

Zambia: Increasing Editors awareness of HIV and AIDS and Gender

Objective

UNAIDS recently established a partnership with the Southern Africa Editors Forum (SAEF) that aims at creating an enabling environment for media through enhancing editors understanding of the current developments in Gender, HIV and AIDS.

Partners involved

- UNAIDS
- UNESCO
- UNICEF
- WHO
- PANOS
- Southern Africa Editors Forum (SAEF)
- MISA

Overview of the situation

HIV prevalence in Zambia remains high. National mean HIV prevalence among adult (15–44 years old) pregnant women has remained at 18–20% since 1994. Further, the rising prevalence trends seen among 15–19 year-old antenatal clinic attendees (1998–2002) suggest that new infections are still occurring at significant rates in parts of the country. Urban residents are twice as likely to be HIV-infected, compared with rural residents, with the highest infection levels clustered in cities and towns that straddle major transport routes.

Description

In support of the World AIDS Campaign and the Media Action Plan on HIV and AIDS & Gender in Southern Africa, the Zambian Chapter of SAEF (Zambia Editors Forum – ZAEF) in partnership with UNAIDS Zambia, UNESCO, UNICEF, WHO, MISA, PANOS and Gender Links/GEMSA held a national level consultation with editors and media owners. It aimed to increase the awareness of media managers on the promises made by the Government of Zambia to respond to the epidemic and to have the Zambian media make the promise to address HIV and AIDS both in its reporting and in its workplaces.

Deliverables

- Increasing awareness of media owners and managers of the promises made by the Zambian government and the national response to the epidemic.
- Providing media owners and managers with information on prevention, treatment, care and support and how these can be best reported by the media.
- Encouraging media owners and managers to commit the necessary financial and human resources for investigative and analytical reporting on the national response.
- Commitment from media owners and managers on the development of workplace based policies and programmes for media workers.

(Has the commitment really been given?)

- Consensus on ethical principles to guide media reporting on HIV and AIDS.

Expected Outputs

- Media Owners and CEO's aware of the declarations and the national strategic plan on HIV and AIDS.
- Editors and Media Owners to make available the necessary resources for investigative reporting on the national response to HIV and AIDS.
- Zambian media institutions to commit to develop and implement workplace based policies and programmes for media workers.
- Consensus on national ethical guidelines for reporting on HIV and AIDS and mechanisms for self-regulation.
- Improved reporting on the epidemic and the national response by the Zambian media.

Next steps

- A review workshop on how far the implementation of the declaration adopted and workplace policies programmes has gone.
- Development of an implementation plan of the declarations.

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