



# HIV/AIDS in News – Journalists as Catalysts

Toolkit for Trainers



FAITH Healthcare Private Limited  
57, Manjusha Building, (5th Floor), Nehru Place, New Delhi - 110 019 (India)  
Tel.: 91-11-26292599, 51392300  
email: faith@cesinter.com

*Support Team*

Dilip Jha  
Ajeet Prasad  
Nandini Datta

© United Nations Development Programme 2005.

All rights are reserved. The document may, however, be freely reviewed, quoted, reproduced or translated, in part or in full, provided the source is acknowledged. The document may not be sold or used in conjunction with commercial purposes without prior written approval from UNDP. The analysis and policy recommendations of this report do not necessarily represent the views of the United Nations Development Programme.

Designed & Printed by  
Dharana, Tel.: +91-11-24317735, 24318328  
email: studiodharana@gmail.com

Cover photograph by The Servants of the People Society, Chandigarh

# Contents

Message	5
Acknowledgements	6
Acronyms	7
<b>Introduction to the toolkit</b>	9
– About the toolkit	
– Need for the toolkit	
– How was the toolkit developed?	
– The organisation of the toolkit	
– Who can use this toolkit?	
– Target audience	
– Preparatory work	
– Workshop material	
– Facilitator and resource person	
<b>Session one: Orientation</b>	15
– Exercise 1: Participants' introduction	
– Exercise 2: Discussion on media expectations	
– Exercise 3: Introduction of the workshop	
<b>Session two: Understanding HIV/AIDS</b>	22
– Exercise 1: Presentation on HIV/AIDS scenario	
– Exercise 2: Presentation on the basics of HIV/AIDS	
– Exercise 3: Quiz on the facts & myths	
<b>Session three: Understanding stigma &amp; discrimination</b>	47
– Exercise 1A: Listing forms of stigma	
– Exercise 1B: Listing causes and effects of stigma	

## 4 | HIV/AIDS IN NEWS – JOURNALISTS AS CATALYSTS

- Exercise 1C: Group presentations on stigma & discrimination
- Exercise 2: Suggestions to counter stigma and discrimination

### **Session four: Media and HIV/AIDS** 57

- Exercise 1A: Gender quiz
- Exercise 1B: Analysing gender & human rights in media reports
- Exercise 1C: Discussion on gender & human rights
- Exercise 2A: Analysing HIV/AIDS story
- Exercise 2B: Discussion on gaps in HIV/AIDS story
- Exercise 3: Role play – reporter vs. editor

### **Session five: Role of media** 81

- Exercise 1: Face-to-face with PLHAs
- Exercise 2: Discussion on the role of media

### **Annexes** 87

Sample workshop evaluation questionnaire 89

Sample workshop programme 90

National AIDS control project – phase II 91

List of HIV/AIDS related websites 95



## 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

# 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 their inputs and support in conducting state level workshops.

## **Study Team**

Dr Salil Basu  
Dr C K Basu  
Dr Alok Banerjee  
Dr Bishwajit Das  
Mr Dilip Jha  
Mr Ajeet Prasad  
Ms Nandini Datta  
Ms Alpana Bose

## **Peer Review Team**

Ms Kalpana Jain  
Ms Monalisha Mishra  
Mr Nobal Thalari

Mr Rajesh Nair  
Ms Alka Narang

## **UNDP Support Team**

Dr Ash Pachauri  
Mr Anirudha Brahamachari  
Ms Malini Mittal

## **Administrative and Secretarial Support**

Ms Pushpa Kala

# 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
TB	Tuberculosis
UNAIDS	Joint United Nations Programme on HIV/AIDS
UNESCO	United Nations Education, Scientific and Cultural Organisation

预览已结束，完整报告链接和二维码

<https://www.yunbaogao.cn/report/index/report?reportId>