

## Achievements by media : Reduce stigma and discrimination

Involvement of PLHIV in media outreach for reducing stigma

- Humanizing PLHIV through profiles and articles that focus on their personal stories and portrays them as productive and active members of society
  - ✓ readers respond to stories that tug at the heart-strings
  - ✓ coverage that gives voice to PLHIV decreases stigma
- Involvement of celebrities helps reduce stigma



# Achievements by media

## Coverage:

HIV kept visible and high in people's minds

HIV kept on national and International agendas

## Partnership:

- Multi-sectoral cooperation between government, media, NGOs, CSOs, and the private sector for raising awareness,
  - ✓ regional and sub-regional networks and alliances are empowering and effective



## Challenges faced by media

- Standardized terms for discussing the issues that are non-discriminatory, non-ambiguous and accessible
- Raising standards of ethics among journalists for covering PLHIV is necessary
- Coverage still tends to be sensational
- Coverage is still concentrated around World AIDS Day



# Challenges facing by media

- Editors don't prioritize HIV and AIDS stories, media need to find new angles on coverage to make it newsworthy
- Need for separate media strategies to reach different audiences (policy makers, PLHIV, youth)
  - ✓ youth are currently underserved by current media outreach
  - ✓ not enough new media is directed towards AIDS awareness, prevention and reduction of stigma and discrimination
- Not only report program, but also analyze the legal and policy issues
- Information needs to be more widely available in local languages



# Possible roles for media

- Give a voice to affected communities
- Humanize affected and infected persons – portray consequences of stigma and discrimination, and reduce distance
- Focus on legal issues which are impediments
- Address fears and misconceptions through accurate information
- Discuss taboo topics
- Inspire partnerships
- Keep the AIDS issues alive – AIDS is not going to go away so soon



# UNAIDS' Terminology Guidelines (February 2008)

## 1. Why to develop the guidelines?

- Language shapes beliefs and may influence behaviours
- Considered use of appropriate language has the power to strengthen the response

## 2. What are the contents?

- Summary of important preferred terminology and errors to avoid
- Commonly used terms, acronyms and abbreviations
- Further resources

## 3. How to access it?

- <http://search.unaids.org/Results.aspx?q=Terminology+guidelines+&o=html&d=en&l=en&s=false&x=19&y=11>



*“Journalists can save more lives  
than doctors”*

*Dr. Peter Piot  
The Former Executive Director of UNAIDS*

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JOINT UNITED NATIONS PROGRAMME ON HIV/AIDS

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