# POSITIVE LIVES

of winners in the battle against the AIDS virus. Each of these members of the Positive Women iches up with 10 courageous young women, who share their experiences of living with the muchi stricken with trauma, they have chosen to overcome the handicap.

### Reach out

Solution of the second second

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She believes: Do not run after gracks who promise a cure for every allment; Itve life the fullest each day, with no worries abou tomorrow.



# HIV/AIDS in News – Journalists as Catalysts

## Resist bias

### **Toolkit for Trainers**

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She believes: Information alone is the strongest tool to stop discrimination meter out to HIV- positive people.

### Jphill task

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#### Heal thyself

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# HIV/AIDS in News – Journalists as Catalysts

**Toolkit for Trainers** 



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### Message

The United Nations Development Programme is committed to supporting the national response to the HIV epidemic. The focus of our approach is on supporting Government in advocating for policies that are inclusive and address HIV/AIDS as a development issue.

We believe that HIV/AIDS is not just a health issue; it is a development issue as it affects the economic and social fabric of our society. It is therefore important to build a multistakeholder partnership to address the issue and UNDP plays a lead role in supporting efforts to mainstream HIV into development work of various stakeholders.

The media is an influential and far reaching stakeholder. Not only is it a powerful medium of communication and awareness generation, but it is also a key behaviour change medium as it can influence people's opinions. Journalists can stimulate open and vibrant public debate about issues that underpin the HIV/AIDS pandemic, such as unequal gender relations, social inequalities, stigma and cultural norms, and they are uniquely placed to help break the silence.

To facilitate responsible media reporting with a view to reducing Stigma and Discrimination within societies UNDP has supported the development of researchbased manuals with a state level focus. These manuals build upon the analysis of HIV/AIDS reportage in the print and electronic media in six select states.

The aim is to use these manuals to strengthen media capacity on HIV/AIDS. Two complementary manuals have been developed in partnership with the Population Foundation of India & FAITH Health care Private Ltd with support from UNDP. The Resource book includes information on the various dimensions of HIV/AIDS; the ethics of reporting, appropriate language and guidelines for responsible reporting. The Training Manual is a hands on guide for training journalists.

I would like to thank everyone who has contributed to the development of the resource book and the training manual.

I hope that these manuals will be used effectively for media advocacy.

Marine Un

Maxine Olson Resident Representative UNDP

### Acknowledgements

The study on 'HIV/AIDS in news' was conducted in the states of Madhya Pradesh, Haryana and Gujarat and based on the study, the Toolkit for Trainers was developed by FAITH Healthcare Private Limited, New Delhi. Support from State AIDS Control Societies in the three states, Media person, NGOs and PLHAs is greatly acknowledged. We greatly acknowledge the contributions of Mr. Sanjay Dave, Charkha Development Communication Network, Gujarat and Dr. Namrata Sharma, Faculty, Devi Ahilyabai University Indore for the their inputs and support in conducting state level workshops.

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## Acronyms

AIDS	Acquired Immunodeficiency Syndrome
CBO	Community Based Organisation
CSW	Commercial Sex Worker
ELISA	Enzyme Linked Immunosorbent Assay
FMS	Financial Management System
HIV	Human Immunodeficiency Virus
IDU	Injecting Drug User
IEC	Information, Education and Communication
NACO	National AIDS Control Organisation
NGO	Non-Government Organisation
OHP	Overhead Projector
PLHA	People Living with HIV/AIDS
SACS	State AIDS Control Society
STD	Sexually Transmitted Disease
STI	Sexually Transmitted Infection
ТВ	Tuberculosis
UNAIDS	Joint United Nations Programme on HIV/AIDS
UNESCO	United Nations Education, Scientific and Cultural Organisation

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