on the ground with many sister organizations working in the field of advocacy and fighting the spread of the HIV/AIDS virus, TCI managed to share the spots among different NGOs as part of a regional coalition in the MENA region that NAMERO was leading. The short version has been used as a very effective tool to the coalition tasks as well.

#### Success stories:

One of the success stories to mention here is when NAMRU3 invited all HIV/AIDS groups, there were 13 other NGOs like CARE, Freedom from Drugs and HIV/AIDS, International Federation of medical Students association, Cairo Family Planning and Development Association, Egyptian Society for Population Studies and Reproductive Health, El Rowad NGO (pioneers), MADEV (Media-Arts for Development), Alex Family Planning Association, CEOSS, Refuge Egypt, Caritas, Egyptian Initiative for Personal Rights, Al Shehab and Friends of Life. All the above mentioned NGOs was handed an educational package that Telecine International through the local Egyptian NGO, MADEV has prepared using some clips of the LOVE LIFE TV production and was handed to all NGOs with invitations of holding workshops for awareness and fighting stigmatization. The successful story is that those groups and collation appreciated the material but

for us as an organization, we actually never planned or dreamt that our material would reach such a diverse field that already has their own outreach in villages and urbanized communities; their network or outreach is vast and in geographical places that our material has reached which was beyond our own reach or expectations.

This means that even if we are not directly working with for example Childhood issues or family planning mandates or Refugees interests, yet TCI's material was handed to other groups that would promote and work within their own scope and the material boosted and empowered the different groups to better reach out into their own capacities. Through this project, TCI as well had an added value to the project and that was clearly documented through enabling many groups to do their work in a much effective way..

### **B- Long Term Objective:**

Change the Egyptian Society misunderstanding about HIV/AIDS as a lethal and contagious disease and stop the isolation which the society try to force on the people living with HIV/AIDS people. In addition to that we need to educate the people on how they can accept and respect people living with HIV/AIDS and include them safely in their society.

This long term objective was implemented in several networking efforts as well as upgrades the website to accommodate new initiatives. Mainly as TCI is not registered as an NGO in Egypt, we are working with our local partner namely Media-Arts for Development (MADEV)

- 1- Launching the HIV Anti-Stigma Forum; where our local Egyptian partnering NGO (Media-Arts for development MADEV) has succeeded to be an effective part of the forum that helped in acquaintance with many NGOs in the brain storming and presentation of ideas.
- 2- MADEV as our main partner or actually local arm managed to start with CARE-Egypt to renew the website and have access to CARE's network and field expertise in this area within the framework of the ICE Project (Increasing Corporate Engagement in HIV/AIDS Prevention in Egypt ).
- 3- Designed a curriculum that addresses the reproductive health and questions about that in concern with HIV/AIDS positive to respond to the confusions of many young girls and mothers about their reproductive health in case of infection.
- 4- Working on a booklet with NAMRU-3 to produce a booklet that includes 10 real stories –in Arabic and English– about people living with HIV/AIDS and its impact on their families.
- 5- Working with NAMRU-3 and the HIV Anti-Stigma Forum (14 members - NGO's and other organizations), in preparing and producing a printed report entitled "**Key Issues on Stigma and Discrimination in Egypt**". MADEV as our main partner is responsible for reviewing the collected data, editing the report, and caring about the creative part and printing.

- 6- Distributing the HIVAIDS educational kit to many NGOs and agencies with offer to train them on how to use it in urbanized communities.
- 7- Meeting with private sector participants and giving them training to reduce the spread of HIV.
- 8- New potential protocols for cooperation with two private sector partners (Nozha International Hospital; Cleopatra Hospital) using Baheb Al-Hayat educational kit, and 7 shorted-version episodes for staff training. One other protocol will be signed soon with (Cairo-Lab), to broadcast Baheb El-Hayat episodes in the internal TV channel in all Cairo-Lab branches. The responsible doctor said that clients wait for two hours at the lab's receptions, after giving a "fasting" blood sample, to give another sample (2 hours later) after eating. Cairo-Lab wants to use our episodes to increase the awareness, while they will provide counselling to their clients concerning HIV transmission, prevention, and available tests.
- 9- MADEV managed to contact and to meet some males and females who are living with HIV, listened to them, asking about other help MADEV can provide. A group of them asked for a special training workshop for developing their skills in using the social media networks for sharing their stories with the community. MADEV is planning for inviting them for free training course (40 hours workshop), in order to develop their skills in producing short videos using their mobile phone cameras and also in creating their own facebook groups, and youtube or vimeo channel to post their videos and stories.

**10. Was the project successful? (If possible, please give measurable indicators.)**

The success we achieved in this project was much more beyond the planned objectives, and even beyond our expectations. The following list gives some indicators:

- 10.1 – Networking with **16 private sector organizations** within the framework of ICE-Egypt project with CARE-Egypt.
- 10.2 – Launching the **HIV Anti-Stigma Forum** with **NAMRU-3** and **15 other NGOs**, aiming to reduce the stigma that is associated with HIV.
- 10.3 – Participants from NGOs, Private Sector and other civic society entities in those events counted 104 of male and female participants. 59 Participants represent different NGOs (37.4%), 29 Participants represent different private sector organizations (27.9%); while 16 participants of people living with HIV (12 males + 4 females) joined those events (15.4%). 10 Participants represented 3 hospitals; one is governmental hospital, and the other two are private hospitals.
- 10.4 – For both male and female participants in the above mentioned events, audiovisual media has been seen as an effective tool that significantly increases awareness and mobilizes positive change in human attitudes and behaviour when it is used in a proper way. Therefore, they expressed their interest in using Baheb El-Hayat educational kit and episodes for increasing the awareness, and fighting

the HIV-related Stigma in their organizations. 3 private sector organizations are already started as described in the following paragraphs.

- 10.5 – 91.33 % of the participants expressed their full appreciation for "Love Life" docudrama episodes and educational kit. They expressed their satisfied with the content, the message and the format of the episodes; 8.67 % of the participants liked it in a way or another, but they wished that we showed the faces of the HIV+ people, in order to express our rejection of stigmatizing them.
- 10.6 – Airing Baheb El-Hayat episodes in one of the famous labs in Egypt (5 branches of **Cairo-Lab**), and using it for increasing the awareness, and as a tool for opening the discussions with people, and leading them to HIV counselling sessions. The cooperation protocol will give MADEV the access to follow-up and measure the impact of this process on Cairo-Lab clients.
- 10.7 – Ongoing negotiation with local **Egyptian private Hospitals** on signing cooperation protocol for using Baheb El-Hayat Educational kit and episodes for training the staff in the two hospitals; not only for increasing the awareness, but also to advocate the rights of the people living with HIV for receiving the needed health care in their hospitals.
- 10.8 – Ten to twelve HIV+ peoples (6 males + 4 females) are going to be trained within the next few weeks (by MADEV) on how to use social media networks for communication their messages, and advocating their rights.
- 10.9 – Within the next month (April 2011) MADEV will finalize and publish the report entitled "**Key Issues on Stigma and Discrimination in Egypt**".
- 10.10 – The booklet that includes **10 real stories** about HIV/AIDS and its impact on families will be available in hand before the end of April 2011. About 40 NGOs who are working in the field of HIV awareness and advocacy are asking for more that 10.000 copies of this booklet. Well developed system for following-up the distribution and the impact of the book is being developed now.

## 11. Project Beneficiaries

Please describe the actual direct beneficiaries and indicate the number of women and men. Please also mention any indirect beneficiaries.

NOTE:

ON the Billboard as a project main goal was to broadcast the 26 short episodes in the underground as well as in different gatherings. WE cannot identify the number of women in the underground stations or in the broadcast of government and private TV channels that were broadcasting the series over Arabic speaking countries in the region. Here are some indicators of some workshops that we can actually give an accurate data for

1. **59** NGOs Representatives (representing **15** NGOs); **39** Females & **20** males.

2. **29** Private Sector Representatives (representing **16** entities); **17** females & **12** males
3. **16** HIV+ People; **4** females & **12** males.
4. Other beneficiaries will be more defined through following-up the blood testing labs that we are working with as partners where we do some referrals to these labs in Cairo if some of our web visitors wanted some information about testing. We do not have any figures for the other countries in the region.
5. Undefined number of beneficiaries who watch the episodes on TV Channels, or Metro subway TV will always be a challenges to get a clear indication of who was watching and when unless they identify themselves on the website as their first acquaintance with the LoveLife was through the viewing of TV or underground...etc..

**12. How have the beneficiaries reacted to the programme activities? What were the impacts of the project and different effects on women and men in the project?**

As explained above, the program was received in different ways according to where it was viewed, in the workshops we had evaluation forms and we could measure the change of behaviour and attitude as well the information or knowledge gained from the series. The website as well could give a rather accurate indication but the public viewing in the underground or on TV still lack detailed information.

**13. Outcome and Outputs of the project: What has your project achieved and what has changed?**

If your project produced media, please send a sample copy of audio/video cassettes, CD, VCD, or DVD and label it with title, duration, language used, and date of production. If you can, please send photos with informative captions (digital photos, if possible), newspaper/radio clips, homepage links, etc.

Please visit the website where some clips are posted there, if you need more material let us know. We also sent several photos when WACC and were sent in early March 2011.

**14. Evaluation**

14.1 What were the results of evaluating the project?

It was a great project and the impact is clear in terms of gaining knowledge and accessing needed information as well as measuring the change in behaviour and attitude.

14.2 What were the challenges, difficulties, and/or failures in carrying out the project? Please explain how you addressed these issues.

When we designed the project, we never imagined that the project will be of that rate of success. Our challenges are mostly that we do not have the capacity in terms of recourses or personnel to serve the demand on having Train the Trainers courses and how to use the educational kit as well as the many upgrades of the



website and having a dedicated person/counsellor to be responsible for the website and link or referrals coming in to the web.

We are working on raising funds to keep upgrading the website and responding to the many demands for the training and getting copies of the series as well the need.

**15. Other comments, if any.**

Audiovisual media messages are likely to increase an individual's motivation to adopt new positive attitudes, and encourage developing positive behaviour change within the society concerning HIV/AIDS related issues. Audiovisual media have a substantial impact at the population level because of their considerably greater reach, but the impact will be reinforced and increased when the audiovisual programs accompanied with learning and training tools (such as "Love Life" educational kit). NGOs facilitators can use such training tools for emphasizing the developmental messages and foster adopting positive attitudes and behaviour change.

**16. Name of the person submitting the report:**

**Position: President of Telecine International Inc.**

**Name : Marline Labib**

**Date:March 2011**