

JOURNALIST to JOURNALIST



The Global Media Responds to...

TM



TRAIN-THE-TRAINER

J2J Fellows as Newsroom Leaders



Train the Trainer 2010:

Summary:

After our 2010 collaboration with the International AIDS Society in Vienna, Austria, we invited each attending journalist to create a J2J briefing in his or her home town. Since the conference, 24 journalists have participated in **20 countries**, reaching **315 new journalists** on topics including: prevention methods, stigma, PMTCT, treatment, vaccines, MSM, and human rights issues. Each training session lasted between one hour and three days.

The multiplier effect was significant – 24 journalists reported that they had reached a total of 315 colleagues for a 1:13 ratio. Their reports, including photos and contact information for their “students,” reflect a level of enthusiasm that truly has the power to be transformational. All fellows who produced a complete report were paid \$50 USD and reimbursed up to \$25 for the associated costs.

What is impressive, and inspiring, in reviewing the documents, and especially the list of attendees, is to see how successful the J2J fellows were in reaching out to the journalism communities in their cities. This outreach bypassed competitors, rivals and different media formats. The J2J fellows had truly become national education leaders.

The fellows used resources from the J2J Vienna training, including Power Points, videos, handouts and press releases. Others collaborated with local experts to lead discussions. We asked fellows to produce a written report that included the following:

- Name of attendees, their e-mails, and affiliations
- A description of what topics they covered
- Comments from the attendees on the experience
- Recommendations for follow-up
- Photographs of the sessions

We have not changed any of the language, spelling, or punctuation, so that the voices of the participants can be heard as loudly as possible. What follows is a narrative report on those 2010 post-conference sessions.

Table of Contents:

J2J in Tirana, Albania

Report by Eriola Cuko

Training location: Albanian Telegraphic Agency Newsroom

Trainees: 8

J2J in Yerevan, Armenia

Report by Elina Chilingaryan

Training location: Russian-Armenian (Slavonic) University

Trainees: 12

J2J in Brazil

Report by Amanda Pinheiro

Training location: Canal Futura Journalism Department

Trainees: 35

J2J in Cameroon

Report by Ada Helen Ngho

Training location: Cameroon Radio Television Southwest newsroom

Trainees: 9

J2J in China

Report by James Chau

Training location: various

Trainees: 20

J2J in Tallinn, Estonia

Report by Marica Lillemets

Training location: Estonian Journalists Union

Trainees: 15

J2J in Addis Ababa, Ethiopia

Report by Carola Frentzen

Trainees: 8

J2J in Georgetown, Guyana

Report by Iana Seales

Trainees: 12

J2J in Hyderabad, India

Report by Emani Krishna Rao

Training location: Doordarshan India newsroom

Trainees: 40

J2J in New Delhi, India

Report by Mehru Jaffer Hasnain

Training location: Hardnews Media newsroom

Trainees: 10

J2J in Yogyakarta, Indonesia

Report by Dian Yuliasri Purnomo

Training location: Citra Boga Catering Meeting Room

Trainees: 19

J2J in Kyrgyz Republic (Naryn, Talas and Karakol regions)

Report by Elina Karakulova

Training location: various

Trainees: 19

J2J in Beirut, Lebanon

Report by Don Duncan

Training location: IWPR(Institute of War and Peace Reporting)

Trainees: 9

J2J in Mexico City, Mexico

Report by Roberto Marmolejo Guarneros

Training location: Grupo Expansión offices

Trainees: 6

J2J in Cape Town, South Africa

Report by Sasha Wales-Smith

Training location: Health-e News Service

Trainees: 7

J2J in Tajikistan

Report by Rustam Tursunov

Trainees: 13

J2J in Tajikistan

Report by Numondjon Abdukhamedov

Training location: Media Holding "OILA", conference hall

Trainees: 9

J2J in Nikolayev, Ukraine

Report by Ruslan Pidgorny

Training location: Mykolayiv Press Club "Perehrestya"

Trainees: 10

J2J in New York, USA

Report by Allyn Gaestel

Training location: Media Global News Agency

Trainees: 11

J2J in Orlando, Florida

Report by Euna Lhee

Training location: WUSF at the University of South Florida in Tampa

Trainees: 9

J2J in Pennsylvania, USA

Report by Kenny Oh

Trainees: 7

J2J in Uzbekistan

Report by Binafsha Kalandarova

Trainees: 7

J2J in Zambia

Report by Judith Konayuma

Training location: Daily Mail newsroom

Trainees: 8

J2J in Zimbabwe

Report by Mugove Hamadziripi

Training location:

Trainees: 12

J2J in Tirana, Albania

Report by Eriola Cuko

Training location: Albanian Telegraphic Agency Newsroom

Trainees: 8



Summary

The Train-the-Trainers session, held in Tirana on October 5, 2010, was designed as a friendly meeting to enable each participant to gain additional knowledge about HIV/AIDS. The goal of the training was to increase the quality and quantity of HIV/AIDS reporting, improving the social awareness for prevention, treatment and care.

Eight journalists from the news room of the Albanian Telegraphic Agency and from the daily newspaper “Metropol” took part in the training.

The training lasted about an hour (60 minutes).

The agenda of the training included discussions about:

- What is HIV and how does it affect the human body?
- HIV’s transmission; newest prevention methods such as microbicides, male circumcision, etc;
- Treatment; ARV’s and vaccine; why is it difficult to get a vaccine? The most recent developments about vaccines;
- Vulnerable group;
- Stigma and discrimination; avoiding stigmatizing language.
- The correct reporting about children, women, men having sex with men, refusal to use condoms (high ratios in Albania).
- HIV and prisoners. A program about HIV prevention and testing was recently applied in prisons in Albania. We discussed about the results of this program, which turned out to be quite impressive.
- The appropriate questions when interviewing a person living with HIV, or reporting a story, etc.

During 60 minutes, we discussed especially about the ethics on reporting HIV and the right terminology about this. We agreed that HIV should be seen not only as a health issue, but as a social one too. The public health system should do more to further raise awareness of medical

staff. According to cases reported in media, those people living with HIV that have access of the ART treatment are discriminated by doctors.

Children of those people living with HIV are discriminated to attend school. Therefore, the media should be more informative about this disease, its ways of transmission, prevention methods, etc. It should do so in the right ways without stigma and discrimination.

An interesting discussion was made about the prisoners and HIV. A program is applied in Albania to raise awareness among prisoners about the prevention methods of the disease. As a result most of the prisoners were tested for HIV.

During these 60 minutes, the need to be more open with each other, to share information and experience was emphasized. The participants agreed that they will keep in touch and contact each other for further information on HIV/AIDS.

Everything during the training worked well. We discussed the various issues related to HIV in a friendly atmosphere. The trainees brought up real examples from their experience on reporting HIV and discussed them. I also collaborated with Persons Living With HIV/AIDS Society to bring examples about the right and wrong reporting on HIV.

According to the Persons Living With HIV/AIDS Society, Albanian media needs to improve reporting cases of HIV/AIDS. The journalists should respect the human rights on reporting HIV. They have to be ethical and use the right terminology. Editors should be aware too, that incorrectly reported cases affect persons living with HIV and worsen their life.

Comments from participants:

I'm glad I had this training. It's so informative about HIV/AIDS, especially about the ethics in media. We acquired valuable information and I appreciate this. The ethics and the respects of human right is a problem in albanian media. Our media are motivated by different interests; as a journalists we have different point of views during reporting. As a media, we are often in competition with each-other, but is so important to respect the rights of people living with HIV, and to use the right terminology. We should to speak more about HIV/AIDS as a social not only medical problem too.

Gjergji Koja, Daily Newspaper "Metropol"

This training is very worthwhile for me. I really appreciate the themes and discussions during the training. It's interesting to speak about the vaccine, HIV and prisoners for example, or newest prevention methods, etc. I think I can report different now about HIV/AIDS and people living with HIV/AIDS.

Edmod Prifti, ATA

Recommendations

- A network to easily gather information about HIV in the world, where people can post their information individually/on their own.
- A network for journalists where they could communicate (by e mail, chatting, video-conference, etc) with people that they would like to interview.
- Video conference about HIV, where journalists can share their latest information.

J2J in Yerevan, Armenia

Report by Elina Chilingaryan

Training location: Russian-Armenian (Slavonic) University

Trainees: 12



Summary of what we have discussed during the training:

At first, participants were surprised why somebody decided to talk about HIV/AIDS in Armenia and in the world? The main issue of the discussion was the prevention. Most of the participants were students who work during their education process for local Medias. They were interested in the ways of getting infected. Also, they discussed is it really to be cured or not? Versions that AIDS can now be treated for some “special” people were discussed. Some of participants told about legends around this Virus. I spoke how these myths were broken and what is the reality. We presented statistics, facts, photos and some success stories how people can live with HIV and why is the tolerance so important for them.

What worked well in this training?

I think it'd be more interesting if I had a short film, movie about HIV infected people. Visual part always is the most effective, emotional part of such kind of trainings. Participants were great, very motivated and curious.

List of those who attended the training and their comments:

Mane Amirjanyan, PanArmenian.net website journalist

Working as a journalist I did a research on this issue. I'm well-informed about the problem in Armenia but this training was good because of the illustrations and deep information about how HIV Virus works.

Tatevik Kazaryan, student of Armenian-Russian University, journalism department

The best way to be protected is prevention. This I think is the most effective way to avoid HIV/AIDS. For knowing this we need such kind of trainings.

Anna Asatryan, student of Armenian –Russian University, department of journalism

The training was very interesting. I understand how the Virus enter our organism, how many people are infected and how they are cured. I'd like to be more informed about clinical

transmissions. However, it's very scary that I can be infected from dentists. I wish all the people to be healthy . Thank you for the training.

Hayk, student of Slavonic University

I heard nothing new. But, anyway, it was interesting. But the most exciting was the money spend on HIV/AIDS. 2500 people infected in Armenia. Is it a big quantity for our country? I think no. Anyway, it was not so bad.

Ruben, student of Armenian-Russian University , department of journalism

Not so much new information. I knew about it before the training. But I've got a motivation to pass the test. And one more thing, I didn't understand why gays are vulnerable group?

Anush Tadevosyan, of student Armenian-Russian University , department of journalism

I found out many new things, statistics, facts. Thank you for the training.

Arthur Khachatryan, of student Armenian-Russian University , department of journalism

The training was very productive. I've got much new information which will help me in my future work.

Sharmagh Sakunc, of student Armenian-Russian University , department of journalism

We talked about HIV/AIDS, reasons of getting infected and ways of fighting with it. Also the facts were interesting.

Ani Avanesova, student of Armenian-Russian University , department of journalism

Very cognitive training. I will use the knowledge in my everyday work.

Inessa Dinidkova, student of Armenian-Russian University , department of journalism

I didn't know about some of the facts that were presented during the training. Useful information.

Hasmik Yaghmuryan, journalist of www.yerevan.ru website

Full information about AIDS is given to us. Maybe it'll be better for us make these people to feel free and to feel actually people.

Levon Panosyan, student of Armenian-Russian University , department of journalism

During this short training we were given a lot of information about the Virus. Discussion showed that students, future and working journalists who attended the training were very well-educated and informed about this issue. The trainer also was very interesting person and presented interesting information. Thank you.

J2J in Brazil

Report by Amanda Pinheiro

Training location: Canal Futura Journalism Department

Trainees: 35



About the meetings with the teams

The groups to which I shared the experience of Vienna were the teams of Journalism Department of Canal Futura, 35 professionals involved in the production of daily journalistic shows, recorded and alive.

Currently, the department produces 4 journalistic shows:

- a) *Sala de Notícias*: 30-minute daily show on current topics, which deepens and discusses the news repercussive on the media.
- b) *Sala de Notícias em Debate*: weekly discussion show, alive, with duration of one hour, about current topics, which deepens the news repercussive on the media.
(both shows above share the same production team)
- c) *Jornal Futura*: daily TV newscast, alive, 30-minute long, which highlights projects and actions aiming social issues and that approaches topics such as education, health, culture, citizenship, life quality, environment, and job market.
- d) *Conexão Futura*: two-and-a-half-hour program, broadcasted from Monday to Friday, having as target audience educators and social agents, who use the program contents in their professional exercise and in the performance in their networks. It approaches the same topics as *Jornal Futura*.

Meetings with the teams were performed on July 28, August 4, September 29, and November 10. In the early meetings, I could share with my fellow journalists information regarding the lectures delivered to J2J fellows. They were very productive meetings, where I had the opportunity to bring to our meetings approaches related to the handling of the HIV/AIDS epidemic different from those that we take into account when we cover such topic, due to the epidemic profile in Brazil, and to the fact that we address several topics that are Brazilian population's interest, and we are not only focused on the journalistic approach of health issues.

Among the topics most discussed by our teams were the ongoing studies about Pre-exposure Prophylaxis (PrEP), and the health public policies that aim the circumcision adopted in African countries. My mates showed the concern that the use of antiretroviral drugs in non-infected individuals, with the purpose of reducing the infection risks, and the circumcision practice – if such public political measures become relevant in Brazil – may de-stimulate the prevention campaigns anchored in the use of condom, message that the Brazilian Ministry of Health is engaged in reinforcing.

My mates also became interested in the emphasis that the 18th International AIDS Conference gave to the advancement of the epidemic in Eastern Europe and Central Asia due to the use of injectable illicit drugs, to the pressure for the decriminalization of users, and to the demand for harm reduction public policies.

In the last meeting, we defined the actuation line of each team for the production of shows for the week dedicated to discuss, at *Canal Futura*, the handling of AIDS epidemic, in December.

About the programming of the HIV/AIDS Epidemic Handling Week

Our teams considered that, due to the epidemic profile in Brazil and to the audience that we intend to reach, our coverage in December will be dedicated to the participation of youth movements in the epidemic handling. We decided that our news reports and programs will be focused on the prevention to AIDS among the young people and on matters related to sexuality and reproduction. Among the topics that will be approached are:

1) The routine of children and teenagers that live with HIV/AIDS

The vertical transmission rates could be reduced in Brazil in face of the proper prenatal follow-up of infected pregnant. But women without medical follow-up, either because of the absence of access to the health service or information do not follow the prevention protocol, end up infecting their babies.

The purpose of such approach is to show the life routine of children and teenagers who live with HIV/AIDS. How to tell a child that he/she is infected? How is the sexual initiation of infected teenagers? What are the rights of these individuals? How has it been the mobilization of youngsters to assure these rights and face the disease stigma?

2) The myth of health with the antiretroviral drugs.

The generation that followed up the first victims of AIDS were instructed – or became acquiesced – to use condoms as a way to keep an active and protected sexual life. But this memory is already a past that stayed behind to the youngsters, who start their sexual life in the moment science advances in the antiretroviral technology. The state-of-the-art drugs and the access in the health public network to ARV assure more life quality to the infected ones, transforming AIDS into a chronic disease with treatment. This reality tends to create for the young people a false idea that it is possible to have a sexual life free from the condom protection without the death perspective, which weakens the message transmitted by the prevention policies.

The purpose of such approach is to show that, however the antiretroviral drugs represent a great advance in the response of AIDS, true life quality is to live without having AIDS, and, for such, not to neglect prevention.

Doctors and researchers listened would explain that to live well with AIDS one must have a rigorous medical follow-up, observe the side effects, and many times, be obliged to change the medicine until adapting to the drug accepted by the organism. It is also necessary to have regular clinical examinations, have a very attentive care to food and to the routine of physical exercises.

3) Pregnancy and AIDS

The sexual life of serodiscordant couples – in which one of the partners lives with HIV/AIDS and the other does not – is an eternal alertness state, because there is always the possibility of infection, if the couple does not have protected sexual intercourses. In the case of soropositive couples – in which both are infected – the attention is also necessary, because each one has a different viral load, and, in case of unprotected sex, there is the risk of the partners re-infect themselves.

So, how having children?

There are semen treatment techniques that make the fatherhood possible for the soropositive man, through *in vitro* fertilization, but that, unfortunately, is not available in Brazilian health public network. However, there are couples in which both partners are infected that choose a treatment that monitors the viral load of man and woman with the antiretroviral drugs and allows the pregnancy attempt by natural methods.

The purpose of this approach is to show that, opposite to what may be imagined, it is possible to make the dream of many couples comes true without spending too many financial resources.

About the treatment to HIV/AIDS theme in 2011

In 2011, the productions of the Journalism Department of *Canal Futura* will privilege the discussions related to human rights, among them the several types of violence against children and teenagers, the handling of poverty and inequalities and life conditions of anonymous people in invisible territories, item where the poor communities of rural areas, the penitentiary communities, and the homeless communities are.

The topic of handling AIDS epidemic will be addressed as a transversal theme to the plotted macro themes.

For next year, we plan to discuss, for instance, AIDS spread in brazilian prisons, and the connetions between AIDS, tuberculosis and poverty, in diverse news series.

About *Canal Futura*

Canal Futura is a communication social project of the private sector that aims to stimulate the audience to the network work, and that for 13 years has mobilized communities and social institutions. Its programming is broadcasted all over Brazil: 73 million Brazilians have access to *Futura*, being that 40 million affirm to have the habit of regularly watch our programs.

J2J in Cameroon

Report by Ada Helen Ngho

Training location: Cameroon Radio Television Southwest newsroom

Trainees: 9



The training took place on August 27, 2010 at the Cameroon Radio Television Southwest newsroom. I was able to stretch the program from 90 minutes to four hours, at the request of participants. The group of participants included seven journalists, one activist and one medical doctor working for government.

Description of Topics Covered

1. Refresher Course on HIV/AIDS

This topic focused on reviewing the basics of HIV and I used a slightly modified version of Bob's powerpoint presentation from the original training in Vienna. The powerpoint presentation was used to initiate discussion from the group. This session also visited some of the developments at the International AIDS Conference.

2. Antiretroviral Treatment in Cameroon

Dr. Wilfred Akam did a powerpoint presentation on ARVs in Cameroon, touched on WHO guidelines and engaged the group in a lively discussion session.

3. Vaccines and Cures

The group was engaged in a heated discussion session about vaccines, a very controversial topic in Cameroon given that several individuals have been present on most media outlets, claiming to have vaccines and or cures. Using material from Dr. Alan Bernstein's powerpoint presentation and valuable input from Dr. Wilfred Akam, this session made very clear to journalists present that there were no vaccines or cures as yet, but that research was ongoing in that direction.

4. Men Who Have Sex With Men

Yves Yomb from Alternatives Cameroun (an association that works with MSM in Cameroon) was a delegate at the International AIDS Conference and with him present, the group's curiosity on MSM was very satisfied. His presentation focused on the situation of MSM in Cameroon.

Comments from Attendees

TEKE Julius – Cameroon Radio Television

It was interesting to be kept abreast with new developments on HIV/AIDS on the global level. As a health reporter, the training was very important.

NKEZE MBONWOH – Cameroon Tribune

I really enjoyed the workshop and I think the HIV reporting guide I received is invaluable.

Edith ACHAMUKONG – Cameroon Radio Television

It was a good initiative. Follow up is necessary. Participants received copies of an HIV Reporting guide which I think will greatly help them.

KUMA Kevin – The Post Newspaper

The training was a good one and I plan to make HIV/AIDS reporting a necessity.

MBOM Constantain – Spectrum Television

I did not regret participating because it was an avenue to learn more

Ernest SUMELONG – The Post Newspaper

The topic was well discussed. One day was too small to exhaust such a topic.

Roland MBONTEH – EDEN Newspaper

Even though late, I think the training was enriching and I hope for many more sessions like this one.

Yves YOMB – Alternatives Cameroun

I have participated in many workshops before but never one specifically for journalists. It was a great opportunity for me to interact with them on MSM as a vulnerable population with regards to HIV.

Dr. Wilfred AKAM – Regional Hospital Limbe

It was great to interact with journalists about HIV/AIDS-related issues and I hope for another avenue like this one.

The following aspects of the training worked well:

-Training tools were very accessible and using material from presentations at the J2J HIV/AIDS media training from Austria made participants feel like they had actually attended the original training in Vienna.

-Involving other members of the community besides journalists was resourceful because they were able to present most issues from their various points of view and by so doing, providing diverse angles on most issues.

Proposals

-Scaling up the session to a full-day event will be very beneficial to attendees and will add to the significance of the program. A full-day event will allow for many more issues to be discussed.

J2J in China

Report by James Chau

Training location: various

Trainees: 20

Overview

As part of my J2J Fellowship at the International AIDS Conference in Vienna, the selected fellows were required by the National Press Foundation to organize a Train-the-Trainer session on their return to their newsroom and/or community on subjects relating to HIV and AIDS, and especially on the skills and knowledge we gained through our time on the program.

Chinese Ministry of Health

On September 4, I led a workshop session with both the Chinese Ministry of Health and the National Center for AIDS/STD at the Chinese Center for Disease Control and Prevention. About 20 participants from these two organizations took part in this session, most of whom are Masters and PhD graduates in medical issues including public health.

The main objective of the training was to improve their knowledge in combining science with communications, and specifically how to liaise more effectively both internally and with the media. Many of those who attended are in a position where they are required to work with journalists, both in providing good and accurate information, as well as helping encourage a better line of communication between the government and the media.

As this session involved Ministry-level officials, I was not able to ask for a detailed participant list, nor for individual e-mail addresses. But UNAIDS is able to verify that the session did indeed take place as described on the date mentioned above.

Embassy of Austria

Further to my Train-the-Trainer session with the Chinese Ministry of Health and the National Center for AIDS/STD at the Chinese Center for Disease Control and Prevention, I also helped initiate a broader workshop for the media in conjunction with the Embassy of Austria in Beijing.

This diplomatic mission was chosen because Vienna was the host city of this year's International AIDS Conference, but also for the personal and positive interest and engagement of its staff in Beijing. In particular, I partnered with its Press Attaché in proposing and designing a public session with the Foreign Correspondents Club of China that will take place at the Ambassador's Residence this month. Participants will be able to ask questions following a panel discussion also involving as planned people living with HIV.

China Central Television

Finally, with regards to the 'newsroom' aspect of the fellowship, I am currently working with my own colleagues at China Central Television on a special series that will be broadcast for the entire seven days leading up to World AIDS Day.

This involves designing the overall story plan, arranging the interviews through my networks, as well as helping guide the reporting team not only the current and emerging challenges in HIV and AIDS today, but advising on the language and story content that I learnt during the J2J sessions in Vienna.

My interviews will include on-camera pieces with the Ministers of Health of Rwanda, South Africa, and China, as well as a profile of a person living with HIV who is visiting Beijing after the HIV-related travel ban was lifted in April of this year, as well as an exclusive interview with the lead actors of an major AIDS motion picture that will be released on December 1st.

J2J in Tallinn, Estonia

Report by Marica Lillemets

Training location: Estonian Journalists Union

Trainees: 15



After returning back from 2010 J2J programme and Congress I had several meetings with officials, HIV+ organization and journalists. Also other representatives of interested groups (lawyers, church, children defence, teachers). And I had several serious talks with my friends about what I discovered in Vienna during J2J and how to communicate this knowledge.

I present you few photos of our meeting at Estonian Journalists' Union at September 10, 2010 where the secretary general, russian-speaking press, teacher's newspaper and media-school attendent, also law-office and Central party newspaper were represented. After my speech we had discussion which lasted more than two hours.

Main object of discussion were:

- risky behaviour of mid-aged and young people
- attitude problems in society , misunderstanding the issue
- HIV+ and AIDS in our minds and press
- child-abuse and home violence
- educational programmes about AIDS and Hiv (for journalists, schools etc.)
- HIV and TB in prisons
- „hard talk“ about ethics in journalism while covering HIV,AIDS (specially et TV)

I am sincerely thankful for the opportunity to study at J2J and ready to do my duty☺

Next step for me will be finding an interest and funding to help organize some course for journalists for better understanding and quality reporting about the issues connected with AIDS and HIV. Wish me luck!

J2J in Addis Ababa, Ethiopia

Report by Carola Frentzen

Trainees: 8



The training lasted for two hours. A projector and flipchart were rented and lots of information material from the Vienna Aids Conference was used. I also handed an information package to every participant that included press releases and reports from the Vienna Aids Conference.

The topics I covered were four:

- First I gave the participants a refresher course on HIV/Aids, using also Bob Meyers Power Point Presentation as well as numbers from UNAIDS and information I collected during my training in Vienna.

Then I spoke about new/different prevention methods:

- Male Circumcision
- Female Condoms
- Microbicides
- PreP's

Here I also used Power Point Presentations as well as videos I got at the Vienna Aids Conference

- After that I talked about PMTCT, using the video from the Elizabeth Glaser Foundation and the Power Point Presentation from Dr. Laura Guay as well as my own information that I got for instance at the Otto-Wagner-Clinic in Vienna during the training. We compared the situation in Africa with the one in Europe.
- At the end we took some time to discuss stigma and possibilities to avoid it. I showed some photos that I received during the training in Vienna which led to a vivid discussion and talked about the recommended choice of words in journalism. An intense conversation followed. We also discussed the situation in Ethiopia and story ideas for journalists and filmmakers.

One of the participants, Tibebu Belete, did an interview with me and published a front-page-article on the training in the newspaper "MELA".

Comments of some participants:

Kaylois Henry:

"I found this training incredibly useful. I thought I knew a great deal about HIV and Aids having been a journalist and covering health issues for many years. But some of the information that I

learned in this workshop shocked me (particularly with regard to Mother to Child Transmission and prejudicial language). I am very happy that I attended."

Keith Bowers:

"I thought I knew quite a lot about HIV/Aids but realised during the presentation that I actually know very little about it and that some of my thoughts about it were misplaced. I was especially challenged how to report responsibly on the various initiatives concerning circumciscion - and the children of mothers with HIV/Aids."

Rebekah Kiser:

"The HIV/Aids training was so useful to me as the founder of an NGO in Ethiopia. The women we work with have experienced obstetric fistula and are in vulnerable positions to become possibly infected. I learned new things about advances in technology and new ways of speaking to help reduce the stigma that is so often experienced. The training was interesting and concise. I wish you all the best in the future."

J2J in Georgetown, Guyana

Report by Iana Seales

Trainees: 12



This is a 12 page report which includes the topics covered at the training session; a description of the topics covered; information on the participants; participant's comments, and comments under the section identified as recommendations. There is also a brief conclusion. Photographs documenting the sessions are included as part of the report.

I decided to focus on the issues and challenges which confront Guyana and to an extent, the Caribbean region. I titled the presentation, 'Issues and Challenges' and strategized that it would run for approximately one hour followed by a 20 minute discussion segment.

The topics varied because the challenges that confront us here in Guyana and the region are many though similar to what obtains globally. The topics were as follows;

1. Condom use
2. Abstinence
3. HIV testing
4. Stigma and discrimination
5. Women and HIV
6. Commercial Sex Workers
7. Men who have Sex with Men
8. Value for money in HIV/AIDS programmes

Condom Use

Based on surveillance on the ground condom use is unacceptably low in the Caribbean region, particularly in Guyana. Minister of Health, Guyana, Dr. Leslie Ramsammy is on record as saying that Guyanese seem adverse to the idea of condoms. It is against this backdrop that the topic made its way into the presentation. Condoms are accessible in countries across the region at low cost, and in many instances are distributed freely yet condom use is low. There are reports which indicate that the sexually active of the younger populace are ignoring the messages about condom use. Further, there is emerging data which points to sexual transactions with Commercial Sex Workers (CSWs) becoming increasingly condom-free.

Abstinence

Abstinence is preached as a method of prevention in Guyana though more evidence is emerging to suggest that messages about condom use are likely to have more impact. Abstinence is largely preached in religious communities across the country and remains the

focal point of many HIV/AIDS related campaigns in Guyana. However, sexual activity among school-aged children is increasing and as a result, sex education programmes in schools are beginning to address the issue of safer sex.

HIV testing

HIV testing lies at the cornerstone of the national programme and remains a key focus. Voluntary Treatment and Testing (VCT) sites have been rolled out across the country, as it the same in the region. Guyana currently has around 92 testing sites in all ten administrative regions, some are mobile sites. There is an annual National Week of Testing, initially a National Day of Testing, which is aimed at encouraging persons to get tested openly and also reducing the stigma and discrimination which is attached to the disease. However, many people within the country do not know their status.

Stigma and Discrimination

Stigma and discrimination remains a serious challenge in the HIV/AIDS fight in Guyana. Programmes aimed at increasing HIV testing continue to suffer because people still fear being seen entering a VCT site. Men who have sex with Men (MSM) have raised concerns about stigma and discrimination saying that it keeps them underground and afraid of seeking the necessary treatment, care and counseling which is available. Recently indications have pointed to families being more accepting of infected relatives and are allowing them to stay at home and receive treatment.

Women and HIV

Women are more vulnerable to HIV infections and in Guyana, women account for the majority of infected persons. This is also true of the statistics in other Caribbean countries. Issues such as sexual violence and domestic abuse which are prevalent in the society speak to a dominant male culture which is evident in the society. This year, for the first time in about five years, the number of newly infected persons shows that more men contracted HIV in Guyana than women in 2010. But it is too early to pronounce on whether this recent trend will hold up in another year.

Commercial Sex Workers

HIV prevalence rate among CSWs has significantly reduced within recent years; shifting from around 12 percent in 2000 to 8 percent in 2009. CSWs remain among the high-risk groups in the country and an aggressive campaign was launched to change sexual behaviour among the group. Within the last two years CSWs have organized and are now operating under a local body which meets regularly with its members. HIV education and awareness programmes are being conducted with CWSs as part of the continued campaign. The issue of condom use remains critical among CSWs.

Men who have Sex with Men

It was observed that the rate at which men have sex with men in the region is exceptionally high. Recently, the issue of bi-sexual men rose to the fore because data is emerging to support that they are creating a bridge between the two sexual groups and fuelling the HIV epidemic in the Caribbean region, but this is in addition to heterosexual men with multiple sex partners. HIV

prevalence rate among MSM have also been reduced within recent years, but it remains fairly high around 9 percent.

Value for money HIV/AIDS programmes

There is a need for the Caribbean region, Guyana in particular to focus more on sustaining its HIV/AIDS programmes and on getting value for money. Informed voices in the region have called on stakeholders to be more accountable as far as many of the programmes go. Recently, it was observed that funding to the region is shrinking and that aid would be cut back. Some observers have pointed out that the Caribbean's register of infected persons is considerably low in comparison to other regions such as South East Asia and Sub-Saharan Africa.

Participant Comments:

The twelve persons present at the session all offered comments and spoke on their experience. Below are the comments:

Shonnet Moore- Public Relations Officer, Digicel, Guyana

Comment: "HIV is every body's business and I believe more sessions like these are needed. What I find is that people in Guyana are not always serious about it, for some people it is not an issue at all. I was not initially up for the idea of another sit-down session on HIV, which you know because I had another engagement but I decided to be part of this session. I thought it was a good experience."

Kadasi Ceres- lecturer, University of Guyana lecturer

Comment: "HIV/AIDS is the national conversation this country ought to have regularly. I firmly believe that there is a need for more awareness; it is evident in the confused statements of some people you interact with every day. The issues as identified in your presentation remain relevant today, but interestingly they were as relevant five years ago. This says to me that while we are making strides as a country and as a global community, there is still a tremendous amount of work to be done. I listened as you conducted the session and various thoughts came to my mind such as why are young people still getting infected in large numbers in this country.

I enjoyed your presentation, but I have an observation; this is not a criticism. I was interested in hearing about HIV/AIDS and human security which has emerged as a critical area in understanding the impact of this illness in Guyana and the wider world. Had the presentation touched on this issue I would have been very pleased"

Latoya Austin, Teacher Stewartville Secondary School-

"If we are going to tackle the issues condoms are important which is why I appreciated the fact that you raised the issue in your presentation. However, I believe in abstinence and if that is not possible then people need to start practicing monogamy. Another issues is testing, which you also spoke on and I support your views on this, people in this country need to go out and get tested; knowing your status is important. Lastly, the least people can do is be true to your partner and do regular checks, I see this as the only way we will start to see changes. As it relates to this session, it was very informative and in a way life-changing- this is not an exaggeration or anything like that".

Adeti deJesus- University Student

“When it comes to women being vulnerable it goes back to a lack of education, in terms of them not being fully aware of HIV. Truth is that some women are conscious of this disease and also, there is a lack of options for many women in this country. I have to touch on poverty because it is an issue. I know you did not really focused on this in your presentation, but it is an issue. For many women here H IV/AIDS is a ‘bread and butter’ issue meaning that they are unable to negotiate sex with men from a position of power and often end up having unprotected sex with multiple partners.

We need to address treatment and care yes, but also poverty and all the other social issues. There is grave exploitation among women, particularly among our indigenous community, and this again points to vulnerability among women. Stigma is still around, which is a silent killer in itself. People in our society need to realise that it could happen to anyone, our sister, our brothers and or your and me. I believe that homosexuality is wrong; however I also feel that we have our own personal choices to make. However, I feel that persons within the homosexual community need to be aware, cautious and to practice safe sex”

Wynette Trotz- Welfare Officer, Ministry of Human Services and Social Security

“I am going to speak on one issue if that is okay. I was particularly interested in the issue of women and their vulnerability as it relates to HIV/AIDS and you delved into that. I have done some work, a little project on the issue and was shocked to learn that women in Guyana were barely getting infected about ten years ago then suddenly the numbers stated to change. I am affected by this, not personally, but I don’t like the fact that women are falling victims to the disease at such an alarming rate here. I say alarming because we are a small population, if fifteen women get infected in a year that is huge for us though the numbers are higher.

I applaud your efforts here today and was happy to watch a young woman like myself deliver such a solid presentation on HIV/AIDS. I think it could have been a bit more focused on perhaps a few issues, but I also believe that more information is important as we continue to raise awareness in Guyana. I am leaving here with a renewed spirit to continue pressing for change in our society where it relates to stigma and discrimination among other issues.

Zoisa Fraser- journalist, Stabroek News

“HIV/AIDS have been a big issue for Guyana over the years; a lot of work has been done to educate the public, particularly young people but for one reason or the other the youths continue to have unprotected sex. I believe that stakeholders need to sit down and map out how to change attitudes among our youths because they are mostly at risk. Our youths like women are vulnerable. I need to also mention that if the stakeholders are going to effectively tackle the issues in HIV/AIS, they have to start looking at depressed communities and addressing poverty. I found your session very informative and timely and hope that an opportunity would also come along for me to benefit like you did what I can see was an amazing experience”

Andre Haynes, Journalist, Stabroek News

“I am disappointed, disappointed that we have not reached the stage where our approach to HIV/AIDS takes into consideration local culture. To expand, religious orientations in our society,

many of which are very conservative are hindering progress in my humble opinion. I have pondered the question as to how we can get the churches to play a more active role in HIV/AIDS awareness. The Catholic Church for instance is against the use of contraceptives. I also believe that we need to have real dialogue at a societal level; I get the impression that when people meet to discuss the issues there is never a willingness to comprise and or engage each other in any real way, it's often a shouting match.

Where treatment is concerned I am worried about persons who use narcotic drugs because there are not enough local programmes which addresses their issues. I know for a fact that drug users account for a fair amount of persons who have been diagnosed. I feel that they are an underground group which needs to be targeted more and also have their issues addressed.

As it relates to your presentation I thought it was too short and felt like you glossed over some of the topics. I also felt like it could have been more focused, meaning that you dealt with many things, it was hard to keep track of some of the issues. However, you did not rush and that was good. The Q&A was interesting; there were some issues in the discussion that I am interested in and I also believe that you can build on that for future sessions. If you know who Elizabeth Pisani is I would love to see you reach her level and conduct a talk with tremendous presence, clarity on the issues, a well-informed mind and generally a really good speaker. I heard one of her talks at TED and was blown away. If I might add, you already possess some of those qualities which is why I said yes immediately when you asked me to participate today”.

Kenita Wilkinson- Fashion designer

“I will address delivery first and say that it was a well put together presentation where information flowed from topic to topic. You spoke clearly and the aids used (poster and a projector to present info) were effective in allowing the audience to follow along with you. As it relates to content, the presentation was very informative, from the meaning of HIV/AIDS to the issues involving stigma and discrimination. I learned about the prevalence rates in Asia, Africa and most importantly Guyana which is lower than I had imagined.

AIDS in Guyana was a talking point with the audience and it was a surprise to learn that funding to the Caribbean region was decreasing as the prevalence rate of HIV/AIDS in other regions is much higher. In terms of feedback and Interaction with audience, you made it interactive and it made things easier for people to give their opinions, and also ask your opinion at the end of the presentation which shows that the topics you presented sparked their interest”

Alva Solomon- Reporter, Stabroek News

“The talk was a timely reminder of where society stands on the issues surrounding HIV/AIDS and it gave a vivid picture and analysis of things. I think the issue of stigma and discrimination against persons infected with HIV remains a critical aspect of the relevant agencies work to limit the spread of the disease. In the past there have been numerous public awareness campaigns by the relevant agencies and while those may have sent intended messages to the target groups, those being between the ages of 15-25 (my opinion), I think that there is the need to continuous spreading of public awareness messages regarding HIV/AIDS.

At the same time, as the talk touched on key persons more likely to be affected with the deadly virus, I think that more emphasis needs to be placed on where persons could receive counseling and treatment for HIV, because I know of persons/situations where the persons after finding out

that he/she is infected thought that's it's the end of the road and nothing more can be done. It all filters back to public awareness"

Samantha Alleyne- Reporter, Stabroek News

"Women continue to be the most vulnerable population in Guyana when it comes to HIV/AIDS and this has had a debilitating impact on our population. This fact coupled with the ricocheting effects of stigma and discrimination means that the disease continues to be a major problem for Guyana. The disease has been hampering development in our country as more than 50% of the positive population is young people below the age of 45.

And because more women are becoming positive the institution of family is being threatened. Women are sometimes too sick to take care of their families and the immense burden placed on older children in the home to become not only parents but in some cases caregivers has proven to be a load too heavy to carry and families are being destroyed. Some women also abandon their families after becoming positive and in other instances they pass on and in both circumstances their children are left to fend for themselves or in the care of relatives who in many cases are unable to do so adequately or just not prepared to take on the extra responsibility.

Miss Seales' presentation was very informative, but I felt that the impact HIV/AIDS has on the family in Guyana should have been further expanded on. An important inclusion in her presentation was men who have sex with men as there is a high prevalent rate in this group. It is good that our journalists are afforded the opportunities to be part of conferences and workshops such as the one held in Vienna because they have a vital role to play in the HIV fight in Guyana, and if they are not equipped with the necessary information then they will not be in a position to educate the masses".

Roger Duff- Chief Executive Officer, Arefdee Financial Consultancy

"You would normally expect that the more intelligent people in the society would see the need to be more careful as well as more cognizance of how this disease is spread. I say this because they have more access to information than many others in the society, more importantly, they are well aware of what the consequences of unprotected sex is. However, I have seen enough to conclude that the people who take the issues more seriously are the ones you would least expect to; the people in our country who did not have receive a full secondary education and or were fortunate to pursue studies to the level of our university.

The educated people in our society, particularly the men are the ones who are choosing their spouses wisely and are marrying women of a certain ilk. However, they are also paying for sexual transactions with CSWs and are having multiple affairs outside of their home. This is what is creating our problems; this and that category of bi-sexual males who are creating a bridge between the two sexes, as was pointed out in your presentation. What we have in Guyana is a large group of people who are living carelessly and you know what; many of them are fully aware of the risks involved. It is my opinion that the messages are impacting on our grassroots population and they are the ones who are making better choices when it comes to sex.

The presentation was well-researched and well delivered. Ms. Seales has a good knowledge of the subject area and was convincing in putting across to us that individual action is a critical

part of the HIV/AIDS fight. I fully agree with any notion which says that we as individuals need to be careful in our choices and that we first need to be the change that we would like to see happen”.

Mark McGowan- Reporter, Stabroek News

“Stigmatizing of people suffering from the HIV virus and AIDS has been one of my concerns for a long time and hearing these matters discussed in an open way was refreshing. The honesty of the participants led to persons sharing their real experiences and clearly work needs to be done to change the existing situation.

So how do we change this phenomenon? That’s a question I’ve been asking myself since this discussion. I believe that more discussions such as these particularly among policymakers would be useful. HIV/AIDS is something that we cannot ignore. We need to reexamine our whole education campaign on the disease; particularly targeting those groups that are most at risk. As the discussions pointed out, some of the individuals most at risk are also the most ignorant about the disease. This is something I am willing to do; as my part in creating change”.

Recommendations (What aspect of the training worked well?):

There were a few things which I will list below and briefly describe;

- The format seemed to have worked well, in this case, I decided to employ the use of a projector and a 3-foot accompanying screen. The presentation came over as more direct as a result, but I found that it seemed to have impacted more when the graphics were displayed.
- The use of graphics was not only effective in peaking interest, but also triggering questions. The presentation included approximately eight graphics; some drawings but mostly pictures.
- Based on my timing the presentation was roughly 65 minutes, five minutes over the scheduled hour. People seemed restless after the first forty minutes which suggested to me that had it been any longer I could have lost a few people before it had ended. The fact that I concluded within the time I had planned proved worked well for me.
- The Question and Answer (Q&A) segment was the highlight of the presentation though the session was interactive. The Q&A was very interesting because new topics were introduced and many of the participants were allowed to speak openly on the issues.

What did not work so well?:

- The issues/challenges which I focused on were crowded into the presentation and I have considered that instead of eight; I could have addressed four and or five. I would therefore recommend that trainers are guided as to how to build a training session around a few issues and still manage to conduct the session in the required time-frame.
- How do you expand on the issues in a presentation that is already an hour long? Some participants seemed interested in particular topics and would have preferred if I had expanded a bit on them, and I was interested in not being too tedious.

Conclusion:

The training session was intensive and I was gratified by the response of my colleagues. I had sent out invitations to several other media colleagues, among other university students and the response was poor, in my opinion. I think it shows that while some people in our country are interested in HIV/AIDS awareness and training; there remains a large section of population which continues to ignore regular talks and workshops which are open to the public.

Through the encouragement of colleagues and friends who were present; I delivered what I considered an intensive and informative session. I am so empowered by the experience that I have commenced preliminary discussions with the President of the Guyana Press Association (GPA) for a similar forum to be organized and I have pledged my full support to the initiative should it bear fruit.

J2J in Hyderabad, India

Report by Emani Krishna Rao

Training location: Doordarshan India newsroom

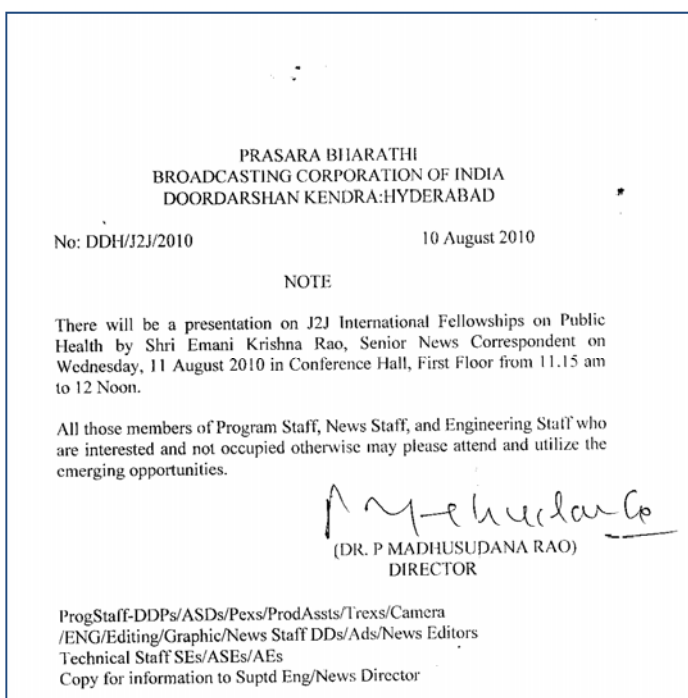
Trainees: 40



INTERACTION WITH DOORDARSHAN INDIA COLLEAGUES AT HYDERABAD

After gaining global exposure at J2J and also at IAC 2010, Vienna, I had interactive sessions with i) my colleagues at Doordarshan India, Hyderabad in 11th August 2010 and ii) with news and current affairs camera persons on September 1, 2010. The response has been overwhelming with participation of Producers, Journalists, Marketing Director, Broadcast Management Officials, News editors, reporters and News Cameramen.

The first session lasted about 100 minutes. The second session was about 60 minutes and I had informal chats with some colleagues whenever they are free. The sessions consisted with playback of excerpts from Vienna J2J sessions and also play back of a film "Inner Voice" which I made on female sex workers at Nellore, Andhra Pradesh State, India. I explained to the participants about communication strategies highlighting the use of all communication channels for effective communication aimed at behavior change, awareness programmes for illiterate and out of school youth and focused one to one communication with high risk groups. It was a lively conversation between participants. I have used a power point, animation film "AIDS-Evolution of an epidemic" of Howard Hughes Medical Institute. I used my laptop to present the issue and provided links to NPF website and also to IAC 2010 website.



The outline of my presentation: As a media professional and a concerned citizen, you can help prevent the spread of HIV. Avoid risky behavior, adopt the A (Abstinence) B (be faithful) and C

(use Condom) approach. Increase awareness among audience, listeners, colleagues and friends. Discuss and seek guidance on sexual behavior and other risk behavior. Show tolerance and empathy towards persons living with HIV. Help people understand the importance of safe sexual behavior and spread knowledge about the condom as the only prophylaxis available for protection against all sexually transmitted infections including HIV.

I have explained about the opportunistic infections including TB, Malaria and Aids-related cancers. Like the DOTS treatment for TB, DOTS for HIV/Aids is also introduced recently in the state of Andhra Pradesh. The salient features were explained in detail to the participants.

There was a heated discussion when I told them about Eligebath Pisani's (Author of Wisdom of Whores) session Asking the right questions. The debate was on how to get the correct picture in view of government and NGOs tall claims? It was agreed that a balanced approach is needed by projecting all points of view with accuracy as the fountain head. Some producers wanted to know how to project the issue of children without showing them on screen. HIV among MSM (male sex with male) is on the rise and there is social stigma among the communities. Giving MSM some space in broadcast media to narrate their efforts in responding to HIV was discussed. The ideas which were generated during Vienna J2J by various participants were also discussed. It was decided to do some stories on HIV in prisons, stigma and discrimination reduction, promotion of testing and treatment services helps to reduce stigma. Some participants agreed to do short 2-3 minutes programs on various misconceptions about HIV. Linda's idea of how a HIV positive girl in the process of becoming an adolescent responds to biological, sociological and physiological changes attracted some attention among the program makers. It was felt to focus the issue as a work of fiction and create awareness.

The human rights issue, ethics and self regulation were touched upon. The plenary sessions with Bill Gates, Avahan project in India and country specific issues at IAC 2010 were also discussed.


On the whole it was an interesting session with colleagues. I propose to continue the effort as a long term strategy. I am a member of the Media group in Andhra Pradesh state on HIV/Aids and we are in the process of preparing a style book to various TV channels, radio stations and media publications to help fellow journalists. As part of my job I will be meeting journalists in districts, communities and NGOs to underline the importance of knowledge as the only weapon in responding to HIV prevention.

The Centre for Media studies at Hyderabad, India also gave me a special jury award for my film Inner Voice on sustained efforts in prevention of HIV prevalence in Andhra Pradesh in August 2010 during their annual awards for Best Programs in various TV Channels.

Feedback from participants:

TNN Prasad, Video Executive tnnprasad@gmail.com

The session on J2J HIV/Aids was highly stimulating and useful for the media persons. Being one of the high prevalence states in India, Andhra Pradesh has to focus more attention in prevention of HIV prevalence and media particularly the public broadcaster Doordarshan India has to play a very important role in dissemination of information. The fellowship by NPF is a noble idea in creating public awareness using media channels. As professionals we must strive more in combating the disease and take people along with us.



B Umamaheswara Rao, News Cameraman bandlaumrao@gmail.com

The J2J interactive program at our studios was thought provoking. It is a very good idea of spreading the awareness from journalist to journalist. As news professionals we cover the event in general but there is an urgent need to create more awareness among the communities. J2J programme on HIV/Aids is a right step for the media fraternity in understanding the issues on a wider canvass and mount more educational and information programs to reduce the prevalence among high risk groups.

T SUDHAKARRAO, PROGRAM EXECUTIVE (NEWS PRODUCER)

The interactive J2J session is a unique of its kind organised in the recent years. The need to bring the awareness on HIV & esws is really a subject still needs support from govt & NGOs. Any positive kind approach toward these areas is good sign for which the Indian Society awaits.

T SUDHAKAR RAO

~~Andhra Pradesh~~

~~Andhra Pradesh~~
Andhakarrao@dk.yahoo.com

M. SAILAJA SUMAN, DIRECTOR, MARKETING
S - malladi2001@yahoo.com

Efforts like J2J on HIV/AIDS are indeed a nice initiative to network journalists, media Professionals, NGOs to combat the Virus. This will help to get proper exposure to the epidemic and dispel misconceptions/fears. Great idea by NPF

Sailaja Suman

J2J in New Delhi, India

Report by Mehru Jaffer Hasnain

Training location: Hardnews Media newsroom

Trainees: 10

Soon after participating in the J2J HIV/AIDS Global Media Training in July, 2010 I shared the impact of the education received with colleagues at the New Delhi headquarters of Hardnews Media.

I filed at least seven reports on topics relating to HIV/AIDS also for the Interpress Service (IPS) news agency and Hardnews, including

<http://www.hardnewsmedia.com/2010/07/3641>

On July 28 I traveled from Vienna to India. The on going discussions focused on the best way for the media to talk about emotive issues like the use of condoms and the nature of sexually transmitted infections in a country where discussing sexual health is still considered taboo.

It was clear that the print media is good for those who can read.

Keeping in mind the low literacy rate of India, using television and radio to promote changes in behaviour and attitudes towards HIV/AIDS seems a more effective way of communicating the problem with many more people, including trainers.

With an estimated five million cases of HIV/AIDS, India is said to be the second home of the epidemic after South Africa. India's National Aids Control Organisation (NACO) estimates that 83 percent of HIV cases are spread through sex yet a survey found that only seven percent of people approached had ever discussed sexual matters.

Archana Kapoor, publisher of Hardnews Magazine and founder, SMART (Seeking Modern Application for Real Transformation), a NGO that runs education and health centers in Mewat, a predominantly rural area with a large Muslim population dependent for its livelihood on agriculture, about 20 kilometers from New Delhi. SMART recently launched a community radio that reaches 600,000 listeners in the countryside.

In the train the trainer discussions it was agreed that five minute radio reports prepared by me based on the information provided by experts at National Press Foundation's J2J Global Media Training combined with the latest news regarding HIV/AIDS issues will be broadcast once a week for at least half a year for a community that is only slowly learning to read and write.

An important goal of the broadcast remains to attract young people from the community itself to eventually become part of the aggressive national mass media campaign against the HIV/AIDS epidemic and to take over as print journalists and broadcasters to continue to spread awareness at the grassroots long into the future.

The following colleagues are part of this on going campaign supported by Hardnews Media to train the trainer in the bowels of the Indian subcontinent.

English translation of broadcast in Hindustani:

Namaste! My name is Mehru Jaffer. I am a journalist based in Vienna.

Vienna is the capital of Austria. This beautiful city of German speaking people recently hosted a very important conference. The topic of the international conference was HIV/AIDS.

HIV/AIDS is an epidemic that is of grave concern around the world.

The conference therefore attracted both important and ordinary people from all over the globe. Some 20,000 participants came to Vienna recently to camp here for a week. Part of this colourful caravan were Bill Clinton and Bill Gates. Both Clinton and Gates repeated that it will take time and more money to combat an epidemic like HIV/AIDs.

It was also said that the beneficiaries of the scientific success enjoyed in the field so far should not be only the rich. But the helpless, poor and sick around the world should also benefit from the anti viral discoveries. It is very important that the majority in the world lead a happy and healthy life without which prosperity of just a minority will always be threatened.

Now I am not at all sure how much you already know about HIV/AIDs?

However allow me to share with you today the information I received at the international conference on this serious subject.

Let us begin with the question as to what is HIV/AIDs?

HIV is a virus. Once this virus matures into AIDs it becomes a life threatening disease.

Till today there is no cure for AIDs.

HIV stands for human immune deficiency. It is possible to treat this virus.

However without treatment the virus can eat up the immune system of a human being.

When treatment at the opportune time is denied the HIV can turn into AIDs to destroy the good blood cells in the body.

AIDs stands for acquired immune deficiency .

Good blood cells keep the immune system healthy. When good blood cells begin to dwindle the immune system becomes helpless.

Then the human body becomes vulnerable to all kinds of diseases. At this stage so many diseases are able to attack the body that it becomes difficult for a human being to remain alive.

If HIV is the virus then AIDs is the deadly disease for which we still have to find a cure.

And till a cure for AIDs is found human beings will have to depend on care and caution. That leads us to the next big question as to what is the kind of care and caution that we need to adopt to help us prevention against the disease? There is an answer to this question and we will discuss it too but in the followup to this on going programme. Till then goodbye. Have patience till we meet again.

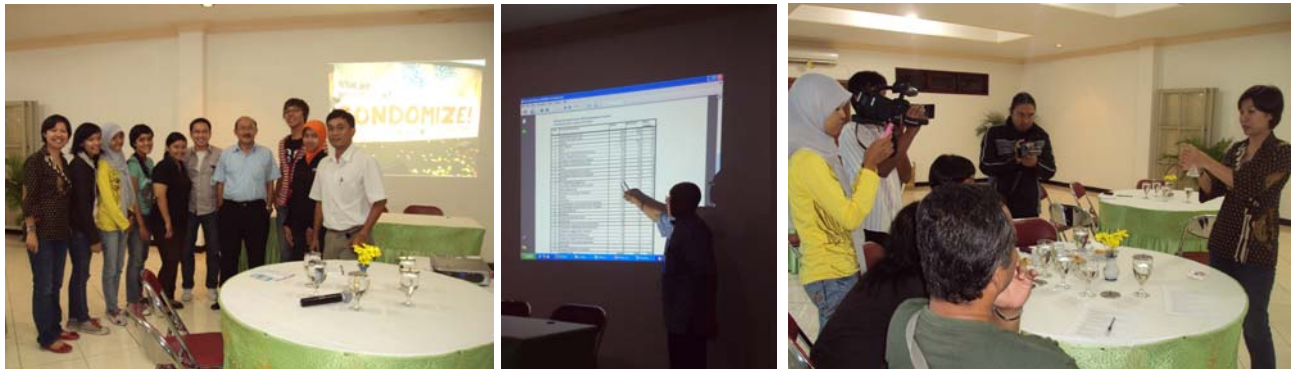
From Vienna namaste!

J2J in Yogyakarta, Indonesia

Report by Dian Yuliasri Purnomo

Training location: Citra Boga Catering Meeting Room

Trainees: 19



As you told before in Vienna about the "homework" that we have to make in our home country, here is my report about the gathering. Actually I've been doing this kind of gathering before in Indonesia. But this one I held after the conference.

The agenda was:

- Sharing about what I've got in Vienna (female condoms, microbicides, vaccine, new data, etc)
- Discussion about information that media need which AIDS commission can provide.

The attendance were some 10 journalists in Yogyakarta, that contains of print, on line, radio and TV. The gathering held on the 5th of August 2010 (9.30 - 11.30 am).

Here are the media reports after the gathering:

<http://www.tempointeraktif.com/hg/jogja/2010/08/05/brk,20100805-269058.id.html>

<http://www.mediaindonesia.com/read/2010/08/05/160259/124/101/Jumlah-Penderita-HIVAIDS-di-Yogyakarta-1.183-Orang>

http://nusantara.tvone.co.id/berita/view/42552/2010/08/07/kpa_kasus_hivaidis_di_yogya_mengkhawatirkan/

<http://suaramerdeka.com/v1/index.php/read/news/2010/08/06/61775/HIVAIDS-di-Yogyakarta-Tinggi>

<http://regional.kompas.com/read/2010/08/07/0922260/HIVAIDS.Yogyakarta.Mengkhawatirkan-5>

<http://www.krjogja.com/news/detail/44820/Satu.Bulan..Ditemukan.30.Kasus.HIV.AIDS.di.DIY.html>

<http://www.detikpertama.com/kasus-hivaidis-yogyakarta-mengkhawatirkan/>

<http://rripro2jogja.com/id/insert/news-update/2646-satu-bulan-ditemukan-30-kasus-hivaidis-di-diy.html>

<http://yustisi.com/2010/08/pengidap-hivaidis-di-yogyakarta-setiap-bulan-meningkat/>

J2J in Kyrgyz Republic (Naryn, Talas and Karakol regions)

Report by Elina Karakulova

Training location: various

Trainees: 19



In August and September, 2010, I traveled to three regions in the Kyrgyz Republic – Naryn, Talas and Karakol in order to conduct trainings for regional editors and journalists. The sessions included five to seven participants from different media outlets. All sessions were three to four hours long.

Topics covered:

- HIV - nature of the virus, replication, ways of transmission
- Situation with AIDS pandemic in the world and in the Kyrgyz Republic
- State Programme on AIDS for 2006-2011 in the Kyrgyz Republic and the role of media in this strategic document
- HIV – how to get protected
- HIV and media
- Practical exercises

Comments from the attendees on the experience:

Many seminar participants in the three cities thought that HIV and AIDS is a made-up problem to scare people and justify expenditures on allegedly “non-existent” virus. Showing the video on HIV replication from *AIDS: Evolution of an Epidemic* helped to bring participants on the same page with many people in the world who fight against the AIDS pandemic. “We need to see more scientific videos about the virus on television,” said Sergey Vysotski, a freelance reporter from Karakol, Issyk-kul oblast.

Many journalists had misconceptions on how HIV is spread and not spread. They were surprised that majority of the Kyrgyz youth does not know how the virus is transmitted. Alarming statistics about poor levels of awareness motivated journalists to run series of stories highlighting basic information about HIV.

Participants also appreciated practical exercises on TV and newspaper reports, when they had to spot mistakes in coverage about HIV. Reviewing real examples helped to find breaches in terminology use, story angle and content. “I found practical exercises very useful,

as I could immediately see what you should avoid doing as a journalist when covering issues related to HIV and what you should actually do in order to deliver the right and very much needed information,” said Akmatova Jypariza from Naryn Oblosttuk Teleradio Kompaniyasy (Naryn Television and Radio Broadcasting Company).

What aspects of the training worked well?

- The session about HIV and its nature with videos on replication
- Practical exercises

What could be done to improve the program?

Some of participants were not convinced about the need to use certain terminology in order to avoid stigma and discrimination. For example, one journalist from Naryn argued that the term “sex worker” is long and therefore is unlikely to be used. Moreover, using the term “sex worker” instead of “prostitute” will make readers think that a journalist is supporting illegal sex trade, added the reporter from Naryn. In order to have a convincing counterargument, I wish I had solid material on stigma and discrimination in the media in order to demonstrate devastating damage of such reports.

J2J in Beirut, Lebanon

Report by Don Duncan

Training location: IWPR(Institute of War and Peace Reporting)

Trainees: 9



I undertook my Train the Trainer session under the auspices of IWPR, the Institute of War and Peace Reporting, a London-based international press development NGO. Their Beirut chapter were conducting a training of Lebanese journalists on the issue of internet security and they kindly accorded me one hour to talk to the trainees about HIV/AIDS and reporting the epidemic.

The class consisted of nine students, five women and four men, all Lebanese and all in their 20s.

I structured my session into three parts:

- 1: What is HIV/AIDS, the basic science and how the disease works
- 2: Epidemiology, what the epidemic looks like worldwide, what are the drivers of the epidemic and what the epidemic looks like regionally, specifically in Lebanon and what how the profile of the epidemic is expected to evolve here.
- 3: Reporting HIV/AIDS: a note on language, story ideas for Lebanon and key contacts in the country.

The students showed great interest in learning about the disease. There is very little discourse around HIV/AIDS in Lebanon so a lot of what the epidemic looks like in the country was new to them and they were a little amused by some foreign guy knowing the details so intimately.

“I learned the importance of looking for risk groups in my country to be able to understand how the virus spreads and subsequently how to design more effective prevention and awareness campaigns, in addition to understanding the use of exact terms while reporting on AIDS,” said Raed el Rafei, one of the trainees.

Some of the students were from conservative backgrounds, so discussing some of the issues, notably risk groups such as sex workers and MSMs, was a little daunting, but I found that adopting a tone that this was an objective discussion about journalism and that journalism is objective, enabled us to talk about these issues without too much discomfort.

The story-ideas section was pretty revealing. Some of the students wanted to do a story about how morality in the country is slipping, how kids are having sex in college and that this is a cause of HIV. There were two problems here – one was journalistic, it was important to remind them that journalism is not about pushing an opinion or agenda and something like “morality” is difficult to measure. The other problem was easier to tackle – Lebanon's HIV epidemic is being driven by sex workers and MSM, these are relatively small risk groups and the statistics therefore show that HIV here is not being driven by some broad-based lapse in morals among young people.

The discussion of the use of MSM instead of “gay” was interesting. It showed how it is possible to report on the issue dispassionately, without pushing agendas and without using words that are negatively charged in Arabic. The most common Arabic word for gay is “pervert,” and this is a country where homosexuality is illegal. So I feel like I managed to show them a way of approaching HIV/AIDS as a public health concern, therefore of interest to everyone to mitigate, rather than approaching it as some kind of indicator of collective moral collapse.

I think what works well is presenting the global epidemic and then how it looks like locally and then immediately eliciting ideas for stories based on the local trends. The trainees came up with some good ideas – from looking at newly emerging risk groups to the problem of ARV supply in a country as volatile as Lebanon.

What was a little harder was the science. I did my best to break it down to the most basic elements of the infection. Viral load, T-Cell counts and how ARV interacts here. But I felt the need for some extra material to really explain. Maybe some images or graphics. I feel like the trainees got the overall picture but they were a little phased by the jargon. Maybe making a short flash card summarizing the training's main points may have been helpful to pass around at the end.

Finally, my recommendations, to ensure consistency and a minimum standard of training, I would suggest that NPF produces a Trainer PDF document with a basic training outline which he/she can adapt to his/her local training group. This would save time and assure quality.

In addition, I think some graphics or diagrams to assist the explanation of the science part of the disease would be really helpful in that PDF.

J2J in Mexico City, Mexico

Report by Roberto Marmolejo Guarneros

Training location: Grupo Expansión offices

Trainees: 6



I have always thought that important info may be disseminated in any time you are enjoying the moment. That's why I invited my team to have lunch and talk about HIV/AIDS. And it worked: they asked about the issue and shared their concerns and experiences.

Agenda: HIV/AIDS Basics

We had a tasty lunch at one of the Grupo Expansión meeting rooms and talked about:

1. HIV infection: What a virus is and what HIV does in the body
2. How HIV is transmitted: Don't worry about mosquitoes!
3. HIV denialism: Scientific facts
4. HAART and how they work against HIV
5. Persons living with HIV/AIDS: stigma and discrimination. What we can do about it
6. My personal experience with HIV/AIDS

Comments from participants:

Ma. Lourdes Botello

General Editor BALANCE

"Despite knowing the topic, I really learned a lot about it".

Marisol González

Yoga&Fitness Editor BALANCE

"It was an interesting talk. It is necessary to spread this information and encourage personal responsibility in health care".

Gabriela Hernández

Designer BALANCE

"I realized I had wrong and confusing information about HIV/AIDS".

Guadalupe León de la Barra

Designer BALANCE

"I really enjoyed having lunch and talking about this important matter. I'm sure I have the right info now".

Ofelia Gutiérrez

Assistant BALANCE/ELLE

"I want more! Two hours were so little time."

Dulce Martínez

Creative Director Assistant GRUPO EXPANSIÓN

"I liked it very much. Congratulations!"

J2J in Cape Town, South Africa

Report by Sasha Wales-Smith

Training location: Health-e News Service

Trainees: 7

In February 2010 Fathima Simjee joined Health-e News Service as an intern to work with me in our television division. She had just completed her under-graduate degree in Journalism and had no prior experience in health reporting or television production.



Over the course of this year, I have trained her to the point where she has produced several television inserts, broadcast on two popular national breakfast programmes:

“Morning Live” aired by the public South African Broadcasting Corporation and “Sunrise Television” aired by the independent free-to-air channel, ETV. (Please see her work on our website: www.health-e.org.za)

Following my fellowship with J2J, I have shared with her, and other colleagues, much of the information I gathered at the International AIDS Conference in Vienna. As a result, Fathima and myself have shot and broadcast:

- a 24 minute current affairs documentary “Secrets and Lies” on Multiple and Concurrent Partnerships and the spread of HIV/AIDS (link <http://www.health-e.org.za/news/article.php?uid=20032943>)
- a 24 minute documentary on Prevention of Mother to Child Transmission, which will be broadcast on 7 December 2010.
- Fathima is also currently working on a further two short reports on HIV/AIDS for broadcast on World AIDS Day. These will address HIV prevention and youth living with HIV/AIDS.

In addition, I have assisted other colleagues in Health-e’s print and radio divisions with background information on stories they have covered on topics such as: palliative care and pain management; the tenofovir microbicide (www.iol.co.za/cmlink/finding-the-missing-link-in-hiv-battle-1.670708) and substance abuse and HIV/AIDS.

I did not hold a formal workshop with my colleagues, as we are all based in different cities throughout South Africa. Instead, I discussed material from the J2J fellowship relevant to their stories, suggested ideas and trends we should cover, and shared contact information of individuals and organisations from the AIDS conference.

As a result of my training, Fathima has been given a contract as Junior Television Producer, with the organization.

1. Topics Covered:

Multiple and Concurrent Partnerships
Prevention of Mother to Child Transmission
Advances in Vaccine and Microbicide Research
Human Rights and HIV

2. Feedback:

As a first time attendee of the International AIDS Conference, I found the J2J Media Training particularly useful in providing me with an overview and basic understanding of the main issues and themes that were to be addressed in Vienna. It helped me select the sessions that were most relevant to my area of work and situate those topics within a global debate. It also helped direct my attention to emerging trends, thereby opening new areas for investigation and report.

J2J in Tajikistan

Report by Rustam Tursunov

Trainees: 13



I STEP. My articles which are published after returning from the Vien conference:

“Healthy life style should win” in the most prestigious socio-political newspaper “Asia-Plus” (№32 от 11.08.2010).

“Vien support of Clinton and Gates” was published in the pages of “Busines and Politics” newspaper (№35 от 26.08.2010).

“Rights of PLHA- now and for the rest of the life” in newspaper “Kuryer tadjikistana” (№32 от 11.08.2010).

“New Vien strategy: treatment as a prevention” in “Kuriyer Tadjikistana” (№34 от 25.08.2010). which made a positive rezonance among the readers, workers of the state medical institutions as well as HIV/Aids service organizations.

II STEP. Besides I think the most important achevement in spreading the information of AIDS-2010 is participation in international competition for journalists “Enlightening 18th international conference AIDS-2010 in Vien, initiator of which was Eastern-Europen and central Asian network of PLHA (ECUO).

I am glad that I became a winner among journalists of Eastern Europe and Central Asia for the professional and competent enlightening of Vien conference in my publications. I got a diploma and valuable prizes from the competition organyzers.

III STEP. The most prospective, certainly, became my work as a chairperson of Tajikistan association of medical journalists regarding attraction republican as well as regional journalists enlightening medical issues in prevention, diagnostic, patogenese and treatment of HIV/AIDS.

Regarding the initiative we arranged several meetings and discussions on the topic: “The world and the look at the problem of PLHA” in Dushanbe.

Description of covered topics:

1. Introduction with the finals of Vien conference.

2. About HIV/AIDS situation in the world and in the region.
3. Avoiding stigmatizing language.
4. Role of a journalist in eliminating stigma and discrimination regarding HIV positive.
5. Mass media and HIV prevention.
6. Mass media role in changing the adherence of the state in HIV/ AIDS problem.

Comments from the attendees on the experience

- “It was very useful because I removed my myths regarding HIV as I thought before that this is mortal disease, but it turns out not to be so”.

- At first I did not know about stigmatizing language as I unconsciously used it before. And now I understand that stigma refers to many marginal groups including HIV+. From this time I will keep trying to avoid it”.

- “Now I know who is on the highest risk to get HIV”.

- I was interesting to know about opportunistic infections related to HIV/AIDS such as tuberculosis, malaria, cancers”.

- “I become to understand about personal and societal HIV prevention. I realized for myself that circumcision (traditionally for Tajiks) plays a role in HIV prevention”.

Which aspects of the training worked well?

- The correct approach in using terminology:

- Open-mindedness, kindness and an informal environment.

What could be done to improve the program?

1. Making conclusions of arranged discussions, but also analyses of before and after test results of participated journalists definitely shows that the level of knowledge of local journalists is not satisfactory. In spite of the fact that the journalists are aware of such a problem as HIV/AIDS, unfortunately, this is only a “superficial” knowledge and no more. That’s why we decided to continue this activity in the future as we are convinced that due to such meetings- discussions, journalists not only raise their knowledge but also realize their civil and professional responsibility.

2. How to make a revolution in the mass conscious and to make it so that the topic of HIV/AIDS became the topic of the first line in the newspaper (project). The representatives of the press became convinced that in order to reach this it is not necessary to use fried facts, the problem could be presented as fresh and real as it is without sensations and can immediately attracts reader’s eye.

J2J in Tajikistan

Report by Numondjon Abdukhamedov

Training location: Media Holding "OILA", conference hall

Trainees: 9



Time: 3.00 p.m. – 5.00 p.m.

Training goals: improve the learning curve of journalists in HIV/AIDS issues and their training in carrying out a preventive work in the society.

Training (train the trainer) Program

Table 2

#	Topic	Duration in min.	Trainer
1	Writing test for attendees	10	N. Abdukhamedov
2	About HIV epidemic in Tajikistan and in the world	10	
3	HIV: properties and ways of transmission	15	
4	HIV: diagnostics and principles of treatment	15	
5	Stigma and discrimination of the people living with HIV	10	
6	Correct use of HIV/AIDS terminology in the media	10	
7	HIV prevention methods	20	
8	About some results of the XVIII International AIDS Conference – AIDS2010	10	
9	Training results	10	
	Total min.	110	

Comments to training:

In the practice of some attendees this training dedicated to the HIV/AIDS issue was the first educational event of such kind; HIV/AIDS information materials according to the training program were distributed among all training attendees.

Comments from the attendees on the experience:

According to all attendees this training was very useful for their journalistic activity, but it was very limited in time.

Recommendations:

All training topics had worked well, but especially the third, fourth, sixth and seventh program topics. For the more effective achievement of results, it is necessary to increase the training duration at least to ten-twelve hours.

J2J in Nikolayev, Ukraine

Report by Ruslan Pidgornyy

Training location: Mykolayiv Press Club "Perehrestya"

Trainees: 10



"Implementation of Harm Reduction programs from intravenous drug use, in collaboration with pharmacies."

«International Conference on HIV / AIDS in Vienna 2010».

September 26, 2010

16.00 – 17.20

The training consisted of two presentations and discussions. The first theme was "Implementation of Harm Reduction programs from intravenous drug use, in collaboration with pharmacies."

The second year in Ukraine and in the Nikolayev region with specialized outlets syringes in some pharmacies.

People suffering from drug addiction, face greater challenges in terms of access to prevention services. This leads to an increase in HIV infection, hepatitis, etc. Not only among them, but in society as a whole. Particularly acute problem in the regions (localities) with a high incidence of HIV infection. Nikolayev region is one of the most disadvantaged regions of the HIV / AIDS. As one of the ways out of the situation, approved preventive work in pharmacies. In the Nikolayev region, this preventive work received support from the coordinating council on combating tuberculosis, drug addiction and HIV / AIDS Nikolayev Regional State Administration (CC Chairman Nataliya Ivancova). The current work with pharmacies to journalists told the coordinator of the charity fund "Vihod" Veronica Poddubnaya. In Nikolayev, and other cities held working meetings with leaders of pharmacy chains CASA "Pharmacy", signed a cooperation agreement. Pharmacists work in the outlets of syringes, which are located in pharmacies, as social workers. For them, held a training seminar for work.

Participants in the program have a special card. According to him they get syringes, wipes, condoms. They are referred to other agencies for other services. In each pharmacy, which operates outlets syringes, placed booth program "Harm Reduction" with information about HIV transmission, about HIV / AIDS, drug abuse and safe sexual and injecting behavior. The information customers can get from pharmacists.

Journalists asked about if there was any conflict with customers, harm reduction programs with other pharmacies visitors. Conflicts were at the beginning of the project, but now there is no conflicts.

It was also the issue that the police, who know that clients of a harm reduction obtained syringes from pharmacies, detain them. With the guidance of police work is carried out to such cases was not.

Fairly distribute free syringes to drug addicts? Asked journalists. Indeed, many retirees can not buy medicine for the money, and addicts are served free of charge. Answered an infectious diseases doctor Ludmila Ostrovskaya. If we do not stop the epidemic among drug users, it will spread further, and in healthy people.

The second theme of the training - was the work of the International AIDS Conference AIDS 2010. This was told the head of the press club "Perehrestya" Ruslan Pidgorny, who participated in the forum (article "Human Rights Here and Now" - "Yujnaya pravda" for August 14, 2010 <http://www.up.mk.ua/cgi-bin/page2st.php?param=2081>). This article was the winner in a competition among journalists in Eastern Europe and Central Asia for the best publication of AIDS-2010 www.ecuo.org/conference/conference:AIDS2010/news/news:2010-09-23 .

COMMENTS:

The training was stand up in the form of presentation and further discussion. This made the training lively. Unfortunately, we could not collect more journalists.

The training took place in Nikolayev for Nikolayev journalists. Therefore, to collect a large number of them difficult. They have a lot of work. Much easier to collect and retain "the journalists, when training takes place away from home in another city.

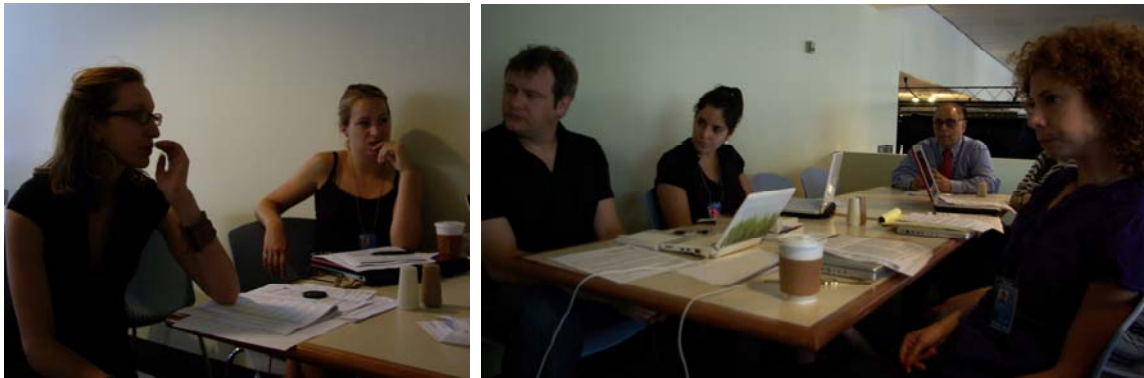
October 26, 2010 at the Press Club "Perehrestya" training was held in the field of human rights in prisons. Attended by journalists, the head of department of Corrections. And also - the organization of former prisoners – «Podolannya». The presentation of monitoring the rights of HIV-positive TB patients and prisoners. Was used phone to obtain a direct telephone connection with the inhabitants of the region. Questions were asked about the possibility of parole patients with AIDS, about the conditions of patients with tuberculosis and others. Journalists interested in the theme of powerlessness of prisoners living with HIV and tuberculosis. As a result of training in the media came out 5 publications.

J2J in New York, USA

Report by Allyn Gaestel

Training location: Media Global News Agency

Trainees: 11



Attendees:

All staff at MediaGlobal, a United Nations based news agency where I used to work.

Summary:

We started the discussion with an activity. I handed out copies of a news article regarding the CAPRISA gel and generated discussion about their issues with the article, questions etc. Then I showed them the actual study and we looked at the difference in reporting and the original. It was a very lively discussion. Then we talked about stigma and HIV and how the language we choose to use as reporters can impact the people and issues we write about and affect how people think about issues (taking as examples sex work, prisoners and drug users). I handed out copies of the list of terms from the J2J handbook to help with that discussion and for them to keep as a reference. I also gave them the national press foundation website and told them about the programs available so others can partake in the future.

Comments:

Amanda Wheat:

I thought the conversation was incredibly refreshing. Obviously, the content is not refreshing, AIDS is a tremendous issue that requires significantly more attention on a global level, but talking about the issues surrounding journalism when reporting on topics like this is not something I've come across in a very long time, and it was refreshing to open up the dialogue among peers. I think as a young journalist its important not only to talk to superiors who are experts in the fields that we are studying but to talk among young fellow journalists. It creates an atmosphere where more questions can be raised and answers, rather than simply being delved out and reported, can be worked through via thoughtful conversation.

Leslie Pitterson:

The workshop was a good look into the conference experience and in general into coverage of HIV/AIDS. I thought hearing you speak about meeting actual scientist and reading thru the report yourself was great. I think it can get easy to get obsessed with deadline and miss the obvious gaps in the press release.

Speaking about how we portray people in our work was interesting too. I had never really thought about the occupational hazards of sex workers. At least not in that sense, but I think there is value added in learning to rethink how we approach and describe the people most affected by the pieces we write. All in all it was a great and enlightening experience and one I wish we had more often.

Sofia Tillo

Allyn's talk was very informative and useful. It was particularly good to hear about her experiences at the Vienna Conference and to get her perspective about it. She offered general advice on researching and writing stories with a particular focus on Hiv/ Aids and global health. I especially liked the glossary of terms and her insights about what language choices are more productive when talking about Hiv/ Aids and describing people living positively. She was a good speaker and created a relaxed atmosphere where all participants could discuss the questions at hand. Overall a good experience.

Morgan Campbell

Thank you so much for coming in today! You did an amazing job, you're engaging, passionate, and a great leader. I'm so glad you offered to do this. It was incredibly beneficial for everyone.

Recommendations:

The J2J training was incredibly beneficial, the only critique is that it was exhausting, but I think that is how it should be so we could all take in as much as possible in a short time. It was very useful to have access to the experts who came to speak and to network with international journalists. It would have been nice to have some more facilitated networking times at the end of the day. It also was hard that there was not internet access in the rooms.

The train-the-trainers exercise was useful for synthesizing and processing what I learned at the J2J training and at the conference. People were very receptive and excited to have the opportunity to talk about journalism, while most of the time journalists talk about our stories, rather than how we write them. Overall a fantastic experience and I hope to get to attend others in the future.

J2J in Orlando, Florida

Report by Euna Lhee

Training location: WUSF at the University of South Florida in Tampa

Trainees: 9



WMFE Orlando, Florida Public Radio (FPR)
Train-the-Trainer Session for HIV/AIDS

Description of topics covered:

I led an hour-long roundtable discussion on HIV and AIDS for mainly the HealthyState.org project team. I have attached the powerpoint presentation, as a part of this report. I used some of Elizabeth Pisani's slides, but I made sure to credit her during my presentation.

The topics I covered during the session included the language of HIV and AIDS, basic facts about HIV and AIDS, disease epidemiology and medical research. We brainstormed HIV and AIDS story ideas and also went over relevant policies, such as the Vienna Declaration and President Obama's National HIV/AIDS Strategy for the United States. My language exercise led to a heated debate on "labeling" among the participants, which took up most of the session. We unfortunately ran out of time to go over the famous New England of Medicine Journal article on the Thailand HIV vaccine trial from 2009. However, Jenn Molina, the Executive Editor of this project, said that I will be able to continue my HIV/AIDS presentation in January 2011, when all the HealthyState.org reporters and staff meet again for another training at the Poynter Institute in St. Petersburg. Other reporters in the vicinity will also be invited for this training. Starting in November 2010, I also plan to educate members of the community on HIV and AIDS issues, in conjunction with the mid-Florida chapter of the American Red Cross.

Comments from the attendees on the experience :

Jenn Molina : Informative on use of language, statistics and style guide for journalists seeking to report and research on HIV/AIDS.

Sammy Mack : I thought the presentation was a good reminder of how the language we use frames the topic. And your interaction with the room kept it engaging. I'm thinking here of the lively "sex worker" vs. "in the sex industry" debate. I was surprised at how

quick I was to bristle at a term I hadn't heard. But it forced me to think about why I use "sex worker" in lieu of a term chosen by a group to self-identify. That sort of critical

process is invaluable. Thanks for coaxing me to reflect on it.

Kim Vlach : The presentation on HIV/AIDS was useful in making myself more aware on how to use terminology or to question words and context that have been used in media all along.

Dalia Colon : As a journalist new to health reporting, I'm constantly striving to make sure I interpret data correctly. Euna's presentation offered a much-needed initiation into the realm of HIV/AIDS reporting. Of course it would have been impossible for Euna to boil down her years of expertise into a short presentation, but at least I now have an idea of what to ask.

Recommendations :

i. What aspects of the training worked well?

The Journalist-to-Journalist Global Media Training on HIV and AIDS was an amazing opportunity for me to explore the most pressing and current issues of the epidemic. I welcomed the chance to converse with experts at the top of their fields and to meet other journalists with similar interests as mine. The J2J program structure on HIV and AIDS was well organized, logical and relevant to my reporting back home. I was greatly impressed by the variety and knowledge of presenters who came to speak to us during the training. I am immensely grateful to the National Press Foundation for making this experience possible.

ii. What could be done to improve the program?

The training could have involved more background knowledge on HIV and AIDS, such as its history and the evolution of the epidemic. It would have been nice to explore some of the more clinical aspects of the disease, such as the implications of the Thailand vaccine trial with Elizabeth Pisani (who also ran out of time to do that exercise, like me). It would have been better if a cultural program were included with the training, like a night tour of Vienna. I would have liked more interaction among the J2J fellows during the actual conference, through optional mixers, roundtable discussions and working lunches. I was also an IAS fellow, and I wish that I hadn't been split up from the rest of the group, since I had tightly bonded with some of the participants. Overall, the program was excellent, and I would highly recommend it to other journalists interested in HIV and AIDS. Most importantly, I have developed a profound interest in HIV and AIDS reporting and am more aware of the complexity of the issues surrounding the epidemic, as a result of this program

J2J in Pennsylvania, USA

Report by Kenny Oh

Trainees: 7

Attendance List:

1. The Honorable Gary Di Vito (contact information withheld per FJD policy)
2. The Honorable Paul Panepinto (Id.)
3. The Honorable Idee Fox (Id.)
4. Carly Bishow, judicial law clerk (Id.)
5. Adam Flager, judicial law clerk (Id.)
6. Sue Trepaczka, administrative secretary (Id.)
7. Ariel Gornizky, judicial law clerk (Id.)

I actually did two sessions: one was with Chinese NGOs who wished not to have their personal information disclosed (this was done online and via skype. The other was with the judicial chambers in Pennsylvania where I also work (as a lawyer). For the latter, I adapted the session to focus more on the legal issues that arise regarding HIV/AIDS, which actually ended up adding an interesting angle.

DESCRIPTION:

This Train-the-Trainers session was somewhat unique, because it took place within the judicial chambers of the First Judicial District of Pennsylvania and not in a newsroom or other journalistic setting. However, much of the information gathered in the Global Media Training was readily adaptable to this specific context. Because of the underlying role of the law in formulating and implementing not only HIV/AIDS public policy but also public opinion, this program proved to be both timely and pertinent.

The program began with an overview of HIV/AIDS: its origins, pathophysiology, and epidemiology. The discussion then turned to the different ways in which issues regarding HIV/AIDS intersect with the law. Specifically, the group identified two distinct areas.

With respect to the criminal law, several people identified the ways in which statutes can be used to discriminate against people living with HIV. In certain jurisdictions, the transmission of HIV can be a criminal offense, regardless of whether the transmission occurred intentionally or not. In other jurisdictions, preexisting statutes governing assault and battery can be disproportionately applied to people living with HIV who engage in sexual relations with previously HIV-negative persons.

HIV/AIDS remains an even greater area of litigation in the civil context. The judges and lawyers discussed the discrimination lawsuits they encountered, often brought under the Americans with Disabilities Act. Another prevalent concern is the issue of cost and coverage of healthcare. Many of the lawsuits currently filling the dockets are brought by patients suing their healthcare insurance providers for the refusal to provide coverage for certain HIV/AIDS medicines. Another concern is the legal and ethical issues raised by HIV drug trials, such as the sufficiency of full disclosure and consent. Finally, the discussion centered on the right to

privacy, and what legal remedies exist for the invasion of that right, such as when one's HIV status is disclosed publicly.

To conclude the program, the participants discussed the possible ways to challenge stereotypes and misconceptions regarding HIV/AIDS. The general sentiment was that, while the courts may provide certain remedies to individuals, greater political will and societal awareness are needed. Even where an individual's right to legal relief may be clear, the prevalence of misinformation often obscures the issues, especially where a lawsuit goes to a jury trial. More generally, there appeared to be a consensus that greater awareness could lead to an overall reduction in the number of discrimination and healthcare suits, because there would be fewer instances of discrimination and healthcare malfeasance.

COMMENTS/RECOMMENDATIONS:

Although this program was intended for an audience of media professionals, it worked pretty well for people in the legal sector. The main difference appeared to be in the purpose of being educated on HIV/AIDS issues. Journalists could apply the lessons of the program to their work by allowing it to refine their processes of obtaining and disseminating information and reporting facts. Lawyers and judges instead seem to be more interested in applying this information to facts that are already at their disposal; their intellectual process appears to work in the opposite direction. However, one commonality among both fields is that the information presented helps to develop each participant's ability to better understand the objective issues regarding HIV/AIDS. Regardless of the purpose for such understanding, it remains that they are all operating from this common, evidence-informed framework.

One comment that I received from several of the attendees was that the information appeared to be directed at more of an "international" audience. I suppose that this impression was inevitable, considering the sponsors and the organizations involved in the training. However, I felt that the content of the training was more universally applicable.

Other comments were generally positive. For several people this was the first exposure to a comprehensive, impartial presentation on HIV/AIDS. Other people noted different examples in the media where people living with HIV or the virus itself were unfavorably portrayed, most likely for sensationalistic purposes.

I personally thought the program went pretty well. The session began as more of a lecture, but I thought that it began to sustain a better flow when people began to share their individual experiences and opinions. All of the participants were familiar with each other personally, which helped to eliminate much of the awkwardness or social tension.

In the future, if I were to do a similar program for a similar audience, I think I would intentionally segregate the different types of people participating, based upon profession and level of experience. This time around, I lumped together judges, who had years if not decades of experience practicing law, with young law clerks and secretaries. To be sure, journalists in a newsroom more often than not encompass a wide range of ages; however, they are for all intents and purposes doing the same type of work. For my particular audience, I think I would choose to more precisely tailor the information and discussion for the level of experience and knowledge of HIV/AIDS.

J2J in Uzbekistan

Report by Binafsha Kalandarova

Trainees: 7



Uzbek journalists about HIV/AIDS: How to write about taboo?

At the first onset after Vienna Conference I went to Germany to participate at the Summer school for journalists. I was in Uzbekistan only at the end of August. Actually I already have planned to organize a bigger training on HIV/AIDS for Uzbek journalists on middle of October. Even Communication and Information Programm Officer on HIV and Human Rights Focal Point of the UNESCO in Tashkent was ready to support me for it. But suddenly on last week of September I received an email from Free University Berlin about a fellowship and research opportunity for a year. Actually I applied for this program in 2009. But I was already informed that my application is evaluated as a substitute. I have even forgotten about this program. It seems one fellow of the program rejected his/her participation and therefore they decided to give me this fellowship opportunity. So I had to get a visa and a ticket in a week and come to Berlin as soon as possible. And I am in Germany now from first October. But before two days of my leaving to Germany I managed to organize a discussion, or we can say a small training for a small group of journalists.

Who participated at this discussion? Number is small, but quality is important. Half of them are decision makers.

- Three journalists and the Editor in Chief of the medical and health newspaper "Tashxis" ("The diagnosis") which I write for
- The Editor in Chief and a journalist of big women weekly newspaper in Uzbekistan "Sug'diyona"
- Deputy Editor of one of famous Uzbek yellow newspapers "7x7"

What was the content of the training?

At first, I informed them generally about National Press Foundation, Vienna International media training and conference. I told them how I got an opportunity to be involved at this training and gave them essential web-sites such as www.nationalpress.org, www.aids2010.org and others of important organizations on HIV/AIDS. And also I distributed lots of booklets, handbooks and various unique souvenir and gifts depicted a logotype and slogan of AIDS 2010 and other organizations that I obtained during the Vienna conference. Besides I shared with the

participants of training the news, necessary facts and the important figures on this global problem in Europe, especially in Central Asian countries.

Why our people are not aware enough of AIDS? Because journalists don't write frequently about it.

The second part of training was about HIV/AIDS itself. During the training it was revealed that journalists, except of medical newspaper, are not well aware of the disease AIDS. This problem is not often covered on mass media and if covered, not detailed. There are several reasons for this:

- I should say that an issue/topic of HIV/AIDS is very sensitive in Uzbekistan.
- There is a restriction of freedom of speech on the mass media still; each journalistic work is published after the supervision/revision of Editors (self-censure).
- Deficiency of special seminars and trainings for journalists on writing correctly and appropriately about HIV/AIDS.
- Absence of the journalistic topics on contraceptives and condoms, because of peculiar Uzbek mentality and culture and etc.
- Homosexuality and sex service are also very sensitive and taboo theme for journalists in Uzbekistan. Because both activities are prohibited by Uzbek legislation. Unfortunately, it's fact that we have already the problems. I researched HIV problems when I have worked at UNESCO project. After research we came to opinion that there are risk-groups who can infect HIV to others. Homosexuality is mostly among young people, although in small quantities. View point of the journalists to sex workers is still one-legged. They are called by only one name on the articles of journalists – "prostitutes".

So, what can do journalists in this condition?

I told to participants of my training about the minimum tasks that they can implement in such limited situation. And also I gave them some ideas that can become the subject of very interesting topics for Uzbek readers such as:

1 Uzbek guest worker to Russia – Infected with HIV-returns to home – HIV Infection to his/her wife/husband/partner and their new born child. My flight from Germany to Uzbekistan was through Moscow on August. It was before National Holiday of Uzbekistan and so 80% of passengers were Uzbek guest workers returning from Russia. I set nearby with such two young men. They both were talking about own love story and girls in Russia. But according to them they have no seriously relation with those girls. But it was obvious that both were not good knowledgeable about a risk of HIV. One said that he has a wife and he came to Russia immediately after his wedding. At that moment I visualize his near future. No one can guarantee that he would not infect with HIV his wife and then his unborn children. Journalists should inform women about this risk and give correct advices of specialists through the stories like this.

2 Many people think that HIV positive was a bad or immoral person, so he was infected with this disease. Journalists have to write about the reality of infection with HIV. What guilt has a baby who was born HIV positive? Or why should be isolated a woman who was infected through her husband? Such HIV infected people need more moral support than any material help.

3 People are afraid to say openly that they are infected because there is a very strong pressure from public. Some parents of infected young man want to get married their son, but they don't say about his disease before marriage. Many people believe each other and don't make medical inspection before marriage. Journalists should write about the importance of medical inspection before marriage.

4 A culture of using of condoms by men is not well established in Uzbekistan. Especially women are responsible on this case. Journalists should propagate an efficiency of condoms, including women condoms.

Journalists were instructed how to contact with specialists and projects on HIV/AIDS during the preparation of their works. I gave to participants some information and contact details of some organizations, hospitals, rehabilitation centers, NGOs, state organizations on HIV/AIDS and anti-drug.

Through open discussions and talks the participants of this small information event have got an understanding of HIV/AIDS problems. They showed interest and enthusiasm to the topic and to further campaign of these issues. We agreed that, if needed, the colleagues could contact me for further information, instructions or any exchange of practice and information.

J2J in Zambia

Report by Judith Konayuma

Training location: Daily Mail newsroom

Trainees: 8



They are all workmates. The mode of invitation was word of mouth and they gave their confirmation immediately. It was held during lunch hour when the staff have some free time. It began at 13: 00 hours and went up to 14: 30 hours. They were all journalists, except for one, Moses, who is a graphic artist.

The training was based on the myths about HIV in our community and how journalists can challenge them in their reporting. This topic was chosen because it is more relevant to the setting.

HIV/AIDS in Zambia is surrounded by a number of myths. In some cases, some of these myths have been said to be responsible for the spread of HIV.

The training was in form of a discussion. Participants took turns to make their contributions and observations. The discussion aspect worked very well for me. It gave each one a chance to participate by making contributions. I came up with headings (see power point) on which the discussion was based. From the headings, the participants identified various issues which were filled in as answers under each heading.

Below are the identified myths.

1. That AIDS is curable
2. That HIV/AIDS is demonic
3. That it was originated in a laboratory in Europe to get rid of Africans
4. It can be cured when one has sex with a minor
5. It has been there for a long time and the white people are only misleading us
6. That one can contract HIV by shaking hands, sharing utensils or using the same toilet with a patient.
7. That ARVs lead to the death of patients, therefore some of those in need of treatment shun the drugs.

Why HIV/AIDS is on the increase in Zambia

After identifying the above myths that surround HIV/AIDS in Zambia, the group went on to examine reasons for the increasing number of HIV/AIDS cases. However, there has been a lot of

education on HIV/AIDS about what it is, how it is spread and its effects. Campaigns have been carried out in both the print and broadcast media. On average, a Zambia can be said to have knowledge about HIV/AIDS.

Despite this knowledge, the cases of HIV/AIDS are on the increase.

Below are some of the reasons advanced by the group:

1. Many people are still living in denial. They do not want to come to terms with their HIV positive status.
2. Women in Zambia are vulnerable. The socio-economic status of women has rendered them powerless in terms of negotiating, for example, safer sex with men. If a man does not want to use condoms during sex, the woman cannot do anything about it.
 - a. Women are further disadvantaged by their inability to look after themselves, Most of them depend on their husbands for survival. They remain at the mercy of their husbands whom they would only leave at their peril.
 - b. The failure to eradicate the above identified myths has contributed to the increasing number of HIV/AIDS cases
3. Some people are reluctant to go for VCT. The marketing of VCT, in some instances, has not been in such a way as to help change people's behaviour.
4. In some instances, VCT scares those who would like to access the service because they have no confidence in some of the staff who are found in the centers. Sometimes those seeking VCT services feel the counseling is not conducted in a way that is helpful.
5. Access to VCT is still poor. In Zambia it stands at 15 per cent.
6. Some spouses hide their status from their partners for fear of stigmatization and in the case of women, being divorced.
7. The quality of service to patients is poor. Sometimes it puts care givers at the risk of contracting the virus.
8. In some parts of Zambia, polygamy is seen as symbol of prestige. A man who has more wives is said to be wealthy. However, this poses a risk of spreading the HI virus by some partners who go outside the marriage to seek sexual satisfaction.
9. When a spouse dies, there is a practice in some parts of the country where a surviving spouse will undergo traditional cleansing. This involves sleeping with a younger person of the opposite as a cleansing ritual. In the process, some younger people have ended up contracting HIV.
10. The practice of succession has further contributed to the spread of HIV. Succession involves the brother of a deceased husband taking over the surviving wife. Though the practice is on the decrease, it is still practised in some parts of the country.

Recommendations:

As a way of reducing HIV/AIDS prevalence in our community, my colleagues recommended that the following should be done ;

1. As journalists, they will continue to participate in the educational campaigns by writing articles about HIV/AIDS.

2. There is need to identify gaps in the HIV/AIDS campaigns. Some of these gaps, like the fear by those seeking VCT services due to lack of confidence in the staff can help to shape the course of the HIV/AIDS campaigns.
3. There is need to continually sensitise journalists as people who are also affected by HIV/AIDS
4. There should be inhouse training on HIV/AIDS for all members of staff.
5. It was also agreed that members of staff contribute K5,000 (about US \$1), each every month to set up a fund for HIV/AIDS activities.
6. The meeting should trigger the implementation of the HIV/AIDS workplace policy at Zambia Daily Mail.

Comments:

I have comments from three of the participants:

Newton Sibanda - It was quite insightful

Linda – It was educative

Doreen – I found it educative. HIV/AIDS does not just affect me as an individual, It affects a lot of people. Sharing information is one thing I value most. If I have information on stigma, I will know how to help those who are infected.(I can send more comments if you need them)

J2J in Zimbabwe

Report by Mugove Hamadziripi

Training location:

Trainees: 12



(3 DAY REPORT ATTACHED SEPERATELY)