



Reporting HIV

25 years of reporting
HIV:
What lessons can we
learn?

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OUTLINE of the Talk

Current HIV situation - June 2007

Four surveys on Press coverage in
US, Southern Africa, PNG and Asia

Findings and Recommendations



Current figures - June 2007

65 million infected

The whole of UK.

25 million have died

The whole of Australia and NZ

UNAIDS - June 2007



Asia / Pacific Region

8.3 million infections

India 5.7 million

China 650,000

PNG 100,000



Treatment in Asia/ Pacific

8.3 million infections

85 per cent

no access to treatment



Why Press coverage?

Easier to access newspaper
Archives

Read by the other media/policy
makers



Role of the Media

Inform V Educate

Raises awareness

Delivers information/education?

Keeps the issue alive

Offers a public platform



International Surveys Press coverage of HIV

Kaiser Foundation

Press coverage of AIDS in U.S. - 1981- 2002

9,000 articles in four national newspapers

New York Times

Wall Street Journal

Washington Post

USA Today



HIV/AIDS - Dominant Stories

1. Prevention 18 %
2. Research 13%
3. Transmission 10%
4. Social issues 10 %
5. Government spending 8 %



International Survey

Press reporting in Southern Africa

Panos Institute (2004)

8 Southern African countries

Tracked Press coverage of HIV
(1981 - 2004)

Random sampling



FINDINGS

Improvement in coverage 1980s-90s

Language - more sensitive

Wider coverage Health-development

-
- Event and personality driven
 - Reactive
 - No in-house policy
 - Lack of new angles/innovation



Press coverage of HIV in PNG 1987-2006

More coverage

Focus on HIV is on PNG

A few human interest stories

-----**BUT 20 years on**-----

- No editorial policy (1998, 1999, 2002, 2006)
- Reactive approach
- Lack of educational messages
- Stuck to figures, workshops, gov statements



International Federation of Journalists (2005-2006)

Provides a snapshot

Six countries in Africa and Asia

1 week in Asia and 1 week in Africa

India, Cambodia, Philippines, Zambia

South Africa and Nigeria

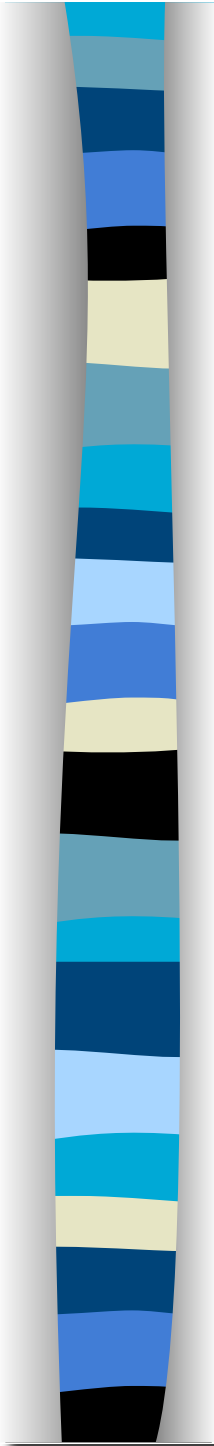
Used questionnaires and content analysis
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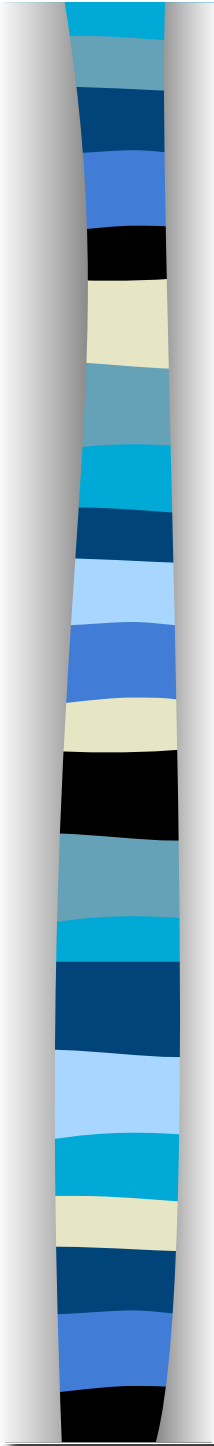
In all Four surveys
- Common findings

Lack of imagination
Lack of initiative
Lack of Linkage



Current Health Communication Theories in regards to behaviour change

- Psychosocial theory (benefits)
- Health belief theory (risks)
- Social cognitive theory (environment)
- Diffusion of Innovation theory (new ideas and practices)



Most significant Theoretical shift

From Individualistic model of
behaviour change to advocacy for
social and change.

Focus on influence of socio economic
realities because people do not
live in a vacuum



HIV/AIDS - Widen the Context

HIV is more than sex and stats

- **HIV - is linked to and throws a spotlight on:**

- Articles on

- Domestic violence

- Religious and cultural practices

- Sex workers practices

- Economic conditions

- Gender inequalities

- Cultural issues

- Political agendas

- Personal prejudices



Narrative Journalism

Describes how ordinary people live and what they value

Move away from celebrity features to News you can feel - News that is intimate.

Puts a human face on the disease.

Counters stigma and fear