



A
Report

On

MEDIA ORIENTATION TRAINING

for

Media Personnel

held on 23rd May 2008

At

Bhopal

**Organised by
Madhya Pradesh State AIDS Control Society, Bhopal, Madhya
Pradesh**

**Supported by
TSU (HLFPPT)**

**Report Submitted By
MPSACS-TSU**

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REPORT ON MEDIA ORIENTATION

Introduction

Media/ Journalists and common people are full of preconceived notions about HIV/AIDS, one of the most prevalent being that it has nothing to do with them and does not merit their attention. Yet as has been seen, HIV/AIDS long ago stopped being an issue that affects only a small group of people, now it concerns everyone. Journalists should not only tell the larger HIV/AIDS story, but also the ways that people see it as being relevant to their lives.

Media reports may influence important personal and policy decisions as well as contribute towards increasing stigma and discrimination against people living with HIV/AIDS by an insensitive story. It is thus imperative that facts should be painstakingly checked, using credible sources while reporting on HIV/AIDS related issues and all such stories be looked critically, any misconceptions should be debunked.

It is therefore important that media be sensitized on HIV/AIDS issues and updated on all aspects of prevention, care, treatment and support programme. They should have accurate scientific and statistical information and follow ethical standards for covering HIV/AIDS issues.

Thus an orientation training for media persons for sensitizing them on HIV /AIDS issues, messages was organized on 23rd May, 2008. Students of final semester from Makhnall University of Journalism attended the orientation programme at Hotel Palash Residency, Bhopal.

The objective of the training was

1. To update media personnel on prevention, care and treatment under AIDS control programme.
2. To share best practices and ethical standards in reporting on HIV/AIDS issues with media personnel.

Topics covered during the training sessions included- Scenario of HIV/AIDS in MP and Impact of HIV/AIDS on demographic, economic and social development trends, Basics of HIV/AIDS, Myths & misconceptions, Reporting issues: Trafficking/HIV/AIDS in reference to MP, Expectations from Media and how to fulfill it, Issues of population at risk and vulnerable population, Reporting with sensitivity: issue of ethics and language in developing a story with messages.

Outcomes of training

- Participants gained insights about the global, national and state scenario of HIV/AIDS and its impact on socio-economic development and responses to mitigate the same.
- Participants acquainted with Basics of HIV/AIDS.
- Participants learnt about ways of reporting on sensitive issues like HIV/AIDS including trafficking.
- Participants motivated to play their role as investigator, educator and monitor in disseminating accurate information on HIV/AIDS.

- Participants sensitized to the vulnerabilities of women and children, issues of population at risk and the issue of stigma and discrimination of HIV+ve and AIDS affected.
- Participants gained clarity on messages on HIV/AIDS and use of correct/ethical language.

Session - 1 : Inaugural Session

- Introduction of the participants.
- Introduction of training design
- Introduction of MPSACS & TSU
- Expectation of participants

Process & Facilitation:

- Inaugural Session

The session started with warm welcome of all the participants, resource persons and the Project Director, MPSACS Mr. Omesh Mundara by the Joint Director IEC Mrs. Shradhha Bose. DD IEC Mrs. Savita Thakur conducted the training programme. Project Director, MPSACS Mr. Omesh Mundara in his keynote address expressed hope that media will support the work of AIDS prevention. He encouraged the participants to interact with the facilitators, clarify their doubts without hesitation so that at the end of training programme they have enough capacity to use the knowledge in reporting matters related to HIV/AIDS.

- Introductory Session

The Team Leader-Trg, TSU Rashmi Saraswat facilitated introduction of participants. All participants were asked to write three statements about themselves that were true and one statement that was false on a chit of paper. These chits were then reshuffled and the participants were asked to pick up the chit, identify the person and introduce him/her to the group.

- Objectives of the training

Deputy Director, IEC, MPSACS

Mrs. Savita Thakur spoke at length about the objective of the training, role of SACS, NACO, TSU (HLFPPT) and other logistic arrangements.



- Exercise on expectations of the training

The Team Leader-Training, TSU Rashmi Saraswat facilitated exercise to elicit the expectations from the participants and collate with the pre-set objectives. Participants were requested to write their expectations from this training on a paper.

The participant's expectation of this training included

- Upgrading knowledge on HIV/AIDS
- Information about AIDS control programme.
- Learn about reporting issues

Pre test

- Pre test was given to the participants to test their entry knowledge about HIV/AIDS issues. Most of the participants were aware of the modes of HIV transmission and ways of prevention, but were not aware of the available testing facilities and treatment. Almost all of them were of the view that the HIV positive and AIDS affected persons face should not be shown by the media for fear of discrimination and they were unanimous in their opinion about imparting sex education to youth.

Session 2- Scenario of HIV/AIDS in MP and impact of HIV/AIDS on demographic, economic and social development trends.

Process & Facilitation:

Dr. D.M Saxena, State Epidemiologist, facilitated the session. He presented the global, national and state



scenario of HIV positivity and AIDS cases. Dr. Saxena shared in detail the impact of AIDS on the population, economic growth and development of the country resulting in poverty and unnecessary burden on the development programmes especially the health programme. He also informed the participants about the services and facilities available under prevention,

care and treatment component of National AIDS Control programme being implemented by Madhya Pradesh State AIDS Control Society.

Learning outcome:

Participants gained insight into the present scenario of HIV/AIDS impacting the socio-economic and developmental trends of the country and the responses to mitigate the same. .

Session 3 – Basics of HIV/AIDS and related myths and misconceptions.

Process & Facilitation:

Dr. Brijendra Mishra, Professor of PSM, presented the session. He explained with the help of animated presentation the origin and growth of HIV virus, modes of its transmission and its growth in Human body. He informed the participants how and where seropositivity is tested, what are the preventive options. Dr. Mishra also discussed the correlation between AIDS -opportunistic infections and Tuberculosis in detail. In the question and answer session Dr. Mishra dealt with the myths and misconceptions prevailing in the society regarding HIV/AIDS. He answered the issues raised by the participants some of which were- How long it takes HIV to manifest? What are the stages and symptoms of AIDS? What is window period? What is the problem being faced in preparing a vaccine for AIDS? AIDS death are not much as compared to deaths due to malaria and food scarcity then why so much attention is being given to AIDS?



Learning outcome:

Participants acquainted with basic facts of HIV infection and AIDS and gained clarity on myths and misconceptions related HIV/AIDS.

Session 4 - Reporting issues: Trafficking/HIV/AIDS in reference to MP

Process & Facilitation:

Mr. Deepak Tiwari, Special Correspondent, THE WEEK, facilitated the session. He shared with the participants how he wrote the story of 10,000 missing girls in MP which gave a picture of trafficking of girls prevalent in the tribal areas of Madhya Pradesh by placement agencies luring them of job as domestic help



and baby sitter in metros. Later when these girls grow up they are either sexually abused by male members of the family or reach brothels when the family turns them out. Mr. Tiwari advised the young students about the do's and don'ts of reporting on sensitive issues like not glorifying or sensationalizing the issue but stating the facts in a readable way, bringing to light such issues as a good human being but refraining from being an activist.

Learning outcome:

Participants learnt about ways of reporting on sensitive issues like HIV/AIDS including trafficking.

Session 5- Role of media

Process and facilitation:

Resident Editor, The Hindu, Mr. Lalit Shastri discussed with the participants the role of media in dealing with the issues of HIV/AIDS. He warned against the practice of media going and asking for news and its pitfall. Instead media should make its own agenda for educating the reader/audience and monitoring the AIDS control programme by being an investigator and a watchdog.



Learning outcome:

Participants motivated to play their role as investigator, educator and monitor in disseminating accurate information on HIV/AIDS.

Session 6- Reporting on HIV/AIDS with sensitivity

Process & facilitation:

Mr. Shailendra Shrivastava, Senior Editor, AajTak, facilitated the session. He outlined the challenges in writing stories about HIV/AIDS without disturbing the sensibilities of people and maintaining a human face of the story. He gave some practical tips to the participants on how to write on this issue of concern, keeping intact the shock value and bringing out its human face so that audience do not reject it but a demand for knowledge is created.



Mr. Shrivastava also discussed with the participants, the importance of treatment of such stories where a holistic picture

is brought forth and complicated issue is dealt simply.

Learning outcome:

Participants gained insights into ways of communicating stories related to HIV/AIDS.

Session 7- Issues of population at risk and vulnerable population.

Process & facilitation:

The session started with the screening of the film 'Suman' – a story of a woman who contracted HIV from her husband and was blamed and disowned by the in laws when she was pregnant and her HIV +ve status was revealed. Drawing on issues raised in the film Mrs. Savita Thakur, DD-IEC facilitated the session and

discussed in detail citing examples, the vulnerabilities of women and children, why they are more prone to HIV infection, what stigma and discrimination they face in the society once their positive status is known and how can media play a major role to sensitize society on the issue. She also explained the reasons of positivity amongst sex workers, men having sex with men, injecting drug users, truckers, migrants and persons staying away from family due to job requirement. Information on targeted interventions, condom promotion and STI treatment was also given to the participants.



Learning outcome:

- Participants sensitized to the vulnerabilities of women and children, issues of population at risk and the issue of stigma and discrimination of HIV+ve and AIDS affected.

Session 8- Issue of ethics and language in developing a story with messages.

Process & facilitation:

Mr. Bahi Shelly, Communication Officer, Unicef discussed issue of ethics and language in developing a story with messages. He stressed the need of accurate information, checking on the sources of information, verifying facts, critically examining the story, respectfully discussing the sensitive issues and highlighting positive stories where appropriate, without underplaying the fact that HIV/ AIDS and at the same time maintaining confidentiality of individuals especially of women and children .

Rashmi Saraswat, TL-Training, TSU discussed with the participants use of Language, words in media reports that is non judgmental, does not sensationalize the issue and can lower stigma and discrimination towards people living with HIV/AIDS. The terms that should not be used in stories and alternatives were also discussed.

Exercise:

Participants were assigned to write a story on HIV/AIDS and critique each other's pieces, looking for word usage and tone of an article (i.e. is it judgmental) in particular. All the participants developed media stories based on key learning's from the workshop and incorporated messages to educate the readers/audiences. The participants gave critique on each others story.

Dr. Pushpendra Pal Singh, faculty of Makhan Lal University of Journalism gave suggestions on the stories developed by the participants and motivated them to take up the issue of HIV/AIDS in their in-house production as student and also during their career as journalist in other print and electronic media not as a one time news but as a sustained effort to highlight the issue.

Feedback and Wrap-up

Post test

Post test was given to the participants to test their knowledge about HIV/AIDS issues at the end of orientation. Most of the participants were had correct knowledge about the available testing facilities and

treatment besides the modes of HIV transmission and ways of prevention. They had clear understanding of the vulnerabilities faced by women and children and issues of high risk population. Almost all of them were of the view that the HIV positive and AIDS affected persons face should not be shown by the media for fear of discrimination and they were unanimous in their opinion about imparting sex education to youth.

Feed Back

Participants were of the view that this training has given them confidence and skills to develop stories related to HIV/AIDS with a human face. The training has updated their knowledge about the subject. They also expressed their willingness to take up other training for updating their knowledge on HIV infection and AIDS in future. They suggested that in other trainings PLHA be called to share their experiences.

Vote of Thanks

Deputy Director, IEC, Mrs. Savita Thakur summed up the days programme. Joint Director-IEC, Mrs. Shradha Bose thanked the Project Director, Mr. Mundra for sparing time and guiding the students and also the Resource persons, Mr. Deepak Tiwari, Mr. Lalit Shastri, Mr. Shailendra Shrivastava for giving invaluable tips to media for reporting on HIV/AIDS issues.

TSU – The Team Leader -Training conveyed thanks on behalf of MPSACS and TSU to all participants, resource persons, training team, Officers and faculty of MLUJt, staff, caterers and other support staff for making this training a success.



**Orientation Training for Media Students
on 23rd May 2008**

S.No.	Name	Designation	Department
1.	Prashant Verma	Student	M J
2.	Sujit Kumar	Student	M J
3.	Dheeraj Rai	Student	M J
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9.	Shantanu Mishra	Student	Dept. of Journalism
10.	Yogesh Jani	Student	M J
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12.	Hari Om Verma	Student	M J
13.	Deepa Dwivedi	Student	M J
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15.	Soni Bharti	Student	M J
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18.	Vivek Kumar	Journalist	Journalism
19.	Trapti Dongre	Journalist	Journalism
20.	Hemlata Raj	MCRPVV	Journalism
21.	Pravin Kumar Pandey	Journalist	Vikalp (MCRPVV)
22.	Dr. Jyoti Verma	Lecturer	Journalism
23.	Sachin Narhare	Journalist	MJ
24.	Amit Kumar Dongre	MJ	Journalism
25.	Sudha Prajapati	MJ	Journalism
26.	Ashok Gangrade	MJ	Citi
27.	Shivam	MJ	MJ
28.	Shivcharan	MJ	MJ
29.	Anwar Khan	MJ	MCRPVV
30.	Dr. Ranjan Singh	Lecturer	MCRPVV
31.	P.P. Singh		MJ
32.	Atul Pandey	Journalist	News Time
33.	Deepak Tiwari	Journalist	Sandhya Prakash
34.	R.K. Saxena	Journalist	
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36.	Rakesh Malviya	Sub Editor	Patrika
37.	Vijay Prakash Shukla	Sub Editor	Dainik Bhaskar
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