



FINAL REPORT

**Media and HIV/AIDS:
Training of Trainers Workshop on
Development of Multimedia Materials**
Dhaka, January 20-23, 2006 



New Delhi/Dhaka

OPEC FUND

FINAL REPORT

Purpose

The workshop, **Media and HIV/AIDS: Training of Trainers Workshop on Development of Multimedia Materials** was organised by UNESCO, New Delhi in collaboration with UNESCO, Dhaka for media educators, working journalists earmarked for training within their organisations and community media practitioners in an effort to expand preventive education through the media. It was held within the framework of the project -- *Reducing the Impact of the HIV/AIDS Crisis in and through Education* as contained in the wider OPEC Fund/UNESCO project on *Mitigation of HIV/AIDS crisis in Asia through Education*.

This was the first in a series of workshops foreseen for countries in Asia. It was also the first of its kind ever and included participants from Kazakhstan, , Jordan and Bangladesh in the unique exercise of training in the development of multi-media training tools for journalists.

Objectives

The workshop had for objectives to:

- train 16 to 20 professional journalists and grass root communicators from the abovementioned participating countries in the development of multi-media training materials on HIV/AIDS reporting
- lay the basis for further networking in this field.

The Concept Note, Agenda and List of Participants are attached. (Annexures 1 to 3).

Preparation

A preparatory mission to Dhaka was carried out by the Advisor in Communication and Information, UNESCO New Delhi, to confirm co-hosting by UNESCO-Dhaka and determine organisational and logistic arrangements. UNESCO New Delhi undertook the selection of the workshop coordination team, trainers and participants; framing of the concept note, invitation letters to the participants, programme of the workshop and the identification of resource material. Selection of participants was based on submissions by each participating HIV/AIDS focal point according to criteria established beforehand. The local arrangements for the participants' stay and workshop were made by UNESCO Dhaka. The invitation letter, workshop programme and concept note were forwarded by UNESCO Dhaka to the participants.

The Team

The workshop coordination team at UNESCO New Delhi comprised Jocelyne Josiah, Adviser in communication and information and Shankar Chowdhury, HIV/AIDS Programme Officer and consultant Shree Venkatram. A young intern, Nancy Gill provided clerical and research assistance. Regular contact was maintained with UNESCO Dhaka through email, and a face to face discussion convened December 2005, with Mahfusa Rahman, HIV/AIDS Focal Point in determining schedules, matters relating to the overall Programme of the workshop and administrative and logistical details.

Contact was also established with HIV/AIDS Focal points in Kazakhstan, Jordan, Lebanon and Bangladesh, with a view to obtaining the required CV profiles for further screening and selection.

Desk Research

Web-based and contact research was undertaken on the media and the HIV/AIDS scenario, as well as the tools available for journalists in the four respective countries. Efforts were made to identify factors influencing the spread of HIV/AIDS such as human development parameters, women's status, legal framework particularly relating to homosexuality and sex work.

The research files on each country along with an overview were shared with the journalist trainer.

Ground work

National Consultations

It was felt that the four participating countries were at the stage where India was two decades ago on the question of coverage of the issue of HIV/AIDS by the media. Learning from the Indian experience appeared highly relevant.

ACI/NDL and Shree Venkatram attended a National Consultation on HIV/AIDS and the Indian media organised by UNDP, New Delhi on November 30, 2005. The following emerging points were taken into consideration in the preparation for the Dhaka workshop -

1. need for an 'on-line information bank' specifically for journalists on this issue.
2. need to train NGOs and the networks of PLWHA on how to deal with the media.
3. need for courses on HIV/AIDS reporting for journalism students, and refresher courses for mid-career journalists, including those at the Desk in keeping with the role of journalists as reporters of stories and not as advocates or campaigners
4. need for a *List of Dos and Donts* for circulation among journalists
5. need for specific attention to the question of terminology – in keeping with the tenets of cultural diversity

A Roundtable on *Media and HIV/AIDS* was organised at the UNESCO New Delhi Office, December 12, 2005. Participants included senior journalists and trainers; representatives from media organisations, both national and locally based foreign, education and training institutions involved in training journalists on HIV/AIDS issues.

Based on this activity, the following areas for improvement and action were taken into consideration:

- consistent training of journalists given the complexity of the issue.
- training of both field journalists as well as those at the Desk, unlike the present pattern of concentrating more on field reporters.
- more mainstreaming of HIV/AIDS stories rather than their being placed in the crime bulletin of television channels.
- deeper discussions involving issues of prevention, transmission and treatment.
- more user-friendly trainers' manuals and journalist trainers.
- concerted effort in convincing media owners to carry more HIV stories
- more one-to-one or 'small group' interaction with owners/editors and those in decision-making positions than conferences in sensitisation session on this issue.

- follow up, a critical element in determining progress made after training workshops are held
- increased exploration of radio as a community medium given the high possibilities for interactivity and feedback
- focus more on informing and educating through stories than on coverage invoking 'fear' and the risk of further discrimination and isolation of positive people.
- material in local languages taking into consideration cultural diversity; films etc.
- training of PLWHA to work with the media

Questionnaires completed by the participants concerning the kinds of training available for journalists and the resources currently in use revealed :

- no training modules existed on HIV/AIDS reporting at educational institutions
- knowledge about the subject came largely from learning "on the job"
- useful websites included - the Communications Initiative, UNAIDS, Drumbeat and youandaids.

The activities mentioned above assisted greatly in establishing the profile of the participants for the workshop, identifying issues that needed special attention and constitution of a Resource Pack for the participants.

Selection of participants

A major challenge lay in selection of the four participants per country foreseen based on the criteria established; senior level journalist trainers or journalists from radio, television and print, and community media practitioners designated for training within their organisations; effort to include rural journalists; high competence in English, the language of the workshop; focus on women journalists; demonstrable interest in writing on HIV/AIDS and related issues and the ability to train other journalists. Approximately eight participants were to be selected from Bangladesh.

With regard to Jordan the only two male candidates originating from the same organisation and relatively new to the issue were selected. Of the six candidates sent from Kazakhstan three were selected for various reasons including their considerable work on HIV/AIDS. English however, proved a great challenge for one participant. While on-going translation was provided by one of the Kazakh colleagues this was highly distracting for the trainers. Lebanon did not participate.

In the case of Bangladesh, the initial set of CVs received contained neither trainers, women nor journalists from the electronic media. Assistance in obtaining suitable candidates was sought through institutions and community media networks working in collaboration with CI/NDL. The Indian Institute of Mass Communications (IIMC), through its alumni network of mid-career journalists, the Bangladesh High Commission to India, and other contacts also assisted in the search. The effort yielded some suitable names including senior trainers such as Shaikh Abdus Saleque and Hamid from the Bangladesh National Institute of Mass Communication.

The breakdown of participants who attended the workshop is as follows:

Two from Jordan (both male)

Three from Kazakhstan (one male, 2 female)

Nine from Bangladesh (seven male and two female)

Most participants showed a great deal of commitment and interest in the workshop, coming in early and staying late to work on the exercises they had been given. A reasonable mix of trainers, senior journalists from the electronic and print media and community media practitioners was eventually achieved.

The Resource Kit

Relevant material in hard copies as well as the following on CDs were presented to participants as a resource kit for future use in their work:

1. *Reporting Manual on HIV/AIDS* by the Kaiser Family Foundation
2. *HIV/AIDS Media Manual* by Thomson Foundation
3. *HIV/AIDS in News – Journalists as Catalysts* by UNDP/ Population Foundation of India
4. *HIV/AIDS in News – Journalists as Catalysts Toolkit for Trainers* by UNDP/Faith
5. *Radio and HIV/AIDS: Making a Difference A guide for radio practitioners, health workers and donors* by UNAIDS
6. UNESCO Publication on Community Radio
7. *A Look Within* – a collection of short films on VCCT in Asia by the Young TV Producers Network, UNESCO
8. *The ethics of reporting HIV and AIDS* by Franz Kruger (UNAIDS and the Southern Africa Editors' Forum)
9. A Media Channel listing of relevant sites, initiatives and resources on HIV/AIDS.

Selection of Trainers

Two master trainers - a journalist trainer, Savyasaachi Jain, and Kulbhushan Rakheja, a multi-media specialist were selected. Jain had co-authored a training manual and runs a European Union project in India on training media persons on HIV/AIDS reporting. Rakheja, an experienced multimedia and graphic design professional worked extensively for corporate houses, UN agencies and TV channels and producers in India.

Organisation of Workshop

The Workshop on Media and HIV/AIDS: training of trainers on Development of Multimedia materials was opened by Mr Wolfgang Vollmann, Director, UNESCO Dhaka, who welcomed the gathering and urged those present to reach the unreached in a society with low adult literacy rates.

He listed the special programmes launched by UNESCO Dhaka, in collaboration with various UN agencies, among them the training of secondary school teachers and principals to incorporate HIV into the school curriculum, and the work with imams to reach out to the community.

According to Mr Vollmann, Bangladesh had hundreds of periodicals and dailies, the National Media Survey showed that only 33.8 per cent of the population could access the print media. Sixty one per cent of Bangladeshis had access to TV. There were 1.8 million radio sets in the country and 29 per cent of the population could be reached through the radio. The telephone was upcoming as an information media provider with 9.2 million fixed lines and 1.3 mobile phones. The capacity of the mobile phones to give messages should be explored.

Mr Vollmann highlighted the challenge of using the right language to reach the people. It was not enough to have scientific knowledge, he observed, but one should know how to reach people without using just scientific language. Radio and television, moreover, were far more powerful than the printed press in reaching out to the public and yet remained to be explored to the fullest.

Dr AZM Zahidur Rahman (UNAIDS....) speaking on behalf of the UN Theme Group on HIV/AIDS, focused on the three Ones approach of UNAIDS and the need to make those who were working on HIV/AIDS accountable to the people. HIV/AIDS, he cited as a multi-sectoral activity which needed to be properly mainstreamed so that it could become everybody's work. "If all of us work for it then the spread could be reversed as laid down in the MDGs," he stated.

Mr M Masud, Joint Secretary, Ministry of Information, Government of Bangladesh, informed the meeting that Bangladesh had a free media but which worked only in one or two dimensions: startling news like crashes, deaths and violence or political news. HIV/AIDS was not getting necessary space. Media persons needed to communicate skillfully for even the educated and literate were not very well informed about this important issue. Mr Masud called on the media to focus on stigma, an issue of concern the world over. Media gurus, he said had a major role to play in dealing with the situation in a sensitive way to sensitize others. He congratulated OPEC for funding the workshop.

Mr Maitur Rahman, Editor of the daily Protham Alo in his keynote address highlighted the common notion that Bangladesh being a predominantly Muslim country, religious norms would be meticulously followed with HIV/AIDS not being a problem. As different behavioral studies show however, real practices do not always fall within the boundary of the religious norms, which makes the people of Bangladesh as vulnerable as others. The same would be applicable to other Muslim countries like Indonesia, Pakistan, Iran and others where the number of people living with AIDS is on the rise.



Opening ceremony

He called for a more sensitive coverage of the issue by the media and recognized that people were still shy to discuss the topic openly. He emphasized the importance of talking and letting people know as a basic approach and warned against the price of shyness could be lethal. He also

pointed out that media can play a big role in the fight against HIV/AIDS, given its scope and reach: to all, from policy makers to the poor in the village. People depend on it for information and this information shapes their day to day lives. It is in a most advantaged position for creating greater public awareness on HIV/AIDS. Such awareness would lead people to look at the critical issues encircling HIV/AIDS and to take informed decisions to protect themselves. Media can also generate public and private policy discussion on the subject, and lead to behaviour change and action by the community, and its leaders in creating an enabling environment for appropriate response to HIV/AIDS.

In focusing on the challenges to HIV/AIDS reporting, Mr Rahman underlined the importance of interpretation of technical terminologies, medical jargon, scientific concepts and research data into clear and concise language. He urged participants to ensure the clarity and simplicity of the message and to pay careful attention to ethics particularly with regard to the privacy and confidentiality of PLWHAs, avoiding blame, judgmental tones and treatment of these people as victims or sinners.

He laid the stage for the workshop by stressing that contrary to traditional belief, HIV/AIDS was not just a health story, but a much bigger phenomenon with vast political, economic, social and cultural implication: it is

local, national and global; it is about individuals, communities, regions, nations and the world. It is therefore imperative to explore HIV/AIDS in a holistic manner in order to halt the epidemic.



A drama group from the NGO, Theatre for Research Education and Empowerment (TREE), conducted a street play on the need for awareness and the special risk faced by women.

Ms Jocelyne Josiah,
Advisor, Communication
and Information,

UNESCO, in setting out the Objectives of the workshop informed that the intention was to help participants access new technology to reach, educate and persuade people at all levels. It was expected to lead to the development of culture- and country- specific e-learning material to facilitate the coverage of journalists on the issues of HIV/AIDS. The workshop was a beginning, an orientation to new modes of reaching people. UNESCO would follow up with individual countries for the development of the multimedia tools over the next two years.

The Ice-breaker

An ice-breaker was introduced by **Shankar Choudhury** which allowed participants to introduce themselves in a relaxed manner which set the tone for the upcoming sessions.

Country Presentations

Each country group made a short presentation on the situation in their country, based on five critical issues relating to media and HIV/AIDS reporting as foreseen in the concept note on the workshop:

1. Country specific laws and policies impacting on People Living with HIV/AIDS and their rights
2. Social and cultural environment in the country and related impediments
3. Specific cases of stigma and discrimination
4. Learning Resource Materials that exist in the form of training manuals, modules, instruction sheets etc
5. Samples of current reporting in the form of newspaper clippings, TV news clips and radio programmes, and any other material that may be relevant in drawing up guidelines.



Country presentations

Presentations varied in quality and accuracy, with that of the Kazakhstan group being the most comprehensive and well researched.

Some issues that evolved included: actual numbers reported and numbers estimated; surveillance and the manner in which this was carried out; people's response to efforts to introduce the

subject into the school curriculum; appropriate language and illustrative material.

Working Sessions

In her **Introduction to the Workshop**, **Jocelyne Josiah** stressed the hands on nature of this orientation exercise which would hopefully lead to actual production of multimedia materials on CDs and DVDs. Massive amounts of paper she observed, existed in the form of manuals - training materials and studies of every type and description which ended up gathering dust on shelves. While the more heavy, scholarly tomes also may be necessary they are not wholly suitable for busy journalists and community media practitioners.

New technology she noted, enables meaningful messages and reports to be made using a combination of media: print, video, audio, stills and even street theatre. What is even more striking was that these could now be combined on a single CD or DVD and sent from a computer in a broadcasting station or a newspaper house to an individual's cell phone and just as easily, around the world.

She stressed the role of multimedia in democratizing communication; in individualizing the tools and in turn individualising the messages. The accessibility to new modes, methods and formats of communication by journalists through new information and communication technologies (ICTs), has enhanced and extended the capacity of countries in transition to reach all levels of their populations in ways that are tailored to the profile of recipients of the messages, and in their own languages. It is a brief orientation of this experience that would be attempted in this workshop.

This activity, the participants were informed, was the first in a series of hands-on production workshops which UNESCO would be extending to other Asian countries in keeping with the overall objective of expanding prevention strategies through the media. It was also in keeping with UNESCO Communication and Information (CI) objectives of promotion and dissemination of development-oriented content in local languages and the popularization of scientific and technical information in pursuit of a people-centred approach to the UN MDGs. These workshops were also expected to promote community access to vital information through community media and community multimedia centres.

She concluded by reminding the participants that the workshop was not merely about reporting, but making the new ICTs work for journalists and media practitioners like themselves in reporting their news and getting their messages across to targeted groups and groupings, with a view to soliciting appropriate feedback.

Shankar Chowdhury presented the global overview of the HIV/AIDS situation and then led a session on **HIV/AIDS Myths and Facts** followed by **Style Sheet for Reporting**. He listed terms that were commonly used but were not appropriate and gave those that should be used instead. He also explained basic medical

concepts. This became necessary as the journalists from Jordan and some from Bangladesh had no experience on HIV coverage.

Mr Shaikh Abdus Saleque, chief news editor BTV, presently attached to the Bangladesh National Institute of Mass Communication, spoke on **Lessons Learned in Bangladesh**. He cited a UNICEF publication, where 60.4 per cent of adolescent boys and 87.1 per cent of adolescent girls had heard of HIV/AIDS, while 86.1 per cent heard of it from TV or radio, 38.1 per cent got the information from books and magazines. He stated not having seen any indepth reporting on HIV/AIDS on the TV channels or in the newspapers. Bangladesh Television had a few health programmes, but that was all.

Mr Saleque claimed that on World AIDS Day no paper carried an in depth article and the following day there were only a few small reports on events that took place. (This was later contested by some of the participants who said their papers had put out in-depth stories).

He urged the journalists to produce multi-dimensional stories on HIV/AIDS – based on facts and figures, giving the human dimension, focusing on human rights and economic issues. He said journalists need to be trained to do so. It was journalists, and only journalists who could put the issue on the public agenda.

Conducting the session on **Common Mistakes made by Journalists**, **Savyasaachi Jain** informed that journalists needed to be aware of the many dimensions of HIV/AIDS, it being a technical, social, legal, political and sexual issue all at the same time. Participants were made to examine the kinds of messages embodied in reporting; the tendency to show the problem as affecting ‘them’ and not ‘us’; and the common refrain of the



Common mistakes by journalists

‘fear of death’ reflected in most reports. They were also cautioned to be skeptical about statistics and aware of the manner in which figures are collected; to keep abreast of current language, constantly updating knowledge; and to be sensitive to the people about whom they are writing.

In the session on **PLWHA and the Media**, members of two NGOs dealing with HIV positive people

– **Confidential Approach to AIDS Prevention, CAAP**, and **Mukto Akash** provided specific examples of the consequences suffered by PLWHA when the media in Bangladesh disclosed their identity, violating their right to confidentiality. They had been driven to suicide and the lives of their family members became a nightmare. The PLWHAs appealed to the media to be supportive, playing the role of a ‘trusted friend’ by providing information that was useful.

Participants were further made aware that by continuing to show fearful photos and putting out scary messages equating HIV/AIDS with death, the media promoted further discrimination and stigmatization of positive persons. According to one speaker, “while HIV destroys the body, stigma destroys the soul”. Journalists and the media were urged to focus on issues such as ARV and the factors mitigating against the access of those who need them to these medicines.

A vital tool in combating the spread of the virus and leading to positive persons leading a life free from discrimination and harassment was seen in the building and strengthening of PLWHA partnership with the media and this they were very keen to pursue.

During the interactive session that followed, a recommendation was voiced in this regard.

Ms Dilruba Begum, Deputy Chief, Ministry of Information, Government of Bangladesh, made a lengthy presentation on the Bangladesh government's approach to the question of **Stigma and Discrimination and the Whole Issue of Sexuality**. Unfortunately, this intervention lacked focus and content in keeping with the overall structure and orientation of the workshop, and was of little relevance to the session.

Days 2 & 3

In the reflections by participants on the previous day's proceedings appreciation was expressed with regard to new knowledge gleaned in relation to attitudes in reporting and proper use of language. The need for more time for questions and interaction was underlined.

In the session on Review of Selected Media Training Material, discussion was continued by Savyasaachi Jain on the issue of attitudes towards HIV/AIDS reporting interrupted on Day 1.



Multimedia trainer **Kulbhushan Rakheja** introduced the participants to the options for digital multimedia in training by demonstrating how this could be done and the level of interactivity possible. Through practical exercises, the participants learnt how to use video clips, voice over, add music and design elements to presentations that could be put on CDs and web pages.

Participants divided into country groups, proceeded to format the material they had brought with them on to a template

prepared by the trainer. A basic working structure emerged which is intended to be continued over the coming months in the development of a CD and web tools. These will be assessed in follow up sessions which UNESCO proposes to hold in a few months.

Closing Ceremony

Mr ANM Bazlur Rahman, secretary of the **Bangladesh National Commission for UNESCO**, was the chief guest at the closing ceremony on the afternoon of Day 3.

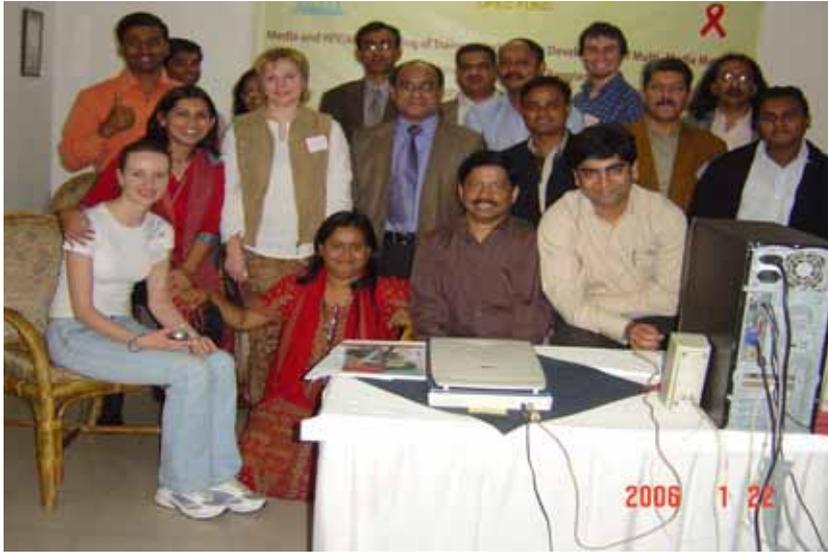
Each group presented the work they had completed and an open discussion ensued.

Certificates of attendance at the course were presented by Mr Rahman.

Day 4

The participants from Jordan and Kazakhstan were taken on field visits to two local NGOs working with PLWHA – **CAAP and Ashar Alo Society**, where they were afforded the opportunity to familiarize themselves

with the work of these organizations. Unfortunately, however, little interaction with the PLWHA was allowed, which tended to defeat the purpose of this exercise.



issue of HIV/AIDS, “clearing misunderstanding on the issue’ and ‘getting the latest information on HIV/AIDS’.

Overall Feedback

A **Response Sheet** was given to the participants for their feedback. Most of the sessions were rated as “Good” and “Very Good”. The Practical Sessions on Multimedia, Issues of Language Use, Common Mistakes made by Media Practitioners and Workshop Introduction and Rationale received the most positive feedback.

Among the main elements of new learning, participants listed ‘how to make a multimedia presentation’, ‘how to deal with the

Challenges, Lessons Learnt and Recommendations

The Dhaka workshop the first of its kind, proved excellent as a learning experience. The following suggestions are based on response sheets by participants, interviews with the two Trainers and the two Resource Persons and overall observations.

The Structure

- **The duration of the workshop was insufficient for the scope foreseen**

At least one week is required to accommodate the briefings, discussions, necessary interaction and practical sessions to allow participants to become familiar with the digital multimedia format. Moreover, the time for practical sessions should be sacrosanct this being the main purpose of the workshop.

- Obligations, political or otherwise should be confined to the Inaugural session, Closing sessions or Social sessions. While a Tea Social was on the agenda for the Dhaka workshop, it could have been better organized to take such obligations into consideration.

Content

- The session on **review of media material** did not take place. The trainer, faced with a decision to complete his presentation of the previous day or to dwell solely on this subject chose the former and arranged for this matter to be subsumed in the practical session, which eventually was not fully possible. **It would however be appropriate if news clips, articles and audio recordings on the issue are collectively reviewed as a separate item in other follow up workshops.**

Selection of Candidates and Preparation for the Workshop

Preparation time for the workshop was highly inadequate. In future :

- HIV/AIDS Programme Officers in respective countries should be required to submit CVs at least six to eight weeks in advance of the date of the workshop. This would ensure that the selected candidates have adequate time for gathering the data and information needed for a workshop of this type.
- HIV/AIDS Programme Officers could oversee that the participants come adequately prepared for the workshop, bringing with them all the material required. At the Dhaka workshop, only one team had adhered to the guidelines established for the presentation.
- Co-sponsorship of participants by their organizations may be considered with a view to soliciting more commitment to participation in the sessions particularly with regard to local participants.
- Need for strict adherence to selection guidelines and choices made by the Selection Team by HIV/AIDS Programme Officers, in the interest of cohesiveness and efficiency.

Logistics

- In the organization of activities such as this, taking into consideration certain contingencies such as the relative fragility of airline schedules, arrangements should be made for participants to arrive by the morning of the day before the workshop at the very latest.

Challenges

Problems of communication between the organizing UNESCO Offices, probably due to inadequacies of the working language, could be avoided. This led to undue interference with the workshop training programme which was counterproductive, tended to detract from the main focus of the activity, not to mention valuable time being wasted.

Recommendations

A number of suggestions for further action emerged during discussions:

- The organization of training courses for PLWHA on how to interact and ensure active involvement with the media, with a view to better and more informed coverage of the HIV/AIDS issue. The current trend is for PLWHAs to shy away from the media and accuse it of misreporting and sensationalizing coverage related to HIV/AIDS. UNESCO might consider training selected members of forward-looking networks in this regard.
- Provision of ongoing technical assistance to groups from Jordan, Bangladesh and Kazakhstan in initiating and reinforcing the process of the development of multi-media materials such as on-line manuals and individualized multimedia tools in local languages
- Pre-testing of such on-line manuals and CD material for instructional value on journalists from participating countries
- Housing of multimedia materials prepared in a journalists' web site on HIV/AIDS coverage. CDs could be made available for media professionals from UNESCO country offices, media houses and journalists' associations as well as institutes responsible for journalism and communication training; contact details of PLWHA organizations should also be made available in this web site as well as tools developed for journalists
- UNESCO to take the lead in the preparation and branding of a template for the production of such materials.

