

## BREAK OUT GROUP REPORTS (PROCESS NOTES)

CHALLENGE:  
How to combat (in structured ways)  
messages that do NOT promote safe behaviors

CHALLENGE:  
Use what is already working... embrace  
**SHARING OF INFORMATION**

It was very personal...  
It's all about US!

Don't forget...  
**TAKE TIME OUT**  
from everything!

REMEMBER  
What you put out  
(on to the internet)  
is the BEST that you  
can do.  
USER  
OPERATOR  
SKILLS ARE CRITICAL

CHALLENGE  
Writing in the  
users language is  
better than translating

REMEMBER  
Collaborations will  
help create cultural  
accuracy

**Think in SYSTEMS**  
Build what you DO  
into the way you work

Clarify and  
understand copyright  
LAWS.

Most of it came down  
to Statistics....  
but is it the last word?

Make them  
relevant!!

Does your city  
or country have  
relevant HIV/AIDS  
information?

Is anyone looking for  
what is MISSING?  
Create an  
e-bay type  
interface to find  
information that  
you need

What do people  
do with the information  
once they turn off  
the computer?

Anecdotal information  
I found this really  
helpful...

I liked  
this

We were a very diverse group

The basic audience  
we had was a generic  
audience.



**BREAKTHROUGH IDEAS**  
Send Mobile PCs  
into hard to reach  
populations  
Mobile phone  
tutorials  
LATER  
Coupons on the net

We could have used  
3 more days...

\*It's hard to  
reach and  
easy to overload  
rural populations

Comments  
from the whole  
group

\*Be aware of  
**NBN** technologies!  
and access to  
your site

Go and  
do the work  
that you do!!



## AND IN CLOSING...

\* You are the ones  
who make this happen

Thank you  
for being a part of this

\* Thanks for all the  
detailed planning

\* Thank you for the  
**SPONSORSHIP!**