

#POSITIVE LEARNING

GOOD PRACTICE CASE STUDY No. 1

TV drama series about school and living with HIV in Kyrgyzstan



The media can play an important role in reducing discrimination against young people living with HIV. *School Elections*, a television series produced by the Media Kitchen studio with support from UNESCO Institute for Information Technologies in Education and UNAIDS, was launched in Kyrgyzstan in November 2020.¹



The series consists of six short episodes in the Kyrgyz language with Russian subtitles. It features bullying, friendship and human dignity through the experiences of a teenage schoolgirl living with HIV and an unexpected competition to be school president. Her story unfolds in a setting which is well-known and relatable to many Kyrgyz youth. She is bullied by peers at school but finds the strength to resist, with support from friends and family and her own determination to do the right thing. The programme educates viewers, in a subtle and unobtrusive manner, about various aspects of living with HIV including HIV treatment and prevention, while at the same time addressing the everyday problems that students may face.



According to UNESCO, more than 30% of students around the world experience various forms of bullying at the hands of their classmates.

Episodes are released weekly on YouTube and *School Elections* also includes a series of extra interactive episodes in which the leading actors invite viewers to explore the issues raised in the series from their own perspective, to imagine themselves in various situations and to make their own decisions.



“ This series is particularly important for us because it does not only highlight the challenges of living with HIV, facing discrimination and bullying, but also motivates adolescents to dare to be different ... to set goals, to fight for justice and for their rights, to be a better and more compassionate person. ”

Meerim Sarybaeva,
UNAIDS Country Director, Kyrgyzstan

The first episode generated over 280,000 views and thousands of positive comments in just 10 days.

¹ <https://iite.unesco.org/news/new-series-school-elections-launch/>