

About Opportunities With

The
se**xplained**[®]
Caribbean Roadshow

“Talking Sex - Don't Be Left Out”

What is The Sexplained Caribbean Roadshow?

We will be reaching out, deep in to the parishes across the islands with a media linked comprehensive contraception, sexually transmitted infection and HIV health promotion show.

We will be mixing seriously toned education with comedy to get difficult messages across to the public in a variety of innovative ways.

We will be offering on site rapid screening for HIV, tests for chlamydia and gonorrhoea; BP, weight and BMI checks, diabetic screening and facilitating appointments for cervical cytology and prostate screening, where supported by local organisations, invited to join us.

We expect to generate considerable discussion and debate about the subjects covered which will help to get them aired and engender public debate.

What is our aim?

We aim to increase understanding about a wide range of sexual health topics, encourage universal protection and reduce the HIV transmission rate by 10% on the islands we tour, by the end of 5 years.

Who's involved?



Helen Knox, the UK's first Outreach Clinical Nurse Specialist in Contraception and Sexual Health with over 20 years field experience with a focus on hard-to-reach populations, upon which to draw; she has also been writing **The Sexplained Column** for **Better Health Magazine**, The Nation newspaper, Barbados, since June 2001.



Robbie Gee, star of several BBC and big screen productions, character actor/comedian and well known personality in the UK and Jamaica; patron of Sexplained Foundation, with whom Helen has worked around this subject of sexual health for over 15 yrs.

Better Health Magazine, The NATION Corporation and **The Nation Publishing Co. Limited**, Barbados - publisher of the island's leading newspaper; part of **One Caribbean Media Ltd.** Alone and with their associated radio, TV and other print media links we are guaranteed positive publicity as the roadshow tours the islands. This will help us to generate ongoing interest and encourage momentum.

Where are we taking it?

Phase One - Barbados and 6 other Caribbean territories with which DFID (UK Dept For International Development) works, to deliver 107 promotional events; targeting a population of approx 850,000 local persons - and tourists visiting the islands.

(Antigua & Barbuda, Barbados, Dominica, Grenada, St Kitts & Nevis, St Lucia and St Vincent and the Granadines)

Phase Two - Jamaica;

Phase Three - Trinidad & Tobago

Phase Four - Guyana

We aim to tour each area annually, for five years.

Phase One

(Approximate outline - session numbers & layout may change on local guidance/preference)

	Weeks Per Island	Tour days on each island	Population Total Per Island	Total Sessions	Parishes	4 hour parish shows	1-2 hour teaching sessions	Total Sessions
Antigua & Barbuda	1.5	10	84522	13	7	7	6	13
Barbados	4*	28	281968	22	11	12	10	22
Dominica	2	14	72514	16	10	10	6	16
Grenada	1.5	10	90343	12	6	6	6	12
St Kitts & Nevis	1.5	10	39817	15	9	9	6	15
St Lucia	2.5	18	159585	17	11	11	6	17
St Vincent & The Grenadines	1.5	10	118432	12	6	6	6	12
	10.5	100	847181	107	60	61	46	107
	Weeks Total Tour	+12	Total Population	Total Sessions	Parishes	Parish Sessions	Shorter sessions	Total Sessions
		112 days on tour						

Total 112 days (16 weeks), to include 12 travel, settling and orientation days & 100 days on tour to deliver 61 parish shows and 46 shorter sessions.

Total 107 shows and teaching sessions anticipated

Why most sessions in Barbados ?

* Barbados has the highest tourist rate, highest HIV prevalence (1.8%), largest population to be covered - and it is our base. Of the EC islands it has also exported the most HIV to the UK, followed by St Lucia and Grenada, by island of presumed exposure by people diagnosed HIV positive in the UK in the last 10 yrs.

Target Audience

850,000 persons across 7 island territories.

We are targeting a wide cross section of society across the islands - and also tourists visiting these shores - especially from the UK, USA, Sweden, Germany, Eastern Europe and Canada.

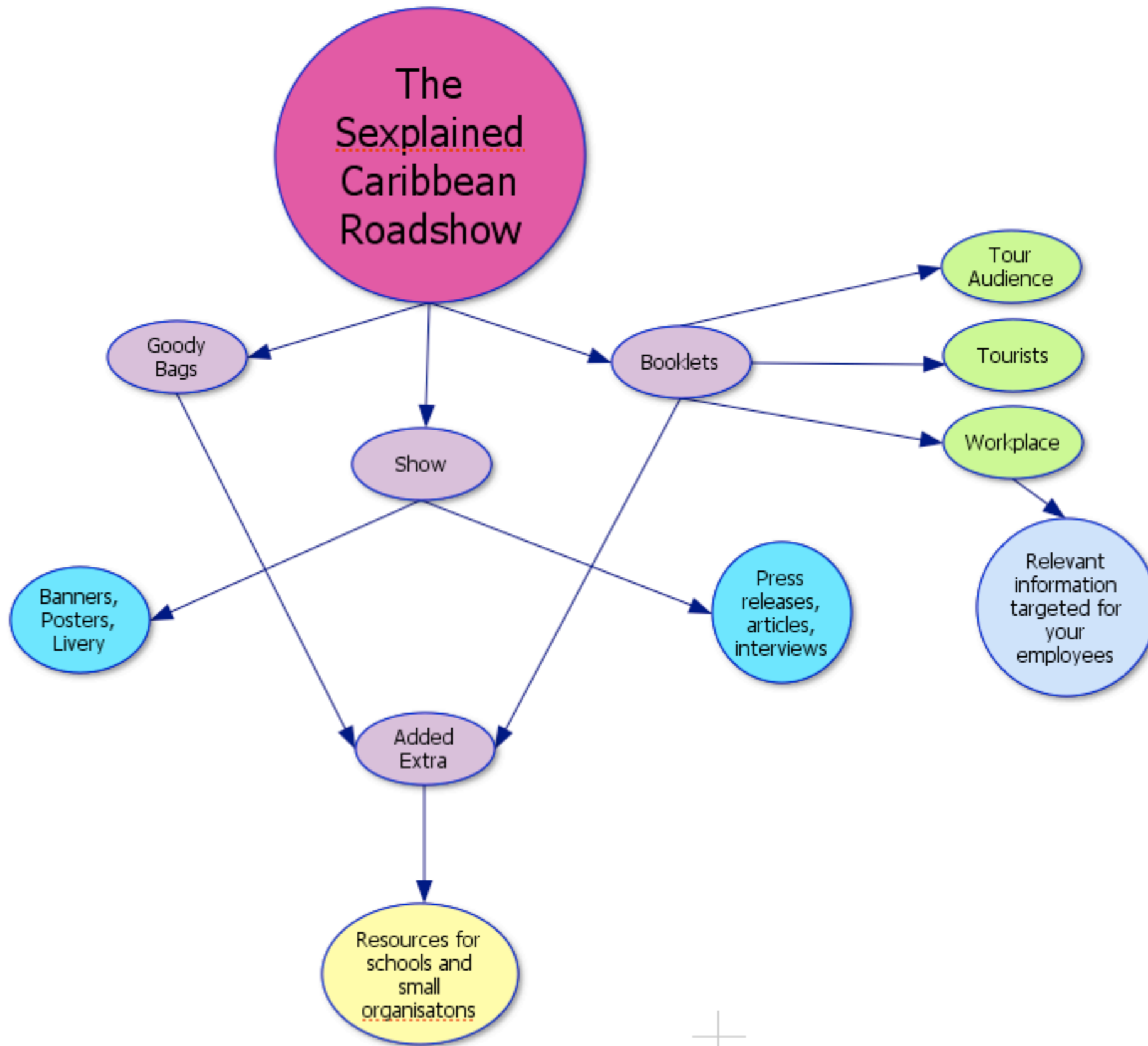
What else are you doing through the booklet, 'goody bags' and stalls?

To enable us to develop and donate resources with which people can continue learning and be encouraged to look after themselves - and others - we are approaching a range of British, American, Canadian and Caribbean companies to support production of a booklet and goody bags.

We are also offering companies/organisations an opportunity to tour with us and erect stalls to promote product.

Any additional sponsorship/advertising we can attract for the booklet will be used to provide resources, in the form of Sexplained Books, for schools and community organisations across the islands we tour.

The more income we can generate, the more good we can do - and the more people will be made aware of advertisers'/sponsors' contributions (if desired) as we proactively reach out to raise understanding about a range of difficult subjects across the islands that we tour.



Why is this necessary?

The Caribbean has the second highest HIV prevalence in the world after sub-Saharan Africa.

Unless proactively and consistently addressed, more workers will become infected; business will become affected; families and wider communities will be damaged and poverty will replace previously thriving areas.

Tourists and visitors, of all ages, will be increasingly attracted to countries whose population is not a threat to their own sexual health and wellbeing.

More tourists : better economic outlook : improved economy.

What can you do for us?

You can help by advertising in our booklet and/or 'goody bags' - or by giving financial sponsorship/educational grants, to allow this package to achieve maximum impact.

What's in it for you?

- Brand/logo exposure in 500,000 booklets
- Brand/logo - sample product exposure in 150,000 'goody bags'
- Opportunity to tour with us, to reach your target audience
- Inclusion in press releases and where possible, in radio and TV interviews
- Brand/logo exposure throughout the tour on posters, livery and other event advertising material

Added Value:

- Brand/logo exposure in additional publications donated to schools and youth organisations across islands we tour and on our websites
- Increased exposure of your brand/logo to tourists

Please see attached advertising sheet for detailed breakdown of opportunities. We are flexible, so if you have an idea you would like to run through with us, please do.

Sustainability

Visibility

- Annual tour anticipated for five years with different collectable booklet planned for each tour

Media and Publicity

- Longevity of advertising

Educational Resources

- Added value - advertising/promotion recognition in books donated to schools/youth organisations (see advertising sheet)
- Opportunity to target individual organisations' workforce as requested and agreed

Internal processes and systems

- Local Government support through recommendation and implementation of processes and systems to monitor effectiveness and impact of the Roadshow

Financial Security

For greater peace of mind, any money donated/paid to Sexplained Foundation will be kept in an escrow account until required.

I look forward to meeting you,
answering any further questions
you may have and working with
you to promote your brand to the
public, at large.

Thank you for your time.

Helen Knox

Helen@sexplained.com

Sexplained Ltd - UK