

Kami takes Switzerland

The fourth international accolade scooped by SABC's 'talk to me...' is the Rose d'Or Social Awareness Award made at the Rose d'Or festival in Switzerland which rewards originality, quality and creativity in entertainment programming. The Social Awareness Award acknowledges 'talk to me...' for making the most profound contribution to the understanding of the key issues surrounding HIV and AIDS.

Gloria Britain, Editor Early Childhood Development at SABC Education, says: "This award reinforces the positive impact the show has had on dealing with HIV and AIDS in South Africa. The findings of the impact study conducted after broadcast points to the importance of providing positive role models at a time when families are being confronted by such debilitating circumstances."

'talk to me...' a one hour special broadcast last year on SABC2 on World AIDS day features South Africa's five year old orphan living with Aids Takalani Sesame's Kami who championed a national campaign encouraging all South African adults to communicate with children about HIV and AIDS.

'talk to me...' was made possible by producers Kwasukasukela, Takalani Sesame partners; the Department of Education, Sesame Workshop, Sanlam, the United States Agency for International Development (USAID) and the Government's Khomanani campaign.

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