

# Media Action Plan (MAP) on HIV and AIDS and Gender

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The Media Action Plan (MAP) on HIV and AIDS and Gender is a collaborative effort by the Southern African Editors' Forum (SAEF) and NGO partners to improve coverage of HIV and AIDS and gender, promote diversity, the equitable and fair treatment of all within media workplaces; as well as mitigate the effects of the pandemic on the media industry. GL, in partnership with MISA, leads the policy arm of MAP. Other legs of MAP are training; ethics; monitoring and research; and information.

With an ambitious target of having 80% of newsrooms adopting workplace-based policies and programmes on HIV and Gender by the end of 2008 the country launches of the HIV and AIDS and Gender Baseline Study signaled the beginning of the MAP process in earnest. The table below summarises the progress made in the first year of the MAP policy roll out.

SUMMARY OF COUNTRY PROGRESS TO DATE									
Country	Launch of Baseline Study	Inception workshop	Management meeting	Situation analysis	In-house workshops	Policies adopted	Policies awaiting approval	Targeted 2007	Total Media houses targeted
Botswana	1	-	5	2	2	0	1	10	11
Lesotho	1	-	2	0	0	0	0	17	17
Malawi	1	1	9	9	7	6	2	19	27
Mauritius	1	-	5	2	2	2	0	11	13
Namibia	1	1	7	5	5	2	3	29	34
South Africa	1	1	5	2	1	0	1	17	18
Mozambique	1	-	4	0	0	1	0	16	17
Swaziland	1	1	3	3	1	1	0	6	7
Tanzania	1	-	3	2	1	1	1	36	38
Zambia	1	1	6	3	2	0	1	22	23
Zimbabwe	1	-	8	0	0	0	0	13	13
<b>Total</b>	<b>11</b>	<b>5</b>	<b>57</b>	<b>28</b>	<b>21</b>	<b>13</b>	<b>9</b>	<b>196</b>	<b>218</b>

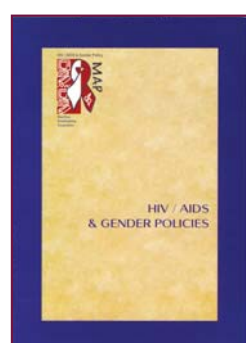
## Outputs

In the year under review MAP has managed to achieve the following outputs:

- 57 out of the targeted 218 media houses (about 26 percent) agreed to develop HIV and AIDS and gender policies.
- Facilitators proceeded to conduct situation analyses and in-house workshops in 28 of these.
- Thirteen policies were formally adopted
- Nine policies completed but still awaited approval.

## Outcomes

What the figures show is that 22 media houses, or 10 percent of the overall target of 218, went through the full cycle from management meeting to in house workshop to drafting a policy.



The number of media houses that completed the process was below the target for the first year of the roll out when it was anticipated that at least a third would have gone through the full cycle of drafting the policies. There was also a challenge in popularizing the MAP process amongst the media in the region and it is hoped that since the momentum has been built the subsequent years will see faster adoption of HIV and AIDS and Gender policies.

There were also some learning points on the implementation of the MAP process hence in February 2007 GL organised a meeting of facilitators and partners linked to the third Media Partners Consultation (MPC) in February 2007 convened by GEMSA. GL used this opportunity to renew contracts for facilitators who had performed well, and to replace those who had not delivered on their commitments with new facilitators. The new facilitators went through a vigorous recruitment and selection process and stayed for a further four days of training.

## Next Steps

- Vigorously implement the MAP process in the remaining media houses.
- Extend the MAP process to media regulatory authorities.
- Provide backstopping support for newsrooms.
- Identify training opportunities for media practitioners on HIV and AIDS and Gender newsrooms.
- Launch HIV and AIDS and Gender institutional leadership awards as an incentive for the MAP process.
- Extend the MAP project to French speaking countries- the DRC and Madagascar (see accompanying article).

