



Filming of the proceedings at the launch of HIV and AIDS policies in Zambia.

Photo: Fortune Sibanda

# HIV AND AIDS AND THE MEDIA

Other than gender, another major cross-cutting concern for media in the region is the HIV and AIDS pandemic. Internally, this has had devastating consequences for many media houses, whose staff have been directly and indirectly affected. The media also has a significant role to play in educating the public on HIV and AIDS as well as its gender dimensions.

The chapter explores the extent of HIV and AIDS coverage opposed to the coverage of other news stories. This includes looking at topics, genres, origin, geographic scope, function of sources and who reports on HIV and AIDS. The topics are broken down into subtopics to give insight into the most reported categories.

**Table nine: Media houses that participated in the Media Action Plan on HIV and AIDS and Gender in Zambia**

	Media houses	News rooms
Daily Mail	1	1
Times of Zambia	1	1
Yatsani Radio	1	1
ZNBC Radio	1	1
Radio Phoenix	1	1
<b>Total</b>	<b>5</b>	<b>5</b>

The chapter serves as a benchmark of progress against the 2006 HIV and AIDS and Gender Baseline Study. The study formed part of MAP on HIV and AIDS and Gender led by SAEF that led to an extensive roll-out of policies within media houses

and newsrooms across the region. Table nine shows the media houses that developed HIV and AIDS policies as part of MAP in Zambia. These policies covered the workplace but also sought to improve the quantity and quality of coverage on HIV and AIDS from a gender perspective.

### HIV and AIDS coverage

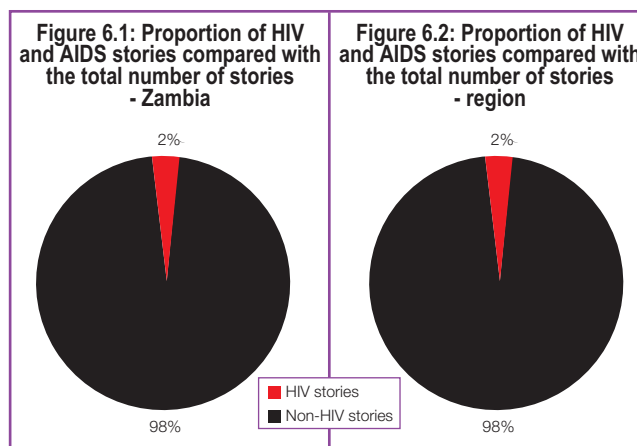


Figure 6.1 shows that HIV and AIDS stories and stories that mention HIV and AIDS account for only 2% of total news coverage in both Zambia and in the region. These figures are worrying in light of the devastating effect of the pandemic in Southern Africa. Figure 6.2 does the same for the region, revealing precisely the same statistics.



Launch of Gender and HIV/AIDS policies in Zambia.

Photo: Zarina Geloo

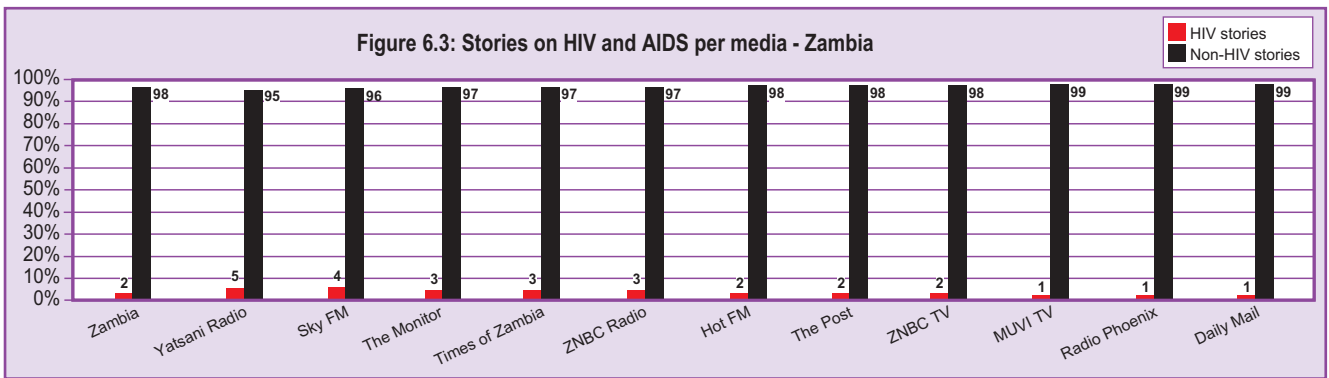


Figure 6.3 illustrates that the coverage of HIV and AIDS in Zambia varies from 5% at *Yatsani Radio* to 1% at *Daily Mail*, *Radio Phoenix* and *MUVI TV*. *Yatsani Radio*, a MAP media house, had the highest proportion of HIV/AIDS coverage. Radio stations had the highest percentages of HIV and AIDS stories.

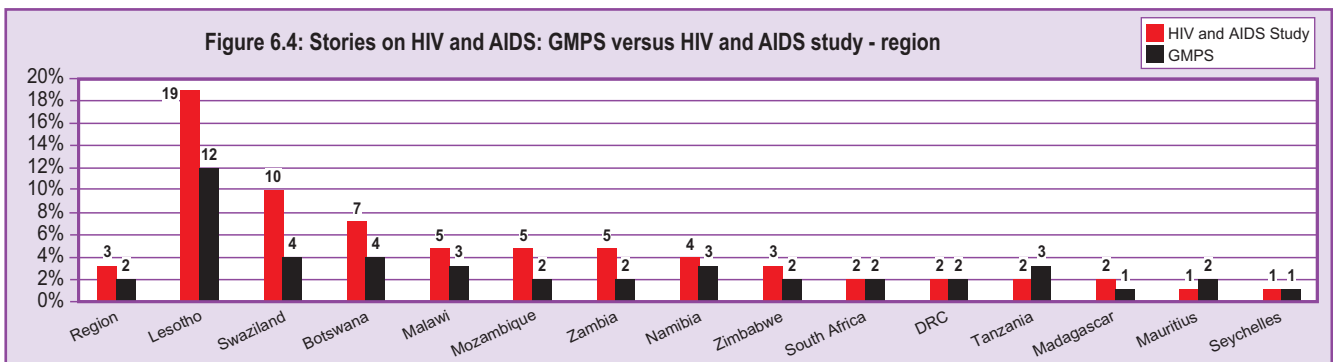


Figure 6.4 illustrates that there has been a slight decline in the coverage of HIV and AIDS in the region since the 2006 HIV and AIDS, Gender and the Media Baseline Study. The regional average dropped from 3% to 2%. Tanzania and Mauritius are the only two countries that registered increases in the proportion of coverage. Zambia regressed from 5% to 2%. Lesotho, Swaziland and Botswana recorded the highest losses. Lesotho dropped from 19% to 12%.

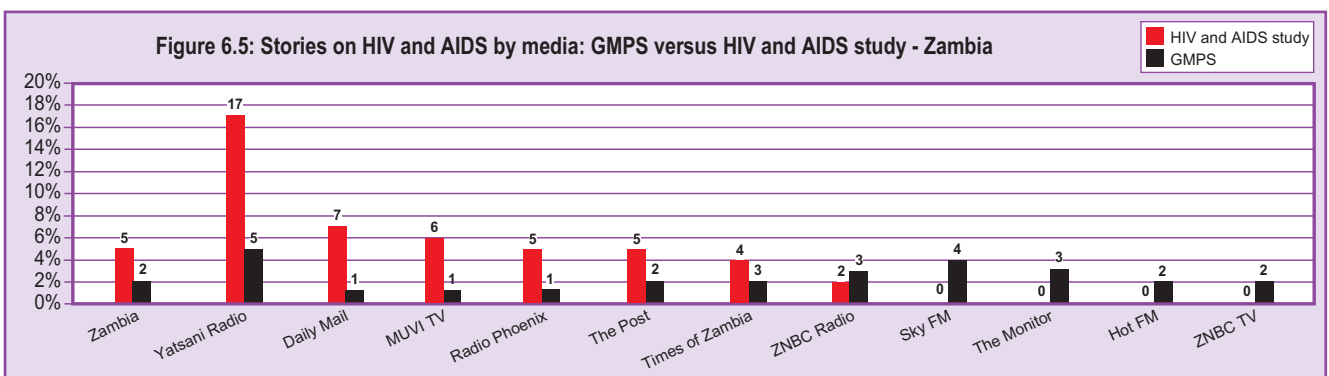


Figure 6.5 shows that the coverage of HIV and AIDS has dropped in all media houses that participated in the 2006 HIV and AIDS study. For example, *Yatsani Radio* dropped from 17% to 5%, *MUVI TV* (6% to 1%) and *Daily Mail* (7% to 1%). *Sky FM*, *The Monitor*, *Hot FM* and *ZNBC TV*, which were not monitored in the 2006 HIV and AIDS study ranged between 4% and 2%. During the consultative workshop, participants raised fatigue as the main reason for the decline in the coverage of HIV and AIDS. Participants recommended introducing "I" stories where people living with HIV and AIDS and those affected can tell their stories.

## Topics

### HIV and AIDS Topics

#### Prevention

- Prevention strategies, methods, techniques to prevent HIV;
- The role of gender power relations in fuelling the pandemic;
- The intersection between gender violence and HIV/AIDS;
- Cultural practices (such as virginity testing) and HIV;
- Research into preventative methods and technologies;
- Harm reduction programmes.

#### Treatment

- Treatment and/or care of people affected by HIV;
- Access or roll-out of anti-retrovirals, their use, and efficacy;

#### Care, support and environment

- HIV and human rights-related issues;
- Legal rights of people living with HIV;
- Care work and its gendered dimension;
- Orphans and vulnerable children affected by HIV.

#### Impact of the pandemic

- Macro-economic impact of HIV;
- Micro-economic impact of HIV on the work place or the community;
- Impact of HIV on different sectors, for example, the media, agriculture, mining, the environment, civil society;
- Impact of HIV on an individual level.

#### General

- People living with or affected by HIV;
- Profiles of people in the HIV field or people affected by HIV;
- Government policies on HIV;
- The role of regional and international bodies in HIV/AIDS;
- Research and statistical findings on HIV, the impact of the pandemic, mortality rates, infection rates, etc.
- HIV/AIDS and the economy, poverty;
- Drugs and needle exchange.

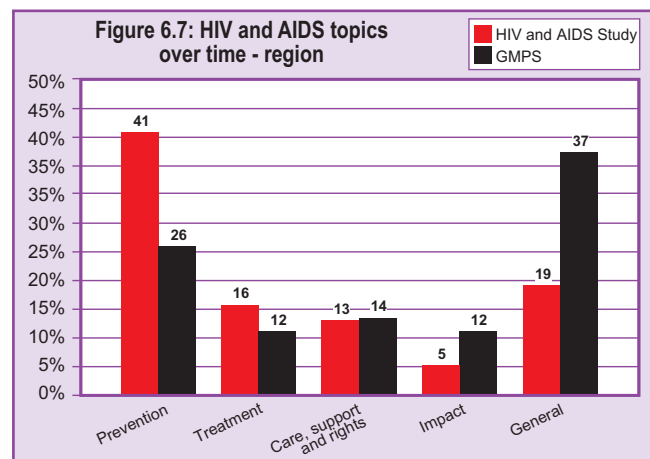
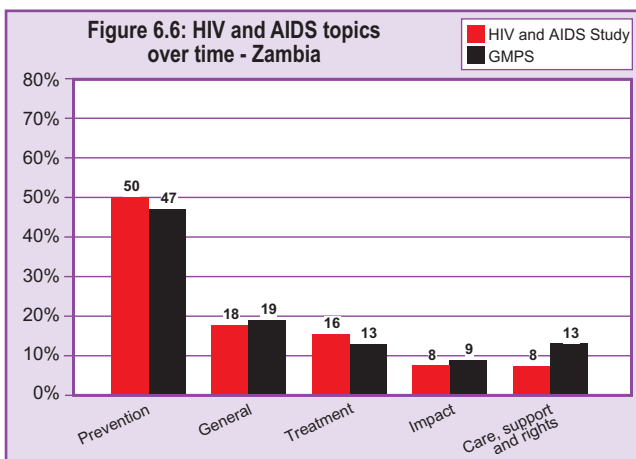




Figure 6.6 illustrates that while stories on prevention predominate coverage, over time there has been a decrease from 50% to 47% and treatment from 16% to 13%. There appears to be a shift to stories on care, support and rights where coverage increased from 8% to 13%, impact (8% to 9%), and general (18% to 19%). The country findings are almost similar to regional where stories on prevention dropped from 41% to 26% and treatment from 16% to 12% as shown in figure 6.7. On the other hand, stories on care support, support and rights, impact and the general category have increased.

### HIV and AIDS sub topics

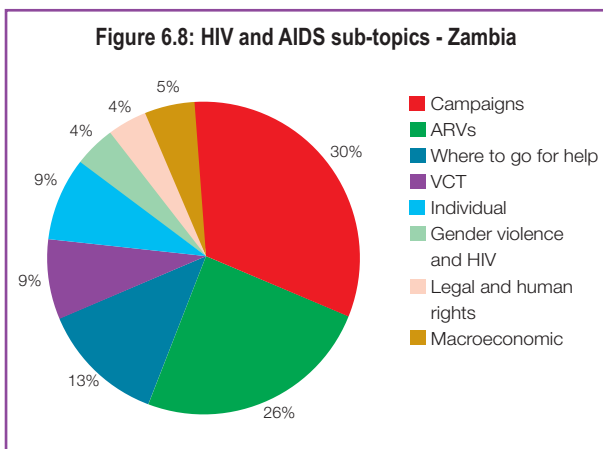
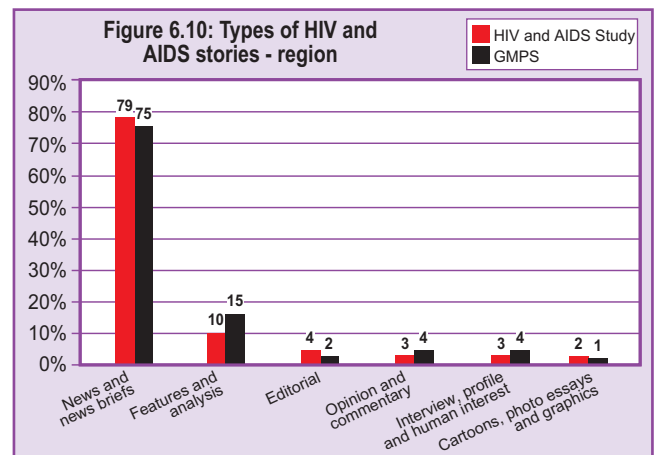
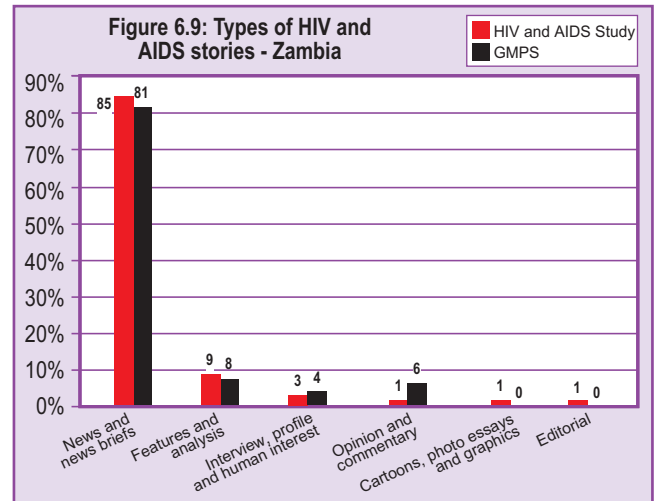


Figure 6.8 illustrates a breakdown of HIV and AIDS subtopics in Zambia. Most stories are about campaigns (30%), ARVs (26%) and where to go for help (13%). Stories on voluntary counselling and testing (VCT) and individual each account for 9% while gender violence and HIV, legal and human rights and macroeconomic each received 4% coverage. The fairly high proportion of stories on where to find help is a welcome development as people affected and those living with HIV and AIDS need information about how to fight the pandemic. However, the little coverage of gender violence and HIV, and legal and human rights is a serious cause for concern as it means that those who are most affected, women, are not covered. Women have the added responsibility of caring for those living with HIV as well as protecting orphans. One would therefore expect to see more stories on those topics that affect women.

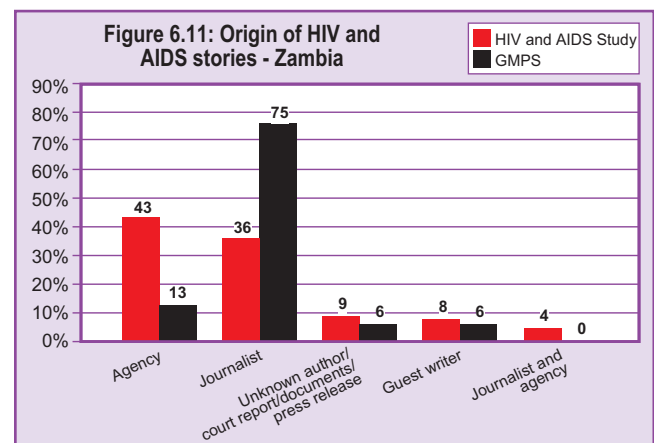
### Genre

Figure 6.9 illustrates changes in genres of HIV coverage in Zambia while figure 6.10 gives a similar

breakdown for the region. This shows that in Zambia there has been a decline in news coverage and in features and analysis, compared with an increase in the latter in the region. This is a concern, as it points to a tendency towards more superficial coverage in Zambia. There were no editorials and cartoons. There was, however, an increase in opinion and commentary, from 1% in the 2006 HIV and AIDS study, to 6% in GMPS.



### Origin



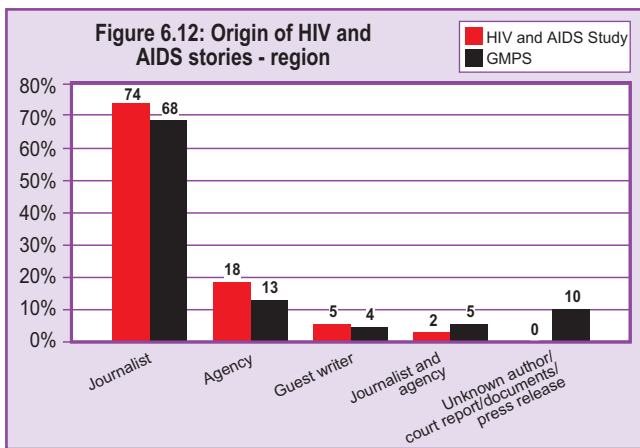


Figure 6.11 shows changes in the origin of HIV and AIDS stories in Zambia, and figure 6.12 in the region. These graphs show that both in Zambia and the region there has been an increase of 8% in the proportion of stories written by journalists as opposed to agencies and other sources. In the case of Zambia, the increase is significant, from 36% in the 2006 HIV and AIDS study to 75% in the GMPS. This is a substantial increase of 39 percentage points and shows greater effort to develop locally relevant content.

### Geographical scope

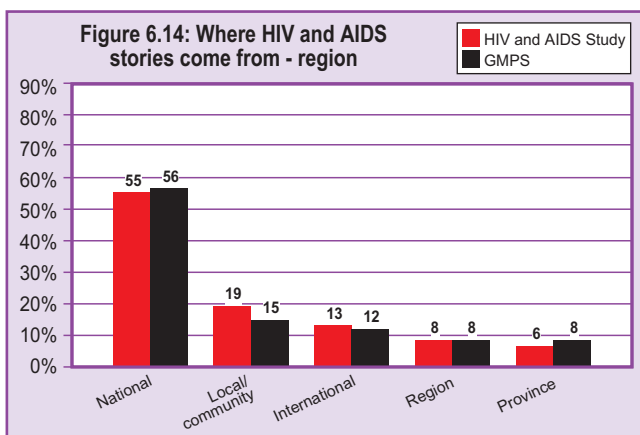
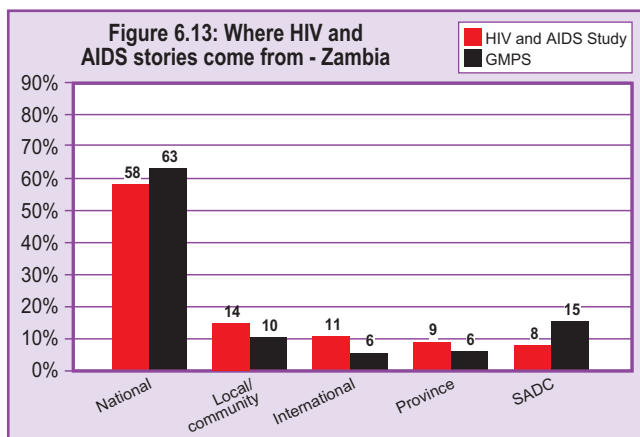


Figure 6.13 is a comparative look at the geographical origin of stories in Zambia while figure 6.14 provides these figures for the region. The graphs show that both in Zambia and the region there has been an increase in national coverage. This is especially marked in Zambia where the proportion of national stories has increased from 58% to 63% of all stories. Local stories have dropped from 14% to 10% in Zambia and 19% to 10% in the region. This is a negative development as it means that community-based stories from journalists are declining. The increase in international stories means that news agencies are bringing in more international than local and national news.

### Function

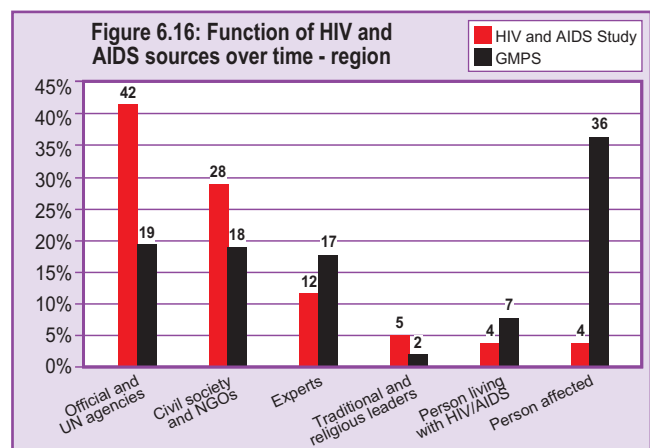
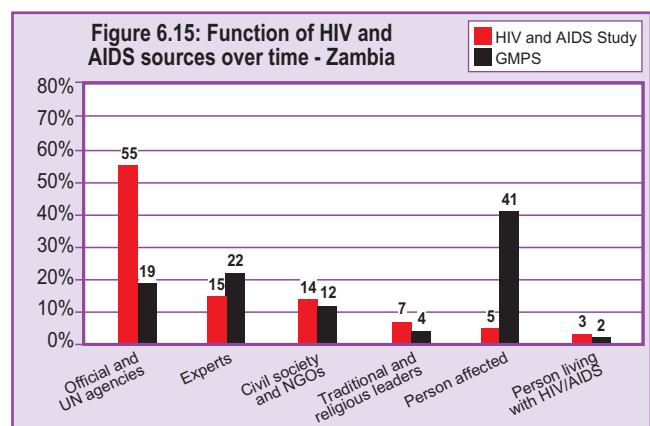


Figure 6.15 is a comparative look at the functions of sources in the HIV/AIDS category for Zambia, while figure 6.16 provides similar data on the region. The graphs show that in Zambia there has been substantial increase in the proportion of those affected by HIV and AIDS. People affected are now a primary source, having increased from 5% to 41%, while in the region the proportion dropped radically by 52%, from 59% to 28%. The proportion of people living with HIV and AIDS sought out as news sources in Zambia dropped by a third, from 3% to 2%, and

in the region it declined from 44% to 41%. The increase in the proportion of people affected by HIV and AIDS in Zambia is a positive spin-off from MAP that placed a heavy emphasis in policy, training and advocacy work in placing those most affected at the centre of coverage. In both Zambia and the region there has been a corresponding decline in the proportion of UN and official sources.

### Who speaks on HIV and AIDS?

Figure 6.17 shows that, at 15%, women constitute less than a fifth of sources of HIV and AIDS stories in the Zambian media, despite being in the majority of those affected. This is lower than the

region (see figure 6.18) where women make up 20% of HIV and AIDS sources.

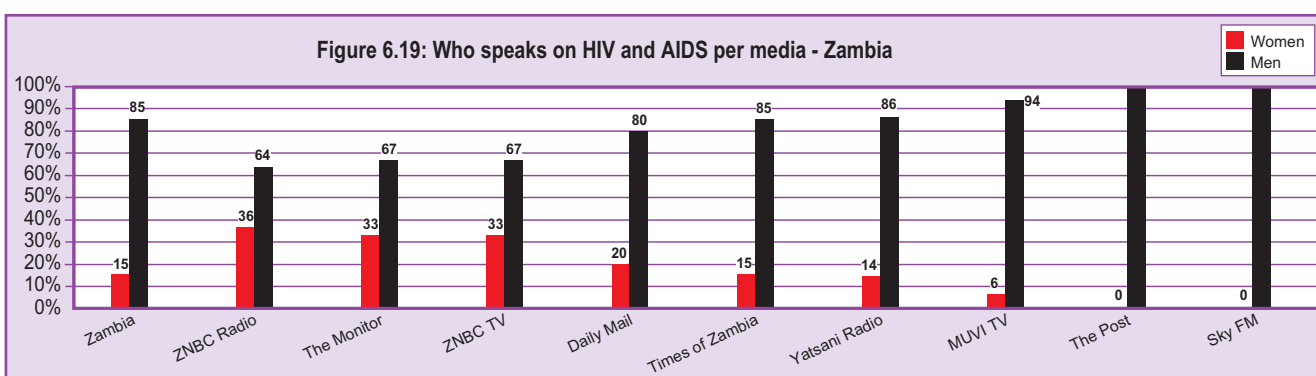
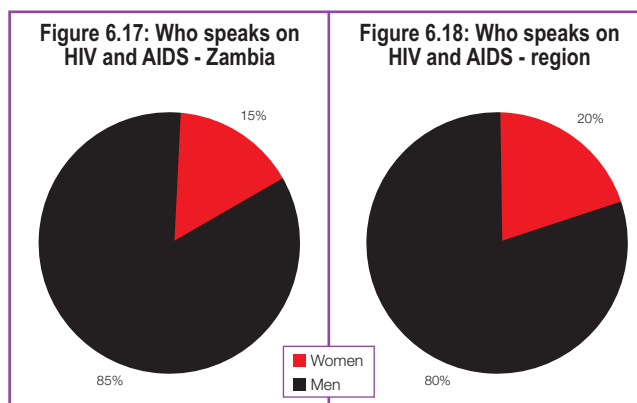


Figure 6.19 illustrates that there are variations across media in Zambia on who speaks on HIV and AIDS. The highest proportion of women sources on HIV and AIDS is on ZNBC Radio (36%), followed by *The Monitor* and *ZNBC TV* (both at a

third). There were no female sources on HIV/AIDS in *The Post* and *Sky FM*. The findings point to the need for gender-aware HIV/AIDS policies that would influence editorial content and bring in more women's voices.

### Sources over time

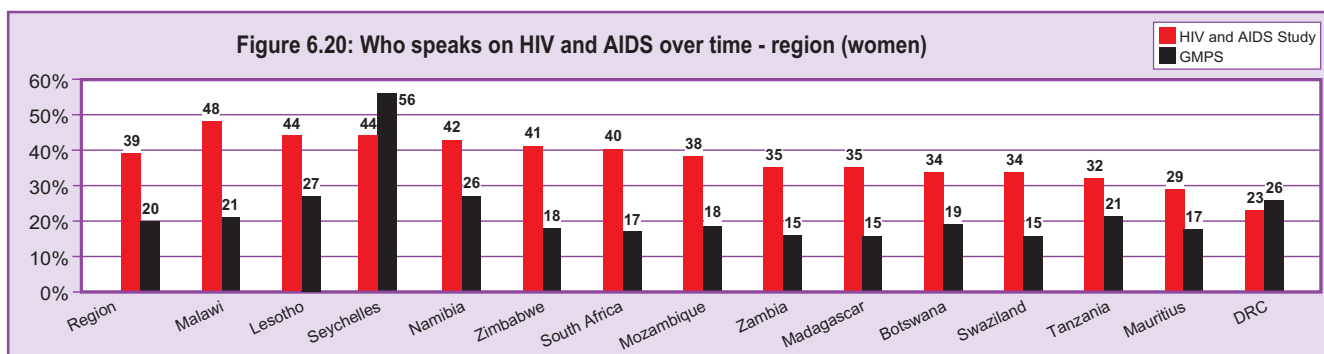


Figure 6.20 illustrates a decline in the proportion of women sources in the GMPS compared to the 2006 HIV and AIDS study. The regional average dropped from 39% to 20%, and Zambia from 35% to 15%. Seychelles and DRC are the only countries that recorded increases, with Seychelles going up from 43% to 56% and DRC from 23% to 26%.

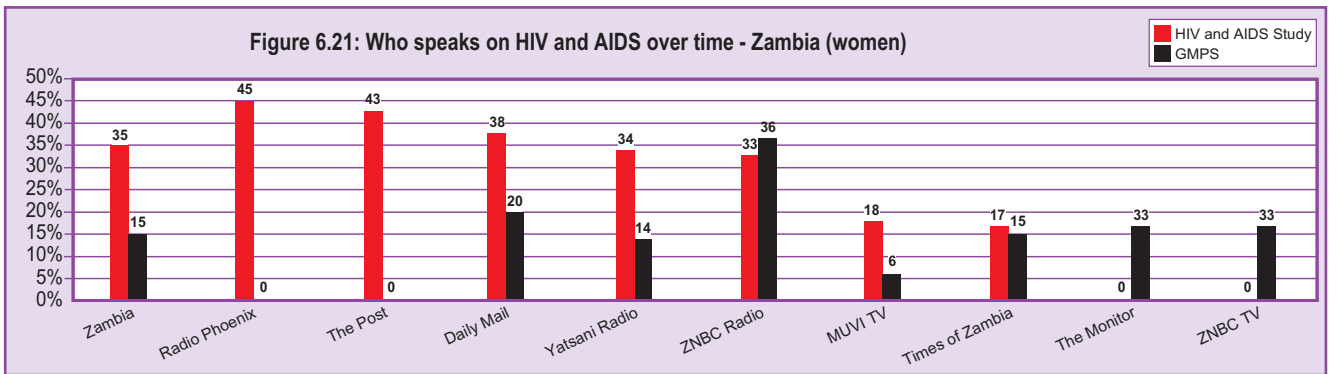


Figure 6.21 shows that *ZNBC Radio* (36%) has the highest proportion of women sources on HIV and AIDS, according to the GMPS, having increased from no coverage at all in the 2006 HIV and AIDS study to 33%. The other media houses that participated in the 2006 HIV and AIDS study declined with *Radio Phoenix* and *The Post* recording the greatest drops from 45% to 0% and 43% to 0% respectively. *The Monitor* and *ZNBC TV*, which did not participate in the previous study, came in with significant proportions of a third each.

region. The proportion of people accessed by the media in Zambia, at 2%, is lower than the regional average of 7%. The challenge for Southern Africa media is to explore ways of giving voice to people living with HIV and AIDS.

### Reporters

Figure 6.24 shows that women make up 44% of HIV and AIDS reporters in Zambia. In *Radio Phoenix*, HIV and AIDS stories were covered by women while in

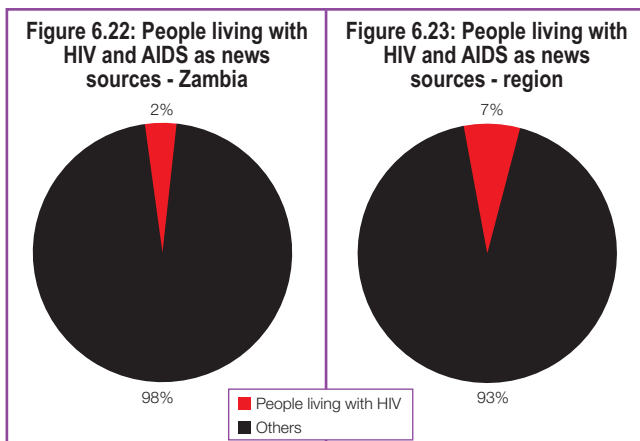
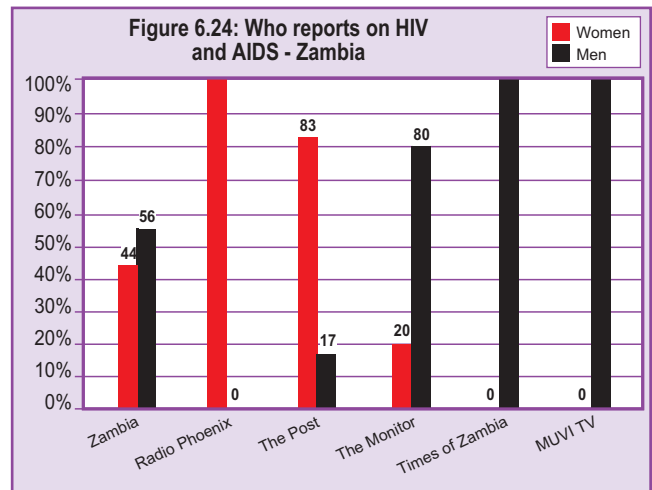


Figure 6.22 illustrates the proportion of people living with HIV and AIDS accessed by the Zambian media, while figure 6.23 does the same for the



*The Post* 83% of women covered the subject. There were no women reporters on HIV and AIDS in the *Times of Zambia* and *MUVU TV*.

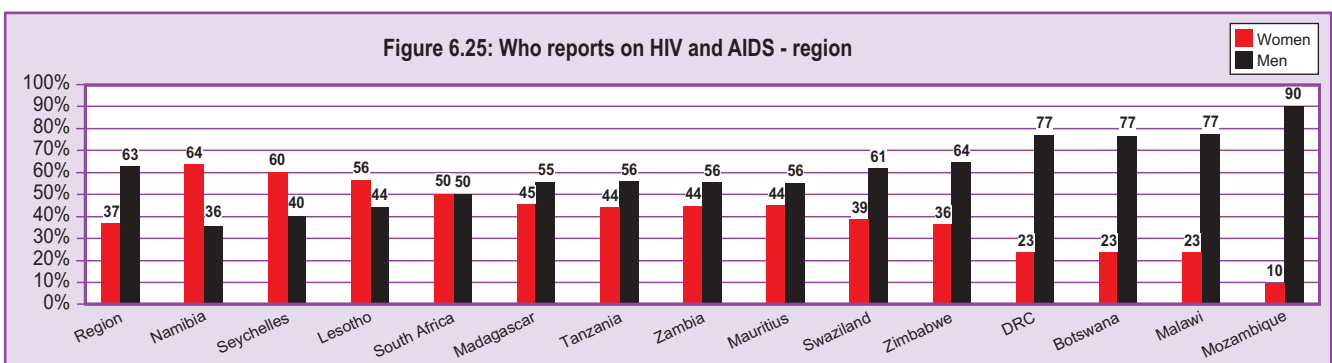




Figure 6.25 shows that the proportion of women reporters is high in Namibia, (64%) Seychelles (60%) and Lesotho (56%). Zambia is one of the few countries that have improved on the proportion of

women reporters on HIV/AIDS, moving from 41% in 2006 HIV and AIDS Study to 44%. Mozambique has the lowest proportion of women reporters at 10%.

## A closer look at coverage

The fight against HIV and AIDS needs government commitment and the support of political leaders.

An example is the article "Rupiah implores use of condoms, circumcision" by *The Post* (4 November 2009). The story is about Zambian President Rupiah Banda urging Zambians to use condoms, circumcision and avoidance of multiple concurrent sexual partners to help prevent the spread of HIV and AIDS. Banda said he is particularly worried about alcohol abuse and irresponsible behaviour among youths. The president was launching a three-day Zambia HIV prevention convention entitled "Securing Zambia's future". The meeting was also attended by Health Minister Kapembwa Simbao.

### 2 • HOME NEWS

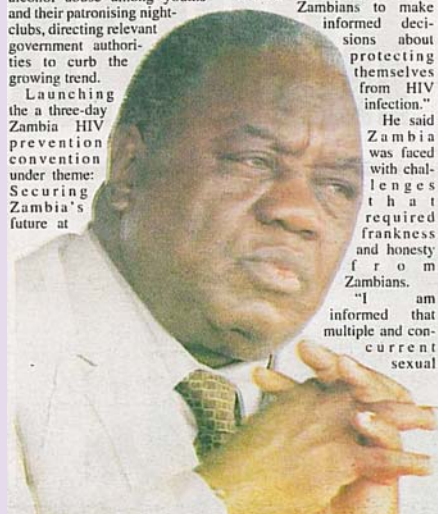
# Rupiah implores use of condoms, circumcision

**By Chibaula Silwamba**  
**PRESIDENT Rupiah Banda (below) yesterday urged Zambians to use condoms, circumcision and avoid multiple and concurrent sexual affairs to prevent the spread of HIV/AIDS.**

And health minister Kapembwa Simbao implored all men regardless of their age to go for circumcision.

Meanwhile, President Banda has said he is worried about alcohol abuse among youths and their patronising nightclubs, directing relevant government authorities to curb the growing trend.

Launching the a three-day Zambia HIV prevention convention under theme: Securing Zambia's future at



Mulungushi International Conference Centre in Lusaka, President Banda said HIV/AIDS was robbing Zambia of the much needed human capital by decimating educated and productive women and men in their prime, many of whom had been trained at great cost to the treasury.

"This poses a serious threat to the present and future development of this country. For this reason, my government will do all it takes to provide an environment in which Zambians will enjoy a healthy and productive life," President Banda said.

"The government's free condom distribution programme is helping sexually active Zambians to make informed decisions about protecting themselves from HIV infection."

He said Zambia was faced with challenges that required frankness and honesty from Zambians.

"I am informed that multiple and concurrent sexual partnerships especially among stable and long-standing relationships are a leading source of new infections in the country. Within these relationships, consistent and correct condom use remain dismally low despite condoms being readily available and in most cases free of charge. If we want to stop HIV, we have to stop this behaviour," President Banda said.

"As a practical measure, condom use should be promoted alongside the promotion of abstinence. Condoms are important for general sexual reproductive health and the prevention of HIV and other sexually transmitted infections."

On male circumcision, President Banda said it was important for males of all ages to be encouraged to undergo circumcision to reduce new HIV infections.

"It should, however, be noted that circumcision is only effective when used with other preventative measures. We should encourage our young men to become circumcised," President Banda said.

"Alcohol abuse and domestic violence are equally of great concern to my government. I direct the relevant arms of government to come up with ways of curbing these two vices because they contribute to the spread of the virus."

President Banda said he was particularly concerned about the high number of underage children being allowed in bars and nightclubs.

"We need to stop this. Alcohol abuse among the young is becoming worrisome to my government," said President Banda.

"If we do not innovatively address these challenges, we risk a further spread of the HIV infection with the

potential to lose all the gains made in the national HIV and AIDS response so far."

And Simbao urged Zambians to use condoms to prevent themselves from contracting HIV and AIDS like people in other countries had done.

"This country we are seeing reduction in condom use and that is very, very scary, very, very worrying. What is the problem? Why don't people who know they can't stick to one partner, why don't they want to use the condom? These things are available free," Simbao said.

"Please the Zambian people, let us use condoms."

Simbao also said male circumcision was good to prevent HIV/AIDS.

He said only 15 per cent of women and men aged 15 to 49 years of age had received an HIV test in the last 12 months, which he described as a very low percentage.

"We have many women with concurrent partners. This is very bad," said Simbao.

Meanwhile, National HIV/AIDS/STI/TB Council (NAC) board chairperson Bishop Joshua Banda said about 82,000 cases of HIV infections were recorded every year.

In a vote of thanks, Network of Zambian People Living with HIV/AIDS (NZP+) chairperson Gevar Nsanzya said his organization would continue to support the government and national efforts aimed at achieving the vision of a nation free from the threat of HIV/AIDS.

"We hope that government through you your Excellency the President will put in place policies that will support practical implementation of resolutions of this convention," said Nsanzya.

This is a good example of coverage that shows government commitment and pro-activeness in the fight against HIV and AIDS.

## Conclusions

During the consultative workshop, participants named fatigue as the main reason for the decline in the coverage of HIV and AIDS. They agreed that the coverage was not a true reflection of the impact of the pandemic in Zambia and in the region.

Participants suggested introducing “I” stories as a way of bringing in fresh coverage of the effects of the pandemic. They also called on the media to

give women more coverage, as they carry the burden of caring for those living with HIV and AIDS.

The long-term solution is the implementation of HIV/AIDS and gender policies initiated by GL through MAP. There is a need for backstopping on the policies that a significant number of media houses in Zambia adopted. Having a policy is one thing, but implementing it to influence coverage is quite another.