

**Summary of key data from the findings of the HIV and AIDS and Gender Baseline Study in Swaziland**

QUANTITY OF COVERAGE	% SWAZILAND	% REGION
HIV coverage compared to total	10	3
HIV mentioned	33	36
HIV central focus	67	64
<b>WHO SPEAKS</b>		
Women and men - all topics	34 (F) / 66 (M)	39 (F) / 61 (M)
Person affected by HIV	6	4
Women and men affected by HIV	33 (F) / 67 (M)	59 (F) / 41 (M)
People with HIV	10	4
Women and men with HIV	35 (F) / 65 (M)	44 (F) / 56 (M)
Traditional & religious groups	5	5
Women and men traditional and religious groups	10 (F) / 90 (M)	18 (F) / 82 (M)
Civil society, NGOs, INGOs	22	28
Women and men in civil society, NGOs and INGOs	51 (F) / 49 (M)	47 (F) / 53 (M)
Experts	11	12
Women and men experts	45 (F) / 55 (M)	36 (F) / 64 (M)
Officials/UN agencies	40	42
Women and men officials/UN agencies	28 (F) / 72 (M)	31 (F) / 69 (M)
Other	5	5
Women and men other	14 (F) / 86 (M)	40 (F) / 60 (M)
<b>TOPICS</b>		
Prevention	44	41
Who speaks on prevention?	39 (F) / 61 (M)	42 (F) / 58 (M)
Treatment	12	16
Who speaks on treatment?	37 (F) / 63 (M)	37 (F) / 63 (M)
Care	12	13
Who speaks on care?	33 (F) / 67 (M)	52 (F) / 48 (M)
General	25	19
Who speaks on general?	30 (F) / 70 (M)	27 (F) / 73 (M)
Impact	5	5
Who speaks on impact?	18 (F) / 82 (M)	35 (F) / 65 (M)
<b>TYPES OF STORIES</b>		
News & briefs	82	78
Cartoons, images, graphics	2	2
Editorial & opinion	8	4
Feature & analysis	6	10
Feedback	0	3
Interview, profile & human interest	3	3
<b>WHERE DO STORIES COME FROM?</b>		
International	7	13
Regional	6	8
National	77	54
Provincial	0	6
Local	10	19
<b>WHO TELLS THE STORIES?</b>		
Original story	96	77
Guest writer	4	5
Agency	0	18
<b>WHO REPORTS ON HIV and AIDS?</b>		
Overall	37 (F) / 63 (M)	45 (F) / 55 (M)
<b>Who reports on what?</b>		
Prevention	40 (F) / 60 (M)	39 (F) / 61 (M)
Treatment	46 (F) / 54 (M)	56 (F) / 44 (M)
Care	57 (F) / 43 (M)	57 (F) / 43 (M)
General	16 (F) / 84 (M)	39 (F) / 61 (M)
Impact	43 (F) / 57 (M)	39 (F) / 61 (M)
Other	50 (F) / 50 (M)	50 (F) / 50 (M)

# SWAZILAND

## HIV and AIDS and GENDER BASELINE STUDY



The Southern African Media Action Plan



on HIV and AIDS & Gender



This report covers the Swaziland findings of the HIV and AIDS and Gender Baseline Study, carried out as part of the Media Action Plan (MAP) on HIV and AIDS and Gender, led by the Southern African Editors' Forum (SAEF). A team of local consultants led by Bheki Maseko conducted the monitoring. The MMP, which leads the monitoring sub-sector of MAP analysed the data and produced the quantitative results for the study. Gender Links (GL), which leads the policy sub-sector of MAP edited the qualitative research and wrote the report.

The AIDS epidemic in Swaziland continues unabated. The prevalence rate among pregnant women attending antenatal clinics, as measured by the sentinel surveillance, has rapidly risen from 3.9% in 1992 to 38.6% in 2002, making Swaziland among the worst affected countries in the world. The rapid rise has been consistent among the four regions, and is noted in urban as well as rural areas. The 2005 AIDS Epidemic Update shows very high HIV prevalence—often exceeding 30% among pregnant women—is still being recorded in Swaziland. No patterns of a decline in prevalence are evident and Swaziland.

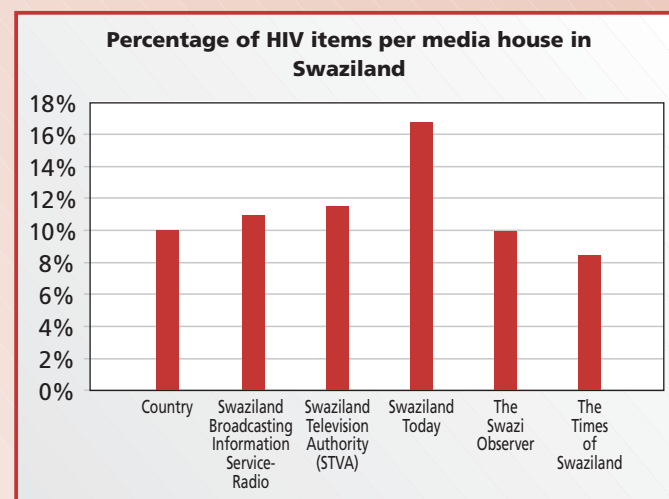
The monitoring included 118 media houses in eleven Southern Africa countries, for a total of 15 days staggered over a period of one month between October and November 2005. Monitoring in Swaziland covered 5 media houses. The key findings are summarised in table at the back of the pamphlet.

## KEY FINDINGS

**The coverage of HIV is better than in most other countries:** In Swaziland only 10% of stories in all media monitored focused on or mentioned HIV. However, this is the second highest percentage in the study and it is also much higher than the regional coverage at 3%. Most of the countries had percentages of 5% and below. Lesotho was the highest with 19% of the stories monitored mentioning or focusing on HIV and AIDS.

**But there is considerable difference between media houses,** with the weekly newspaper *Swaziland Today* (at 17%) having the highest

coverage of HIV and AIDS stories. The *Swaziland Television Authority* came second at 12%. Radio coverage stood at 11%.

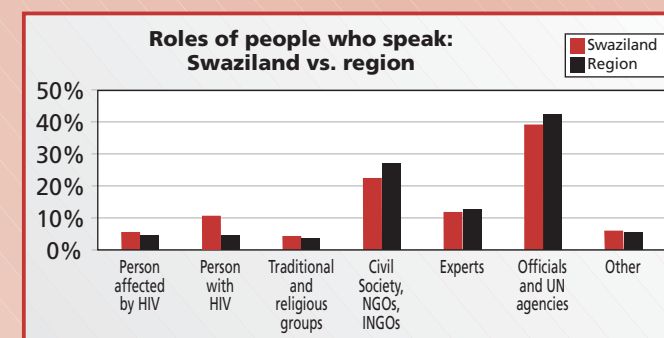


**HIV and AIDS are not being mainstreamed into HIV coverage.** As is the finding in most countries in the study, most of the items monitored (67%) had HIV as the central focus compared to those in which it was mentioned (33%). This suggests that HIV is being covered mainly as a health issue and that it is not being adequately mainstreamed in all coverage. The findings however present possibilities of this being achieved.

**Male voices still predominate:** Although there is a higher proportion of women sources in the HIV topic category (34%) than in general coverage (24% in the latest Global Media Monitoring Project) male voices predominate in all areas of HIV coverage in Swaziland.

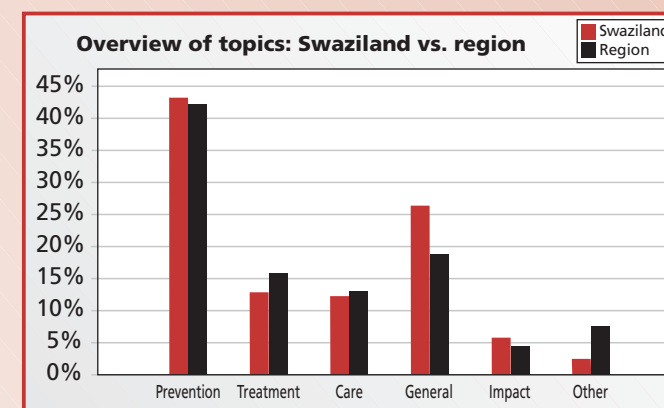
**Voices of People with HIV are more heard in Swaziland than in the rest of the region:** At 10% the proportion of People with HIV accessed as sources in Swaziland is considerably higher than that for the region (4%).

**But official voices predominate:** However, as in the rest of the region, the majority of sources on HIV and AIDS in Swaziland are officials and UN agencies, experts, NGOs and civil society. This suggests that there is still some way to go in ensuring that the voices of those most affected are foregrounded in coverage.



**And the voices of women with HIV are less heard in Swaziland than in the region:** The research found that of the total people with HIV interviewed, women comprised a mere 35% of sources; much lower than the regional finding of 44%. This finding is worrying taking into consideration the elsewhere in the region women are generally more aware and open about their HIV status. The finding reflects the more socially conservative culture in Swaziland and underscores the importance of mainstreaming gender into coverage.

**Most coverage of HIV and AIDS is on prevention:** Similar to the majority of countries in the study, most coverage of HIV and AIDS in Swaziland is on prevention, with this topic accounting for 44% of the items monitored. This may be due to the strong emphasis on prevention in Swaziland. Treatment and care account for 12% each and impact a mere 5%.



**Stories lack depth and local grounding:** Both in Swaziland (82%) and the region (78%) the vast majority of HIV coverage is through news stories. Most of the stories (77%) emanated nationally, with only 10% originating from local areas.

**But most stories are original:** On the positive side, 96% of stories in Swaziland (compared to 77% in the region) are original stories reported by media houses themselves, as opposed to those obtained

from agencies and guest writers. None of the stories in Swaziland came from agencies. This shows that newsrooms are investing resources to obtain original stories on the pandemic.

**There is lack of gender balance in reporting:** Women reported on only 37% of the stories in the study, compared to 44% in the rest of the region. Stories by women reporters predominated only in the care topic category (57%) compared to men (43%).

**Women reporters are more likely to access women sources:** The research shows that, as in most countries in Southern Africa, women journalists are more likely to access women sources in Swaziland. This underscores the importance of ensuring gender balance in newsrooms as well as in news content.

**The gender dimensions of the epidemic are not receiving sufficient coverage:** Gender is not well integrated into HIV and AIDS coverage, much of which was classified in the study as either gender blind or unclear. Closer analysis of topics showed that:

- ◆ In stories on prevention, the sub-topics that examined cross-generational sex, gender power relations, sex work and the role of men and boys, all significant drivers of the epidemic in the country and the region, received less than 5% each of the coverage.
- ◆ The prevention of mother-to-child transmission received a mere 2% of coverage in stories about treatment;
- ◆ The role of men and boys received little coverage in Swaziland in stories dealing with care, support and the environment.

**Policies, training and access to information can help to improve the quantity and quality of coverage:** Through the collaborative efforts of a number of organisations, MAP offers support to media houses that wish to develop HIV- and AIDS and gender policies, as well as integrate these into the workplace and editorial practices.