

ENGAGING COMMUNITIES TRANSFORMING LIVES

2014

ANNUAL REPORT



J-FLAG



J-FLAG

Est. 1998

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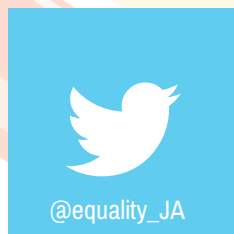


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ABOUT J-FLAG

J-FLAG is the foremost organisation in Jamaica advocating for the rights of lesbian, gay, bisexual and transgender (LGBT) people.

In an effort to build a Jamaican society that respects and protects the rights of everyone, J-FLAG is committed to promoting social change, empowering the LGBT community, and building tolerance for and acceptance of LGBT people.

Since 2012, the organisation has been operating under four broad objectives:

- 1 Increase public tolerance and understanding of LGBT peoples from 17% to 50%
- 2 Transform J-FLAG into an effective umbrella group to improve service to the LGBT community
- 3 Create the foundation for legal reform
- 4 Increase organisational Sustainability

In pursuit of these objectives, the following strategic approaches are being used:

- 1 Create a powerful J-FLAG brand whose promise is that of a caring, value driven organisation dedicated to promoting inherent human dignity and the right to be.
- 2 Strong, proactive leadership of the LGBT Community.
- 3 Collaborate with other human rights groups and stakeholders in pursuit of incremental gains against all forms of discrimination.
- 4 Create a culture of excellence that attracts creative, high-calibre personnel who will develop efficient operating systems and a buoyant stream of donors.

MISSION

To promote social change by empowering the Jamaican LGBT community and build tolerance for and acceptance of the LGBT community by the wider Jamaican society

VISION

The creation of a Jamaican society that respects and protects the human rights and inherent dignity of all individuals irrespective of their sexual orientation and gender identity: A Jamaica where there is the **freedom to be**, for all people

VALUES

J-FLAG promotes the values of all-inclusivity, diversity, equality, fairness, and love. These values are at the heart of all we do, as we seek to become effective agents of social change.

THE TEAM

Board of Directors

IVAN CRUICSHANK
MSc., BSc, Chairperson

CHARLES BARRETT
PGCert., BSc.

EMMA LEWIS
MSc. BA (Hons)

VIVIAN A GRAY JR

DERYKE SMITH

ANTHONY HRON
MSc., BSc.

Members of Staff

DANE LEWIS, BA
Executive Director

JAEVION NELSON
MSc. (Merit), BSc
Programme & Advocacy
Manager

LATOYA NUGENT
MSc., PGDip, BA (Hons)
Education & Training
Manager

TONYA CLARK
Dip, Cert.
Crisis Intervention Officer

JOAN DAWSON-BRYAN
BSc (Candidate)
Finance & Administration
Officer

JUMOKE PATRICK
PGDip., BSc
Policy Officer

**KAREN LLOYD BSc. (Hons),
MSc. (Candidate)**
Programme Officer

**ELTON MCDUFFUS,
BA (Hons)**
Programme Assistant





CELEBRATING PROGRESS

Top Achievements in 2014 for LGBT Rights

LGBT people in Jamaica continue to face discrimination in their daily lives – a fact that is discussed in the media both locally and internationally. However, in the midst of it all, there have been significant strides made in the race towards equality and it would be remiss of us to not highlight these achievements.

More Voices Added to 'We Are Jamaicans' Campaign

The 'We Are Jamaicans' video campaign that was launched in 2013 continues to see great success. In 2014, we saw the release of several more videos from LGBT persons and allies. One of these videos was done by international supermodel Nell Robinson, who reached out to the campaign organizers after viewing some of the videos on YouTube. Robinson's touching video was released in June and, to date, has been viewed over 5,000 times.

we are jamaicans.



The UWI Great Debate

We reached another milestone in March when J-FLAG partnered with UWI Leads to stage the UWI Leads Great Debate. The parliamentary style debate saw four teams from tertiary institutions across Jamaica, namely Mico University College, University of Technology and University of the West Indies Mona and Western Campuses debate the motion 'This house would prosecute employers for all forms of discrimination'. The Great Debate also sparked a lot of activity on social media, particularly on Twitter. The 24 hour period leading up to the debate saw in excess of five hundred tweets being made about the topic, as a result of a twitter competition encouraging the use of the event hashtag.

UTech promotes tolerance and respect through UTech Cares

In 2014, the University of Technology once again made headlines - this time for the launch of its UTech Cares Project. The Project, which was launched at the university on February 14, 2014 aims to integrate core values, improve attitudes towards respect and tolerance, and build awareness. Under the UTech Cares Project, a number of activities and initiatives have been implemented to increase visibility and the overall effectiveness

of the programme. The project has yielded much success as evidenced by the improved attitudes of university students and academic community towards diversity and respect for others.

Leading Private Sector Companies launch Human Rights Programme

Another major win for the human rights movement in Jamaica came this year with the launch of the Respect Jamaica programme. Respect Jamaica is a corporate Jamaica initiative which attempts to engender positive changes in the Jamaican society. The programme addresses discrimination related to colour, race, class, sexual orientation, those with special needs, the youth and elderly, as well as gender, religion, politics and environmental conservation. The Respect Jamaica programme calls on all Jamaicans to stand in support of the marginalised and vulnerable in our communities



© Respect Jamaica

– whoever they may be – to build our nation. The Respect Jamaica Advisory Board and partners reads like a “who’s who” of corporate Jamaica, and we hope that their collective influence can bring about much needed change in the human rights landscape in Jamaica.

Police Officers Go Beyond the Call of Duty

Throughout the year, J-FLAG received several reports from LGBT people commending members

of the Jamaica Constabulary Force (JCF) for their improved treatment of members of the community. Special commendations go out to officers in May Pen, Clarendon who showed much compassion and went above the call of duty to a 16 year-old who was being attacked by a large mob in that town in June because of the teen’s sexual orientation and gender expression. We commend the persons who secured the teen until the police arrived.

Civil Society Calls for Greater Protection from Sexual Abuse

Also in 2014, as part of the review of the Sexual Offences Act, parliament invited submissions from the public. J-FLAG joined other civil society organisations and responded to this call and made recommendations to amend the Act to be more inclusive and to allow for just and effective remedies for ALL victims of sexual violence. J-FLAG also partnered with Jamaica AIDS Support for Life in the hosting of a public forum to discuss the Act in Montego Bay in November. Presenters included Carla Moore, Damien Williams, and Nicolette Jones who spoke on marital rape, expanding the definition of sexual intercourse and rape, the use of, and need for gender neutral language in the Act, and adolescent sexual and reproductive health rights.

The #SOARreview hashtag gained traction on Twitter partly due to the support by media practitioners and other organizations. Through the Twitter discussions, persons were able to learn about key issues with the current law. There was a projected reach of over 100,000 and a possible impact of over 480,000 persons. J-FLAG also promoted a sub-hashtag, #RapeisRape.

Christ Church Observes International Human Rights Day

International Human Rights Day in December was observed at Christ Church in Vineyard Town, Kingston. The sermon delivered by Father Sean Major-Campbell, urged the congregation and by extension the Jamaican population to uphold and

respect the rights of each citizen, live together in peace in spite of our differences, speak up in defense of the human rights of the vulnerable, and



to use the Universal Declaration of Human Rights as our guide to healthy living. In solidifying his message, Fr Sean washed the feet of two lesbians as a demonstration. He also invited a transgender male FJ Genus to share his experiences living in Jamaica. Several other organisations including Respect Jamaica were at this Mass.

LGBT Culture and Entertainment at its Best

The LGBT event calendar was jam packed last year in a way that has never been seen before. Events of all kinds and sizes are becoming more frequent—sometimes weekly, which are usually peaceful in venues that some years ago, the LGBT community could not have entered much less rented to stage an LGBT event.

On November 16, J-FLAG in partnership with Lavender Tales hosted a cultural soirée - PRISM - in recognition and celebration of the International Day for Tolerance. The show featured performances by many talented LGBT dancers, singers and poets. The show was the first of its kind in a very long time in the local LGBT community and was well received, with many patrons already looking forward to the next staging.

The LGBT community came together again on International Human Rights Day, December 10 to celebrate 16 years of advocacy and activism



by J-FLAG. The event, which was staged at the Knutsford Court Hotel in Kingston saw J-FLAG and its partners and supporters (including Her Worship the Mayor of Kingston & St Andrew, Senator Angella Brown Burke) come together to enjoy an evening of music, dance, poetry, food and fellowship. The overview of J-FLAG's work over the years opened many eyes to the struggles and triumphs of the LGBT community in Jamaica over the past couple of decades.

Youth & Community Workers Take Steps to Promote Tolerance

2014 was the year for building partnerships. One such partnership occurred between J-FLAG and the Youth Division of the Ministry of Youth, Sports & Culture. Together they initiated a pilot sensitization workshop for youth and community development practitioners to raise their awareness about the needs of LGBT youth so they can better engage with them in their programmes and activities.

The programme was a success. The participants greatly appreciated the engagement, and felt they had a better understanding of LGBT issues as well as how to address stigma and discrimination.

Government Entities Promote the Rights of LGBT Jamaicans

The National HIV Programme of the Ministry of Health and the National Family Planning Board continue to do great work to promote the rights of LGBT Jamaicans. In 2014, they partnered with J-FLAG to sensitise healthcare workers on how to deal with members of the LGBT community and establish LGBT friendly public health facilities to ensure greater access to health services. This partnership continues to bear fruit as improvements have been noted in the delivery of healthcare to this vulnerable group.

Transgender Issues Take the Spotlight

In July 2014, on the one-year anniversary of the murder of transgender teen Dwayne 'Gully Queen' Jones, a one-hour investigative special was aired on All Angles, a highly popular television programme. Jones was a transgender teen, whose vicious murder in July 2013 gained the attention

of the local and international media. The human interest approach taken by the All Angles host Dionne Jackson-Miller highlights a major move in the right direction in the coverage of LGBT issues. Also in July 2014, fashion blogger and transgender woman, Ashley was interviewed in depth by Emmy award winning journalist Cliff Hughes for his programme Impact. The enlightening interview was another display of the improvements in local coverage of LGBT issues (and issues affecting the transgender community in particular). Transgender woman and activist Tiana Miller was also featured in Buzz Magazine.

It should be noted that both of these programmes appear on the same TV station - Television Jamaica (TVJ).

Parliamentarians Seek Solution to Address Homelessness

The issue of displacement and homelessness among members of the LGBT community continued to make headlines in 2014. The coverage and handling of the issue by some leaves a lot to be desired. However, commendations must be given to several politicians for their response to the issue. Julian Robinson - whose constituency has some of the most visible members of the LGBT community who are homeless - has been actively working towards a solution. He recently announced that funding has been secured to help address the situation. Lisa Hanna, the Minister of Youth and Culture announced in 2014 that her ministry was in the process of developing new services, initiatives and programmes to address issues affecting various sections of the youth population including (LGBT) individuals. The Mayor of Kingston and St Andrew and Councillor for the Trafalgar Division are also working assiduously with different stakeholders to address homelessness.



OUTREACH & EMPOWERMENT

The organisation has embarked on a number of initiatives as part of its drive to expand outreach and bolster its engagement with LGBT people, especially those located in rural Jamaica. These initiatives include social and entertainment related events, meetings, and participation in a broad range of activities across the country.

Outreach sessions were convened with LGBT organisations, community leaders and persons in Clarendon and Portland. Over forty persons participated and were provided with information and materials about their rights and responsibilities. They were educated and advised on issues relating to sex and sexuality, gender, conflict resolution, responding to bullying and navigating safe spaces. Participants were exposed to discussions around various advocacy strategies, challenges facing the LGBT community and key opportunities there are for advocacy and representation. They were also given advice/tips on how to be safe in environments perceived as hostile. Additionally, these sessions provide the organisation with an opportunity to solicit their views on how to improve our programmes and activities.

World Pride 2014



In July 2014, two representatives from J-FLAG participated in World Pride in Toronto, Canada. They were a part of the Envisioning Global LGBT Conference, the World Pride Human Rights Conference, and the World Pride March. Presentations were made at the World Pride Human Rights Conference on the HIV epidemic among MSM in Jamaica and J-FLAG's response to the human rights situation of LGBT persons in Jamaica. J-FLAG branded #iChooseLove t-shirts were distributed at World Pride events.

Photos from the events can be viewed [here](#):

Summer Internship Programme

Four tertiary level students from Jamaica and America were employed as interns between June and August to provide support to the Education and Training and Programme and Advocacy Teams.

During the course of the internship they developed a policy brief on homelessness among LGBT, a report on the human rights situation to the Universal Periodic Review, completed the gender-based violence study and assessment on the capacity of NGOs providing services to LGBT people, a content analysis of the C.A.U.S.E. Rally, and preparing materials for distribution at World Pride on gender and sexuality education

for adolescents, media (re)presentation of LGBT people and LGBT-related issues.

In partnership with Panos Caribbean, they prepared social media blurbs that featured anti-discrimination messages with the tag #iSpeak. Paid advertisements were used to promote the blurbs on the organisation's Facebook page. They were viewed over 150,000 times. Over 2000 persons liked the blurbs.

The interns were instrumental in increasing the organisation's social media presence, our print media output, and publications.

LGBT Speakers' Bureau



The Speakers' Bureau which was revived in 2013 to develop a cadre of LGBT persons and allies who are trained to share information about their experiences, continued in 2014. In December 2014, an additional ten persons - gays, lesbians, and bisexual and transgender women - were trained. Throughout the year, members of the Speakers' Bureau were provided with a number

of opportunities to share with a wide range of stakeholders on the human rights situation and lived realities of LGBT Jamaicans, and how the legislative framework affects the community. The majority of these sessions were facilitated through Peace Corps and the US Embassy.

Pictures from the training can be viewed [here](#):

“

It was a privilege to be the face of the transgender community in Jamaica. I was a part of the LGBT Speakers' Bureau where we visited different organizations and shared our experiences as LGBT people living in Jamaica. This was an experience like no other as we touched the lives of people in public sector and individuals right across the board to even politicians. One of my most memorable experiences was a meeting with about eight Members of Parliament and Senators in May, which was organised by J-FLAG. It was such an honour for me to sit with these senior parliamentarians and speak specifically about my transition and life as a transgender woman.

- Tiana Miller



Prism

On November 16, J-FLAG in partnership with Lavender Tales, hosted a cultural soirée - PRISM - in recognition and celebration of the International Day for Tolerance. The show featured performances by poets/spoken word artistes Lesley-Ann Wanliss and Fabian Thomas, dancers Kim-Lee Campbell and Neila Ebanks, and Jamaican singers and songwriters, Alexandria Love and Kat C.H.R., among others.

Photos from the event can be viewed [here](#):



“

I have been to a couple of “community events” and shortly after arriving felt like I didn’t belong. It often feels as though the space is dominated by men, my gay brothers, men nonetheless. And each time when I attend these events I would say this is the last one. I took a chance on Prism because I became aware, through my interactions with the programme coordinator, that JFLAG was doing its best to involve women. I believed it because I am a beneficiary of that; as I am currently benefitting from the policy training for the LBT women. PRISM did not disappoint! It was a melting pot of culture and talent from the LGBT community, and as a heavy consumer of the arts and a (hidden) talent myself, it was something I really appreciated.

So there was culture, which is not new; there was music and there was food but what was different was the who, the what they represented and that feeling that there was something that was common to all our realities, which made the night even more fantastic! We celebrated love, felt each other’s pain, believed for each other; believed in each other- we breathed.

The event was free, but having been exposed to its calibre, if I had to pay, I won’t say how much I would be willing to pay - but yes, whatever the ask, it would have been worth every cent.

I am happy for this initiative, excited about the possibilities and I am eagerly awaiting the next one.

Thank you JFLAG :)

-PRISM attendee

J-FLAG 16th Anniversary & Human Rights Day Celebration

On Wednesday, December 10, 2014, J-FLAG hosted a special forum and performance show – ‘J-FLAG: Celebrating 16 Years of Activism’ - in recognition of our 16-year Anniversary and Human Rights Day 2014. The celebration, which was attended by over 150 LGBT persons and allies, including His Excellency Robert Ready of the Canadian High Commission, Her Worship the Mayor of Kingston & St Andrew, Angela Brown Burke, was to recognise and celebrate the organisation’s work over the past 16 years. The event also signalled the

organisation’s (re)commitment to making Jamaica a safe, cohesive and just society for all persons.

View a short video of the proceedings [here](#):

A special report on our past and immediate past events was provided by our Programme & Advocacy Manager – Jaevion Nelson. The audience also heard from members of the LGBT and ally community on how J-FLAG has positively impacted their lives and armed them with the

tools necessary to enhance their advocacy for the community. Director of the National Family Planning Board's Enabling Environment and Human Rights Unit – Karlene Temple Anderson – gave special remarks on behalf of her agency on human rights in Jamaica, where we were, where we are, and where we need to go. Dr. Rohan Lewis, Dean of the Faculty of Humanities and Education at the University of Technology also gave remarks. The event featured the creative arts talent within the LGBT and ally community in music, dance,

and spoken word. The audience was thrilled with performances by spoken word guru and emcee Fabian Thomas, Antonio Campbell of the Ashe Company, recording artistes Shanique Brown [GiRL], and Alexandria Love. The event culminated with a cocktail party hosted by the very talented DJ David Isaacs. In keeping with the organisation's new norm, we also live tweeted from the event using #JFLAG16.



Alexandria Love performing one of her hit singles at J-FLAG 16

CRISIS INTERVENTION & SUPPORT

There is a great demand for the organisation's support/assistance for a number of persons who are at risk of violence, discrimination and other forms of anti-gay hostility. This is one of the primary ways in which persons in the LGBT community come in contact with the organisation. It must also be noted that over the last two years, the Crisis Intervention Manager has had to provide support in a variety of other ways that is not limited to emergencies.

Parent Support Group

In February, the organisation established a support group for parents which provides a comfortable and safe space for the parents of LGBT persons to share their experiences and provide support for each other. Therapy, which is provided by a psychologist, is also a component of the support group. The group meets on a monthly basis and has twenty parents to date. The support group has been beneficial for the parents, their children and the community at large in a number of ways.

Notably, the parenting support group has helped with the reintegration of LGBT persons (especially males) who were displaced or rendered homeless because of their sexual orientation or gender identity to their families and communities. It also addresses anger management and other behavioural problems that many of the parents, families and communities struggle with.

Displacement and Homelessness

J-FLAG has provided direct support and referrals to a number LGBT people who are displaced and homeless during the course of the year. The initiatives included:

- assistance provided to males to access opportunities for skills training through organisations such as the Color Pink Group
- a focus group discussion on self empowerment for eight young men which focused on their personal experiences of being ostracised by their family and where they are now
- care packages through donations from Food For The Poor were distributed on several occasions to more than fifty males who are homeless--most of whom are located in Kingston & St Andrew and St James
- a needs assessment was conducted with males who are homeless in St. James

Services Tally

	MALES	FEMALES	TOTAL
TOTAL SERVED	368	80	448
REFERRALS	38	16	57
FOLLOW-UP	70	32	102
COUNSELLING	84	32	116
MEDICAL ASSISTANCE	2	6	8
HOUSING ASSISTANCE	2	1	3
OUTREACH	166	37	203
HIV PREVENTION	136	22	158
HIV TESTING	5	2	7
ASYLUM SUPPORT	12	11	23

Homophobic Incidents Reported

- In 2014, eighty incidents of discrimination, threats, physical attacks, displacement and sexual violence, among others, were reported to the organisation. The table below provides further information of these reports

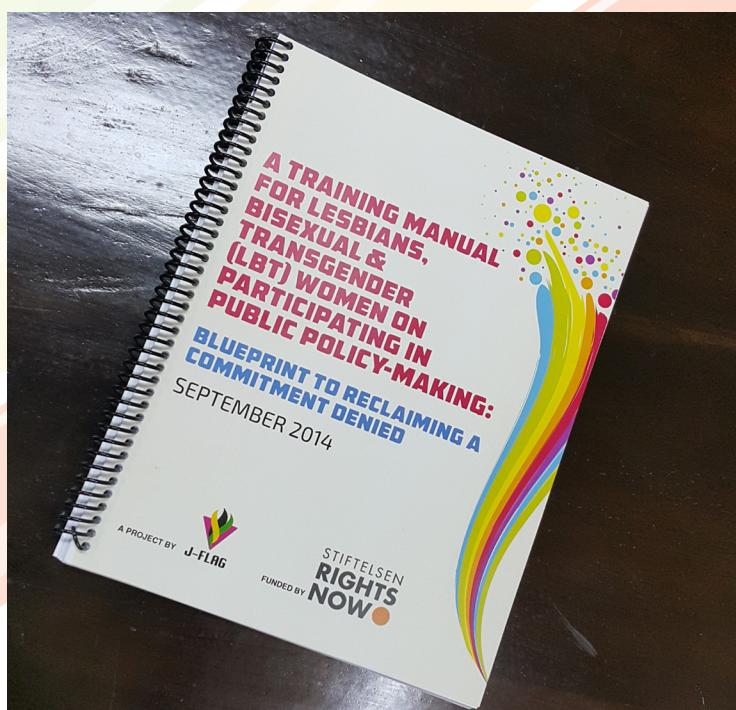
TYPE OF INCIDENT	MALES	FEMALES	TRANSGENDER	TOTAL
PHYSICAL ATTACK	49	11	0	60
THREAT/ INTIMIDATION	16	6	0	22
BLACKMAIL	2	0	0	2
SEXUAL VIOLENCE	0	2	0	2
KIDNAPPING	2	0	0	2
DISCRIMINATION	28	5	0	33
DISPLACEMENT	62	3	0	65

CAPACITY BUILDING AND TRAINING

J-FLAG continues to build the capacity and enable key stakeholders to treat with LGBT people effectively. There has also been an increased effort to build the capacity of members of the LGBT community to improve self efficacy and enhance their ability to participate in human rights advocacy and policy and policy and decision-making. The LBT Women's Project is one of the year's highlights in this regard. Similarly, the training of youth and community development workers is important to build a cadre of persons who can provide support to LGBT people in their communities who would not otherwise be reached through programmes and initiatives by organisations such as J-FLAG.

LBT Women's Project

The LBT Public Policy Training Programme for lesbians, bisexual and transgender women commenced in August to increase the number of LGBT persons participating in policy and decision-making by building the capacities of lesbian and bisexual women in policy and decision making processes and human rights around issues related to gender-based violence, crime and violence, HIV and AIDS, education, gender equality, youth development and empowerment. A number of initiatives were undertaken; including visits to Parliament for the review of the Sexual Offences Act and social activities with the participants and other experts to build community and facilitate further learning around key social and economic issues.



Advocacy Training

A three-day residential training workshop facilitated by gender and development specialists, Joan Grant Cummings and Taitu Heron, and Karlene Temple-Anderson of the National Family Planning Board (NFPB). The workshop focused on the policy-making process in Jamaica and the tools needed to effect change through policy, community, and advocacy. At the end of the workshop, participants developed four policy statements on issues related to gender and justice, beach control, sexual harassment, and social security. An additional one-day training workshop was held to build the participants skills in writing grant proposals. Three draft proposals were developed at the workshop and later finalised.

Feedback on the workshops has been very positive, and the participants have been performing well. It is from this group that the newly constituted independent subsidiary of J-FLAG has been formed - Women's Empowerment for Change [WE-Change]. WE-Change is a community-based lobby group that aims to increase the participation of lesbians, bisexual and transgender women in human rights advocacy and development discourse. The group will be officially launched in January 2015.

Photos from the trainings can be viewed [here](#):

One of the 'unplanned objective' of the programme was to strengthen the community of women in the LGBT population and create social learning spaces for them. This was done in an effort to increase their awareness about development issues and how they uniquely affect the LGBT community. To this end, a number of resource lymes/socials were held. These included a lyme:

- on the history and development of the women's movement in Jamaica and the Caribbean;
- to recognise and celebrate Coming Out Day 2014; and
- on Ganja Law Reform in Jamaica.

Participants attended parliamentary sittings of the Joint Select Committee reviewing the Sexual Offences Act and other related Acts. During each sitting, they were tasked to engage the organisation's constituents on social media on the issues that were addressed therein. One participant also made a presentation to a group of students at the University of the West Indies on 'Capitalising on Diversity within the Context of Leadership.'



Finally, J-FLAG has developed a programme geared towards Lesbian, Bisexual and Transgender women. The programme which is currently underway is focused on public policy and human rights education. I was immediately captivated by the possibilities of the programme; the most intriguing being, the opportunity to represent my country at United Nations meetings on the Post 2015 Development Agenda.

I have been hoping for an opportunity similar to this for a while and it has been more than I had anticipated. Not only does the chance of participating in 2015 United Nations meetings exist, but I will be equipped for a lifetime with the necessary tools to blossom into a full-fledged advocate.

“

Having been a participant in the programme for the past couple of weeks, I would describe my journey as evolutionary. I am already feeling empowered and have become aware of a positive shift in my consciousness. Surprisingly, I am no longer as defensive when I experience acts of homophobia, rather I stand down and try to be understanding and educate them.

I am constantly learning. As a participant I have been forced outside my comfort zone as I have been interacting with other participants, facilitators and advocates. I have also been exposed to debates, seminars, parliamentary sittings, laws and policies which affect LBT women and the list goes on. I have even been exercising and developing skills that laid dormant for years.

I feel privileged and thankful for the opportunity to participate in this programme. At the end I foresee that each participant will be well rounded on LBT issues and would have transitioned into full-fledged advocates who can truly affect change in our society.

– T.P.

Youth & Community Workers Training

In partnership with the Youth Division of the Ministry of Youth, Sports & Culture, the organisation initiated a pilot sensitization training workshop for youth and community development workers. The training workshop sought to raise their awareness about the needs of LGBT youth and build their capacity to engage with them in a meaningful and non-discriminatory way.

The primary objective of the pilot training was to increase understanding of at least twenty (20)

youth and community development workers about human rights in a bid to improve their service to LGBT youth and increase the confidence of LGBT youth in accessing social services.

Twenty-four persons from the NCYD and the Citizens' Security and Justice Programme (CSJP) of the Ministry of National Security were trained. Participants expressed satisfaction with the workshop; majority of whom said they would recommend it to their colleagues.

Public Health Workers' Training Programme

The Public Health Workers training programme, which was implemented in partnership with the National HIV/STI Programme of the Ministry of Health and National Family Planning Board (NFPB) was undertaken during the period July 2013 through June 2014. Sixty public health workers and six persons from the NFPB were trained around providing health services for gay, bisexual and other men who have sex with men.

The training component was delivered between September and November 2013, where a ten-module training curriculum was used to build the participants' capacity in treating with gay, bisexual and other MSM and the larger LGBT community. Participants were then tasked to return to their health facilities and utilize/practice what they have learnt.

Watch this [video reflection](#) from Dr. Donna Royer-Powe, Director of Medical Services at the Department of Correctional Services

A monitoring and evaluation component was undertaken during the period April to June 2014. Participants were visited at their health facilities where an assessment was done to gauge if and/or how the training enhanced their work. They were observed in their work environment and were asked a series of questions to measure how they felt about the training and its impact on their day-to-day duties. The facilities were also assessed based on their effectiveness, including mission statements, client charter, etc being visibly displayed. Interviews were also conducted with service users who were chosen randomly and asked questions about their experiences.



A Graduation Ceremony was held for the participants on May 28, 2014. Dr. Kevin Harvey, the Chief Medical Officer, delivered the keynote address on behalf of the Minister of Health, the

Hon. Dr. Fenton Ferguson who was unavoidably absent.

Photos from the ceremony can be viewed [here](#):

Staff Capacity Building

Over the course of the year, members of staff were afforded multiple opportunities to build their capacity in a number of areas in the following:

- Documentation and report writing;
- Monitoring and Evaluation;
- Facilitating capacity building sessions with difficult audiences on gender and sexual minorities;
- Using the the Inter-American Commission on Human Rights (IACHR) and the Universal Periodic Review (UPR) as key opportunities and mechanisms for human rights advocacy;
- Preparing UPR Submissions and developing appropriate follow up actions; and
- Effective communication strategies to increase the organisation's reach within the LGBT community and with the wider public.

ADVOCACY & LOBBYING

J-FLAG continues to undertake a number of activities and initiatives to influence policy and decision-making with respect to the rights of LGBT people. Policymaker outreach and education continues to be among the organisation's top priorities. Over the course of the year, a number of meetings were convened with parliamentarians and communication and several publications sent to them to sensitize them about the importance of taking steps to protect and promote the human rights of LGBT Jamaicans.

In addition, a submission to the Joint Select Committee reviewing the Sexual Offences and other Related Acts, a report to the UN Human Rights Council for Jamaica's review at its Twenty Second Session in 2015 and two presentations at the Inter-American Commission on Human Rights (IACHR) were among the efforts to advocate and lobby the government. Through these mechanisms, the government is obligated to respond to questions and comments advanced by the organisation.

SOA Review Submission and Campaign

J-FLAG made a submission to the Joint Select Committee of Parliament on the review of the Sexual Offences Act. The submission articulated the need for a re-definition of 'sexual intercourse' and 'rape' to be gender and orifice neutral; and re-formulating the language throughout the Act so that it is gender neutral in keeping with the proposed gender and orifice neutral definition of sexual intercourse and rape. Other issues articulated included addressing the continued retention of 'gross indecency' & the elimination of any conflation between buggery (consensual or nonconsensual) with bestiality as found within the current iteration of the Statute and addressing the disparity of available punishments in order to foster justice and equity for survivors of sexual violence, irrespective of their gender or the circumstances of their abuse.

The organisation was also a part of a joint submission by a coalition of civil society organisations, called VERJ (Voices for Equal Rights and Justice) which includes WMW Jamaica, Quality of Citizenship Jamaica, Jamaica AIDS Support for Life, and Caribbean Vulnerable Communities Coalition (CVC). A copy of VERJ's submission can be accessed [here](#):

The submission was made with the primary objective of strengthening our legislative framework which governs the substantive and procedural laws on sexual offences in an effort to equally protect all persons. The goal is to ensure that the laws, policies and practices in place allow for just and effective remedies for all victims of sexual violence. To this end, gaps within the current legislation governing sexual offences are identified and alternatives are proposed.

Between October 14 and October 16, the organisation hosted two Twitter Townhall Meetings under the LBT Women's Project, which focused on the #SOAReview. The total number of tweets for the period was 693, which resulted in a reach of over 97,000 and a possible impact of over 480,000 persons.

#SOAReview Report Oct 2014 693 tweets

General statistics

693 tweets

A¹ 33.33% original tweets (231)
 ↻ 60.32% retweets (418)
 ↩ 4.76% replies (33)
 🔗 1.59% links & pics (11)

A¹



484,443
impacts

1,083
followers per contributor

7.70
tweets per contributor

97,437
reach

90
contributors

11
links and pictures

33

of 33 replies

11

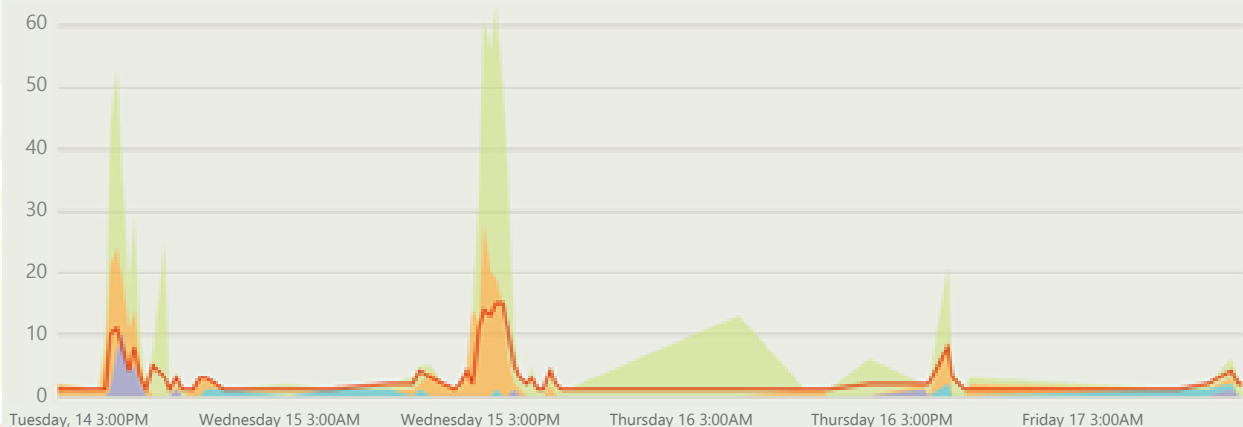
of links & pics

231

of 231 original...

418

of 418 retweets



Report to the UN Human Rights Council

A submission was made to the UN Human Rights Council in advance of Jamaica's review at its Twenty Second Session in 2015. The report which focused on the Right to Shelter, Right to Peace and Security and Equality and Non-Discrimination and Right to Health was prepared to highlight violations of the rights of LGBT people in Jamaica and the Government of Jamaica's efforts to protect and promote their human rights and dignity. Recommendations were also proffered on how to further protect and promote the rights of LGBT people in Jamaica.

The report was prepared using a desk review of reports made to J-FLAG by LGBT persons, published research such as the 2013 Jamaica National Crime and Victimisation Survey and 2012 National Survey on Attitudes and Perceptions of Jamaicans towards Same-sex Relationships, and position papers from a variety of sources, including the Ministry of National Security, J-FLAG and the Jamaica Constabulary Force (JCF) on issues related to violence and human rights violations. A number of newspaper articles were also reviewed as part of the data collection process.

Presentations to the Inter-American Commission for Human Rights (IACHR)

During the year, on invitation from the IACHR, the organisation made two presentations to its Commissioners in March and October along with other civil society organisations, including Caribbean Vulnerable Communities Coalition, Quality of Citizenship Jamaica and Jamaicans for Justice on the state of human rights in Jamaica. The

presentations were centred around The IACHR's 2012 Report on Jamaica and sought to provide an update on the government's actions or inaction and whether or not the situation has gotten worse for LGBT people and other vulnerable and marginalised groups.

Post 2015 Development Agenda

The organisation participated in the Planning Institute of Jamaica's consultations for the Post-2015 Development Agenda on Social Protection, Poverty, Education and the Means of Implementation. Cross-cutting issues such as youth, children, the elderly, persons with

disabilities, technology, multi-stakeholder partnerships, trade, monitoring and accountability were considered as part of enhancing the Post-2015 Development Agenda within the Jamaican context.

EDUCATION & AWARENESS RAISING

J-FLAG continues to create spaces for engaging LGBT people, partners and other key stakeholders and wider public on issues that affect the LGBT population. The organisation is committed to increasing its interaction with the public to keep them apprised of the work being undertaken to improve the human rights of LGBT people. In May, the first issue of our quarterly newsletter, which provides an update on activities and other special features related to human rights advocacy in Jamaica was published.

The organisation's public education initiatives are geared towards enhancing the relationship with our allies. This was evidenced by the Great Debate we hosted in partnership with UWI LEADS with endorsement from the US Embassy Kingston and others, and our human rights essay competition, which was done in partnership with the Jamaica Youth Advocacy Network (JYAN). We had a very successful Larry Chang Symposium which engaged over 150 persons.

Two very important guides for media practitioners and the general public was published. Both publications sought to provide information and clarity on a number of key concepts and issues related to sexuality and gender. These publications were distributed to a wide cross-section of persons including parliamentarians and media practitioners, and are available online. A learning tool that deconstructs the 'Buggery Law' was also developed. This was done in an effort to simplify the law and increase people's understanding of same.

It is critical for us to continue to share our work with the community and public and build and strengthen our relationship with allies.

Understanding the Buggery Law

An e-learning tool (Articulate Storyline) geared towards raising awareness about, and improving the public's understanding of the 'buggery law' has been developed. The tool is available on compact disks for distribution and will be hosted

on J-FLAG's website. Copies were also distributed at J-FLAG's 16th Anniversary and Human Rights Day Celebration.

Issue Brief: (re)Presenting and Redressing LGBT Homelessness in Jamaica

In memory of Dwayne Jones, a transgender teen who was murdered in Irwin, St James in July 2013, the organisation published an issue brief on homelessness among LGBT people. The brief sought to encourage more dialogue on the issue within the context of the national response to homelessness and present recommendations to government and civil society organisations to

address the problem. The brief was distributed to civil society and government stakeholders, including all Parliamentarians, and members of the National Committee on Homelessness, Jamaica Civil Society Coalition and the New Kingston Civic Association.

The brief can be viewed [here](#)

Jamaican LGBT Guide on Human Rights, Sexuality and Gender

A comprehensive Frequently Asked Questions (FAQ) on a broad range of complex social, political, religious, legal and scientific issues associated with human gender and sexuality, especially those which affect the LGBT community, was published in May 2014. The guide was disseminated to more

than 300 stakeholders in our networks, including human rights defenders, non-governmental organisations, parliamentarians and academics.

The Guide can be viewed [here](#)

Guide for Jamaican Journalists on Reporting on LGBT Issues

A comprehensive Frequently Asked Questions (FAQ) on a broad range of complex social, political, religious, legal and scientific issues associated with human gender and sexuality, especially those which affect the LGBT community, was published in May 2014. The guide was disseminated to more

than 300 stakeholders in our networks, including human rights defenders, non-governmental organisations, parliamentarians and academics.

The Guide can be viewed [here](#)

Annual Larry Chang Human Rights Symposium

On May 16, 2014, J-FLAG hosted its second annual Larry Chang Human Rights Symposium which explored Jamaican identity: personhood, sexual citizenship, and religion. The symposium was led by an all-female panel comprising literary scholar, Professor Carolyn Cooper, sexologist, Dr. Karen Carpenter, gender activist, Georgia Love and Rev. Margaret Fowler, and received very positive reviews. Over one-hundred and fifty persons were in attendance.

View photos from the event [here](#)



The powerful all female panel at the 2014 Symposium. (L-R: Moderator Carla Moore, Prof. Carolyn Cooper, Dr. Karen Carpenter, Rev. Margaret Fowler and Georgia Love)

PANEL SUMMARY

Professor Cooper provided insight on what heterophobia meant and challenged the colloquial use of the term. She also challenged individuals and the church to question their prejudices, and for everyone to look beyond labels and enter a “post identity” world to create a more inclusive nation.

Dr. Carpenter illustrated the difference in how the world views Jamaica’s attitude to homosexuality versus how Jamaica views its own attitudes to homosexuality. She challenged the notion that Jamaica was “homophobic” and proposed instead that Jamaica is generally “homonegative”. Dr. Carpenter also outlined how citizenship, rights and protection in a country are obtained and argued that Jamaica is expected to protect citizens regardless of gender identity and sexual expression. She closed by referring to the Selena

Edmond case, urging organizations (such as J-FLAG) to speak up against sexual injustices of everyone - regardless of their sexual orientation or gender identity.

Rev. Dr. Fowler pressed that Jamaica’s church should seek their own identity instead of reflecting archaic Old (British) Empire rules. The need for the church to actively express love (without judgment) to all, regardless of gender identity and sexual orientation was also addressed.

In closing discussions, Ms. Love spoke out against shame, especially in the context of religion. She urged everyone to explore religion by recognizing right from wrong, but without shaming anyone because that not only stifles a person’s growth but the growth of the community.

DISCUSSION SUMMARY

The discussions tended to focus on the themes of personhood and religion. Many questions related to translating the idealism of “post-identity” into Jamaica’s society and whether Jamaica’s religious organizations (specifically that of Christianity) is facing the reality that their ideals are archaic. There were many questions and conversations

around the idea of Jamaica’s readiness to have these discussions about the belonging of gay people and their right to all the freedoms that heterosexual people enjoy.

The video highlights of the symposium can be viewed [here](#)

Essay Competition

J-FLAG partnered with the Jamaica Youth Advocacy Network (JYAN) to launch a Human Rights Essay Competition for secondary school students in an effort to encourage discussion on human rights issues for minority and marginalised populations

in Jamaica. Yanique Nation from Mount Alvernia High and Samantha Johnson from Immaculate Conception High came out as the victors.

Debate Competition

J-FLAG partnered with UWI Leads to co-sponsor the UWI Leads Great Debate on March 27, 2014 which sought to increase evidence-based dialogue on issues relating to the stigmatisation and discrimination of minority populations. The theme of the parliamentary-style debate was ‘The Role of Leadership in Responding to Vulnerable Populations’ and the motion before the parliament was ‘This house would prosecute employers for all forms of discrimination.’ The debating teams were from the University of the West Indies (UWI) Mona, UWI Western Campus, University of Technology and the Mico University College.

Approximately 150 persons were in attendance including Professor Ishenkumba Kahwa - Deputy

Principal, UWI and Chris Degnan - Public Affairs Officer, Embassy of the United States who gave remarks; and Rose Cameron - Student Services and Development Manager, UWI.

The competition generated a lot of social media activity, particularly on Twitter, which was influenced by a Twitter competition encouraging persons to tweet about the topic. The Twitter competition generated over 500 tweets within the 24-hour period preceding the debate.

UWI Western Campus (member of the Government and Government whip) emerged as winners of the debate, followed by UTech who was second, UWI Mona third and Mico placed fourth.

Forum on the Sexual Offences Act

In November, in partnership with the Jamaica AIDS Support for Life (JASL), the organisation hosted a Public Forum on the Sexual Offences Act in Montego Bay, St James. Over fifty persons were in attendance. The forum featured panellists gender advocate and university lecturer, Carla Moore, theologian and human rights advocate, Damien Williams, and communication specialist, Nicolette Jones who explored the following

issues: marital rape, expanding the definition of sexual intercourse and rape, the use of, and need for gender neutral language in the Act, and adolescent sexual and reproductive health and rights.

This activity was specifically organised by the members of WE-Change.

Newsletter

In May, the organisation restarted its newsletter which is disseminated to over 500 subscribers and persons in our networks via email. It is also shared on Twitter and Facebook. There were three issues of the newsletter as well as a special issue to commemorate Human Rights Day on December 10. The newsletter, called 'Equality JA: The Silent Revolution' contains LGBT news, feature writing, feature profile and social commentary, among

other things. It also provides readers with a summary of the activities and programmes being undertaken by J-FLAG.

May Issue
August Issue
November Issue
Human Rights Day Issue

Envisioning Global LGBT Project

The Envisioning project, which began in 2013 continued into 2014. More interviews were conducted with LGBT persons and allies around social justice issues that affect the LGBT community. The videos have been used as education and advocacy tools to raise awareness, increase visibility, and inform some of our advocacy work.

Six video portraits which was representative of the entire LGBT community, including our allies were published. Five of the six portraits were on display at the Canadian Lesbian and Gay Archives as part of their 'Imaging Home: Migration, Resistance, Contradiction' series during World Pride, Toronto

2014. The portraits featured were: Tanya Stephens, Javed Jaghai, Tiana Miller, Jalna Broderick, and Afifa Aza. Envisioning Global also presented similar work from Uganda, Kenya, Botswana, Belize, Guyana, St. Lucia, and India.



Media

There was a tremendous increase in attention on LGBT issues in the media in 2014. There were several editorials on LGBT issues in the two leading print media, many commentaries written and numerous current affairs programmes dealing with LGBT issues (See [EDITORIAL - Anti-Gay Illogic](#), [EDITORIAL - Same-Sex Unions And The Marriage Contract](#) and [Editorial - Homosexuality: the long, painful search for workable rules of engagement](#)). Notably, there were two television programmes on the leading current affairs programmes Impact and All Angles, that were specifically geared to issues related to transgender people, and an article in Buzz Magazine in which trans activist

Tiana Miller shared her story.

This heightened interest resulted in many media engagements by J-FLAG. Notably, the Executive Director, Dane Lewis, published an article in the Jamaica Gleaner that essentially “clarified the J-FLAG agenda” (See [Clarifying The 'J-FLAG Agenda'](#)). This was necessary in light of the preconceptions about the organisation that were held and presented in the media by opponents of a nefarious gay lobby that is insistent on promoting a “gay agenda” that will be to the detriment of the nation, families especially.

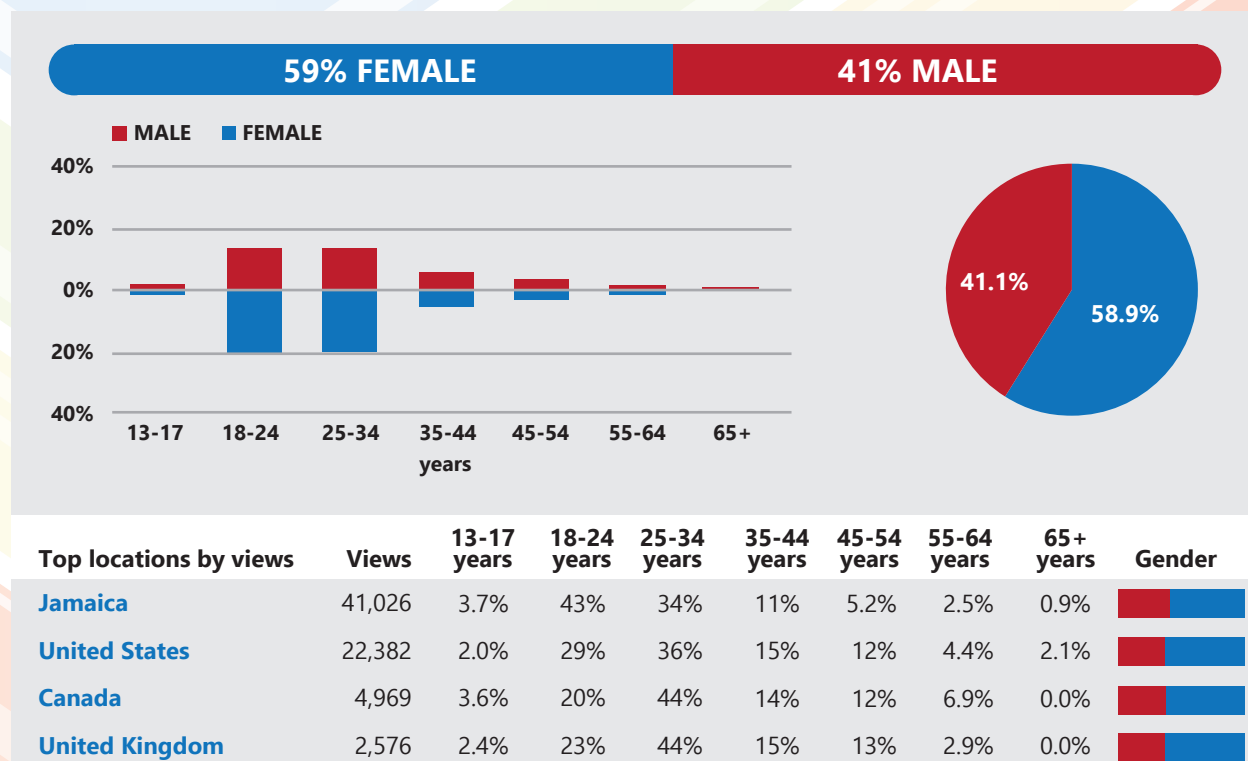
SOCIAL MEDIA

The organisation continues to maintain a strong social media footprint. This has increasingly become an important aspect of our work and has been instrumental in keeping the public informed about our work and providing input on critical issues related to human rights and national development. Facebook in particular has become one of the main ways in which LGBT persons and allies make contact with the organisation.

'We Are Jamaicans' Campaign

Twelve new videos of LGBT Jamaicans and allies in and outside the country, including international supermodel Nell Robinson, were added to the campaign. There are now over fifty videos with 221,733 lifetime views. In 2014, there were 78,934 views representing a 43.15% decrease in the total number of views when compared to 2013 when

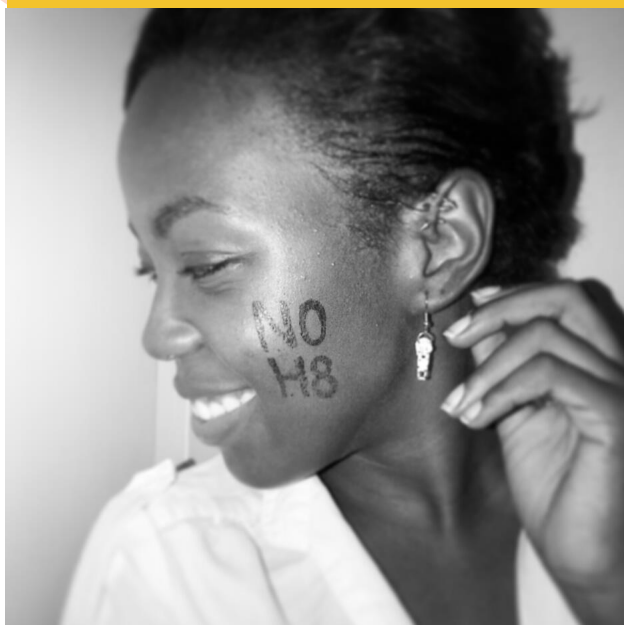
the campaign was launched. The top five videos watched were Tiana Miller (28%), Whitney (6.4%), Nell Robinson (6.3%), Ricardo McKenzie (4.5%) and Keriann Lee (4.4%). Most persons who viewed the videos were from Jamaica, United States, Canada, United Kingdom and Trinidad & Tobago. 41% of viewers were males.



It's ranged from "Why would you do such a video?!" to "I really like your video. Great job" but the most significant to me has been "You're so brave". Brave because I 'dared' to speak out about loving my friends who are gay. A part of me wanted this to be a statement to which I'd roll my eyes but I knew in my heart that indeed it was brave in some way. In Jamaican society, to be or associate with homosexuality is still dangerous. Yes, we have come far in terms of tolerance and no, we are not as bad as some media would have you believe but it is not all rainbows and butterflies for gay people, their families and their friends. I had family members react with confusion and concern when they heard I was going to and that I had done the video. Because they know that it's still a tense topic in certain factions of our country. A part of me was a little scared too. But what really pushed me beyond that little bit of fear was thinking about what my gay friends go through everyday. What I felt cannot even begin to compare to what they live with everyday. So I thought I'd use my privilege for their greater good. Because they deserve to live in a place where they don't feel less than or are brutalized because of who they love or choose to have relations with.

I had a friend tell me that someone asked her why I would do such a video. I don't even know that person but she was most upset by my choice. My friend's response was to tell that person that her being upset made no sense and also that my message was on point. It warmed my heart to hear that people willingly took the time to tell others that there is nothing wrong with co-existing with gay people because, as sad as it is, we still need to tell people this.

I also had one colleague refer to my gay friends as my "faggot fren dem". I told him he could continue this conversation with someone else and started to walk off. He then called me back to ask why it was an issue. Turns out he didn't know that "faggot" was a slur. Another friend and I broke it down to him why it was one. I felt proud about enlightening him. He may likely use the term again but at least now he knows what kind of damage it can do and maybe, just maybe, he'll use it a little less. Small mercies and whatnot.



Nastassian
BRANDON

#iChoose Love

The #iChooseLove meme campaign has been a popular and well-received project. We have published several memes done by members and allies of the LGBT community to encourage love and respect of all persons regardless of their sexual orientation. This has also increased activity and 'likes' on our Facebook page. The campaign continues.

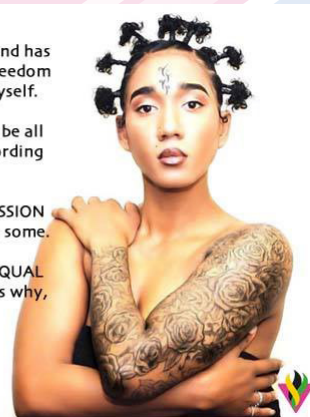
I love LOVE. It's COURAGEOUS and has no boundaries. It gave me the freedom to be true. To love and LIVE myself.

Love enables us to DREAM and be all we were meant to be while affording others the same.

Love is limitless, full of COMPASSION and RESPECT for all, not just for some.

In the eyes of love, we are all EQUAL because LOVE is FAIR and that is why, ALWAYS #iChooseLOVE.

Diana King
Jamaican Reggae Artiste



Twitter Townhall Meetings

J-FLAG used Twitter to engage with a wide cross section of people on topical issues affecting and surrounding the LGBT community. These townhall meetings operate similar to traditional meetings of this type but through Twitter. In addition to the townhall meetings about the Sexual Offences

Act, there were two very prominent discussions on #BalancingRights which focused on the rights of individuals and private entities and the #BainDismissal which focused on the firing of Prof. Brendan Bain by UWI in light of a conflict of interest.

Report on Human Rights Day and J-FLAG's 16th Anniversary Promotions

During the period December 7-14, 2014, eleven videos and memes were shared and boosted on Facebook in observance of the International Human Rights Day and to celebrate the organisation's 16th Anniversary on December 10. There was a 2.9% growth in the number of likes on the organisation's Facebook page resulting in 144 new likes. During this time, the total reach was 115, 502. This represents a 289.9% increase in the interactions on the page.

The following is a report on the performance of each ad. The report reflects the results based on the performance of the paid services.



65 years and older. **This post resulted in 14 page likes.**

A total of 14,840 persons were reached with this ad which costs \$8. There were 365 actions on the post based on the number of persons who liked (95), commented (3), shared (15) and clicked (238) on the post. All interactions were among Jamaicans with the majority being women (72.5%). 61 females and 30 males were between 18 and 24 years, 58 females and 26 males between 25 and 34 years, 46 females and 17 males were between 35 and 44 years, 42 females and 14 males between 45 and 54 years, 34 females and 7 males between 55 and 64 years and 22 females and 6 males

A total of 9,668 persons were reached with this ad which costs \$10. There were 262 actions on the post based on the number of persons who liked (45), shared (1) and clicked (43) on the post. There were 169 photo clicks. All interactions were among Jamaicans with the majority being women (73.2%). 71 females and 28 males were between 18 and 24 years, and 98 females and 35 males between 25 and 34 years. **This post resulted in 4 page likes.**

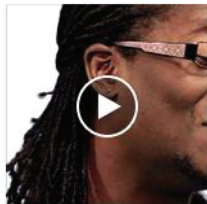


A total of 13,400 persons were reached with this ad which costs \$4.97. There were 703 actions on the post based on the number of persons who liked (24), commented (11), shared (10) or clicked (632) the post. In addition, there were 678 video plays. The vast majority of the interactions (94.6%) were among Jamaican women. 322 persons were between 18 and 24 years, 242 between 25 and 34 years, and 92 between 35 and 44 years. **The post resulted in 26 page likes.**

A total of 21,320 persons were reached with this ad which costs \$19.94. There were 724 actions on the post based on the number of persons who liked (304), commented (16), shared (8) and clicked (384) on the post. There were 384 photo clicks. All interactions were among Jamaicans with the majority being women (83.5%). 170 females and 29 males were between 18 and 24 years, 271 females and 61 males between 25 and 34 years, and 118 females and 19 males were between 35 and 44 years. **This post resulted in 12 page likes.**



I hated myself because society hated me. I attempted suicide; I wanted the teasing to stop. - Ricardo McKenzie



We Are Jamaicans - Ricardo McKenzie

We Are Jamaicans is funded with the kind support of the Caribbean Vulnerable Communities Coalition (CVC) through its Global Fund Vulnerabilised Project. This ...

YOUTUBE.COM

A total of 8,700 persons were reached with this ad which costs \$5. There were 216 actions on the post based on the number of persons who liked (12), commented (3), shared (2) and clicked (196) the post. In addition, there were 75 video plays. All interactions were among Jamaicans. Nearly 40% of the persons were males. 67 females and 44 males between 25 and 34 years, and 48 females and 24 males were between 35 and 44 years.

A total of 3,652 persons were reached with this ad which costs \$4.99. There were 125 actions on the post based on the number of persons who liked (25), commented (2) and clicked (97) the post. In addition, there were 2 video plays. All interactions were among Jamaicans with the majority being women (87.3%). This ad targeted persons over 35 years and specifically reached 26 females were between 35 and 44 years, 55 females were between 45 and 54 years, 16 females were between 55 and 64 and 13 females were 65 years and older.



I want Jamaica to be a safe place for all our children to grow up and develop their full potential - Susan Goffe



We Are Jamaicans - Susan Goffe ✓

We Are Jamaicans is funded with the kind support of the Caribbean Vulnerable Communities Coalition (CVC) through its Global Fund Vulnerabilised Project. This ...

YOUTUBE.COM

Like · Comment · Share · 35 1 2



Let's talk about LOVE. What if you were told you can never be with the person you love and want to build a life with? - Keriann Lee



We Are Jamaicans - Keriann Lee ✓

Visit the campaign at:

<http://figg.me/at/standupjamaica/x/3836326> ✓

YOUTUBE.COM

Unlike · Comment · Share · 83 21 27

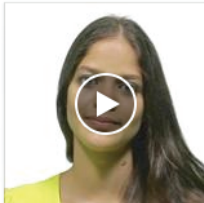
and 49 males were between 35 and 44 years, 225 females and 50 males were between 45 and 54 years, 108 females and 38 males were between 55 and 64 and 49 females and 28 males were 65 years and older. **This video resulted in 16 page likes.**

A total of 27,744 persons were reached with this ad which costs \$20. There were 1,120 actions on the post based on the number of persons who liked (76), commented (5), shared (24) and clicked (979) the post. In addition, there were 562 video plays. This video remains one of our most popular. All interactions were among Jamaicans with the majority being women (78.4%). 113 females and 32 males were between 18 and 24 years, 164 females and 40 males between 25 and 34 years, 200 females

A total of 7,256 persons were reached with this ad which costs \$5. There were 94 actions on the post based on the number of persons who liked (16), commented (5) or clicked (72) the post. In addition, there were 7 video plays. All interactions were among Jamaicans with the majority being women (72.3%). Thirty-four females and twelve males were between 18 and 24 years, and thirty females and twelve males between 25 and 34 years.



Let's learn to be inclusive and celebrate difference. Spread the love and exemplify our motto - Nell Robinson #WeAreJamaicans



We Are Jamaicans - Nell Robinson ✓

YOUTUBE.COM

Like · Comment · Share · 28 5

A total of 15,729 persons were reached with this ad which costs \$20. There were 330 actions on the post based on the number of persons who liked (171), commented (4), shared (3) or clicked (144) the post. All interactions were among Jamaicans with 72.3% being females. 133 females and 49 males reached were between 18 and 24 years, fifty females and thirty males were between 25 and 34 years, and 32 females were between 35 and 44 years. **This ad resulted in 8 page likes.**



Do you agree? #iChooseLove with Father Garth Minott. It's #HumanRightsDay!

It is through love and respect that we build healthy communities, and healthy nations.

#iChooseLove



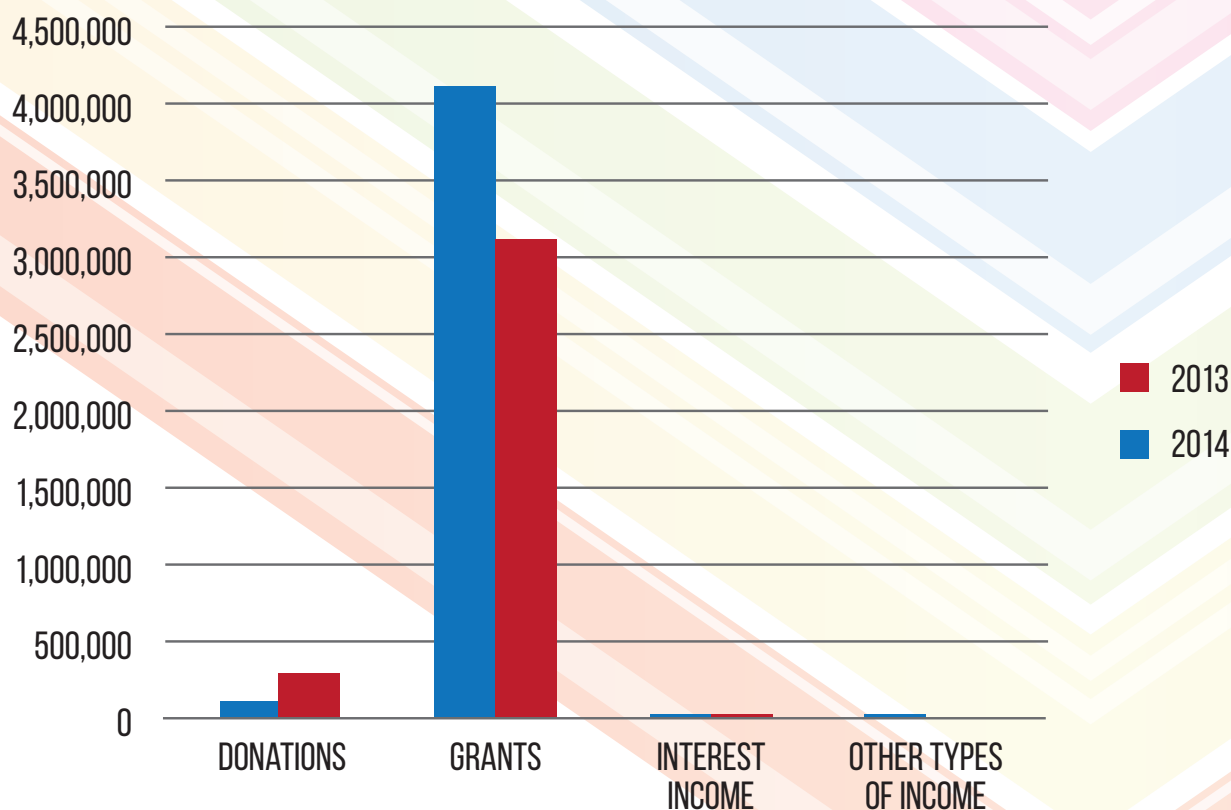
A total of 6,480 persons were reached with this ad which costs \$4.99. There were 165 actions on the post based on the number of persons who liked (9), commented (6), shared (4) or clicked (145) the post. In addition, there were 71 video plays and 71 video plays. All interactions were among Jamaicans and the ad specifically targeted males. Twenty-seven persons were between 18 and 24 years, forty-nine between 25 and 34 years, thirty between 35 and 44 years, thirty-seven between 45 and 54 years, twelve between 55 and 64 years and ten for persons 65 years and over



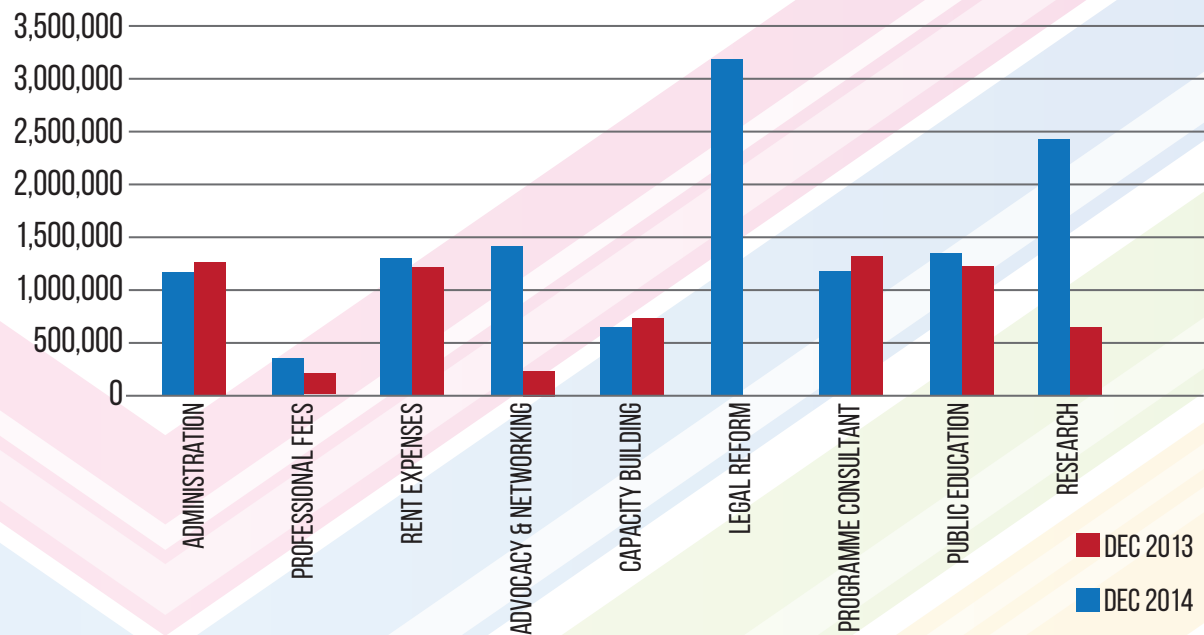
FINANCIAL REPORT

J-FLAG continues to rely on grants in order to execute its mandate each year. As the year comes to an end, J-FLAG will continue to operate with seven (7) project grants. The main donors being MAC-AIDS Fund, Foundation to Promote an Open Society, U.S. Department of State and Sigrid Rausing Trust. J-FLAG to date has recorded \$44.3 million dollars as operational expenses which are divided into three (3) main categories: Programme Expenses, Contracted Services and Administrative Expenses.

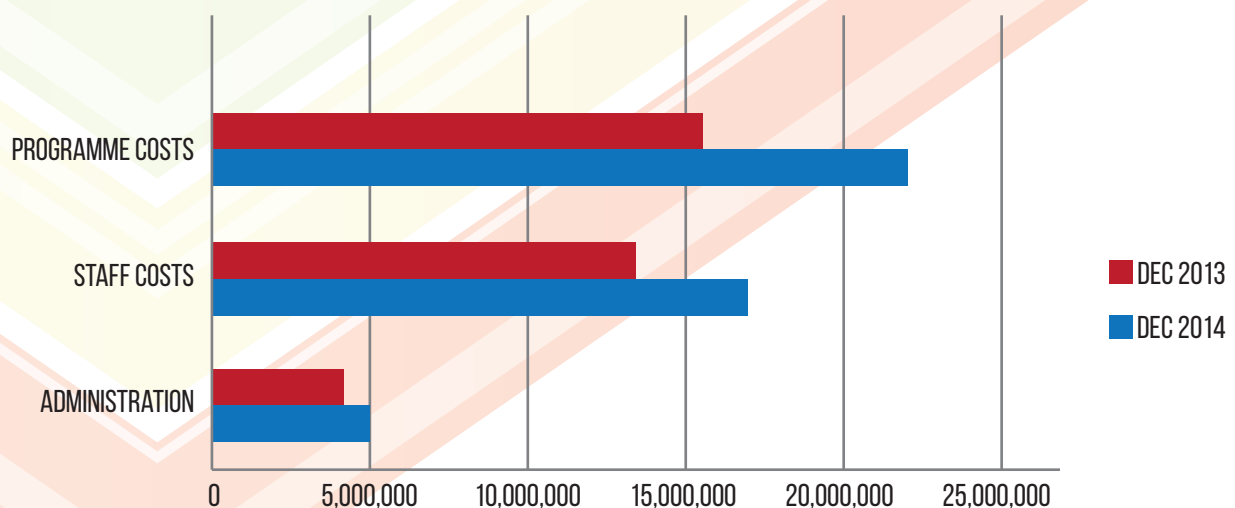
Comparative Income



Administrative and Programme Expenses



Expenses



Grants Received

