

Stop AIDS! Keep the promise

FACT SHEET

SADC Media launch HIV and AIDS and Gender Policies

Why the launches



The launch of Media Action Plan (MAP) HIV and AIDS and Gender policies on 1 December has been planned to coincide with World AIDS Day whose aim is to strengthen concerted global efforts to address the challenges of the AIDS pandemic. World AIDS Day also provides an opportunity to give visibility to the HIV and AIDS problem and mobilise the attention of the media, so raising global awareness on the state of the epidemic. The launch of MAP policies and the cyber dialogues seek to contribute to this global initiative with a specific focus on the SADC region by bringing together media, civil society and government bodies and individuals committed to his cause in order to;

- Recognise media houses that have committed to mitigating the impact of HIV and AIDS as well as promoting gender equality by drafting and adopting HIV and AIDS and Gender policies.
- Publicise and raise awareness on progress made in the roll out of HIV and AIDS policies in the region under MAP.
- Document progress made, challenges met, and lessons learnt in the three years of rolling out HIV and AIDS and Gender policies for the media in the SADC region.
- Provide a platform for building new partnerships and developing new plans to ensure the sustainability and success of the policy roll out process.

What is MAP?

MAP is a collaborative effort coordinated by the Southern African Editors Forum (SAEF) and NGO partners to improve coverage of HIV and AIDS and gender, as well as mitigate the effects of the pandemic on the media industry. SAEF, which comprises representatives from the national editors' forums of countries in the Southern African Development Community (SADC) works in partnership with organisations in the region that promote freedom of expression and media professionalism in the implementation of MAP.

Gender Links, a Southern African NGO that aims to promote gender equality in and through the media and in all areas of governance is the lead agency on newsroom policies. The policy roll out process in each country began on 3 May 2006 and is scheduled to end in 2008. The policies developed cover work place; editorial and marketing and advertising issues.



Aims of MAP

- To ensure that 80% media houses in the SADC region have HIV and AIDS and Gender policies and programmes by 2008.
- To improve the quality of media reporting on the epidemic and the gender inequality that fuels it.
- To promote diversity.
- The equitable and fair treatment of all within media workplaces.
- Mitigate the effects of HIV and AIDS on the media industry.
- Establish standards for media reporting and increase the understanding of editors on issues relating to HIV and AIDS and gender.
- Develop and disseminate information and resource materials on HIV and AIDS and gender for the media.
- Establish baseline data and monitoring and research to assess the impact of MAP on HIV and AIDS and gender coverage.

MAP Partnership and responsibilities:

Partner	Responsibility
Gender Links	Newsroom policies
MISA	Ethics
PANOS	Training
MMP-SA	Research and monitoring
SAfAIDS	Information and resources
GEMSA	Advocacy on care work



What has been achieved?

- At least 180 policies expected to be drafted and/or adopted by the end of 2008.
- Two HIV and AIDS and Gender Media Awards events.
- One baseline study on HIV and AIDS and Gender in English speaking Southern African countries.
- One baseline study and three country reports on HIV and AIDS and gender in three French speaking countries (DRC; Madagascar and Seychelles) in the SADC region.
- Training for journalists and media managers on how to report HIV and AIDS as well manage the pandemic at the work place.
- Stronger partnerships between and among media and civil society.

WAD country contacts:

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References

World Health Organisation;

<http://www.searo.who.int/en/Section10/Section18/Section351.htm>).

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