



## PHOTO & CAPTION

### TV Stars Lead by Example



Photo: Barker McCormack, PSI Zimbabwe

***The cast and crew of the popular Zimbabwean television drama “Studio 263” received voluntary HIV testing and counseling.***

The most popular television drama in Zimbabwean history is “Studio 263,” a USAID-supported show that incorporates HIV and AIDS themes into its script. The message that people can live positively and healthily with HIV is highlighted by the character of Tendayi, an HIV-positive woman who seeks support from her family and friends.

Tendayi and other characters have become powerful and effective promoters of HIV testing and prevention, so the cast and crew thought there was no better way to celebrate two years on the air than with a month of community outreach to raise awareness about HIV.

Using testimonials from the actors about their experience, public service advertisements ran from November 19 to December 1, 2004 — World AIDS Day. And after activities at hospitals, orphanages and hospices, the month culminated in a visit to a New Start Center, where the cast and crew were counseled and tested for HIV. Over the next few weeks, more than 18,000 clients visited the New

Start network — the highest number ever recorded in one month.

USAID’s New Start Centers offer skilled counselors, test kits and referrals for medical and nutritional services to Zimbabweans, who struggle with a 25 percent rate of HIV infection nationwide.