



USING THIS RESOURCE

It is important that young people are made aware of the links between unprotected sex and the danger of contracting HIV and AIDS.

This resource has been designed to provide support for this objective through studies in English at KS4 and GCSE, KS4 Citizenship and Post 16 Media Studies. It attempts to move HIV awareness out of its traditional home in PHSE and encourage study of the issues in other subjects.

The Media Kit gives students an opportunity to follow the development of an award winning radio campaign created by a top London advertising agency. Through short video clips they meet the client, hear the brief and then see the creative team develop the campaign.

They then have an opportunity to create their own media piece using the tools available in the Production Library. If you wish, this can be entered in the **Crusaid Media Challenge**, a national competition to develop and new HIV awareness campaign for Crusaid.

Resource is highly suitable for Interactive Whiteboard use.

If you would like to follow up any of the case studies included in the Crusaid Media Kit, feedback on how you've got on, or have queries about how best to broach the subject of HIV and AIDS in the classroom, please email: steveni@crusaid.org.uk