



GOLD Peer Education Development Agency

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PRESS RELEASE

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Radio training for youth peer educators

Ten youth peer educators have just completed a week of intensive training in radio production delivered by the Radio Workshop. The group is the first intake of the innovative Lead Peer Education school-leaving programme being piloted by GOLD Peer Education Development Agency (GOLD) in the Western Cape. The group hopes to use their radio skills to reach a wide audience with their message of positive behaviour change.

“Radio is the perfect vehicle for reaching a large audience on a small budget,” says Sue Valentine of the Radio Workshop. “While not all South African households have televisions, radios can be found in most homes, many workplaces and even in taxis and cars.” The Lead Peer Educators will use their newly acquired radio skills to record interviews and tell their own stories, providing valuable insights into youth issues in their communities. GOLD and the Radio Workshop will help link them with community and national radio stations to help get their inspiring stories onto the airwaves.

“We are excited about what these passionate young people will be creating after hearing the high quality of content that was produced during the training,” says GOLD Advocacy and Marketing Manager, Jacqui Latimer. “We hope that through their radio work, they will help foster a deeper understanding of the complex challenges faced by many young people today and also highlight the needs in their communities and call for positive change.”

Advocacy and raising awareness of youth issues is not new to the Lead Peer Educators. They spent the last three years of their schooling as GOLD Peer Educators, being trained in life skills and sharing key information around HIV and other youth issues with peers and younger children. This year they will be completing an internship year with community based youth organisations where they will carry on working with teenagers and younger learners to build resilience to HIV/AIDS and other youth risk factors in their communities.

The GOLD peer education model uses the methodology of peer education which harnesses the influence that young people have with their peers to encourage youth to make informed choices and develop health-enhancing social norms.

“Peer education uses peer pressure as a positive force,” explains GOLD CEO Susannah Farr. “Young opinion leaders are elected by their peers to become peer educators. The peer educators are mentored and trained in a range of subjects from self-development to sexual and reproductive health, gender and rights, communication, leadership and community development and they then share what they have learned with their peers.”

“It’s a holistic approach to HIV prevention,” Susannah continues. “We believe that by investing in key individuals, we can multiply impact. To put it simply, individual change leads to group change which then leads to community change.”

About GOLD

GOLD Peer Education Development Agency (GOLD) is a dynamic non-profit organisation playing a key role in the transformation of under-served communities in Sub-Saharan Africa through the roll out of a long term adolescent peer education model.

GOLD is currently working with 36 community organisations to roll out the GOLD peer education model in 122 schools and community sites to over 7400 peer educators in the Western Cape, KZN and Mpumalanga provinces of South Africa and in Botswana and Zambia.

GOLD Peer Education Development Agency was awarded the 2007 Commonwealth Best Practice Award in the category Supporting Education in Difficult Circumstances.

<http://www.goldpe.org.za/>

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Captions for photographs:

GOLD_RonelManual_MyLife.JPG - GOLD Lead Peer Educator Ronel Manual displays her story.

GOLD_Ricardo_Radio.JPG - GOLD Lead Peer Educator Ricardo Yoko takes a break from recording his story.

GOLD_LeadPeerEducators_Radio.JPG - The GOLD Lead Peer Educators with their certificates