



My Name is Kami

AIDS is boring to report

So how can we make
it interesting?

Dr Trevor Cullen



OUTLINE of the Talk

1. Current HIV situation - June 2006
2. International surveys on Press coverage in US, Southern Africa, PNG
3. Thee concept of 'Edutainment' as a health communication strategy
4. Examples of 'edutainment' from S.Africa



Current figures - June 2006

65 million infected

The whole of UK.

25 million have died

The whole of Australia and more.

UNAIDS - June 2006



HIV/AIDS IN 2004 - 2005

4 million infected (4.9m in 2004)

2.8 million died (3.1m in 2004)

UNAIDS: June 2006



FUNDING

2001 1.6 \$ billion

2005 8.3 \$billion

2006 9.0 \$ billion

15\$ billion is required



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



Part 11

Press coverage of HIV

WHY?

Easier to access newspaper Archives
Read by the other media/policy makers

Potentially

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 - 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 13 %
2. Research 11%
3. Transmission 10%
4. Social issues 10 %
5. Government spending 8 %



Compare to major stories on HIV in PNG Press 1987-2005

Workshops

Donor Funding

Official statements

Official figures

-
- No education on prevention
 - Hardly any feature stories
 - Social issues seldom reported



International Survey Press reporting in S. 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 19 years on-----

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



Part 3

In all three surveys
- Common findings

Lack of imagination

Lack of initiative

Lack of Linkage



HIV/AIDS - Widen the Context

HIV is more than sex and stats

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

Social life

Economic conditions

Gender inequalities

Cultural issues

Religious ethics

Political agendas

Personal prejudices



Theoretical shifts

Health Communication Theories

- (a) Shift from Individualistic models of behaviour change to advocacy for social and change.
- (b) Use of 'edutainment' to convey health communication messages



Definition of Edutainment

Research shows that an effective way to reach large audiences with health message is to put them into:

1. A popular entertainment format designed for prime time television.
2. It sets out to educate and entertain at the same time.

TV and radio



Part 4 - Examples of edutainment New Initiatives - SOUL CITY

Prime time TV Drama program since 1994

Set in community clinic in a poor district of SA

13 hour-long TV episodes

60 15-minute radio dramas

-----Aim-----

- Targets disadvantaged people.
- Tackles a variety of illnesses and diseases
- HIV/AIDS routinely played out

THE SOUL CITY EDUTAINMENT MODEL

Inputs

Outputs

Impact on Social Change

Forging Partnerships

Audience & Expert Centred Research Process

THE EDUTAINMENT VEHICLE

Promote & Market

Potential Opportunities

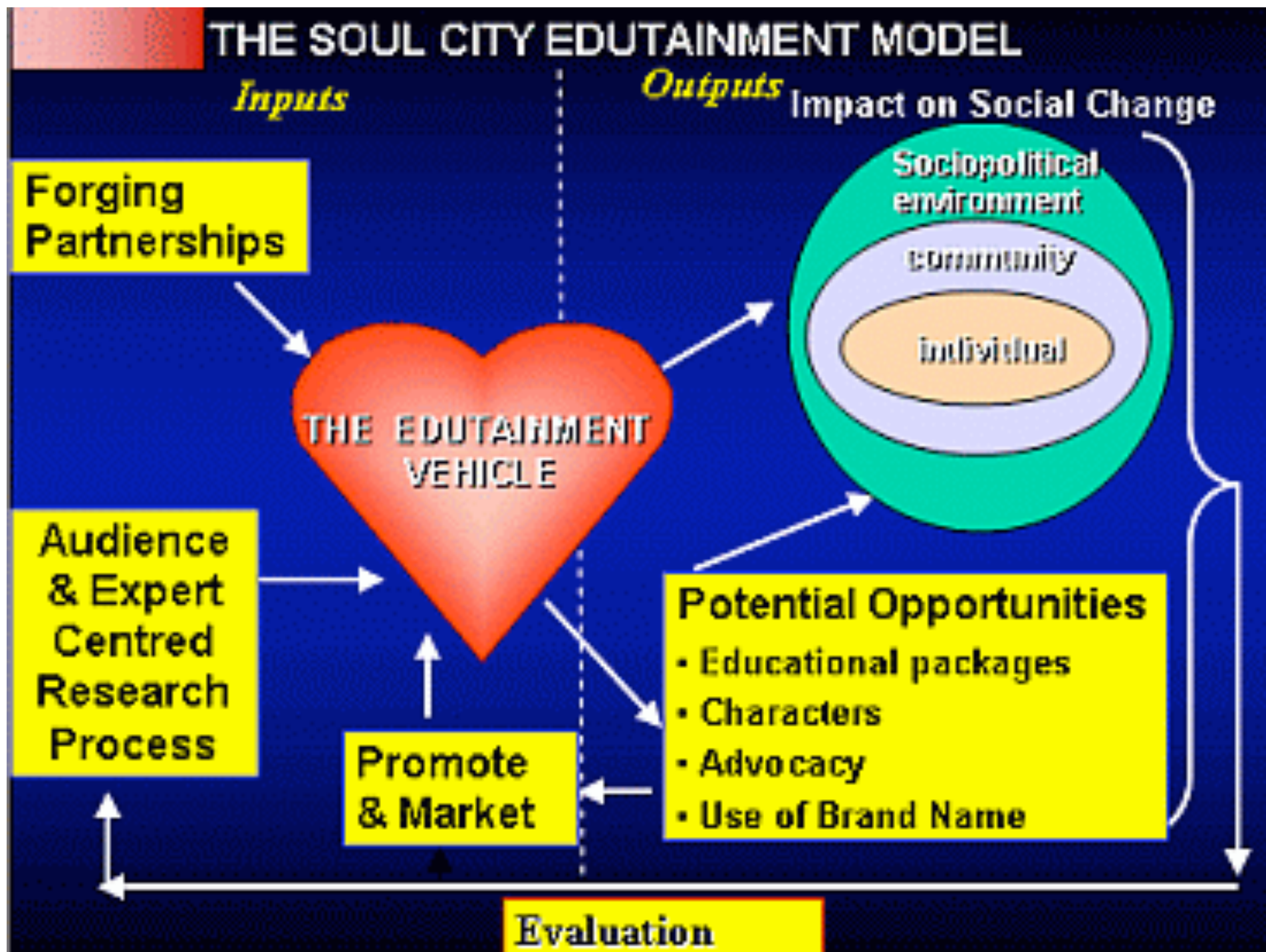
- Educational packages
- Characters
- Advocacy
- Use of Brand Name

Sociopolitical environment

community

individual

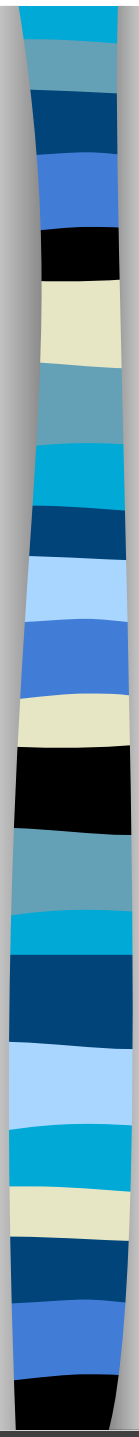
Evaluation





Reaching Young Children - Sesame Street -

- 1996 - Came to S.Africa from US.
- 2000 - started S.Africa's version.
- 2002 - Introduced a new muppet - Kami, a young, 5 year old girl living with HIV.



NATIONAL AIDS CONFERENCE





TV/RADIO PROGRAMME BEAT IT.

For People living with HIV

- Information on treatment
 1. Put pressure on the government
 2. Fights for their rights
 3. Promotes access to treatment

SABC
EDUCATION





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



जान्सूझ विजय

रविवार रात, **8.30 pm**, DD-1



दूरदर्शन

BBC WORLD SERVICE TRUST





BBC World Service Jasoos Vijay

- Set in a small town in rural India
- Jasoos is a Detective who has HIV
- Has been running since 2002
- 8.30pm on a Sunday night
- -----
- Up 200 million viewers
- 86 % of people improved Knowledge
- 56% said they intended to take action



जसूस विजय

www.jasoosvijay.com | A Naco, Doordarshan and BBC WST presentation

रविवार रात 8:30 pm DD1 पर



Thank you for listening - Any questions