



# 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

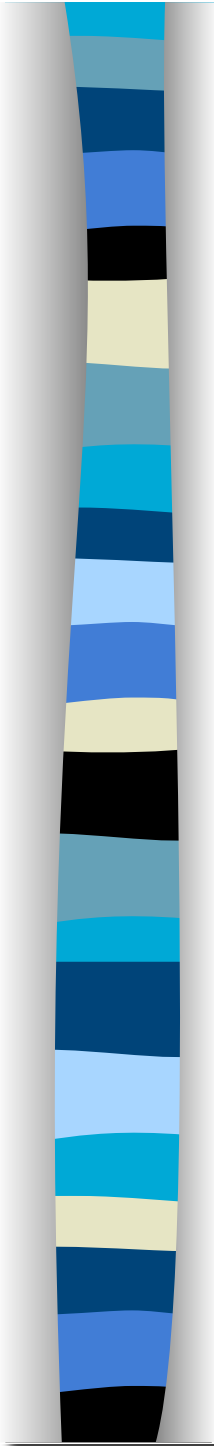
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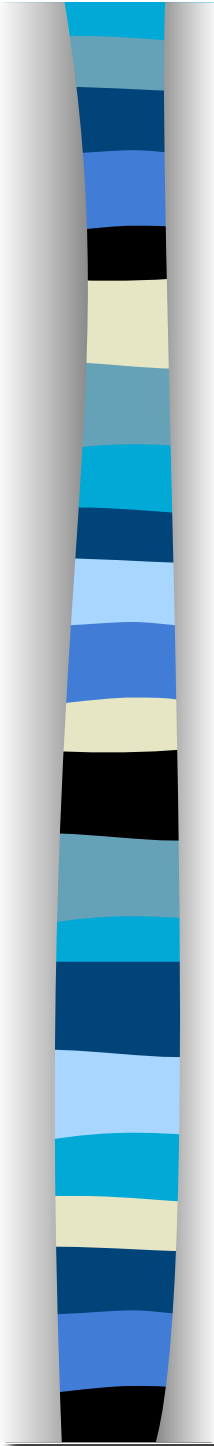
In all Four surveys  
- Common findings

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