

AWARE!

THE CRUSAID MEDIA KIT

Dear Teacher

Now that over 40 million people are suffering from HIV and AIDS, it is vital that young people have a good understanding of the dangers facing them – and the stigma unnecessarily attached to those whose lives have been ruined by the disease.

Using this website, English and Media Studies students have an opportunity to explore these issues in the context of **‘exploring social and moral issues, developing an ability to evaluate printed, ICT-based, moving image and drama texts’** (English National Curriculum Key Stage 4).

Aware! is Crusaid’s national HIV and AIDS schools awareness programme. This website offers English and Media Studies teachers video-led case studies and other resources to engage students in an investigation into how media products influence content and meaning. It looks specifically at the production of radio commercials, posters, printed magazines, training materials, press and government communications.

At the same time Crusaid is issuing a challenge to all English and Media Studies courses – can they develop a national HIV and AIDS awareness campaign using media with impact and style?

By working through this website, and taking part in the **Crusaid Media Challenge**, we hope your students learn more about the HIV and AIDS UK epidemic, ways in which they can protect themselves – and how some top players in the media industry communicate important yet sensitive issues.

Yours sincerely

Robin Brady
CEO Crusaid