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Workshop on

Best Practices in the Use of Multi-Media in the Prevention and Control of HIV/AIDS

Report

**Organized by Economic Commission for Africa (ECA) and
United Nations Development Programme (UNDP)**

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List of Acronyms and Definitions

AAU	Addis Ababa University
<i>Alkash</i>	A professional mourner in Ethiopian society
<i>Azmari</i>	A poet/traditional musician
CRDA	Christian Relief Development Association
<i>Eder</i>	An association involved in funeral arrangements on behalf of its members
HAPCO	HIV/AIDS Prevention and Control Office
IEC	Information, Education and Communication
IPC	Interpersonal Communication and Counseling
	<i>Kebeles</i> A sub-district which also performs the role of a local authority
LAN	Local Area Network
M/MC	Media/Materials Clearing House
<i>Maheber</i>	A religious association
MOH	Ministry of Health
NACS	National AIDS Council Secretariat
NGOS	Non-Governmental Organisations
PLWHA	People Living With HIV/AIDS
<i>Senbete</i>	A religious association which also performs humanitarian activities e.g. feeding of the poor.
SNNPR	Southern Nations Nationality People's Region
STI	Sexually Transmitted Infection
UN	United Nations
UNAIDS	United Nations Joint Programme on HIV/AIDS
UNECA	United Nations Economic Commission for Africa
VCT	Voluntary Counselling and Testing
<i>Woredas</i>	Acts in a supervisory role for the <i>kebele</i>

Introduction

1. HIV/AIDS has become a serious development challenge in Ethiopia. According to the estimates by the Ethiopian National AIDS Council (NAC), AIDS has infected about 400,000 people and HIV positive people will number about 2.5 million by the end of 2002. The number of people between the ages of 15-49 living with HIV/AIDS is estimated to be 1.9 million 1.1 million of whom are women. This tragic consequence affects the reproductive force, especially women, resulting to a social and economic crisis in Ethiopia.
2. Stemming and reversing the spread of HIV/AIDS is a primary objective of the Government of Ethiopia. Pursuant to this, the government developed a strategic plan where information, education and communication (IEC) and behaviour change are identified as priority tools for intervention. Multimedia is a key factor in bringing forth information to effect changes in attitude and shape the public's perceptions towards responsible behaviour for prevention and control of HIV/AIDS.
3. IEC, with appropriate treatment, care and support for infected individuals is significant for a successful response to HIV/AIDS. Multimedia has proved successful in many countries as a tool for disseminating useful information for enhancing the campaign. It has contributed to the reduction of the stigma of HIV by disseminating news on emerging treatment and providing opportunities for sharing of best practices and interventions.
4. Various UN agencies are responsive to the Government of Ethiopia's (GoE) HIV/AIDS Strategic Framework. The United Nations Development Assistance Framework (UNDAF) serves as a planning tool for all UN operations in the country. This workshop is part of the United Nations Development Programme's (UNDP) HIV/AIDS and Development strategy for which the Economic Commission for Africa (ECA) is the executing agency, to assist the Government's HIV/AIDS prevention and control efforts. They have valued communication for social change as a strategy for addressing a critical issue and affecting positive results.

5. The workshop is based on the view that sharing best experiences with other countries can make a positive impact on the delivery of information to all the stakeholders and thus contribute to decreasing the spread of the disease.

I. Objectives and expected results of the meeting

6. The workshop was designed to provide an exchange of information, and a shared understanding of the role that multimedia can play in the prevention and control of HIV/AIDS in Ethiopia.

7. The objectives of the workshop were to:

- Assess the extent to which multimedia has been used in Ethiopia's HIV/AIDS prevention and control efforts;
- Explore the feasibility of enhancing a multimedia campaign;
- Examine the possibility of creating and strengthening the national electronic and print media coalition against AIDS and to share experiences with other journalists networks against HIV/AIDS in other African countries;
- Provide a forum of exposure on the role of multi-media to the media group that underwent leadership training through HIV/AIDS and development projects;
- Identify possible areas of future interventions by ECA, UNDP and other stakeholders and provide an input into the development of UNDP's larger HIV/AIDS programme in Ethiopia.

8. The expected results of the meeting were to:

- Share experiences on best practices in the use of multimedia in the prevention;
- Identify means of control of HIV/AIDS in Ethiopia;
- Provide input into the development of UNDP's larger HIV/AIDS program in Ethiopia and ECA's work in this area;
- Contribute to enabling all stakeholders in the development of multimedia strategies in the fight against HIV/AIDS; and

- Reach a consensus for the common front for different multi-media groups in the campaign against the disease.

II. Participation

9. The meeting was attended by participants from the following organizations:

Economic Commission for Africa (ECA)
 United Nations Development Programme (UNDP)
 Family Health International (FHI)
 Radio-Fana
 Folk Media & Communication Centre
 Christian Relief Development Association (CRDA)
 Ethiopia Television (ETV)
 UNDP-Rwanda
 British Broadcasting Corporation (BBC)
 World Service Trust
 Pact-Ethiopia
 The Royal Netherlands Embassy
 Panos Limited Association
 Birtunet Development and Information Technology Solutions, PLC
 Habesha Media and Communications
 Cactus Marketing & Advertising
 Ethiopian News Agency (ENA)
 Walta Information Centre (WIC)
 UNDP-CEA-SURF
 FM Radio
 HIV/AIDS Prevention and Control Office (HAPCO)
 UN Industrial Development Organisation (UNIDO)
 UN Educational Scientific and Cultural Organisation (UNESCO)-
 International Institute for Capacity Building in Africa (IICBA)- Ethiopia
 The Ethiopian Herald
 UNECA/Economic and Social Policy Division (ESPD)
 Mekdim Ethiopia

IV. Opening ceremony

Chair: Mr. Adrian Gauci, ESPD, ECA

10. On behalf of Mr. K.Y. Amoako, ECA Executive Secretary, Mr. Kasirim Nwuke, Senior Economic Affairs Officer, welcomed participants to the workshop on "The Use of Multimedia Resources in the Prevention and Control of HIV/AIDS" which is a joint activity of the ECA and UNDP country offices. He explained that the collaboration of these UN agencies and the presence of the participants prove the urgency of the problem and the importance of seeking effective intervention.

11. Mr. Nwuke emphasized that workshops and meetings are important components of the struggle against the critical HIV/AIDS situation. He gave an example of the African Development Forum 2000 (ADF), entitled "AIDS: The Greatest Leadership Challenge", which provided a forum for African leaders and development partners to commit themselves at personal, community, national, regional and international levels to the fight against HIV/AIDS. ADF 2000 also opened an avenue for frank discussions on the HIV/AIDS issue in Africa.

12. He further pointed out some of the major achievements made since ADF 2000 such as the UN General Assembly Special Summit on HIV/AIDS, the Abuja Special Summit of African Heads of States on HIV/AIDS and the establishment of the Global Fund for AIDS, Tuberculosis (TB) and Malaria. Few countries like The Gambia, Senegal and Uganda, have reported success in the campaign against HIV/AIDS, but there still remains a lot to be done because millions continue to become vulnerable to the disease.

13. Mr. Nwuke said that to ensure growth and development, a new vision and framework called the New Partnership for African Development (NEPAD) was adopted by African Heads of State in Lusaka, Zambia in July 2001. African Governments committed to the goal of reducing poverty by half by 2015. The success of this programme would promote a healthy society as people are the most important resources for the growth and development of nations. However, this is made more difficult due to the increasing AIDS pandemic in Africa.

14. He further highlighted how to best approach people with lifesaving messages and how information remains a major challenge. He expects the workshop will make valuable recommendations on the use of multimedia in combating HIV/AIDS in Ethiopia. (see annex 2).

15. On behalf of Mr. S. Nyambi, Resident Representative of UNDP, Mrs. N. Noble, Deputy Resident Representative, made the following statements: Illustrating the importance of the workshop, Mrs. Noble underlined the current situation of HIV/AIDS in Ethiopia with the following statistics: the adult prevalence rate of HIV/AIDS is 7.3% and the total number of the population living with HIV/AIDS as 2.5 million (including adults and children). She underlined that the case of Ethiopia is alarming and needs immediate action because the study estimates between 7 - 10 million who will be affected by HIV/AIDS by the year 2010. She also stressed the important role of media in the fight against HIV/AIDS.

16. Illustrating the work done in response to the epidemic, Mrs. Noble pointed out the following effective solutions:

- Strong leadership and personal commitment from all sectors of society;
- Sharing experiences of best practices among African countries where the HIV/AIDS epidemic has struck hardest; and
- Multi-sectoral efforts where governments, civil society, religious leaders, private sector, media and so on, should join hands to fight the epidemic.

17. Mrs. Noble informed participants that UNDP focuses on media as a key partner in the fight against HIV/AIDS by transforming public opinion to a positive change of behaviour. UNDP recognizes the leadership role of media as a part of longer-term partnership to fight against HIV/AIDS.

18. Discussing the importance of the workshop, Mrs. Noble stressed that the workshop will explore best practices and the roles of different media in the prevention and control of HIV/AIDS in Ethiopia.

19. UNDP has planned a series of workshops that will build the capacity of media and artists to facilitate their coalition against HIV/AIDS. She finally thanked ECA for organizing the workshop. (see annex 2).

20. The meeting was officially opened by His Excellency, Dr. Negasso Gidadda, Former President of the Federal Democratic Republic of Ethiopia

(FDRE). Dr. Gidadda commended the participants and resource persons for committing themselves to the work against HIV/AIDS.

21. He stressed the important role of multi-media in response to the challenges of the HIV/AIDS pandemic. Highlighting the extent of poverty in Ethiopia, he said that the vast majority of the Ethiopian rural population live in backwardness and do not have access to modern means of transportation and communication facilities. Nutrition, health and educational services are inadequate and contribute to the spread of HIV/AIDS.

22. He further analyzed the cultural discriminatory practices regarding gender equality. Sex is a taboo for family members to discuss openly. The media can be a good catalyst in promoting free discussion and creating awareness among the public.

23. Dr. Gidadda underlined the various channels of multimedia, such as music, drama, folk tales, religious and traditional songs as effective means of communicating messages about HIV/AIDS. Other institutions, clubs and associations such as *Idir*, *Ikub*, and coffee ceremonies can serve as a means of communication. Members of these associations openly discuss health, economic and other issues because of their close relationships. They can influence the community due to their important social status among peer-groups and others.

24. In traditional societies, such as is often found in Ethiopia, Dr. Gidadda underlined the importance of HIV/AIDS in the curriculum of all institutions of higher learning. Schools should include courses in information and communication technology (ICT), in awareness creation and behavioural changes. The introduction of satellite and digital communication as a component of disseminating information will help to bring attitudinal and behavioural changes in the society.

25. His Excellency, Dr. Giddada posed some critical questions:
“Why is there hunger in Ethiopia while there are adequate natural and human resources?”
“Why can the country not effectively tackle the HIV/AIDS pandemic?”
He suggested that this could be attributed to the policies, strategies, programmes and systems of communication. Finally, Dr. Giddada said that

important recommendations and answers to these questions would come out during the discussions and deliberations of the workshop. (see annex 2)

V. Organization of the meeting

The three-day meeting was organized as follows:

- A. Opening Statements
- B. Presentation of Papers
- C. Discussion of Issues
 - Examination of the National AIDS Council's (NAC) Communication Strategy
 - Review of multimedia resources in Ethiopia
 - Feasibility of using the Internet
 - Best practices from other countries
 - The way forward
 - Recommendation and conclusions
- D. Closure of the meeting. The programme of the meeting is in annex 4.

Session 1:

National Communications Framework for HIV/AIDS in Ethiopia

Presenters :Mr. Girma Seifu, HIV/AIDS Prevention and Control Office, HAPCO

Ms. Fekerte Belete, Pact Ethiopia

Chair: Mr. Joe Ngu, UNECA

26. The presenters gave a background overview on how the new direction to HIV/AIDS communications came into being. This new direction is a shift towards behavioural change within the context of five contextual domains:

1. Government Policy: i.e. the role of policy and law in supporting or hindering intervention efforts.
2. Socio-economic Status: Collective or individual income(s) that may allow or prevent adequate intervention.

3. Culture: The positive, unique or negative cultural traditions that may promote or hinder prevention and care practices.
4. Gender Relations: Status of women in relation to men in society, community and the influence on sexual negotiation and decision-making.
5. Spirituality: Role of spiritual and religious values in promoting or hindering the translation of prevention and care messages into positive health action.

Each of these domains is interdependent and together form a flexible framework to guide communication interventions for HIV/AIDS prevention, care and support.

The UN Joint Programme on HIV/AIDS (UNAIDS), initiated a new direction to HIV/AIDS communications by organizing consecutive brainstorming meetings from November 1997 to October 1999.

27. The outcome of these series of meetings highlighted the fact that behavioural change and communications (BCC) interventions have not been very successful because they had been targeted at individuals without addressing contextual factors that might affect behaviour positively or negatively.

28. The presenters also discussed the process and experience of adopting these five contextual domains into a framework in Ethiopia. Subsequently, a taskforce comprising Pact-Ethiopia, MOH, Addis Ababa University (AAU) and UNAIDS was formed to initiate the adoption of a framework in Ethiopia. This taskforce was formed after MOH and UNAIDS organized a series of discussions on how the domains could be adopted into a framework.

29. After a series of meetings/discussions with the National AIDS Council Secretariat (NACS) to identify domain-related issues in the Ethiopian context, sourcing for funds and preparing a working document, the National Communications Framework was adopted in June 2002. It was formally launched in October 2002. The framework comprised the domain-related issues mentioned above, in addition to other issues. A summary of the framework and the various processes involved can be found in the annexes.

30. It was emphasized that having a framework is not an end in itself. The next steps within the process would be to consolidate the Regional HIV/AIDS Council Secretariats (RACS) plan of action, assist them in the development of communications guidelines for HIV/AIDS based on this framework, conduct follow up on operational research and plan support to guideline development for three groups of regions. The presenters also mentioned the communications instruments to be used in the National Strategy.

Discussion

Participants raised a number of questions and comments for clarification.

- **Development of the Framework**

31. Regarding the development of the framework, participants asked the presenters if the media had also been involved in its development. They responded that media professionals from radio, television and print media had always been invited to the various workshops organized prior to the development of the framework. However, these professionals hardly attended these workshops. The presenters informed the participants that further consultations extended beyond the media to include NGOs and UN agencies and that PACT-Ethiopia, representing the NGOs, took the lead in developing much of the work that was undertaken under the auspices of UNAIDS. The owner of the framework is HAPCO.

- **Welfare of HIV/AIDS orphans**

32. Questions were also raised regarding the welfare of AIDS orphans, as they did not seem to be included within the framework. The presenters responded that the National Secretariat was responsible for their welfare. The participants observed that it was unclear whether children orphaned by AIDS are specific target groups of the strategy. They appear to be included as part of the youth, yet, they have specific problems, for example, they are at an age that is inquisitive and likely to experiment and have been already exposed to the disease. As such, they are especially vulnerable to acquiring HIV/AIDS. The presenters mentioned that projects with care and support components which of course include orphans, were encouraged.

- **Other target groups within the communications framework**

33. Several queries and suggestions were also made regarding other target groups identified as the focus of the strategy. Firstly, these beneficiaries are stated in terms of the characteristics of the general population (youth, people in uniform, the working population, and so on), which precludes a focus on People Living with HIV/AIDS (PLWHA). The discussion emphasized that although they cut across all target groups PLWHA should and would be considered a target group in the communication framework.

- **Role of Community Leaders**

34. The participants asked if leaders within the community are being seen as playing an active role in the fight against HIV/AIDS. They suggested that leaders who should be in the target groups should include politicians, teachers, religious leaders, medical officers and health workers. The participants mentioned that focus on leadership is important, since it is by engaging such people with influence that there is the greatest scope for promoting behavioural change. Leadership is included in the strategy as involving change agents and stakeholders.

- **Role of political leaders**

35. The workshop participants expressed regret that political leaders, particularly at the highest level of both the Regional and Federal Governments, were doing little in communicating messages on HIV/AIDS. For example, several Regional leaders had committed themselves to testing for HIV so as to set an example and to dispel the apprehension associated with HIV testing. To date, it appears that it is only the President of SNNPR that has done so. Even in this Region, it is unclear if other officials of the Regional Government structure have followed suit. The presenters agreed that it is very important for leaders within society to be seen as role models in the fight against HIV/AIDS if they are to participate in activities that raise awareness within the community.

- **Role of National AIDS Council (NAC)**

36. The discussions further looked into whether there has been a change in the role of the NAC, which does not appear to be meeting as often as intended. It was indicated that meetings of the NAC, which used to be held three times a year, were changed to bi-annual meetings. It was at the last meeting that the establishment of HAPCO as a legal body was agreed upon. Unlike the NAC Secretariat, which had an *ad hoc* board, HAPCO has a fully established managerial board led by His Excellency Ambassador Teshome Toga, Minister of Youth and Culture.

How folk media is an important resource in the fight against HIV/AIDS

Presenter Mr. Abraham Fisseha, Folk Media and Communication Centre.

Chair: Ms. Yene Assegid, UNDP-CEA SURF

37. Ato Abraham Fisseha of the Community Press gave a presentation on how community media channels (folk media) are important resources in the fight against AIDS. The presenter identified the community press as a small-town daily and as urban and rural weeklies.

38. He mentioned the fact that folk media enjoys a monopoly of news concerning its community as a major advantage. He also mentioned the traditional methods of communicating within the Ethiopian society in the context of how these methods can be used in disseminating information regarding HIV/AIDS within a community. He pointed out that in the old times, the *Negarit* (drum), *Wayeta* (shouting from a hilltop), and *Fersegna* (the horseman) were some forms of communication within and outside a community.

39. Modern means of communication now include the *Eder*, *Maheber*, *Equib* and *Senbetie*. In a provocative presentation, he questioned whether the current efforts were using the right structures (in particular grass roots leaders) and if messages were crafted in such a manner as to take into account cultural barriers to discussing HIV/AIDS issues.

40. The churches and mosques were also identified as playing a major role in disseminating information within a community. The presenter was

highly supportive of using the churches and mosques at the grassroots level to disseminate information about HIV/AIDS as these institutions have daily interactions with the people. He mentioned, however, the difficulty of convincing the priests and sheiks to disseminate the HIV/AIDS message to their congregation but reiterated the fact that they are the most important and unavoidable partners for this cause.

41. He also mentioned that the *Kebeles* could also be used in the HIV/AIDS prevention campaign, as they are an integral part of society. He particularly emphasized that these structures be used creatively to avoid the "politicization" of HIV/AIDS. He also pointed out, out however, that these organizations do not go beyond being contributors, and attending funeral ceremonies of their members or relatives may not be a good forum for disseminating information about HIV/AIDS since they do not discuss other issues beyond the activities mentioned above.

- **Other grassroots community media channels**

42. The discussion mentioned that the presenter's exposition did not give sufficient attention to existing initiatives at the grassroots level that use folk media. NGOs are working with many of the structures mentioned (*kebele*, *idirs*, *mahber*, and coffee ceremonies) and are achieving significant results; there are many best practices that could be built upon. Similarly, traditional communication media such as the "*azmari*" and "*alkash*" are using songs and dirges with messages on HIV/AIDS. Consideration should be given to ways to encourage and build on this development to ensure that as many people as possible are reached appropriate messages are conveyed. It was observed during the discussion, that it would be interesting to see if this development extends to other traditional media, for example poetry and shepherd's songs that have traditionally been indicators of changing social perceptions.

- **Need to consider HIV/AIDS as an emergency**

43. The presenter emphasized the need to consider HIV/AIDS as an emergency and thus to apply a limited amount of bureaucratic demands to the intervention process. An example was given of commercial sex workers in Shashemene who received assistance from NAC/HAPCO to change their livelihoods, but because they were unable to meet

reporting requirements, the assistance was discontinued. A lively discussion arose around this issue.

- **Accountability of funds for HIV/AIDS projects**

44. Clearly some minimum bureaucracy is needed if funds, often received from external assistance, are to be accounted for. Indeed, journalists are always investigating whether there is a misuse of money. Also, in the environment of corruption and commercialization of AIDS with some projects unfortunately serving simply as a means of ensuring an income for their managers, the Government must ensure that activities are reported on and funds are used appropriately before extending further grants. There have been many instances where the Government's response on reports is delayed. Participants agreed that efforts should be made to improve efficiency and streamline bureaucratic procedures without compromising accountability.

- **Impact of HIV/AIDS messages on behavioural change**

45. The above issues raised during the discussion concurred with Ato Abraham's conclusions that we have not really penetrated the society with relevant messages on HIV/AIDS that will bring significant behavioural change. The tragedy of this is that the rate of infection continues to rise. To reverse this situation, the right people must be approached, that is, those with influence over individuals. It was concluded that community media and grassroots institutions are important tools in this respect.

Session 2:

Perception of the contribution of the media to the issue of HIV/AIDS and the situation of People Living With HIV/AIDS (PLWHA).

Presenter Mr. Tenagne Alemu, Mekdim Ethiopia

Chair: Ms. Yene Assegid, UNDP-CEA SURF

46. Mr. Alemu presented his perception of the contribution of the media to the issue of HIV/AIDS and the situation of PLWHA. He indicated that in the past, messages were designed to inculcate fear of the disease and as such had the adverse effect of heightening stigmatization of PLWHA.

Moreover, PLWHA were often misrepresented and initiatives to help them not fully reported on.

47. The traditional media tended to hide the incidence of the disease, and community structures, because they focus more on dealing with the effects of death, have contributed little as a means of communicating issues related to HIV/AIDS prevention and care/support of PLWHA.

48. Much of the presentation revolved around the issue of stigmatization. In particular, it is unclear whether stigmatization of PLWHA has been eliminated in Ethiopia, or whether the media followed up on what has happened to PLWHA after they have been exposed to the public.

49. Research is underway on how best to undo previous damage created by stigmatization. This is an area where the media can have an important contribution in the future. The research will look into regional particularities that should be able to help in the choice of multimedia channels for addressing this issue.

50. It was also mentioned that many people do not see the issue of HIV/AIDS as a community problem but the problem of the individual who has been infected. This too may be a result of the types of messages that are being sent out. The need for appropriate messages is paramount. However, due to the sensitive nature of HIV/AIDS, communication strategies should not be limited to passing out information but to following up on the implication of information sharing on different people.

51. Communication should also be complemented by legal measures. Some of the impacts of stigmatization are a consequence of inadequate legislation protecting PLWHA. To some extent, HIV/AIDS does need to be politicized so that appropriate policy may be developed. However, this does not mean that office holders should exhibit political allegiances as they deal with the issue.

52. Mekdim's communication strategy targets the general public. Elements of this strategy include drama presentations and personal testimonies. Initially, the response to Mekdim's communications efforts were negative and many women were unwilling to have HIV/AIDS discussed over coffee, but in due course, greater understanding and

responsiveness has been observed and care has been extended to those infected.

53. The issue of confidentiality was mentioned. It was noted that while confidentiality is important, particularly given some unacceptable consequences when an individual's HIV status is known, it is different from secretiveness. Information on HIV status is often shared with health personnel and family members although confidential.

- **Membership of the association of PLWHA**

54. Mekdim's efforts were applauded by the workshop participants. Generally, the workshop participants and the presenter considered the membership of the association to be too narrow. This was mostly due to origins, as its members came together to overcome the economic consequences of HIV/AIDS as opposed to emotional needs. Thus, people who are self-supporting tend not to be included. According to the presenter, this has constrained the capacity of the association. It was also mentioned that there is a danger (given that associations of PLWHA tend to include only lower income groups) that HIV/AIDS may be considered as a problem particular to population groups within the profile of such associations' members. This was also the case when the Ministry of Health focused its attention on commercial sex workers and long-distance drivers, which resulted in people feeling that HIV was the exclusive problem of these groups.

- **Formation of a Media and Arts Coalition**

55. In relation to the presenter's conclusion, the participants mentioned that a media and arts coalition against HIV/AIDS is being formed. One of its missions will be to address problems of PLWHA in an effective and sensitive manner.

- **Availability/lack of existing structures**

56. Participants asked whether there is a shortage of structures and maybe that is why a media and arts coalition is being formed or if the issue is more for utilizing what there is already. While the issue was raised, in-depth discussion was postponed to a later date when the details of the coalition would be presented to the workshop.

Session 3:

The experience of Non-Governmental Organizations (NGOs) and Christian Relief Development Association (CRDA) in the use of multimedia in AIDS control in Ethiopia.

Presenter Dr. Agonafer Tekalegne, HIV/AIDS Programmes Coordinator, CRDA.

Chair: Ms. Kelemework Tekle, Assistant Resident Representative, UNDP.

57. Dr. Tekalegne gave some background information on the activities of NGOs in Ethiopia and the CRDA in particular. He emphasized the fact that NGOs in Ethiopia were pioneers for streamlining the existing multimedia for fighting HIV/AIDS.

58. He mentioned that CRDA and NGOs have played a lead role in the "Fight AIDS Together" (FAT) programme and had also accomplished various tasks including, but not limited to the following:

- Provision for the establishment of mini media in schools;
- Buying airtime from ETV and radio stations to disseminate information on HIV/AIDS;
- Establishment of cyber café for disseminating information to a larger group;
- Development of an NGOs HIV/AIDS database on who is doing what and where.
- Networking and information sharing: HIV/AIDS Working Group for member NGOs and faith-based agencies and partners operating in Ethiopia; and
- Establishment of an HIV/AIDS hotline.

59. He also discussed the future plans of CRDA such as:

- Establishing media for use by NGOs;
- Widening the scope for disseminating information electronically a Local Area Network (LAN);

- Continuing capacity building initiatives in a systematic and focused manner;
- Establishing a standardized HIV/AIDS NGO Resource Center;
- Developing and establishing a system of documenting good practices/effective programmes of CRDA and NGOs and making this available at the Resource Center; and
- Providing capacity building training programmes for people in the media.

60. Dr. Tekalegne also discussed opportunities that are now available for the fight against HIV/AIDS. For example, there is now a high level of Government commitment, which is producing a more enabling environment. There is also a decentralization of power, which has led to a less bureaucratic atmosphere, and most NGOs are now streamlining HIV/AIDS programmes in their development endeavours, thereby giving rise to a multi-sectoral approach to the problem.

61. The presenter further highlighted some challenges facing the NGO sector and listed some of these as:

- Poor managerial (programmatic and financial) and weak coordination at all levels; and
- Existence of a paradox in that while there is the existence of donor fatigue in the giving of resources for the fight against HIV/AIDS, there is also at the same time poor access to the available funds.

62. He also highlighted some of the needs within the sector:

- Lack of coordination/networking and alliance between the NGOs;
- Demand external funding from NGOs for basic tasks without appropriate capacity and without ensuring sustainability of the program to be newly launched;
- Lack of standardization of programmes such as support for PLWHA and AIDS orphans;
- Lack of a standardized agency/institute that can provide training of personnel and an absence of training materials.

63. The presenter concluded by mentioning among others that:

- Mass media airtime payment should not be similar to that for business advertisements since the fight against HIV/AIDS is to save the lives of millions; and
- All media should be seen to contain effective and precise messages on HIV/AIDS issues.

Consequently, there should be provision of technical training to journalists to make them at par with others who are in the field of fighting the epidemic. He finally encouraged participants to network, share information and wisely use the little resource available rather than looking for unattainable ones.

Discussion

- **Allocation of funds for dissemination of HIV/AIDS information in the media.**

64. Questions were raised regarding whether the Government of Ethiopia had allocated funds for airtime for the dissemination of HIV/AIDS information in the media. The presenters responded that the Government, to their knowledge has not allocated such funds. They agreed that it is quite expensive to buy airtime. The participants suggested that NGOs should make the effort to approach the media in a collaborative manner so that they can get a reduction in airtime fees.

- **Public awareness of HIV/AIDS database and networking forum**

65. Questions were also raised about whether the public is aware of the existence of the NGOs HIV/AIDS database and the networking forum. The presenters responded that for the moment, this database is restricted to the MOH, UNAIDS, Pact-Ethiopia, CRDA, and so on, stating that once the database is standardized, it would be open to wider use.

- **Impact assessment with regard to behavioural change**

66. The work being done by CRDA and other NGOs in the area of behavioural change has been evaluated to confirm its impact was raised. The presenters mentioned that further research on behavioural change

needs to be conducted in order to evaluate the impact of the work of CRDA and other NGOs in this area. Participants also suggested that the organizers of this present workshop should, in the future, also organize further studies on behavioural change communication.

- **Lack of visibility of People Living With HIV/AIDs (PLWHA)**

67. Questions were also raised on why PLWHA were no longer visible in media/public meetings. It was suggested that a study should be done to find out why. It was suggested that this might be due to the negative publicity and mismanagement of the initial individuals who came forward to disclose their HIV status.

- **Development of forum to discuss HIV/AIDS issues**

68. Participants questioned whether NGOs had developed a forum to discuss HIV/AIDS issues with the media. The presenters responded that in a "fragmented" manner there was a forum with the media but a better forum would now be initiated this new forum would not be with the media only but with other stakeholders as well.

Building an HIV/AIDS Multimedia Centre: The Johns Hopkins Experience in Ethiopia.

Presenter: Mr. Samson Bekele, AIDS Resource Center (ARC), Ethiopia.

Chair: Ms. Kelemework Tekle, UNDP Assistant Resident Representative, Ethiopia.

69. Mr. Bekele started by giving a formal definition of what multimedia is. He informed the participants that this is a very innovative use of technology, referring to the presentation of any combination of text, graphics, audio and video with links and tools to permit users to navigate, interact, create and communicate using available information.

70. He then highlighted some of the benefits of multimedia including:

- Being comprehensively educational;
- Having the ability to deliver up-to-date information faster than traditional media;
- Being less expensive when compared to other forms of media;
- Being entertaining;
- Being able to reach more people;
- Allows more people who cannot travel to the resource center to take a virtual trip there.

71. The presenter also informed participants that the ARC makes information available to a wide sector of the population within the society. He listed some of the beneficiaries of the ARC as:

- Policy makers
- Journalists and reporters
- Indigenous and International NGOs
- Health service providers and professionals
- Public health practitioners
- Community, political and religious leaders
- Universities and other educational institutions and
- Students and researchers

72. He further explained the rationale behind the establishment of ARC. He informed participants that ARC is based on Johns Hopkins University Center for Communication Programs (JHU/CCP) and on JHU/CCP's Media/Materials Clearing House (M/MC) in Baltimore, Maryland, USA.

73. He mentioned that given the widespread unavailability of accurate and up-to-date information on HIV/AIDS, sexually transmitted infections (STIs), tuberculosis (TB) and related issues, ARC represents a concerted effort to adapt the best practice of the M/MC to the Ethiopian context.

74. He stated that before ARC was implemented, JHU took into consideration examples of similar projects and studies on IEC in Ethiopia and discovered that very little research had been done in this area. Consequently, JHU/CCP then conducted a Gap Analysis in five regions in Ethiopia. This Gap Analysis helped narrow the collective communication

gap among organizations and fostered an appreciation of the existing IEC opportunities in the country.

75. The results of the Gap Analysis also discovered that IEC activities in Ethiopia:

- Concentrate more on awareness creation rather than on behaviour change;
- Lack strong focus on change in sexual behaviour;
- Do not have adequate resources e.g. IEC technical expertise, IEC equipment;
- Employ weak, if any, target audience participation and often have little evaluation/follow up to assess outcome and impact;
- Have weak or insufficient evaluation and monitoring activities built into the system of the organizations on HIV/AIDS so as to assess the impact of the program;
- Have deficiencies in Interpersonal Communication and Counseling (IPC/C) skills;
- Have low quality materials unsuitable for the target audience; and
- Poor coordination in the designing, production, distribution and evaluation of IEC programmes.

The results of the Gap Analysis further strengthened the rationale for the establishment of a resource center that would:

- House a wide range of nationally and internationally available IEC materials;
- Allow easy access to multimedia materials on different health problems for walk-in users, free of charge; and
- Remove the obstacles of finding up-to-date and accurate information on HIV/AIDS and TB.

76. He also listed the services available within the ARC. Some of which are listed below:

- A comprehensive, multimedia reference collection
- Organizational, funding and conference databases
- Audiovisual equipment
- E-mail listserv

77. He informed the participants of some of the problems that were encountered in the establishment of the ARC, including:

- Scarcity of publications in digital format;
- Limited capacity of technical experts in developing multimedia; and
- Availability of computers and audiovisual equipment in health facilities.

78. He reminded participants that simply building a multimedia center cannot solve the problem of scarce multimedia resources in Ethiopia and consequently, ARC had to consider producing multimedia materials that would have an impact in controlling the spread of HIV.

79. He informed the participants that the development of multimedia is a process and that JHU/CCP has developed a model for public health communication practice called the "P-Process" and this process has been utilized in all communication materials. He identified the 5 steps within the "P-Process" as

1. Analysis
2. Strategic design
3. Development, pre-testing and production
4. Management, implementation and monitoring
5. Impact evaluation

80. He further informed participants that in designing materials and interfaces for accessing collection of materials, consideration must be given to their attractiveness to target audiences. Consideration must also be given to the presentation of multimedia, avoiding text and statistic-heavy materials which are often unattractive, uninteresting and ineffective.

81. He highlighted some challenges that the center is likely to face in the future, such as:

- Reaching the rural audience;
- Procuring, evaluating, displaying and accessing resources; and

- Developing materials and their acquisition demand considerable investment.

82. He concluded that the center would continue to face hurdles as it seeks to expand and digitize its resource collection while simultaneously assuring access for as broad a population as possible.

83. ARC is in a position to address the lack of a centralized repository of information on HIV/AIDS, STIs and TB in Ethiopia. ARC also makes current and accurate information accessible, attractive and more useful to greater numbers of people.

Discussion

- **Dissemination of IEC materials in schools and other educational institutions**

84. Participants asked questions relating to the dissemination of materials to schools and educational institutions. The presenter responded that audiovisuals, posters and so on, have been distributed to schools and individuals interested in obtaining such information.

- **Networking with other institutions**

85. Participants also raise questions on whether ARC has been networking with other institutions involved in similar activities. The presenter mentioned that networking and collaboration with other institutions has been ongoing and is in the process of being strengthened.

- **How HIV/AIDS messages would be communicated to a rural audience**

86. On the question of how ARC plans to reach rural audiences who are mostly illiterate, the presenter responded that theatrical groups would be used in disseminating information to such a target audience. The presenter further reiterated that the target audience would be the determining factor on what method of communication would be used.

- **Other available networks that can be used to convey HIV/AIDS messages**

87. It was observed that it is necessary to explore the available institutional structures for conveying HIV/AIDS messages. For example, it was discussed that even among street children who do not appear to be organized, there are networks of leaders who could be used to communicate HIV/AIDS messages.

- **Major challenge to behavioural change in Ethiopia**

88. The participants observed that in Ethiopia, a major challenge is to move the population from awareness of HIV/AIDS to behavioural change. To do so, it was agreed that a better understanding is needed where each target group lies on the awareness-attitude-change continuum. Questions such as "are people beyond awareness ready to talk about the issue without a push (e.g. incentives in the form of economic benefits)?", or "are we expending too much effort on only one aspect of the continuum?" need to be asked.

Round Table discussion on contents of HIV/AIDS messages.

Chair: Mr. Melaku Tegegne, Director, Panos-Ethiopia.

89. This was an open session in which participants were to give their experiences and observations on the messages that have been transmitted via the media to the populace on HIV/AIDS.

90. The claim was that Africans were genetically constricted to be impervious or unreceptive to messages about behaviour change; put differently, our genes explain why we have not changed our sexual behaviour in response to the clear and present danger of HIV/AIDS.

91. Social interventions with regard to HIV/AIDS awareness within the populace need to be critically examined. Comments were made concerning whether or not such interventions had been sustainable and had made an impact on the populace.

92. Participants agreed that a niche has to be discovered and identified in order to make a significant behavioural change in individuals with regards to their attitudes to sexuality.

93. In Ethiopia, the issue of sexuality and gender are banded together. Comments were raised on how sexuality is conformed within the society, especially as sex is viewed not only as a means of procreation but also to provide some psychological relief. It was also mentioned that socio-economic and cultural factors were also responsible for the behaviour of individuals in regards to their attitudes towards sex and sexuality.

94. The participants agreed that for the fight against HIV/AIDS to be won, individual commitment was very important. There was wide concern about whether the silence surrounding sex has been broken in Ethiopia considering the fact that this issue is still regarded as a taboo within the society.

95. Current IEC materials were not targeted towards behavioural change. Participants agreed that sex can also be viewed as an innate attribute and how this contributes to the spread of HIV/AIDS needs to be addressed. Training on leadership and responsible behaviour should be conducted to effect positive attitudinal changes.

96. There is a need for coordinating multi-media support to communication regarding HIV/AIDS and this should be in collaboration with PLWHA.

Session 4:

HIV/AIDS & Multimedia: Rwanda Experience

Presenter: Ms. Berthilde Gahongayire, HIV/AIDS Focal Point, UNDP-Rwanda

Chair: Mr. Kasirim Nwuke, ESPD/ECA.

97. The presenter gave a background on statistics with regard to the percentage of males and females within the population in Rwanda. She particularly emphasized the fact that 60% of the population is less than 20

years old and the HIV/AIDS prevalence rate was 11.1% in 1997 and now stands at 13%.

98. She also mentioned that new infections for the year 2002 stood at 400,000. She highlighted the IEC/BCC National Strategic Plan which advises individuals on certain behavioural changes they need to adopt to avoid getting infected, such as waiting to get married before having sexual intercourse; remaining faithful to only one partner; abstaining from sexual intercourse if infected with an STI until full recovery; and abstaining from sexual intercourse if infected with HIV/AIDS. The plan recognizes that not everyone will follow its messages of abstinence and fidelity in relationships, and therefore condom use is highly emphasized.

99. She discussed the various multimedia approaches used in Rwanda to tackle the HIV/AIDS epidemic - a 30 minute weekly radio broadcast called "All Against AIDS", which is an anonymous question-and-answer service on the air waves of the national radio station. The topics covered during this programme centers on HIV/AIDS prevention, transmission, VCT, mother-child transmission, among other things.

100. The objectives of the radio broadcasts are:

1. Sensitization of decision makers;
2. Encouraging individuals to go for VCT (this has led to an increase of VCT centers from 1 in 2000 to 28 in 2002);
3. Helping break the silence around HIV/AIDS in Rwanda;
4. Contributing to an increase in HIV/AIDS awareness and issues amongst the youths who also used the anonymous phone in service to interact with other youths and ask questions; and
5. Encouraging more callers to phone in while retaining their anonymity.

101. She identified some of the tools that have been used for sensitization of the populace:

- Leaflets which have been distributed in schools, to youths, womens' associations and the general public;
- Posters, booklets, cartoons, stickers, T-shirts, audio cassettes and video which have been distributed on a large scale within the country;

- Radio plays/drama broadcast on the waves or displayed on video during various meetings or in places where youth meet;
- Mobile cinemas/movies are often shown in public places such as markets and pubs;
- Articles in printed media: journalists are trained on HIV/AIDS issues and they have pages in newspapers for dissemination on HIV/AIDS issues;
- Anti-AIDS clubs have been created in all schools in the country.
- Competitions on HIV/AIDS awareness consisting of songs, poems, and games are regularly organized in schools; and
- Billboards are used to convey HIV/AIDS messages. They have been installed in all provinces and in areas usually frequented by the populace, such as health centres.

Discussion

• **Impact assessment of the various multimedia approaches**

102. The participants asked whether an impact assessment of the various multimedia approaches had been conducted. The presenter mentioned that no impact assessment studies had yet been carried out, however, the increase in the number of people going for VCT and the number of VCT centers that had now been established gave an indication of the impact the various multimedia approaches had on the populace.

• **Language used in conveying the HIV/AIDS messages**

103. The participants observed that the pictures on the billboards presented were in English and Kirwanda. Since Rwanda is a French speaking country, they wondered if the message was being effectively passed on. The presenter responded that Rwanda is monolingual in the sense that Kirwanda is the native language spoken throughout the country, and that the country is becoming bi-lingual with regard to the speaking of French and English.

• **Openness of discussion on HIV/AIDS issues**

104. Participants were interested in knowing if being open about the HIV issue was a challenge. The presenter responded that the president, his

wife and other important dignitaries and role models within the society speak about HIV/AIDS, so being open about it does not pose a challenge within the Rwandese society.

- **Challenge(s) faced in disseminating information on HIV/AIDS**

105. Participants wondered what kind of challenge(s) is/were being faced in the dissemination of information on HIV/AIDS. The presenter responded that the only major challenge was the inadequate number of mobile cinema vans available for the dissemination of HIV/AIDS messages.

Video show '*Aynalem*'

Presenter Mr. David Wood, BBC World Service Trust

Chair: H.E. Former President of FDRE, Dr. Negasso Giddada

106. Movies and videos can be effective means of conveying messages on HIV/AIDS; experience in this area in Ethiopia is rather limited. The workshop explained how this means can be employed in the fight against HIV/AIDS. Mr. David Wood, the project manager of BBC World Service Trust presented an educational documentary video film titled '*Aynalem*'.

107. He mentioned that the use of films as one of the most important and useful multimedia tools. He pointed out some important details that have to be taken into consideration before a film of this quality can be produced, producing such films on location, organizing training sessions with local leaders within the community, using members of the community in the production of the film, checking, pre-testing and having the target audience give input/comments into the final version of the film.
Discussion

- **Cost of video production**

108. At the end of the film, participants were interested in knowing what it would take to locally produce a film of such good quality. The presenter said that if a local director is used to produce the film, the total cost would come up to about Birr 200,000.

- **Impact of video on behavioural change**

109. Participants also raised questions on whether there had been any behavioural change on the part of the local community after they had viewed the film. The presenter responded that there has been a positive behavioural change in the local community towards the prevention of the spread of the disease, and monitoring activities have been conducted to assess the impact of the film.

- **Adaptation of video to dissemination of HIV/AIDS messages**

110. Participants commented that the film was well produced and could easily be adapted to disseminate HIV/AIDS-related messages.

- **Media dissemination of video**

111. Participants wanted to know if the film would be produced for the media, for example, ETV.. The presenter responded that the film would not be shown to the media, perhaps not until the end of the project, and that monitoring and evaluation of the impact of the film and the data collected would first have to be analyzed.

Session 5:

Multimedia and HIV/AIDS: the experience of Panos in East Africa.

Presenter Mr. Melakou Tegegn, Director, Panos-Ethiopia

Chair: Dr. Agonafer Tekalegne, HIV/AIDS Programmes coordinator, CRDA)

112. PANOS was established towards the end of 1997. However, the organization did not go into full operations until 1999 when it was finally able to obtain its licence to operate. The overall aim of the Panos AIDS programme is to contribute towards the containment of the global HIV/AIDS epidemic by stimulating international understanding and public debate on the factors that are driving it.

113. The programme does this by encouraging research, disseminating information and stimulating public and policy debate on the psychological, social and economic issues underlying the epidemic.

The objectives of the programme are:

- To raise widespread public policy debate, particularly through the media and among policymakers on the role of men in the spread of HIV/AIDS, HIV testing/counseling/treatment issues and other poorly understood aspects of the AIDS epidemic;
- To support initiatives that allow increased access by the media and others to information and research on these and other aspects of HIV/AIDS; and
- To raise awareness and encourage widespread debate in donor agencies, the media and among policymakers on the implications of the above issues in the developing world particularly in Ethiopia by focusing on new or poorly understood aspects of the AIDS epidemic in the developing world. The most important component of the poorly understood issues is the issue of men and AIDS.

Discussion

- **Degree of success in passing on HIV/AIDS messages to men**

114. Participants asked if Panos has been able to pass on HIV/AIDS messages to men and also what degree of success had been achieved. The presenter said that the issue of the behaviour of men towards extra-marital affairs and carelessness to safe sex still continues to be an issue that still needs to be addressed. The presenter mentioned that this is still a challenge for Panos as the whole idea of sexuality is connected to the patriarchal system which still prevails within the society. So the role of men and women would still have to be addressed.

Ethiopian Media and Arts Coalition Against HIV/AIDS (EMCAIDS)

Presenters: Mr. Negash Shiferaw, Birtunet Dev. & IT Solutions, PLC, Mr. Sisay Abebe, Ethiopian News Agency (ENA), Mr. Kasirim Nwuke, ESPD, ECA.

115. During the discussion on personal and professional commitment by media coalition, the presenters informed the participants that the term "media" in EMCAIDS refers to:

- Print and electronic media such as radio, television, newspapers, magazines and the Internet;
- Arts (theatre, literature, drama, songs, painting);
- Posters, leaflets, booklets; and
- Other means of channeling information, education and entertainment to a wider audience.

116. They also gave some background information on how the idea of a media coalition developed. They mentioned that UNDP organized a workshop for media professionals in March 2002. The purpose of the workshop was to identify possible areas of partnership between the media and UNDP and to create a forum for exchange of information on HIV/AIDS issues to ensure the consistent and credible dissemination of HIV/AIDS information to the public. The outcome of the workshop gave rise to the idea of an Ethiopian Media Coalition against HIV/AIDS in order to address the issue in an organized manner.

117. Consultative meetings resulted in the identification of the mission of the coalition and formation of a Steering Committee that would work on the formation of the coalition. The Steering Committee worked with UNDP in formulating the next steps and promoting the idea of a coalition. With the support of UNDP, the following activities were undertaken:

- Developing the mission of the coalition;
- Jointly organizing a one day workshop in June 2002;
- Forming an e-forum for members;
- Organizing a meeting with Journalists Against AIDS (JAAIDS) from Nigeria; and
- Starting the preparation of the founding document.

118. The founding document is expected to address the following:

- The objectives, mission and vision of the coalition;
- The guiding principles and strategies needed to realized the mission;
- The membership and organizational structure;
- Possible partnership and collaborations;
- Resource arrangements and issues to be considered for the sustainability of the coalition;
- An action plan for the first year of operations and its expected output; and
- Other issues pertinent to laying the foundation of the coalition on firm ground and make it a sustainable entity.

A first draft of this document has been prepared and is under review. A stakeholder meeting is expected to be held soon to further elaborate and finalize the document.

119. The mission of the coalition will be to:

- Advocate for a sustained and reliable media intervention in the fight against HIV/AIDS through new approaches and techniques;
- Facilitate access to accurate and up-to-date information on HIV/AIDS to its members and motivate/support them to provide sustained and consistent coverage on HIV/AIDS issues;
- Act as a powerful and unified lobby, linking various parties working on HIV/AIDS, and policymakers and the coalition members and non-member media;
- Arrange for capacity building on HIV/AIDS issues and programme development for its members, and experience-sharing forums among the members and other relevant parties locally, regionally and internationally.

120. They mentioned one of the weaknesses of the coalition was a lack of resources to accomplish all its set objectives and admitted to the fact that the coalition still has numerous challenges to overcome.

121. The presenters informed the participants that although EMCAIDS is still a young agency it has already accomplished a lot in terms of

establishing partnerships with other networks. They also mentioned briefly some of the donors and NGOs that are supporting EMCAIDS, such as UNDP, which provides financial support and has been organizing capacity building training workshops for members, and UNAIDS, which has been providing the coalition with current up-to-date information on the status of HIV/AIDS on a global level.

122. The media coalition has also been sharing experiences and organizing exchange programmes with JAAIDS and the African Center for Gender and Development (ACGD), of ECA, which provides them with free IEC materials, and Johns Hopkins University ARC Media Center through which they have access to IEC materials relating to HIV/AIDS activities in Ethiopia.

- **Membership of the coalition**

123. Participants raised the issue of the members who are to make up the coalition. They were of the opinion that the coalition was operating on a 'closed door' policy. The participants suggested that the coalition should be more open and more inclusive of other sectors of the society, for example, PLWHA, AIDS orphans, the Ethiopian Media Association, and the Ethiopian Journalists Association.

- **Priorities of members of the coalition**

124. Participants observed that the various associations which would make up the coalition could have different priorities and wondered how the various priorities could be merged so as to achieve a common focus for the coalition. The presenters responded that finding a common denominator or focus amongst the various agencies and streamlining this would be the solution.

Transforming the response to HIV and AIDS: UNDP's Communication Strategy.

Presenter Ms. Gulan Kripalani, Communications Advisor, UNDP.

Chair: H.E. Dr. Negasso Giddada, Former President of the FDRE.

125. Ms. Kripalani began the presentation by highlighting the 5 service lines which will be used in the "new" strategy to combat the AIDS epidemic. These 5 service lines are:

- Advocacy & policy dialogue
- Capacity development & leadership
- Mainstreaming
- Human rights in action
- Multimedia and art for transformation.

126. She also discussed the types of changes that are now being envisaged, such as:

- "Repositioning" of the AIDS issue and PLWHA
- Treating HIV/AIDS as a human rights, women's rights and children's rights issue;
- Encouraging responsible sexual behaviour by men and women;
- Removal of stigma and discrimination; and
- Care, support and treatment for PLWHA.

127. The presenter also discussed the means by which these changes can be achieved, for example, changing social norms, promoting desirable behaviour, promoting role models (this strategy would focus on the "new" leaders, especially women and PLWHA), and empowering people through self knowledge.

128. Some ways through which these changes can be accomplished include:

- Individuals changing their own perceptions of HIV/AIDS through dialogue and discussion;
- Understanding the issues in all their complexities;
- Personalizing the problem; and
- Using methods that help to connect to personal values.

129. She mentioned the Communications Strategy that has been developed to achieve these objectives. It comprises:

- Developing the “Future 500” campaign;
- Supporting the formation of the Media Coalition and developing capacity of media; and
- Providing strategic communication support to key areas.

130. She discussed, at length, the “Future 500” campaign. She mentioned that people from all sectors of society who have demonstrated commitment in action would be actively involved in this campaign: unsung heroes - people who have made "small" but profound changes through their courageous acts or taken risks to make these changes, actively involving inspiring role models such as community leaders, religious leaders, and PLWHA and using all forms of media (through the Media Coalition) to multiply their voices and images.

131. She informed the participants about what the Media Coalition would entail. It will be an empowered, committed, independent body of media and artists that will address issues related to HIV/AIDS; it will also address social and traditional factors that fuel the epidemic, identify and multiply the voices of the "new" leaders and create an enabling environment that encourages and supports social change.

132. She also discussed what is expected of the media through this coalition, such as the fact that the media must understand the priority that AIDS and related issues must get in the media, those in the media sector must also make a personal commitment to combat this epidemic, they should find new, innovative and creative ways to address HIV and AIDS, especially factors that fuel the epidemic, and also be seen to show courage, take risks, challenge themselves and the social norms that encourage the spread of the epidemic.

133. The presenter mentioned that communication, media and the arts, were one of UNDP's key partners, taking transformation messages to every corner of society, consistently promoting desirable behaviour and celebrating the new leaders, finding new icons and role models. She reminded participants that media and art are already a part of our society and culture and the media reflects and creates reality.

134. She mentioned that as a sign of personal commitment to the fight against AIDS, each person in the media has a responsibility to first

transform him or herself and then spread the message. They must also be seen to move away from the language of paranoia and go beyond reportage.

135. She highlighted what the Future 500 campaign hoped to achieve with this new strategy:

- A transformed media and arts scenario which would ultimately lead to a transformed and empowered society;
- Inclusion and informed debates on every aspect of communication such as entertainment, education, theatre, mass media, and traditional media and the media; and
- Proactive with a sense of urgency and commitment

136. She concluded her presentation by stressing the positive aspects that have come out of the HIV/AIDS epidemic as the fact that the epidemic has provided us all with a unique opportunity to re-evaluate our own perceptions, beliefs and behaviour and, as a society, it offers us an opportunity to re-invent our value systems and transform ourselves and our environment.

Discussion

- **Role of UNDP in the media coalition**

137. The participants raised questions about the impression made since the media coalition is being driven by UNDP, will this not lead to a reactive rather than a proactive situation by members of the coalition? She responded that UNDP is only a facilitator to the coalition in terms of providing capacity building, training and so on. Members of the coalition would still have a free hand in making independent decisions in the running of the coalition.

A guide to quality marketing and advertising in Ethiopia.

Presenter: Mr. Richard von Kaufmann, Cactus Marketing and Advertising Agency.

Chair: Ms. Berthilde Gahongayire, HIV/AIDS focal point, UNDP-Rwanda.

138. Mr. Kaufmann from Cactus Marketing and Advertising Agency, presented a documentary and musical video to give examples on how marketing and advertising agencies could be used in transmitting various social messages, including messages.

139. He discussed how the musical video and documentary he presented could be adapted to presenting a message on HIV/AIDS. He highlighted the steps that go into the production of a documentary or video, such as locating a professional advertising agency, drawing up and understanding the contract with the agency, organizing a pre-production of the video or documentary, formulating a shooting schedule, post-production of the film, graphic design and printing before the final product is made. He gave an overview of the kinds of services provided by the agency such as printing of designs on t-shirts, billboards, and banners.

140. He informed participants that Cactus Marketing and Advertising Agency is the only agency in Ethiopia that can provide media monitoring services. The media monitoring department works diligently to ensure that various media companies output the adverts at the right time and in the right place. The media monitoring department also keeps track of competitors' media activities to give their clients a strategic advantage.

141. Finally, he reminded the participants that quality video and print production takes time and so this should be put into consideration when making a film or video. He also advised participants who might be interested in making a video production to see examples of previous work done before committing to an agency.

Role of Internet and ICTs in the Fight Against HIV/AIDS in Ethiopia: Access, Equity and Resource issues.

Presenter Mr. Lishan Adam, ECA

Chair: Mr. Kasirim Nwuke, ESPD, ECA.

142. Mr. Adam began his presentation by highlighting the rationale behind the use of ICTs/Internet. He emphasized the enormity of the HIV/AIDS challenge - the huge amount of information on HIV/AIDS on

the Internet, the various discussion groups that are now available to provide a good source of interaction on the pandemic and finally, generation of knowledge and dissemination is key in the fight against ignorance and complacency.

143. He informed participants that the Internet can be used in the fight against HIV/AIDS through sharing information in a timely manner, promoting an open society free from stigma, silence and denial, enhancing patient education, providing platform for debate and exchange of ideas, and fostering partnership, forum for advocacy, using ICT to organize other resources such as money, knowledge, and workshops.

144. Government and media can also use ICT as a guiding principle for developing policies through accessing best practices on prevention, treatment and care, studies on impact, and so on.

145. Clinical researchers can access journals, online publications, information on treatment and new cases. Youth networks can also use ICT for increasing awareness and partners can collaborate among themselves in the public and private sector for the fight against HIV/AIDS.

146. The presenter also gave some information on the Internet status of Ethiopia, such as the fact that there is only one Internet Service Provider (ISP), therefore no competition, 0.1% of the population has access to the internet, the cost is relatively high to average users (the inclusion of tariff does not promote effective use of the service).

He also informed participants in the workshop that there is limited Ethiopic language content and this consequently leads to limited information that hardly meets community needs, and subsequently there is almost non-existent information on HIV/AIDS.

147. Mr. Adam discussed the access, equity and resource issues in Ethiopia and highlighted some of the challenges:

- Lack of well documented use of ICT in the area of HIV/AIDS;
- Lack of adequate communication infrastructure and reliable access;
- Urban/rural digital divide-mobile phones, and Internet all skewed towards the capital;

- Marginalized groups (e.g. women) literally have no access (equity); and
- Information needs of various groups vary.

148. He then gave some strategies for dealing with these issues:

- Expanding existing projects;
- Using intermediary groups such as NGO to promote the use of Internet;
- Developing a national HIV/AIDS network around current structure (e.g. AIDS Council, *Woredas* etc.);
- Designing a fully-integrated Information Technology (IT) supported information base on HIV/AIDS using convergence of different technologies;
- Using low cost ICT for surveillance use;
- Use of rural projectors-projectors with speakers to broadcast information to rural children
- Developing a national HIV/AIDS gateway; and
- Organizing an information and knowledge fair week for appreciating role of ICT in the fight against HIV/AIDS.

149. He ended his presentation by telling participants that all these strategies were to bring about behavioural change and action within the society.

Discussion

• Use of Internet in the fight against HIV/AIDS

150. Participants were interested in knowing if it would be cost-conscious to propagate this strategy in a country like Ethiopia. The presenter responded that in the long-term, it would be more cost-effective to use this strategy. He proposed that if the Government could provide ICT services to at least the zonal offices as a start in the use of multi-media in the fight against HIV/AIDS, this would go a long way in transmitting the message on HIV/AIDS.

Recommendations drawn from the meeting

151. The following recommendations on the use of multimedia were drawn from the meeting. These recommendations were sub-divided into short and long-term strategies that can be used in combating the HIV/AIDS pandemic in Ethiopia.

SHORT-TERM

- Education regarding sexuality among family members, students and teachers, peer groups and community members promotes awareness creation and safe sexual behaviour. In this regard, it was recommended that media institutions should create an effective intervention forum where people willingly interact on the subject of HIV/AIDS.
- Associations like *Idir*, *Ikub*, *Debbo*, *Mahebre*, *Senbete* and cooperatives should be set-up among traditional Ethiopian communities for mutual support to solve their economic and social problems at the grassroots level. Having realized the importance of these associations, the group decided that they should be strengthened to promote open discussion and sensitization on HIV/AIDS.
- Religious leaders (both Christian and Muslim), respected elders, women and youth leaders working at the grassroots level are opinion moulders and can influence African society. Mobilization of these leaders is highly recommended by the participants for enhancing the campaign against HIV/AIDS.
- Being informed on the general situation of HIV/AIDS internally and externally, modes of transmission of the disease and safe sexual practices are some the factors that will safeguard the youth from the disease. Thus, integration of the issue of HIV/AIDS in the curriculum of institutions of higher learning was recommended.
- Mainstreaming of HIV/AIDS into media programmes is a significant strategy to cope with the problem of the pandemic by

considering the issue as a national development problem. In this line, the group agreed to include it in the recommendations.

- Capacity building of both electronic and traditional media to pass effective messages on HIV/AIDS to the public was one of the recommendations.
- The formation of media coalition has many advantages for various reasons including promotion of networking, co-ordination of activities, creativity, transparency, and drive to take initiatives to transmit effective information to the public. Owing to these factors, the participants recommended strengthening the media and arts coalition and institutional capacity building.
- HAPCO should set a target within a limited timeframe to implement effective best practices in combating HIV/AIDS.
- Government of Ethiopia should create a presidential forum as is done in other African countries, for example, Nigeria, Uganda, to interact on HIV/AIDS.
- Existing associations and clubs such as “Safe Generation”, anti-AIDS youth clubs in schools, and institutions on HIV/AIDS orphans should be strengthened.
- School curriculum should include peer education, on the issue of STIs and HIV/AIDS.
- Impact assessment on IEC materials against HIV/AIDS needs to be carried out by NGOs.

LONG-TERM

- Governments should commit financially to support small civil society organizations, NGOs etc. that have been involved in creating awareness on HIV/AIDS at the grassroots level.
- Impact assessment studies of the programmes on HIV/AIDS should be conducted to assess the change of attitude and behaviour of the

society. Impact assessment of IEC and any other activities regarding prevention and control of HIV/AIDS already used or in use should be conducted and improved upon.

- Government should formulate policies on sharing the cost of advertisement for sensitizing the public on HIV/AIDS.
- Promotion of social change should be encouraged (e.g. change in sexual behaviour, change in attitude towards PLWHA)
- The creation of a website on HIV/AIDS programmes at regional levels in Ethiopia should be undertaken.
- NGOs should lobby for free airtime for HIV/AIDS adverts via Government.
- The recommendations made need to be put together in a database for easy access for future workshops and information.
- The implementing agency for these recommendations needs to be identified.
- Government of Ethiopia should provide ICT services for 4 regional areas with a high prevalence of HIV/AIDS as a start in the use of multimedia in the fight against HIV/AIDS.
- Dedicated and committed individuals need to be trained (capacity building) to use the multimedia infrastructure. These individuals could receive the training through UNDP's HIV/AIDS Programme in Ethiopia.
- PLWHA are discriminated against and have become outcasts in families, schools and communities. It is highly recommended that extensive IEC against stigma and discrimination should be given to different target groups at grassroots (*Kebele, Woreda*), zonal and regional levels. In the long run, this will enhance positive attitudinal and behavioural changes in the society. This strategy

will empower the community to be understanding, and give care and support to this victimized group of individuals.

- Most of the participants reached a consensus that there is a need for strengthening the coalition of media and arts.

VI. Closing

Chair: Mr. Kasirim Nwuke

The workshop was officially closed by Mr. Kasirim Nwuke. He thanked the participants and particularly His Excellency, Dr. Negasso Giddada, for their active participation in the discussions that arose during the workshop. He concluded by reminding the participants not to lose sight of the fact that they all should remain committed to the fight against HIV/AIDS on an individual basis and with this, the HIV/AIDS pandemic could be stopped in its tracks.

Annexes

Annex 1:

Designing a Communications Process.

Communication Process	Description
1. ISSUE	<ul style="list-style-type: none"> Culturally accepted male dominance in sexual relations
2. Implication for HIV/AIDS	<ul style="list-style-type: none"> High vulnerability of females to HIV due to unsafe sexual relationship
3. Desired outcome	<ul style="list-style-type: none"> Involvement of females in decision related to sexual relationship Positive attitude of males towards females involvement in decision making
4. BCC Objective	<ul style="list-style-type: none"> To increase the knowledge in the importance of communication in sexual issues
5. Advocacy Objective	<ul style="list-style-type: none"> To gain the support of policy makers and legislative bodies To increase the support of community and religious leaders
6. Audience	<ul style="list-style-type: none"> Young males and females, women of reproductive age, policy makers and community and religious leaders
7. Message	<ul style="list-style-type: none"> Male dominance in sexual relations is not a good culture Sexual relationship is mutual interest of both sexes.
8. Channel	<ul style="list-style-type: none"> Mass media (Dialogue, drama, case scenarios etc), traditional media (Coffee ceremony & <i>Edir</i>), print media, schools, health facilities, peer communication, etc.
9. Indicators/measurement of success	<ul style="list-style-type: none"> Proportion of females who know the advantages of sexual negotiation and decision making skills in a sexual relationship Proportion of males who develop positive attitude towards the participation of females on sexual negotiation Proportion of females practicing sexual negotiation
10. Partners	<ul style="list-style-type: none"> Women's affairs office, NGOs working in women's empowerment, women's associations etc.

Annex 2:

Opening Statements

Welcome address delivered on behalf of Mr. K.Y. Amoako, the Executive Secretary of the Economic Commission for Africa delivered by:

Mr. Kasirim Nwuke, Senior Economic Affairs Officer, Economic Commission for Africa (ECA) at Workshop on "The Use of Multi-Media Resources in the Prevention and Control of HIV/AIDS in Ethiopia. UNCC Addis Ababa, Ethiopia. November 2002.

His Excellency Dr. Negasso Gidadda
The UN Co-ordinator in Ethiopia, Mr. Sam Nyambi
Distinguished Guests
Ladies and Gentlemen

On behalf of the Executive Secretary of the Economic Commission for Africa (ECA), Mr. K.Y. Amoako, I welcome you to this workshop on "The Use of Multimedia Resources in the Prevention and Control of HIV/AIDS". We are grateful to you for honouring the invitation to attend this workshop, a joint activity of the ECA and the UNDP country office. The collaboration of these UN agencies and your presence here testify to the urgency of the problem of HIV/AIDS and the importance of the search for innovative ways to deliver effective interventions.

Your Excellency,
Ladies and Gentlemen:

Many meetings, conferences, workshops on HIV/AIDS have been held in the recent past. Yet the tight grip of HIV/AIDS on our continent is yet to loosen. And the prognosis remains grim. The skeptic among us may thus be led to question the values of these meetings and workshops. Legitimate the questioning might be, these meetings are an important component of the struggle against HIV/AIDS.

For example, at the ADF held about two years ago, under the theme "AIDS: the Greatest Leadership Challenge", African leaders, civil society organizations (CSOs) and other stakeholders met here, in this building to discuss HIV/AIDS in Africa. The Forum provided a space for African

leaders and Africa's development partners to collectively articulate a shared understanding of the urgency of the problem of HIV/AIDS and to explore how best leadership can respond to it. At ADF, our leaders committed themselves at the personal, community, national, regional and international level to the campaign against HIV/AIDS. ADF, along with other activities, resulted in an increase in the degree of openness and frankness in our continent about HIV/AIDS that never before was the case.

A lot has been achieved since ADF 2000: The United Nations General Assembly Special Summit on HIV/AIDS (UNGASS), the Abuja Special Summit of African Heads of State on HIV/AIDS and other related Infectious Diseases (ORID) and the establishment of the Global Fund for AIDS, TB and Malaria are some examples of action at the international level. At the national level, countries are setting up National AIDS Councils and developing Multi-sectoral HIV/AIDS Strategic Plans as part of the national response. A few countries, most notably Uganda, Senegal and the Gambia, have reported successes in reducing the rate of prevalence. In those countries able to afford them, new hospitals, wards and clinics have been built and new drugs - anti-retrovirals- have been made available to the infected, especially to the HIV positive pregnant women, to reduce mother-to-child transmission.

But, like leaves in late autumn, our people continue to die in chillingly large numbers. The lonely but mournful and solemn call of the town-crier announcing the death of yet another, each day reminds us that the dying continues and that our future as a people remains threatened by this scourge. The gleaming floors, white-frosted physicians and medical technicians and humming ultramodern electronic equipment of hospitals in our major cities are distant in more ways than geography from the dusty villages, overcrowded slum dwellings and shelters of millions of our people infected with or vulnerable to HIV/AIDS who need interventions. How best to reach these people with lifesaving messages and information remains a major challenge.

None among us can afford to be indifferent to this very depressing situation.

Your Excellency,
Distinguished Ladies and Gentlemen,

You are all aware, I assume, of the "New Partnership for Africa's Development" (NEPAD). NEPAD, a new vision and framework for Africa's development was adopted by African Heads of State at the AU Summit in Lusaka, Zambia, 2001. It gives expression to and invests with life the many commitments of our governments to the 2015 goal of reducing poverty by half. Success in this war on poverty is contingent upon a healthy population as people are the most important resource for growth and development. However, no matter how well designed our antipoverty programmes are, success in this war is unlikely if the foot-soldiers of that war are being felled in large numbers by HIV/AIDS and hollow will our victory be if there are fewer of us to enjoy its spoils. It is therefore of critical importance that we protect our most precious resource- people.

We are compelled by these facts to think boldly in our search for innovative ways, instruments and tools to combat this disease. The print and electronic media have been playing an active role across the continent in efforts to stem the spread of this disease. There is scope for increasing their very useful role. But we cannot rely on them alone. There are other, multiple media resources that can be corralled for this effort.

You are called upon at this meeting to examine critically what role multimedia resources can play in the prevention and control of HIV/AIDS. This is an important and challenging task. This workshop - to the extent that it achieves its objectives - can provide us with yet another piece of ordinance in our war against HIV/AIDS.

It is therefore my hope that your workshop will make concrete and valuable recommendations on how best multimedia resources can be employed in our efforts to stem and reverse the spread of a disease that is making life in Ethiopia and the rest of our continent, brutal and short. I wish you a successful meeting. Thank you.

Opening remarks by Ms. Nileema Noble, Deputy Resident Representative, UNDP

Excellency Dr. Negasso Gidadda, Former President of FDRE,
Mr. Patrick Asea, Director, Economic and Social Policy Division, ECA,

Colleagues from ECA
Partners from the media,
Ladies and Gentlemen,

It is my pleasure to welcome you today to this workshop on Best Practices on the Use of Multimedia in the Prevention and Control of HIV/AIDS organized by UNDP and ECA. The media in its broadest sense, whether print, electronic, traditional, religious or arts play an extremely important role in the fight against HIV/AIDS and I am grateful for this occasion to work with all of you today.

To conceptualize the importance of this workshop, allow me to begin with a few observations on the HIV/AIDS pandemic in Ethiopia. The HIV adult prevalence rate is currently 7.3% in Ethiopia. The total number of adults and children living with HIV is approximately 2.5 million out of which 200,000 are among children under the age of five (UNAIDS 2002). This is just the current reality. A recent study conducted by the National Intelligence Council called the "Next Wave of HIV/AIDS" looks at HIV/AIDS as a security issue in China, Ethiopia, India, Nigeria, and Russia, some of the countries most affected by HIV/AIDS in the world. The case of Ethiopia is alarming and calls for immediate action. The study estimates that between 7-10 million people in Ethiopia will be affected by HIV/AIDS by the year 2010. Year 2010 is 8 years from now. This is in the lifetime of you and your children.

Why am I telling you this? It is not to scare you but simply to alert you to the fact that Ethiopia is facing a major crisis that will affect us all if nothing is done- immediately. Also, to stress that Ethiopia is still in a position to respond to the epidemic to avoid the catastrophe predicted in the study. What do we have to do to avoid 10 million HIV/AIDS cases in Ethiopia 8 years from now?

First, strong leadership and personal commitment at all levels is essential for an effective response to the epidemic. UNDP believes that this leadership can be found in all sectors of society and should be based on sensitive and responsible understanding of the epidemic and the social and cultural factors that fuel it.

Second, we have to learn from the experience of best practices in Ethiopia and other countries, such as Botswana and Uganda, where the HIV/AIDS

epidemic has struck harder than Ethiopia as a percentage of the total population.

Finally, we have to push for a truly multi-sectoral response to the epidemic. HIV/AIDS touches and affects our society as a whole and our response should come from all sides. The government, civil society, religious groups, the private sector and, not least, the media, must join hands to combat this epidemic.

Impactful and effective communication about HIV/AIDS that will spur responsible behaviour change, fight stigma and discrimination and influence policy decisions and public opinion should be a cornerstone in any response to the HIV/AIDS epidemic. The media as an avenue of communication, whether it is print and electronic media, traditional media, religious media and arts, therefore plays an important role in the fight against HIV/AIDS.

The reach and influence of media such as writers, journalists, electronic media, religious groups and theatre people is unparalleled. It with this understanding that UNDP focuses on media as a key partner to ensure an effective response to HIV/AIDS. Media people are not only leaders themselves, they have the added responsibility to transform public opinion, to multiply the images of the new leaders - the committed and responsible individual - to create the much needed enabling environment in which the epidemic can be responded to in a humane, proactive and responsible manner.

UNDP recognizes this leadership role of the media and this workshop is just one of the activities undertaken as part of our longer-term partnership with media to fight HIV/AIDS. We have planned for a series of capacity workshops of the media and artist and we are in the process of facilitating a Media and Artist Coalition against HIV/AIDS which we hope will become a strong advocate on the issue of HIV/AIDS in Ethiopia.

This workshop will explore the best practices and the role of all the different branches of media in the prevention and control of HIV/AIDS. It is my hope that this workshop will give us a clear overview of the efforts already being undertaken by various partners of the media in Ethiopia, that it will make us capable of tailor-making the kind of media interventions needed in Ethiopia and, that it will inspire us to think outside the box and

come up with new/innovative approaches to HIV/AIDS communication that will create the much-needed environment in Ethiopia.

Let me conclude by thanking ECA for organizing this workshop and for giving us this important opportunity to learn from each other.

Thank you all for coming and welcome again.

Opening Remarks of H.E. Dr. Negasso Gidadda, Former President of FDRE.

Dear Organizers and Participants of this workshop - Best Practices on the Use of Multimedia in the Prevention and Control of HIV/AIDS.

I thank the organizers for working so hard in preparing the workshop. I also thank them to have given me the chance to say some words and participate in the workshop. I thank and commend the participants and resource persons for committing themselves to the work in the prevention and control of HIV/AIDS. Media in general is one of the key institutions which, if used effectively, can help in educating people, and help to bring change in attitude and behaviour. Media is a powerful means which helps in the effort to prevent and control HIV/AIDS and to respond to the economic, social, psychological, political and legal challenges caused by the HIV/AIDS pandemic.

It is therefore important and timely that experts, people from media agencies, government institutions, NGOs, private sector, civil society, and concerned individuals come together and deliberate on the role of multimedia in response to the challenges of HIV/AIDS pandemic. I hope that members of religious institutions are also here to participate in the workshop.

Dear friends, as you all are versed on the level of the spread of HIV/AIDS and the negative consequences of this terrible pandemic, I think that what previous speakers said on this aspect is enough to give us some idea on the situation. Therefore, I shall not bore you by repeating what you already heard and know. I am not a media expert, therefore I am not able to go into details of the power of and how communication systems could effectively be used in our struggle to overcome this dangerous enemy. Allow me to say only a few words on the environment in which multimedia is functioning. I

hope that this general statement will contribute to the deliberations of this workshop.

As we all know, more than 85% of the Ethiopian population is found in the rural area living in unimaginable poverty and backwardness. This vast majority of our country does not have access to modern transport and communication facilities. The farmers still depend on a very backward technique not very much different from what our forefathers had been using. The nutrition and health service situation is appalling. Illiteracy is very high and school enrolment is very low. One can easily imagine that these conditions contribute to the prevalence of HIV/AIDS and the difficulty we have in the work on prevention and control of the pandemic. It is thus very important that we find ways on how we identify the possible multimedia and use them effectively to tackle these development challenges, which are crucial for our response to HIV/AIDS.

Our society is patriarchal. Male primogeniture still dominates. The power of the male population is unquestioned. Masculinity is still the ideal inculcated in the minds of people from childhood through different means. Our society has gone so far in indoctrinating the women, the victims of male dominance, oppression and exploitation to praise masculinity. The old culture in which women praised the killer through songs and honoured the brave by giving him presents may have changed in many ways, but the attitude has not died out. They still re-erupt during war situations.

Alcohol consumption is very high, both in towns and rural areas. The production of homemade alcohol drinks in the rural areas and the spread of chat market all over the country is a very obvious dangerous development. All these conditions have to be taken into consideration in our response to HIV/AIDS and in our attempt to forge ways in using multimedia effectively in the work of correct awareness creation and attempt to change attitudes and behaviours.

From the situations explained above, we can see that our response to HIV/AIDS must be multi-faceted and holistic. Yet, we should not forget that HIV/AIDS is mainly connected to sexuality. Sexuality is something private and intimate. This truth, coupled with the secretiveness in the society, makes the work of prevention and control of HIV/AIDS more difficult. Men and women do not discuss about their sexuality with each other. It is a taboo for parents to discuss this topic with their children. If at

all there is discussion about sexuality among the young people, it is in private coming together of peers. In the traditional society, the grand parents played a big role in educating children.

How can we communicate our messages to and encourage family members to discuss sexuality and HIV/AIDS? House to house and peer group counseling may be very effective. The media can be a good catalyst for discussion and it can also be a good means for teaching members of families and people who are engaged in reproductive health and other health care and counseling. The marketing of condoms may be more effective through the "*suq bederete*" than through kiosks and pharmacies, because people feel freer to buy condoms secretly and in darkness. Can the media teach the "*suq bederete*" to include condoms in their items for sale? And in ways of marketing them?

Dear friends, it is known that the family, religious organizations, the school and the media are the key institutions which could influence the society, not only through educating but also in changing attitudes and behaviours. Communication for social change must therefore concentrate on these powerful institutions. Folktales, religious and other songs are good means of communicating messages on HIV/AIDS. Clubs, music and drama groups, sport groups, youth and women associations, associations of PLWHA, orphans, traditional self help associations such as "*idir*", "*iqub*", and coffee and chats together can surely serve as communication means for our work.

Here, I would like to bring to your attention that there are about 39 private higher education institutions that have been licensed by the office of investment and the Ministry of Commerce and Industry. These and the public higher education institutions give courses in information and communication technology. All these must incorporate HIV/AIDS in their curriculum, not only for awareness creation and behavioural changes but also to help teachers and students have access to information on all aspects of HIV/AIDS and on how to disseminate the information they get. The introduction of satellite and digital communication systems, at least to all regional capitals and some woreda towns is a good chance to effectively use these systems in the work of response to HIV/AIDS. These new technologies have great potential in the near future. It is advisable to introduce the concept of communication for social change to higher education institutions at this particular time in the history of our country

when the modern information and communication technology is only at the early stage of introduction. I even recommend that means be found to employ experts for communication for social change to be engaged in the government and private higher education institutions.

Friends, HIV/AIDS is spreading like fire and has taken the lives of hundreds of thousands of people. About three million are living with HIV/AIDS in Ethiopia. The social, emotional and economic consequences are unimaginable. Besides, we know now that more than 10 million (some say 15 million) people need food support. Why is it that we could not stop the spread of HIV/AIDS? Why is it that we have hunger in a country with abundant human and natural richness? This should ring the bell telling us that there is something wrong with our policies, strategies, programmes and our system of communication. I would like at this point to remind you of the suggestions forwarded by the conference on Communication for Social Change, held in Cape Town, South Africa in January 1999. In the position paper and conference report, the following is pointed out: "key principles of communication for social change: it empowers individuals and communities, it engages people in making decisions that enhance their lives, it is many to many, it relies on democratic ideals, it allows previously unheard voices to be heard, and both the process of communications and content of the messages are controlled by the receiving communities." We have to ask ourselves if our endeavours for development and response to HIV/AIDS challenges and our communication systems were based on these principles or not. I hope that our deliberations during this workshop would answer these questions. I am sure that with the expertise and active participation by all, important recommendations would be coming forward for an effective use of multimedia in our struggle against HIV/AIDS and against poverty and backwardness. I wish you success in your deliberations. Thank you very much.

Annex 3:

List of Participants

1. HE Dr. Negasso Gidadda
Former President, FDRE
Tel.: 251-1-632567/09 231213
E-mail: oop3@telecom.net.et
Addis Ababa,
Ethiopia.
2. Mr. Samuel Nyambi
UNDP
Resident Representative
Addis Ababa,
Ethiopia.
3. Mr. Kasirim Nwuke
UNECA
Tel.: 251-1-443375
Fax: 251-1-510389
Addis Ababa,
Ethiopia.
4. Mrs. Abaynesh Biru
FHI/Ethiopia
Tel.: 251-1-628806
Fax: 251-1-628804
E-mail: abaynesh-fhi@telecom.net.et
Addis Ababa,
Ethiopia.
5. Mr. Abebe Teshager
Radio Fana
Tel.: 251-1-516777/251-9-232605
Fax: 251-1-515039
Addis Ababa,
Ethiopia.
6. Mr. Abraham Fisseha
Folk Media & Communication Centre
Tel.: 251-9-204251/251-1-552760
E-mail: afz@telecom.net.et
Addis Ababa,
Ethiopia.
7. Adrian Gauci
UNECA
Tel. 251-1-443313
Fax: 251-1-510389
agauci@uneca.org
Addis Ababa
Ethiopia.
8. Dr. Agonafer Tekalign
CRDA
Tel.: 251-1-650846
Fax: 251-1-652280
E-mail: crda@telecom.net.et
9. Mr. Asfaw Haile Giorgis
ETV
Editor
Tel.: 251-1-527724
Fax: 251-1-512678
Addis Ababa,
Ethiopia.
10. Ms. Berthilde Gahongayire
UNDP-Rwanda
Tel.: 250-5-90420/250-08429109
Fax: 250-5-76263
Kigali
Rwanda.
11. Mr. David Wood
BBC World Service Trust
Tel.: 251-1-570030
Fax: 251-1-570032
E-mail: davidethiopia@yahoo.com
12. Ms. Fantaye Meshesha
UNECA
Tel. 251-1-445276
Fax: 251-1-510389
E-mail: fmeshesha@uneca.org

13. Sister Fekerte Belete
Pact Ethiopia
Tel.: 251-1-623796
Fax: 251-1-623789
E-mail: fbelete@pactet.org
Addis Ababa
Ethiopia.
14. Dr. Klass Wit
Royal Netherlands Embassy
Health Section Specialist
Tel.: 251-1-711100
Fax: 251-1-711577
Addis Ababa,
Ethiopia.
15. Ms. Limia Mohammed
UNECA
Tel.: 251-1-445327
Fax: 251-1-510389
Addis Ababa,
Ethiopia.
16. Mr. Melaku Tegegne
Panos Limited Association
Tel.: 251-1-666360-64
Fax : 251-1-666360
E-mail: panos@telecom.net.et
Addis Ababa,
Ethiopia.
17. Ms. Minale Gebeyehu
Radio Fana
Tel.: 251-1-516777
Fax: 251-1-515039
Addis Ababa,
Ethiopia.
18. Mr. Negash Shiferaw
Birtunet Dev. & IT Solutions Plc.
Tel.: 251-1-527212
Fax: 251-1-513855
E-mail: birtunet@telecom.net.et
Addis Ababa
19. Mr. Philmon Tekle
Habesha Media & Com./Addis Dewel
E-mail: philmona@hotmail.com
Addis Ababa,
Ethiopia.
20. Mr. Richard von Kaufmann
Cactus Marketing- Advertising
Tel.: 251-1-623888
Fax: 251-1-614228
E-mail: richievk@yahoo.com
Addis Ababa,
Ethiopia.
21. Mr. Samuel Yalew
BBC World Service Trust
Tel.: 251-1-570030/1
Fax: 251-1-570032
E-mail: bbcwst@telecom.net.et
Addis Ababa,
Ethiopia.
22. Mr. Sisay Abebe
ENA
Tel.: 251-1-550011/565224
Fax: 251-1-559931
Addis Ababa
Ethiopia.
23. Mr. Solomon Gudina
BBC World Service Trust
Tel.: 251-1-570030/1, 251-9-216396
Fax: 251-1-570032
E-mail: bbcwst@telecom.net.et
Addis Ababa,
Ethiopia.
24. Mr. Solomon Kebede
ETV
Senior Editor
Tel.: 251-1-522837
Fax: 251-1-512678
Addis Ababa

25. Ms. Tigist Lemma
UNECA
Tel.: 251-1-445137
Fax: 251-1-510389
E-mail: tlemm@uneca.org
Addis Ababa
Ethiopia.
26. Mr. Tesfu Refera
Walta Information Centre
Tel.: 251-1-521493
Fax: 251-1-518655
E-mail: tesfure@yahoo.com
Addis Ababa
Ethiopia
27. Mr. Tewodros Mulatu
Walta Information Centre
Tel.: 251-1-118210/518316
E-mail: wic@telecom.net.et
Addis Ababa
Ethiopia.
28. Ms. Yene Assegid
UNDP-CEA-SURF
E-mail: yene.assegid@undp.org
Addis Ababa
Ethiopia.
29. Mr. Yonas Zewdie
FM Radio
Tel.: 251-1-115020
Fax: 251-1-550322
Addis Ababa
Ethiopia.
30. Mr. Essodiene Petchezi
UNECA
Tel.: 251-1-184949
Addis Ababa
31. Mr. Mekonnen Fisseha
Ethiopian Television Agency
Tel.: 251-1-525485/84
Addis Ababa
Ethiopia
32. Mr. Girma Seifu
HAPCO
Tel.: 251-9-223114/635102
E-mail: girmaseifu@hotmail.com
Addis Ababa
Ethiopia
33. Ms. Shewit Emmanuel
Tel.: 251-1-183498
E-mail: shewit77@yahoo.com
Addis Ababa
Ethiopia
34. Mr. Beyene Moges
Reporter
Tel.: 251-1-565221
Addis Ababa
Ethiopia
35. Mr. Yidnekachew Alemayehu
ETV
Tel.: 251-1-166170
Addis Ababa
Ethiopia
36. Mr. Henock Fantahun
UNIDO
Ethiopia.
37. Mr. Ibrahim Mamma
UNDP
Ethiopia
38. Mr. Mesfin Assefa
Panos Ethiopia
Editor
Tel.: 251-1-666362
Addis Ababa
39. Mr. Adam Gray
UNESCO-IICBA
46. Ms. Gulan Kripalani
Communications Advisor

Tel.: 251-1-624584
Addis Ababa
Ethiopia.

UNDP
E-mail: gulankripalani@yahoo.com
Addis Ababa
Ethiopia

40. Ms. Tsion Demeke
UNESCO-IICBA
Tel.: 251-1-557587
Addis Ababa
Ethiopia

47. Dr. Sam Cho
UNECA/ESPD
Economic Affairs Officer
Tel.: 251-1-443529
Addis Ababa
Ethiopia.

41. Ms. Kelemework Tekele
UNDP
Tel.: 251-1-444222
Addis Ababa
Ethiopia

48. Ms. Elizabeth W/Mariam
UNECA/ESPD
AEAO
Tel.: 251-1-443384
Fax: 251-1-510389
E-mail: elizabethw@uneca.org
Addis Ababa
Ethiopia.

42. Dr. Fay Chung
UNESCO-IICBA
Tel.: 251-1-557586/87/89
Fax: 251-1-557585
Addis Ababa
Ethiopia

43. Mr. Getachew Shiferaw
The Ethiopian Herald
Tel.: 251-1-156755
E-mail: get_shi@yahoo.com
Addis Ababa
Ethiopia

44. Mr. Derrese Degefa
UNECA/ESPD
E-mail: ddegefa@uneca.org
Addis Ababa
Ethiopia

45. Ms. Tenagne Alemu
Mekdim Ethiopia
251-1-560380/563003
Addis Ababa
Ethiopia

Annex 4:

Papers presented

1. Girma S. and Belete, F. "National Communications Framework for HIV/AIDS in Ethiopia."
2. Fisseha, A. "Are Folk Media Important Resources in The Fight Against AIDS in Ethiopia?."
3. Tekalegne, A. "NGOs and CRDA's Experiences."
4. Bekele, S. and Haws, R. "Building an HIV/AIDS Multimedia Center: The Johns Hopkins Experience in Ethiopia."
5. Gahongayire, B. "HIV/AIDS & Multimedia : Rwanda Experience."
6. Tegegne, M. "Multimedia and HIV/AIDS: the experience of Panos in East Africa."
7. Shiferaw, N. and Abebe, S. "Ethiopian Media and Arts Coalition Against HIV/AIDS (EMCAIDS) (Under Formation.)."
8. Kripalani, G. "Transforming the response to HIV and AIDS: UNDP's Communication Strategy."
9. von Kaufmann, R. "Cactus Marketing & Advertising Presents : A guide to quality marketing & advertising in Ethiopia."
10. Adam, L. "Role of Internet and ICTs in the Fight Against HIV/AIDS in Ethiopia: Access, Equity and Resource issues."

Other documents

11. Mchombu, K. "The coverage of HIV/AIDS in Namibian Media: A Content Analysis Study."
12. Mlay, M. "Migrants with HIV/AIDS: A challenge to the Media."
13. Kiai, W. "Media Functions in HIV/AIDS Prevention And Management."
14. Kasoma, F. "The Zambian Newspapers and AIDS."
15. Figueroa, M., Kincaid, L., Rani, M. and Lewis, G. "Communication for Social Change Working Paper Series: Communication for Social Change, An Integrated Model for Measuring the Process and Its Outcomes."

Programme of Work

Venue: Conference Room 5, UN Conference Centre, ECA, Addis Ababa, Ethiopia

Tuesday 5 November 2002.

9:00 a.m.	Registration of Participants
10:00 a.m.	Opening Statements Chair: Mr. Kasirim Nwuke, Senior Economic Affairs Officer, ECA/ESPD. His Excellency Dr. Negasso Gidadda, Former President of FDRE
10:30 - 11:00a.m.	Tea/coffee break
Session 1	
11:00 - 12:00 p.m.	Chair: Dr. Joe Ngu' Using Communication to Fight HIV/AIDS: Review and Analysis of the Communication Strategy of the National AIDS Control Council by Negatu Mereke. <i>Presentation and Discussion.</i>
12:00 - 13:00. Against	Are Folk Media Important Resources in The Fight HIV/AIDS in Ethiopia by Ato Abraham Fisseha. <i>Presentation and Discussion.</i>
13:00 - 14:30	Lunch
Session 2	
14:30 - 15:30 SURF	Chair: Yene Assegid, HIV/AIDS Specialist, CEA- Ato Tenagne, Mekdim Association of PLWHA. <i>Presentation and Discussion.</i>

- 15:30 - 16:00 Tea/coffee break.
- 16:00 - 17:00 Perception of the contribution of the media to the
issue of HIV/AIDS
and the situation of PLWHA Ato Tenagne,
Mekdim Association of PLWHA. *Presentation
and Discussion* (continued)

Wednesday 6 November 2002.

Session 3

- 9:00 - 10:00 a.m. Chair: Mrs. Nileema Noble, Deputy Resident
Representative (Operations) UNDP-Ethiopia.
NGOs multi-media and AIDS Control in Ethiopia:
Realities
and Possibilities by Dr. Agonafer Tekalegne.
*Presentation
and Discussion.*
- 10:00 - 11:00 a.m. Building and HIV/AIDS Multimedia Center in Africa:
The Johns Hopkins Experience in Ethiopia by Samson
Bekele.
Presentation and Discussion.
- 11:00 - 11:30 a.m. Tea/Coffee Break
- 11:30 - 13:00. Chair: Mr. Melaku Tegegne, Director Panos-
Ethiopia. Round Table Discussion on Contents of
Messages.
- 13:00 - 14:30 Lunch

Session 4

- 14:30 - 15:30 Chair: Mr. K. Nwuke, Senior Economic Affairs
Officer, ECA/ESPD.
The experience of Rwanda by Berthilde

Gahongayire. Presentation and Discussion.

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| 15:30 - 16:00 | Tea/coffee break |
| 16:00 - 17:00 | Video show " <i>Aynalem</i> " by BBC World Service Trust. Presented by Mr. David Wood. <i>Discussion.</i> |
| 17:30 - 19:00 | Reception |

Thursday 7 November 2002.

Session 5

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| 9:00 - 9:45 a.m. | Chair: Dr. Agonafer Tekalegne, HIV/AIDS Programmes Coordinator-CRDA.
Multi-media and HIV/AIDS: the experience of Panos in East Africa by Mr. Melaku Tegegne.
<i>Presentation and Discussion.</i> |
| 9:45 - 10:30 a.m.
professional | Round Table discussion on personal and commitment by media coalition. By Ato Negash Shiferaw. |
| 10:30 - 11:00 a.m. | Tea/coffee break |
| 11:00 - 12:15 p.m.
professional | Round Table discussion on personal and commitment by media coalition. (continued) |
| 12:15 - 13:00 | Chair: H.E. Dr. N. Gidadda
Using Communication to Fight HIV/AIDS: The experience of UNDP by Ms. Gulan Kripalani. |

13:00 - 14:30	Lunch
14:30 - 15:30	Chair: Ms. Berthilde Gahongayire, HIV/AIDS focal point UNDP-Rwanda. Cactus Marketing and Advertising by Mr. Richard von Kaufmann.
15:30 - 16:00	Tea/coffee break
16:00 - 17:00	What role the internet can play in the fight against HIV/AIDS in Ethiopia - Issues of Resources, Access and Equity by Lishan Adam. <i>Presentation and Discussion.</i>
17:00 - 17:30	The way forward (Recommendations).
17:30	Closing.