



PLEASE FEEL
FREE TO
ADD YOUR
OWN
BACKGROUND
AND



**Grassroots Female
Communicators
Association (GRAF
CA)**

NAME OF GOOD PRACTICE (HIV/AIDS Stigma reduction July 2011)

PRESENTERS NAME: MKASAFARI MLAY

CATEGORY: PRINT

TANZANIA SADC GENDER PROTOCOL SUMMIT

DATE 27/3/2013

VENUE: BLUE PEARL HOTEL, UBUNGO, DAR ES SALAAM, TANZANIA

GENDER EQUALITY BY 2015, YES WE MUST!

BRIEF DESCRIPTION OF MEDIA HOUSE

- Location (rural)
- Type: Print
- Circulation (how many females/males) 10,000 copies
- Proportion of women sources 1727 women. Total project beneficiaries 2539
- How many employees (female volunteers 5)
- Is the media house part of the COE process? No If so for how long? No

Photograph/graphics/
scans/map that will highlight
some of the information in the
description

Your submission

- SYNOPSIS: BRIEF DESCRIPTION OF THE ITEM SUBMITTED AND A MOTIVATION AS TO WHY IT IS A GOOD EXAMPLE OF GENDER IN MEDIA CONTENT? *
- Women as agents of change, sharing information which has empowered the community to take action against HIV/stigma

-

HOW DOES YOUR SUBMISSION CONTRIBUTE TOWARDS ACHIEVING THE 28 TARGETS OF THE SADC GENDER PROTOCOL?

PROTOCOL TARGET	COUNCIL ACTIONS
Article 26 Health	Development of programs to address mental, sexual and reproductive health needs of men and women
Article 12-13	<p>Development of Gender sensitive strategies to prevent new infections and ensure universal access to HIV and AIDS treatment for infected women, men</p> <p>Raise awareness on the current rural areas situation in regard to HIV/AIDS</p>
Article 15-19	Equal participation in reproductive resources and employment and economic empowerment

GENDER EQUALITY BY 2015, YES WE MUST!

Background

- BRIEF BACKGROUND:
WHY DID YOU
PRODUCE THE STORY?
WHAT PROBLEM OR
CONTEXT IS IT
RESPONDING TO? *
- To raise awareness on the HIV/AIDS epidemic in rural areas and the impact the stigma has and role of community to find sustainable ways of mitigating problem.
- Reaching unreached communities to respond to HIV/AIDS

Objectives

- OBJECTIVES: WHAT DID YOU HOPE TO ACHIEVE WITH THIS COVERAGE?
- Bridging the existing information flow gap on HIV to grassroots and decision makers
- Empower communities to understand gender dynamics of HIV impact
- Photo

Targets

- TARGETS: WHO DID YOU HOPE TO REACH?
 - Rural Communities to map a sustainable communication strategy to address HIV and AIDS related stigma at the grassroots level
 - WHAT EVIDENCE DO YOU HAVE TO ILLUSTRATE IMPACT?
 - **Living positively with seropositive status – Esther**
 - **Preserving lives Not committed suicide**
 - **Using Anti Retroviral Drugs-Esther**
 - **Improved health –Marcus Mapunda**
 - **Mental stability and economic empowerment (build second house and roofed thatched house with corrugated iron sheets**
 - **Small farming business and rearing pigs**
 - **Maintaining relationships return of runaway first wife**
- **Photo**

Feedback

- PLEASE PROVIDE ANY EXAMPLES OF FEEDBACK THAT YOU RECEIVED FROM THE ARTICLES (FROM WEBSITES, LETTERS, ETC.). ATTACH ALL RELEVANT DOCUMENTATION. *
- **Esther lost her child....**
- **Increased numbers of people who went to test for HIV/AIDS and are living on Anti Retroviral Drugs**
- **Acceptance of task force who have been accepted by the community and have become counsellors**
- **Teachers inspired and took students for voluntary testing where 15 were found positive**
- **Counsellors educated and sensitised nurses on the importance of honouring their profession and the importance of taking ARV's convincing them to administer drugs during weekly clinics instead of refusing for lack of being paid their allowances**
- Scans, quotes
- "Had I know that telling our village chairperson that I was HIV Positive would make my life miserable, I would not have done so". Esther
- "The biggest problem I face now is stigma, I feel the stigma more when I sell my farm produce", Marcus Mapunda

Follow up

- HOW WOULD YOU CONDUCT FOLLOW UP?
 - Revisit patients who had tested, are on ARV's and living positively to monitor progress
 - Follow up on students who had tested positive and how they are coping with HIV
 - Follow up on Task Force progress of reaching more villages and scaling up ant stigmatization education
 - Follow upon ward and District health facilities on number of people testing and registering for ARVs
 - HAS ANY FOLLOW UP BEEN CONDUCTED
 - Yes in ward dispensaries and villages where participants from three villages came from.
- Examples