

POSITIVE LIVES



Reach out

She believes: Positive people need to come together to fight for their rights and spread information about HIV and its spread.

She believes: The red ribbon symbol, which promises it runs for every ailment, has life in the fullest each day, with no waitlist for someone.

Resist bias

She believes: HIV affects both rich and poor, high-society women should also come out the open and fight for their rights.

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

Uphill task

She believes: Both of information tools to

She believes: HIV does not mean the end of the world. It is the beginning of another journey.

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

Heal thyself

She believes: Both of information tools to

There's hope

HIV/AIDS in News – Journalists as Catalysts

She believes: HIV does not mean the end of the world. It is the beginning of another journey.

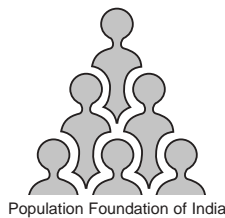
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proactive

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HIV/AIDS in News – Journalists as Catalysts



POPULATION FOUNDATION OF INDIA
B-28, Outub Institutional Area, New Delhi - 110 016
email: popfound@sify.com
Phone: 91-11-52899770

Support Team

Usha Rai

Rimjhim Jain

Swapna Majumdar

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Designed & Printed by

Dharana, Tel.: +91-11-24317735, 24318328

email: studiodharana@gmail.com

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Message

To fight the HIV/AIDS epidemic which has become a major health issue in the country a larger alliance encompassing all sections of society is needed. No one can afford to just sit back, everyone has to be proactive. The media is an important partner in creating awareness about the infection and its management. With the HIV/AIDS epidemic now spreading into remote corners of the country and affecting all sections of society, the fourth estate has to be at the forefront of the fight against the infection and has a special responsibility in informing the public.

I compliment the Population Foundation of India for undertaking a media survey of HIV/AIDS stories in newspapers and TV channels and analysing its impact on stigma and discrimination of those affected. It will help the government and our national and international partners in working better with the media in the fight against the epidemic.

Despite India's deeply religious moorings and a culture that believes that sexuality is a sacred relationship enshrined by wedlock, we now know that it does break the barrier in certain cases. A large number of those infected are extremely young and in the most productive years of their lives.

The awareness generated by media goes beyond the normal official publicity on health issues. Therefore, this endeavour and the manual, is of special value.

Prasanna Hota

Secretary, Health and Family Welfare
Government of India

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.

A handwritten signature in black ink, appearing to read 'Maxine Olson'.

Maxine Olson
Resident Representative UNDP



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