

AIDS Action Europe
Report Working with the Media seminar
21-23 September 2006, Antwerpen

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1 Introduction

From September 21st to 23rd 2006 Sensoa, the Flemish centre for expertise and services on sexual health and HIV, was very honoured to host the first best practice seminar of AIDS Action Europe on **Working with the Media**. For half a century Sensoa has been active in the field of sexual health and rights. In the last twenty years, Sensoa has been developing campaigns on HIV prevention towards different target groups and establishing services for people living with HIV. During the seminar, we had an intensive and interactive exercise with a small group of 30 participants connecting local and international dynamics. By means of this report we hope to share our experiences to the benefit of a much larger group - all of you reading it.

By organising these best practice seminars, AIDS Action Europe wants to contribute to an increase of knowledge, capacities, discussion and exchange among AIDS-related non-governmental organisations throughout Western and Eastern Europe. The outcome of this seminar specifically should be that organisations from many different countries have a better understanding of the working procedures of modern mass media and can develop a proactive action plan for working with the media, adapted to local needs and situations. We also want to improve access to more instruments for building mass media campaigns and effective media work. By making a wave in Antwerp, we hope blossoms will bloom in Kyrgyzstan.

This report not only contains the results of the discussions that took place during these three days; it also incorporates many of the background documents that were provided to the participants. It makes the report a bit uneven in focus, scope and tone but hey, we're not primarily aiming at writing literary fiction. It is the result of a very constructive and inspired meeting of a very diverse but universally enthusiastic group of NGO delegates.

The language used is not perfect; for most of the speakers, reporters and participants, English is the third language only. We did not polish the result (thus delaying the report and augmenting the costs) but chose to let it reflect the fact that Europe is a melting pot of cultural and linguistic differences. The report thus reflect this reality. To enhance its impact, we decided to provide you with a Russian translation.

The seminar has been prepared by Sensoa. Although we tried to pay adequate attention to the differences in media characteristics in Eastern and Western Europe and invited speakers from Eastern European countries to contribute to the agenda, participants pointed out that the content often had a Western colour. They were right. The choice to involve local media partners in the seminar process has contributed to this effect. The relevance of some of the content of this report to NGOs in other parts of Europe with lower financial and human resources therefore is debatable. But this report is not a guide; it is a tool. It is not a purpose on its own and does not imply a universal standard of good practice. We invite you all to make use of it as the participants of the seminar did. They agreed or disagreed; they gave examples of alternative approaches. But in first place, they were inspired. They built on the experiences of others to improve their own work and –hopefully- were motivated to share their experiences with colleagues. In this sense, the seminar and its report aim to be a start of a process rather than a result. AIDS Action Europe is building an interactive digital platform enabling its members to exchange this vast resource of knowledge and skills we are all part of. We also will follow up on the various suggestions made in course of the seminar.



By the way, membership of AIDS Action Europe is free. As a long time promotor of international collaboration, I invite you all to join our partnership and make it stronger by sharing your stories with the rest of us. Only a joint effort will help us to address the enormous challenges of HIV/AIDS in Europe.

We have a long way to go. Let's not make it a lonely trip.

Chris Lambrechts

Executive director of Sensoa and Chair of the AIDS Action Europe Steering Committee

THANKS

A word of thanks is appropriate when people exceed all reasonable expectations. This has certainly been the case in this seminar. So let us express appreciation for

- » Our sponsors who generously contributed to the realisation of this seminar. AIDS Action Europe was able to offer this seminar thanks to financial contributions from the European Commission Health and Consumer Protection Directorate-General, Bristol-Myers Squibb, GlaxoSmithKline's Positive Action Programme and Sensoa. This support for the project European Partners in Action on AIDS facilitates exchange of lessons learned among European NGOs and capacity building in the fight against HIV and AIDS.
- » All speakers and contributors to the seminar. Each and every one participated on a voluntary basis but all prepared themselves very actively and professionally, respectful of the work of all European NGOs working on HIV/AIDS
- » All personnel from Sensoa and both Martine de Schutter and Martine van der Meulen from AIDS Action Europe who all went to great lengths to make the seminar the success story it turned out to be. A special thanks goes to Kaatje De Clercq who moved very swiftly behind the scenes to tackle every obstacle and Philip Martin who took notes as a volunteer.
- » All participants for their very active involvement and sharing of not only strong stories of media successes throughout Europe, but also some failures from which we can only learn.

Together, they planted the seeds of a better relationship of NGOs with the media, contributing to a more effective response to the HIV/AIDS pandemic. Let us honour their effort by putting the results into practice.



Bristol-Myers Squibb



working with communities
affected by AIDS



2 Summary

Sensoa was the host organisation for the first seminar of AIDS Action Europe. From September 21st until September 23rd 2006, over 30 participants from 26 countries gathered in Antwerp on the topic of 'Working with the Media'. Both the development of mass media campaigns and best practices for working with the press were covered in parallel working groups.

The agenda found the right balance between input from external professionals and discussion and sharing of experiences and ideas between participants. They were highly satisfied with the performance of presenters and facilitators of the seminar. The field trips to the Antwerp Television Station and the communication enterprise LDV United were strongly appreciated.

Participants of the workshop formulated five key lessons learned:

- » Invest in creating a brand identity for your organisation. It helps to be seen – and thus to be heard.
- » Effective communication is the result of a well prepared strategy. It implies the necessary research and training your staff and your activists on dealing with the press.
- » Link with a selected number of journalists and establish a positive relationship based on trust.
- » Find a creative agency and develop a mutual satisfying relationship with it. It can be a key player contributing to the effectiveness of your communication.
- » For making a campaign, you need a budget. For getting a message across, creativity however can make up a lot for budgetary restrictions...

Time and money were described as the main obstacles for the implementation of the new information and ideas into practice. More attention should be paid to the vast difference in context and resources between Western and Eastern Europe, where the press continues to take on stigmatising and discriminatory positions when covering HIV related topics. Some clear recommendations were formulated during the sessions:

- » A call for European media to take up their responsibility in forming and informing the public opinion about HIV/AIDS and specific target groups and to avoid stigmatising language. The media can enhance the work of many NGOs; they can also be a mayor obstacle in a healthy public debate.
- » A moderate appeal for the European Union to establish an umbrella campaign, putting prevention and antidiscrimination on top of the public agenda and acting as an incentive for governments and local NGOs alike to promote their activities. Participants of 8 countries were sceptical, since cultural and epidemiological gaps were simply too big to cross. 16 participants said we should go for it, taking into account the different points of attention that were formulated during the session. The Sensoa proposal to look for an international symbol for safe sex was well received: if anything were to be launched at the European level, a symbol might well be the most sensible topic to explore.

- » There is a unanimous need for a better access to the media for NGOs working in the field of public health. An engagement from the media concerning the provision of some free advertisement space for NGOs active in the field of prevention and antidiscrimination could be a mayor help. A legislative initiative to enhance the NGOs access to the media by providing a certain amount of free air time on radio and television (as is the law in the Walloon part of Belgium) was welcomed and should be advocated for.

AIDS Action Europe engaged itself to invest in the sharing of materials and resources, for example by establishing a Clearing house on the AIDS Action Europe website. This can help to disclose and promote already existing materials and manuals for all European NGOs working on HIV and AIDS.

3 Setting the scene: what are we talking about?

3.1 Results from the NGO media assessment

Every organisation that was interested in participating in the seminar had to fill in a questionnaire on their actual press strategy and relationship with local media. The obtained information will enable us to evaluate the impact of this seminar. We present the results of the 67 forms that were returned to us. For example: when focussing on the media's performance, we notice that approximately 18% of the organisations are facing relative or absolute indifference by the media with regard to issues such as HIV or AIDS, or with the role played by the organisation. On the other hand, in four fifth of the cases, media *do* adopt the information spread by the organisation, which shows that efforts towards the press are rewarding.

3.1.1 Results on media performance

Of all the organisations, that filled out the questionnaire, the majority count 1 to 8 personnel members (approximately 40%) or 9 to 20 (approximately 30%). The remaining 30% are larger organisations of 21 or more personnel members. About one third are located in one of the Western European countries. The remaining majority originates from Eastern and Central Europe (66%). One organisation is located in Central Asia (1,5%). Two third are located within the enlarged European Union.

When focussing on the media's performance itself, we notice that approximately 18% of the organisations are facing relative or absolute indifference by the media with regard to issues such as HIV or AIDS, or with the role played by the organisation. Almost half of the organisations are facing rare or plain absent positive coverage by the media. Half of them are confronted with stigmatising and/or guilt inducing media discourse. In only half of the cases, journalists prove to be knowledgeable about AIDS and its impact.

On the other hand, there are about 50% of organisations, claiming that celebrities can be easily mobilised to support campaigns or actions. **In four fifth of the cases, media DO adopt the information spread by the organisation –which shows that efforts towards the press are, after all, rewarding.** This also becomes obvious as virtually 70% see the media contacting them for background information or commentary. In 83% of the cases comments are quoted, sources

are identified. In 57% of the cases, the organisation's website URL's or telephone numbers are included. The organisations are relatively seldom consulted with regard to related, if secondary topics.

3.1.2 Re-active press strategy

Two third claim to have a re-active press strategy. One third, however, denies having any such thing.

Press officers

One third of the registered organisations have hired or appointed a press officer with clearly circumscribed tasks and competences, who in the majority of cases has access to the organisation's managerial staff, as well as to colleagues whom they may address for queries and information. In organisations, that do have a press officer, two third of them are trained to deal with the media. One third, however, is not. Two third of the all these press officers are virtually always accessible; one third, however, is accessible during office hours only.

Press and media screening

Daily screening of the press takes place in one third of the organisations; ca. 20% do so weekly only; some 25% do so at irregular intervals. In about 70% of the organisations, management gets promptly informed about attention from the side of the press. A similar percentage of the organisations are well informed about the working of the press in general.

Training

In only two fifth of the organisations, management and colleagues themselves are **trained** to deal with the press, yet it shows that in two third of the organisations, personnel generally knows what to do when the press asks a question. Registration of queries by the press takes place in only half of the total of organisations. Some more, approximately 60% of the organisations do register press coverage, however.

Testimonies

When it comes to people with HIV, who might testify, we note that there is a substantial number of organisations —one in three!—that doesn't have anyone.

3.1.3 Proactive press strategy

A proactive strategy to disseminate information to the press and media has been adopted by three fifth of the organisations.

Media landscape

In three quarters of the organisations, one has inventoried the various media, journalists and their respective target groups. One quarter have no clear view of the press and media landscape. Three quarter maintain personal contacts with the press, yet only one fifth also has a budget to cooperate with the press.

Procedure

Internally, the press officer her/himself gets informed about actions, campaigns, publications, reports of the organisation itself in most of the organisations that have a press officer. In two third of these organisations, the press officer gets informed systematically about decisions that may have an external impact. On the other hand, only half of the existing press officers are being informed on actions, events or publications that may draw press or media attention.

Access

Press and media have access to downloadable information (press release, press maps, visual materials) on websites in only one third of all organisations. Three fifth also have no explicit strategy as to how (conditions) to spread information by means of interviews, press releases or other press and media initiatives. The majority has no modus operandi with regard to scoops.

Responsibility

Responsibility with regard to a decision to disseminate information as to decide what information lends itself to this, is clearly defined in only half of the organisations. One third of the organisations have not stipulated who must check outgoing messages with regard to certain aspects.

44,3% of the organisations have stipulated a strategy on how personnel and the board of administration are being informed about an action towards the media, about the information disseminated as well as about the resulting press reaction. The media approach during moments of crisis is dealt with explicitly in only half of the organisations.

3.1.4 Reasons for (not) collaborating

Access to the media is altogether positively evaluated: 85% indicate that media are willing to cooperate with the organisation's campaigns, in descending order by means of providing exposure, by giving free advertising space, by giving discounts on their regular rates or otherwise.

Motives for collaboration with the media indicated by the various organisations:

- » to disseminate information on the HIV/AIDS and sexual health issues themselves;
- » to disseminate information about the various risk groups, target groups, but also corrective information regarding unjustly stigmatised;
- » to disseminate information about actions, campaigns, publications;
- » to sensitize audiences and raise awareness and solidarity (WAD, Candlelight memorial);
- » to reinforce agenda setting;
- » in support of advocacy initiatives;
- » to reinforce the visibility of PLWHA;
- » to stress the dramatic ramifications of the sexual health problem, c.q. HIV and AIDS;
- » to stress the urgency of a certain campaign or action;

Motives for collaboration of the media with organisations indicated by organisations:

- » assuming a role of social commitment and connectivity (goodwill, charity or more intense levels of commitment)
- » search for reliable information with regard to HIV/AIDS/related
- » search for professional commentary with regard to HIV/AIDS/related
- » search for 'news' with regard to HIV/AIDS/related
- » search for information with regard to the living experience and quality of life of PLWHA

Motives for NOT collaborating with the media indicated by the various organisations:

- » too high degree of complexity of the HIV and AIDS issue (risk of disinformation)
- » lack of skills and competences to communicate adequately and efficiently with the media
- » presumed inaccessibility of the media
- » presumed or real media bias

- » expected media Puritanism
- » expected media prudence, sensationalism, stigmatisation
- » presumed or real indifference amongst press or media audiences, permanently or during periods
- » relatively poor chance amidst so many other issue-focussed organisations calling upon the media

3.2 HIV/AIDS and the media –a working relationship (?)

Contribution by Rudi Bleys, Sensoa, Antwerp

“(Broadcast) media have tremendous reach and influence, particularly with young people, who represent the future and who are the key to any successful fight against HIV/AIDS. We must seek to engage these powerful organisations as full partners in the fight to halt HIV/AIDS through awareness, prevention and education”.

Kofi Annan, United Nations Secretary-General¹

When envisaging the launch of media campaigns with regard to HIV & AIDS, it is of course useful to get a better understanding of the focus or neglect, of the accuracy or the misrepresentation, of the changes and evolution that characterized the coverage by both broadcast and print media in your country. Such coverage evidently does not take place in a social vacuum and reflects both public and media concerns with regard to sexuality, gender, religion, culture.. as much as objective changes on the level of epidemiological developments or scientific findings with regard to prevention, treatment and care.

As the media have their own agenda and media coverage is subjected to the legitimacies of journalism in an ever changing social context, we ought to try to assess as accurately as possible how we can influence these processes in order to tune in and thus get access to the media, but also in order to call for increasing attention as well as shifting focuses, especially –but not only-- in countries where media coverage remains relatively inaccurate, biased or failing otherwise. An integrated approach, combining the recurrent launch of media campaigns with an ongoing sensibilising and supportive partnership with the media, will bring about the best attainable results.

¹ Global Media Aids Initiative, *The media and HIV/AIDS. Making a difference*, Geneva-San Francisco: UNAIDS – The Henry J. Kaiser Family Foundation, 4.

3.2.1 A historical perspective

As of yet, we are still pretty much in the dark on the particular history of media coverage on HIV and AIDS in the various countries of the **European Union**.² Still, there are several onsets to a thorough historical analysis³ and a very useful overview on media coverage in the **United States** does allow for drawing some parallel developments in Europe, however.

An analysis by Princeton Survey Research Associates International and the Henry I. Kaiser Family Foundation, covering the years from 1981, when the epidemic broke out, until 2002, does indeed show some of the major trends and developments in the way HIV and AIDS were covered by the American printed and broadcast media and that we may recognize as of a similar nature, if not always, in a European context.⁴

Since the late 1980s, there has been a **decrease** in total media coverage of HIV/AIDS. The actual survey does not provide an answer to the question why that is the case, but we may assume with fairly great certainty that this results to a large degree from the fact that the epidemiological and social 'crisis', typically characterising the early years from 1981 to 1990, was gradually giving way to insights that the epidemic was at least slowing down by the adoption of 'safe sex', remained limited to certain minorities, and did not spread to the population at large.

The above tendency seems to be confirmed by a **growing optimistic tide from the mid-1990s till approximately 2000**, at least with regard to the situation in the US (and Europe). Combination therapy and protease inhibitors were given great focus during the International AIDS Conference at Vancouver (1996) and brought about a major shift in people's perception of HIV as a chronic, rather than a lethal disease. Here, we would like to add and emphasize that these innovations on the level of treatment were often covered by the media in a somewhat too optimistic mood, having lead to accusations later on to their address about having mislead people into believing that the treatment would by definition be unproblematic, easy and effective for all people with HIV. The pharmaceutical industry also, has been targeted as having offered a too rosy perspective to people infected or affected with HIV/AIDS. Fact is that from the mid-1990s onwards, media

² Relatively more attention has been paid to deconstructive interpretation of media discursivity from a Cultural Studies perspective. See e.g. the seminal essay by S. Sontag (1988), *Aids and its metaphors*, New York: Farrar, Straus & Giroux, as well as *Aids. Cultural analysis, cultural activism*, ed. D. Crimp, Cambridge, MA: MIT Press; *Taking liberties. Aids and cultural politics* (1989), eds. E. Carter – S. Watney, London: Serpents' Trail. Also inspiring for developing a proactive media strategy is Paula Treichler's fascinating study *How to have theory in an epidemic. Cultural chronicles of aids* (1999), Durham, NC – London: Duke University Press; G. Griffin (2000), *Visibility blues. Representations of HIV and aids*, Manchester – New York: Manchester University Press, and B. Weingart (2002), *Ansteckende Wörter. Repräsentationen von Aids*, Frankfurt/M: Suhrkamp. Finally, see J. Tulloch – D. Lupton (1997), *Television, aids and risk. A cultural studies approach to health communication*, London: Allen & Unwin. On the specific characteristics of gay representational politics, see the collection of essays by D. Crimp (2002), *Melancholia and moralism. Essays on aids and queer politics*, Cambridge, MA: MIT Press.

³ See, f.i., K. Wellings – B. Field (1996), *Stopping aids: Aids/HIV public education and the mass media in Europe*, Menlo Park, CA: Addison Wesley Longman. This book also contains country by country reports on AIDS coverage.

⁴ M. Brodie et al. (2004), 'AIDS at 21: media coverage of the HIV epidemic 1981-2002', *Columbia Journalism Review*, supplement to the March/April 2004 issue.

coverage of HIV/AIDS is less dominated by a narrative pattern, focussing on a so-called 'crisis', at least in North America and Western Europe, and more reflective of the so-called 'normalisation' of HIV/AIDS. That the bi-annual international AIDS conferences became major news generating events also illustrates this trend towards an annually recurrent 'state of affairs' update of new developments with regard to HIV/AIDS.⁵

If, from 2000 onwards, the mood became **more pessimistic again**, then this was largely due to growing awareness about the limitations of HAART (Highly Active Antiretroviral Therapy), such as the numerous and often grave side effects, or the fact that the new therapies are not successful for everyone. Growing attention to the evolution of the HIV epidemic in the developing countries, Africa at first, Asia and the ex-USSR-countries next, has on its own turn lead to increasing coverage on economic issues of the AIDS epidemic, such as poverty, illiteracy, gender inequality, and the poor access of many people in those countries to expensive HAART. The increasing incidence and prevalence of HIV/AIDS in Africa, Asia and Eastern Europe equally gave rise to a more pessimistic tone in print and broadcast media coverage, shifting their attention from a predominantly national or domestic to a more global perspective.

Portrayals of HIV/AIDS affected populations also shifted towards a global focus. **Relatively severely affected minority populations** both in North America and Western Europe became less visible in the HIV/AIDS coverage by both print and broadcast media. In the **USA**, this only reinforced a trend, that has been there since the initial representations of AIDS as a 'gay cancer' had made room for a more or less generalized panic about the entire population's presumed vulnerability. 'Specific populations disproportionately affected by the US epidemic were the focus of only a small amount of coverage', thus M. Brodie et al. (2004, 5).

The situation in **Western Europe** seems to have been somewhat better. The media, in fact, have played an important role in addressing issues of discrimination, stigmatisation and have actually facilitated the further emancipation of sexual minorities, but only in countries where this process of emancipation was already on its way and didn't face animosity or indifference from either the media or their respective audiences. It looks like sufficient critical mass is to be present amidst the receiving audiences in order for the media to be able to tap into that and reinforce shifting attitudes among the population. Still, in Western Europe also we have been witnessing a gradually decreasing visibility of the highly vulnerable minority populations such as migrants or men who have sex with men. A study by Ford Hickson (Sigma Research) has indicated, for example, that media coverage of HIV/AIDS in the United Kingdom was increasingly marked by the resurgent image of a so-called 'heterosexualisation' of the epidemic despite epidemiological evidence of the contrary.⁶

Another important finding from the Princeton/Kaiser survey is that **the share of direct 'safe sex' messages has decreased** throughout the years. This is something to pay attention to, especially as we are facing new epidemiological challenges in Europe as well as North America:

⁵ *HIV/AIDS in Europe: Moving from death sentence to chronic disease management* (2006), eds. S.Matic et al., Copenhagen : WHO Regional Office for Europe, passim.

⁶ F. Hickson, 'HIV/AIDS and the media in the UK' (2004), presented at the 7th National CHAPS Conference, Liverpool.

- » Within the context of the European Union, we are facing a **newly rising incidence** of HIV among men who have sex with men on the one hand, while the increasing mobility between people of the older and the newer member states can lead to a reinforcing effect of this trend. It remains to be seen to what extent these groups ought to be targeted by means of media campaigns, of course, but there is a role to be played by them on the level of visibility and solidarity. How the rising incidence (and prevalence!) among MSM will be covered by the media is co-determinant of how prevention organisations will be capable of turning the tide...
- » Some of the **new member states** have a relatively poor record with regard to people's attitudes or government policy towards men who have sex with men and other minorities, such as IV-drug users, sex workers, and people with HIV/AIDS --which on its turn calls for an assertive and proactive approach towards the media in these countries especially. The trend towards less consumer educational information therefore ought to be turned upside down and special attention must be paid to the ongoing problem of stigmatisation, both of sexual or ethnic minorities as of people with HIV/AIDS.
- » Such is not an easy task, undoubtedly, and the media might have to be motioned into assuming a more proactive role on the level of education of its audiences, rather than passively following public opinion or reinforcing stigmatising attitudes towards minorities.⁷

3.2.2 Challenges in establishing a relationship

Media coverage of HIV/AIDS is sometimes said to be suffering from something like '**fatigue**'. To a degree, this may be true. The apparently decreasing media attention is also an effect, on the other hand, of objective changes of the HIV epidemic itself. The decline in number of stories, the decreasing national focus, the more matter of fact-like narrative tropes thus coincide with changes in the nature of the epidemic (decreasing AIDS mortality, increasing prevalence and banality) as of disease management (the less critical situation of HIV as a chronic disease).

Recent developments such as the rising incidence of HIV infections among certain populations **call for a 'corrective' enterprise** and demand a far more proactive approach especially in some of the new member states of the European Union where the 'normalisation' of HIV/AIDS has not progressed equally considerably. In countries, where sexual, ethnic and drug using minorities remain highly stigmatised, considerable efforts ought to be made on the level of media coverage. News agencies, print and broadcast corporations with a poor reputation with regard to HIV/AIDS coverage must be addressed proactively by HIV/AIDS organisations in order to address the poor balance and be coaxed into adopting a more active and constructive approach to the societal issue, which is HIV/AIDS.

All over the EU, finally, new initiatives ought to be taken in order to **re-establish a substantial share of 'safe sex' information**, predominantly on the level of prevention on the one hand, of solidarity with people with HIV/AIDS on the other. A less vague focus on the population in general

⁷ For background information, see R. Goodwin et al. (2003), 'Social representations of HIV/AIDS in Central and Eastern Europe', *Social science and medicine*, 56, 1373-1384.

may make the ongoing health crisis among **sexual minorities** more visible again, even if they might become more vulnerable to (renewed or ongoing) stigmatisation and marginalisation if the media narratives do not incorporate their coverage within a wider discourse about alternative lifestyles and sexual citizenship. An all too far going normalisation and banalisation of HIV/AIDS, next, is to be countered by a renewed attention for the relatively vulnerable group of **youngsters** under the age of 25 also, that has not been exposed to the AIDS crisis as earlier generations have. Generally spoken, we need to ask questions as 'to what extent does the media have a **responsibility** to educate the public?', opposed to focusing only on reporting the news'⁸

3.2.3 Limitations and possibilities in working with the media

The media, of course, have no clearly measurable impact on people's cognitions and attitudes, as other variables tend to play an often more important role. It will always remain difficult to adequately assess the way media coverage determines changes on this level, let alone the degree to which a media campaign actually alters people's actual social and/or sexual behaviour.⁹

There is a relatively great consensus, however, that the media environment is an important player in the field of the fight against HIV/AIDS as it may contribute to a changing, more positive social climate and advance the social emancipation of specific minorities, who are disproportionately infected or affected by HIV/AIDS. The Princeton/Kaiser survey surely indicates that media coverage does contribute to the fight against HIV/AIDS in the USA.

On a very basic level, this can be deducted from the fact that there is 'a certain connection between a diminishing number of people considering HIV/AIDS as an urgent problem and diminishing/changing coverage by the media.'¹⁰ The reality of an actual **cause-effect relationship cannot be established** but when contextualised within the more global picture of all social agents fighting the epidemic, it becomes clear rather quickly to what degree media coverage **either facilitates or obstructs** this enterprise.

Concrete steps, therefore, to improve cooperation between HIV/AIDS organisations and media corporations are bound to have a positive, redeeming impact on the middle long and long term.

⁸ Brodie, M. et al. (2004), 7.

⁹ On evaluation issues with regard to media campaigns, see V. Freimuth – G. Cole – S.D. Kirby (2001), 'Issues in evaluating mass-media health communication campaigns', in: *Evaluation in health promotion. Principles and perspectives*, eds. I. Rootman et al., Geneva: WHO, 475-492. Also, see P. Norris (1997), *Politics and the press*, Boulder – London: Lynne Rienner Publishers, esp. ch. 9 on media coverage on HIV/AIDS; W. Randolph – K. Viswanath (April 2004), 'Lessons learned from public health mass media campaigns: marketing health in a crowded media world', *Annual Review of Public Health*, 25:4, 419-437; M. Cohen et al. (1990), 'The impact of interpersonal and mass communications on risk behaviour and AIDS knowledge in France', paper presented at the 5th International AIDS Conference, San Francisco; S. Agha (Dec 2003), 'The impact of a mass media campaign on personal risk perception, perceived self-efficacy and on other behavioural predictors', *AIDS Care*, 15:6, 749-762.

¹⁰ M. Brodie et al. (2004), 1.

The launch of media campaigns will indeed profit from a constructive and informative media environment, which sheds light on the role of media, editors and journalists as important partners, who, if not set the score, at least manage to establish and disseminate the parameters of public discourse on HIV/AIDS:¹¹

- » not only do they hold the handle to **spreading information** and **promoting awareness**;
- » they also are critical in the more general fight **against denial, stigma and discrimination**, as...
- » ... they also can address issues of **gender inequality** to the degree that this interacts with the epidemic.
- » The media have a role to play also on the level of **mainstreaming**, ensuring that the messages with regard to HIV/AIDS permeate a diverse range of output ...
- » ... and may contribute to putting HIV/AIDS on the news agenda and encouraging leaders to take action.
- » A supportive media environment, finally, is essential to the effective **promotion of preventive messages and of various HIV/AIDS services**.

3.3 Working with the media as part of a communication strategy

Boris Cruyssaert, press officer of Sensoa since 1998, learned to work with the press through experience, failures and successes. In recent years, Sensoa had about 100 contacts with the press yearly leading to important exposure for the organisation itself and major coverage about the topics we are working on.

The seminar included two tracks of workshops. The first track aimed to enhance the capacity of NGOs to work effectively with local media partners. The second track of workshops concentrated on the development of mass media campaigns. There have been very successful media campaigns in Europe conducted by NGOs. We compared approaches in different countries and analysed their success. Both aspects, however, are part of a broader communication strategy.

Although working out a mass media campaign seems urgent because of the importance of the topic you want to address and because there can be a lot of pressure from government and/or public opinion to have a certain outcome, a campaign will reveal internal shortcomings predominantly if you don't have a communication strategy first. You must have a mission

¹¹ Global Media AIDS Initiative (2004), *passim*. Also, see K. Wellings – B. Field (1996), *Stopping AIDS. AIDS/HIV education and the mass media in Europe*, London – New York: Longman; Bundeszentrale für gesundheitliche Aufklärung (2002), '15 Jahre 'Gib AIDS keine Chance''. Die Öffentlichkeits-Kampagne zur AIDS-Prävention in Deutschland', Cologne, 15ff; L. Kolker (1999), *Nederland gebruikt ze.. omdat ze overal verkrijgbaar zijn. De Vrij Veilig campagnes van 1987 tot 1998*, Utrecht: Stichting Soa-bestrijding.

statement, you ought to express your core values, you need to know about how your organisation is branded, you also should have a good internal communication network and a press strategy before you can even start thinking about a mass media campaign. A press strategy does contribute to efficient communication as it:

- » allows for your organisation to have a certain name or reputation;
- » builds or modifies the image of your organisation to the outside world;
- » is part of a wider agenda of lobbying and advocacy;
- » makes the products/services (old and new) better known amongst various audiences;
- » promotes these products/services;
- » informs and/or sensitizes various target groups, general audiences or decision makers.
- »

3.4 How do the media operate in a multimedia era?

Mrs. Vicky Vinck from BeMedia gave an update on media strategy and planning that will help you selecting the most effective media channels. BeMedia is the primary contact of the Belgian media for all aspects related to government communication. BeMedia promotes government communication and recruits “media space” for the government. BeMedia is dedicated to establish permanent communication between the Belgian government and all citizens regarding public services and governance. BeMedia welcomes all those interested in government communication such as politicians, spokesmen, communication & information officials of public departments and institutions, etc. BeMedia provides services such as translating often complicated governance into transparent communication topics, developing creative media products and strategies, supplying media advice and coordinating media campaigns by means of its “Mediadesk”. www.BeMedia.be (Dutch website)

3.4.1 Things to consider when starting a media campaign

Before you start your campaign, it is important to list a number of elements. This is important for your planning, for your briefing to the advertising agency and for the selection of your media channels.

- » Situate and describe the **context** of the campaign subject. What is the policy context, what ‘problems’ present themselves, what are the sensitivities, ...
- » In a single sentence, describe what you have to say to the target group. The more you want to say, the less of your **message** will be remembered or understood.
- » What is the **objective** of your communication? Informing, educating, sensitising, altering behaviour, recruiting, etc ...

- » Describe, in as much detail as possible, who the campaign is aimed at. Which **target group** must be approached as a priority? Are there sub-groups?
- » What is the **geographical distribution**? International, national, local?
- » What are the predicted start and end **dates**?
- » What is your **budget**?
- » And finally, other useful information that you can collate, such as the **history** of any previous campaigns, for example.

3.4.2 Media characteristics of different channels

To determine which media channels you wish to use, you need to decide the extent to which each medium type meets the requirements of your campaign's objectives. Let me give you an example: If you have to convey a great deal of textual information in your campaign image, you can eliminate posters straight away. When your target group drives past a poster in their cars, they will not have time to read everything.

Per medium type, I will go over the most important qualitative, quantitative and technical criteria. I assume that there may be a few differences in your country, but most of the characteristics should still be valid everywhere.

Newspapers

The reader is very involved with 'his' newspaper, it is ideal if you wish to give a lot of information and it is also a credible medium. Of course, this final statement doesn't always apply to tabloids.

With newspapers, you have a significant circulation on one day, there is the option of differentiating geographically and they are selective of men, the over-40s and higher social groups. This doesn't, of course, mean that it won't be read by women, youth and the lower social groups.

Newspapers have short deadlines for delivery of your material but you must bear in mind that the reproduction quality is lower.

Magazines

Magazines have an editorial valorising context. In other words, ask for the editorial calendars of the various magazines and advertise in the editions that provide an editorial context that ties to your campaign. It is ideal for image campaigns, it gives you the space to inform people and they have a long-term effect. Magazines are not thrown away after one day, but are read again regularly, whether at home, in the doctor's waiting room, at the hairdresser's, etc ...

It is a mass medium and a niche medium at the same time. In other words, when you select a number of general magazines you attain a considerable circulation, but you can also choose specific target groups such as women, business, etc. Magazines have an excellent reproduction

quality – and remember that you will have to make a reservation and deliver your material a few weeks in advance.

House-to-house papers

In house-to-house papers, your advertisement will appear in highly promotional surroundings – and it is a short-lived medium.

You can differentiate down to district level and it has a very high circulation, except with the highest social class.

House-to-house papers have short deadlines and the reproduction quality is lower.

Television

Television is powerful, due to the combination of sound and picture. It allows you to demonstrate something which says more than a page of text. It is often used for image campaigns and is an activating medium.

It is, of course, the prime example of a mass medium and selective of the inactive over-45s and lower social groups. In the last few years, there has been a strong rise in niche channels such as MTV, local TV, business, life-style, etc.

Bear in mind that a high-quality ad takes up a large part of your budget.

Radio

Radio is a highly activating medium, which is why it is often used to announce special offers, open-door days, etc... It is an accompanying medium – 94% of listening time is shared with another activity such as driving, household work, etc.

Radio has an extensive reach and is selective of active people, youth, women and executives. People keep listening for a long time. The deadlines are short and the production cost is relatively low, in comparison with a television ad, for example.

Posters

Posters are often used for brand recognition, with items such as clothing. It is an activating medium, but bear in mind that the contact time is very short. One glance at the poster must be enough to make the target group understand and remember the message. So there's little point in giving phone numbers and addresses on posters, for example.

It has a very wide reach and is selective of young, active, upscale people. There are many different kinds of posters, from 40m² billboards to postcards and placemats in cafes to shopping trolleys.

It lets you advertise right down to neighborhood level.

Internet

The internet is the prime example of the interactive medium. With one click on your banner (or other kind of link), your target group can visit your site for more information. It is also frequently used for brand recognition.

The cost is limited and the internet is selective of men, youths, active people and social groups 1 to 4. Do not over-estimate the click-through, which is mostly limited, unless the message contains a very high 'what's in it for me' factor. Internet agencies can give you a detailed overview of the results, both during and after the campaign.

The deadlines are short.

Cinema

Cinema is the medium with the highest impact in terms of memory. It is ideal for image campaigns.

The reach is limited and the medium is often used in combination with television. Cinema is selective of youths from the higher social groups.

The production cost is very high because the TV ad has to be converted to film.

3.4.3 Creative exploration of different channels

Through a creative use of the media, you can attain enjoyable results with plenty of impact.

Top topicals in newspapers are initiatives that allow advertisers to exploit a specific event. An advertisement for the KING brand mints played on the birthday of our King, Albert. They had replaced their brand name with Albert's name, using the same font - a tiny adjustment with a big effect.

What would it be like to see the world through blue glasses for a day? In 1987, the French newspaper Libération brought out a special edition with **Club Méditerranée** as the only advertiser. The newspaper was printed entirely in blue from the first page to the last, and provoked plenty of reactions. This idea has also been tried out in Belgium. On the front page, the chief editor of Le Soir explained in the editorial how this initiative convinced the entire editorial team: 'Today Le Soir is as blue as a lagoon, as a bay, as the sky on a late summer day... Some advertising ideas are annoying or just plain pushy, but if a means of communication is accompanied by as much talent, imagination and seduction as this simple, pretty creation, then it deserves our attention... Maybe looking at the world through blue glasses for 24 hours is just an incentive to get out the rose-tinted glasses a bit more often as well.'

Humo is a magazine in Belgium with a strong cover policy. Various advertisers have gratefully made use of this, in collaboration with the editorial team. For example, they issued an **ice cover**. Put the page in the freezer and you'll see the complete cover. There are multiple variants possible here, from scratch covers to sniff covers, etc...

A 30" ad in a group of adverts has to compete with the many other advertisers. More and more, the channels are also using an advertising jingle. In one example the Peugeot 206 drives through the **advertising jingle**.

Last year, the furniture manufacturer Ikea equipped bus shelters in the streets of Amsterdam with their furniture. They are now doing it in New York as well.

3.4.4 Future developments

Interactive media open a world of new applications for everyone. Ads via digital TV, the web, mobile and game consoles such as Playstation demand a whole different approach, a different way of thinking.

The study 'The future role of cable in shaping the digital home in Europe' predicts that in 2010, **digital television** will be in the homes of 64% of the families in Europe. The user sits in the armchair in a 'lean-back' position and expects mainly relaxation and entertainment. As opposed to the internet, where people adopt an active 'lean-forward' position and go looking for information. iDTV is controlled by a simple remote control. The power of iDTV is, on the one hand, the greater offering of content through video on demand – and on the other hand, the possibilities for interactivity and communication. iDTV possesses a great potential. More channels will be added, the picture quality will noticeably improve, there will be extra pay-per-view channels, and you'll have an electronic programme guide and personal video recorder available.

With a simple push of the 'red button' you can vote for your favourite candidate in interactive programmes, but TV ads can also be interactive. For example, during a car manufacturer's 30" ad, you'll see an invitation to push the 'red button' and end up in the advertiser's iDTV environment. There, the various models are shown in longer films and anyone who is interested can request a test drive via iDTV. Instead of 30" of the viewer's attention, there is an interactive contact which can last for minutes. iDTV's strength is, of course, the video on demand function. Your TV gives you instant access to a virtual video shop. But iDTV's enriched programmes are another 'ace up its sleeve'. These are comparable to the extras on a DVD. For example, the viewer can see an interview with the actor from the film he has watched. This technology also makes it possible for certain programmes to be broadcasted just for certain target groups – what we call 'opt-in programmes'. For example, a programme that targets just teachers, in which they can exchange information and pick up extra lessons.

In addition, all kinds of interactive services and communication are possible, from games to e-mailing, SMS, etc. – all via the TV.

Naturally, these new media applications also have an impact on society. There will be an increase in communication via screens. There will not necessarily be an increase in media usage, so the competition between the media will increase. The quality of the content is essential – the target group watches the programmes they want, when it suits them. More and more, the viewers will also become the makers of the content: just look at the success of Youtube, the internet site where everyone can post their videos. And finally, iDTV helps to bridge the digital gap, as people who don't have broadband internet will have similar applications at their disposal via TV.

The media landscape in Russia: a different story

Contribution by Tatiana Grechuckina - AIDS Foundation East-West (AFEW)

In Russia, the media tend to focus on entertainment rather than on political and social issues. Especially the regional media are economically and politically dependent on governmental structures. And awareness and knowledge on specialised issues among journalists is rather low.

Russian TV has 2 federal channels and 15 network channels. There are 15 to 20 channels per city and TV has a penetration of 98 %. The most popular TV programmes are soap operas, crime shows, music shows and a lot of broadcast time is given to federal news. Internet penetration in urban Russia is 22 %, which is high. Moscow reaches 42 %. Printed media mostly cover sensational topics. The most popular dailies are produced in 200.000 copies. Russian radio has three leading stations: two entertainment stations and one station owned by the government.

TV is the most powerful resource to reach target groups with campaigns. However it is very difficult to motivate TV channels to donate time. They give limited prime time opportunities and AFEW does not possess any tools to influence the frequency and time of broadcasting of their campaigns. Russia does not have any legislation nor does it stimulate the support of social advertising.

In general, one can say that Russian NGOs do not know how to work with the media.

Tatiana Grechuckina uses a quote of Gavin K. O'Railly, president of the World Association of Newspapers, to describe how the state and media relate to each other: "In Russia, the government contributes to creating the atmosphere of cautions and self-censorship, journalists start to fear for their present and future, become cautious – what makes harmful effect to the journalism in general."

But AFEW is optimistic and wants to make maximum use of above the line and below the line opportunities. They are convinced that creativity and innovation can help attract the media. In the long term, they want to educate the media and the audience.

AIDS Foundation East-West <http://www.afew.org>

AFEW is a Dutch, non-governmental, humanitarian public health organisation, whose mission is to make a major contribution to the reduction of the impact of HIV/AIDS in Eastern Europe and Central Asia. Currently, AFEW operates in Russia, Ukraine, Moldova, Belarus, Kazakhstan, Uzbekistan, Tajikistan, Kyrgyzstan and Mongolia through eight program streams:

- » Harm reduction training, pre- and post-HIV test counselling and prevention of mother-to-child-transmission of HIV
- » Media campaigns on safer sex and solidarity with people living with HIV and AIDS
- » HIV prevention and health promotion among sex workers, street children, men who have sex with men and in prisons.

3.5 A Practical Guide for Working with the Media

The European Public Health Alliance (EPHA) represents over 100 non-governmental and other not-for-profit organisations working on public health in Europe. EPHA advocates for healthier EU policies by representing the views of health NGOs www.ephah.org. Lara Garrido-Herrero is EPHA's Secretary General. Lara represents the organisation, supervises the Secretariat, ensures that the work plan is implemented and serves as an intermediary between EPHA members, the Executive Board and the Secretariat.

Lara Garrido-Herrero presented the EPHAs publication "Working with the Media". This guide is a joint publication of World Health Communication Associates, EPHA, EEN and The Media Wise Trust. The aim of the guide is to help non-governmental organisations and other health communicators become more active and effective in their relations with the media. This pocket-sized 98-page guide is aimed at those working in the health and environment sector but it will prove useful in many other sectors.

The World Health Communication Association is planning to issue another Reporting Manual on HIV/AIDS by autumn 2006: <http://www.whcaonline.org/> There is also a Medical Ethics Manual <http://www.whcaonline.org/publications/>

The guide "Working with the media" contains a special chapter on ethics which sets ten **ethical guidelines for health communicators**. They were highlighted in the presentation:

1. Try to do no harm: be true to yourself and always use evidence based information.
2. Get it right: do not provide information you are not sure about.
3. Do not raise false hopes: be very specific and only use reliable information.
4. Beware of vested interests: always ask yourself who benefits from the supplied information.
5. Reject personal inducements: as long as you say to the journalist who is sponsoring your campaign you are safe
6. Never disclose sources: ensure that the journalist does not use your name and do not disclose references.
7. Respect the privacy of the sick
8. Be mindful of the consequences
9. never intrude on private grief
10. If in doubt, leave it out: this is a golden rule. Do not speculate! If you do, you will lose your credibility.

The very useful guide can be downloaded in different languages:

http://www.env-health.org/IMG/pdf/English_final-2.pdf

http://www.env-health.org/IMG/pdf/French_final.pdf

http://www.env-health.org/IMG/pdf/German_final.pdf

http://www.env-health.org/IMG/pdf/Russian_final.pdf

4 Best Practices for Working with the Press

4.1 Stop the press!? Establishing relationships

The press is a multi headed monster. Sometimes the relation of a press officer with the press is like a difficult marriage. The best way to handle the press is to combine a reactive and a proactive press strategy. During this workshop, both reactive and proactive press strategies were discussed. An example of the first was illustrated by **Istvan Gábor Takacs**, who presented the so called Media Monitor Program of the Hungarian Civil Liberties Union with regard to drug use and its coverage by the media. **Boris Cruyssaert** expanded on the components and perspectives offered by proactive press approaches.

4.1.1 Breaking down the drug myths: the Mediamonitor Program

The Hungarian Civil Liberties Union (HCLU) is a non-profit human rights watchdog NGO established in Budapest, Hungary since 1994. HCLU's aim is to promote the case of fundamental rights and principles laid down by the Constitution of the Republic of Hungary and by international conventions. HCLU is working for the protection of rights of vulnerable populations, such as people living with HIV/AIDS, drug users, psychiatric patients and sex workers. The organisation focuses on drug and AIDS policy issues mainly, but also on the right to self-determination, freedom of expression and political representation, as on informational privacy. HCLU is working independently of political parties, the state or any if its dependent institutions. István Gábor Takács is the coordinator of the Mediamonitor Programme and is involved in various drug policy related tasks of HCLU, mostly in advocacy with regard to harm reduction and public education. He is also working as an employee at the largest needle exchange program in Budapest and is a presidential member of the Hungarian Harm Reduction Association. You will find more information at www.drogriporter.hu.

Fact is that the Hungarian people's perceptions of drugs and their consumers are problematic, which is the result, partially, of one sided and often biased coverage on these topics by the press and media. In the eyes of the public, the drug problematic is highly exaggerated and undifferentiated. Drug users are highly stigmatised, worse even than the Roma minority in Hungary. Adult Hungarians see no difference between the use of different kinds of illicit drugs and 80% claim that it is very dangerous to even try them. 85% call for 'much more' spending on 'the drug problem' in their country, whereas only 75% consider the consumption of alcohol as a comparable problem. The expected policy is criminal punishment. No changes of perception were perceived in the last ten years.

The media often uncritically reflect the people's attitudes, rather than correcting them. There has been a positive development since the early 1990s, yet articles and programs often remain very biased and undifferentiated. Proof of which is visible in the jargon used by journalists: 'problem', 'crime', 'dealer', 'prison', 'smuggling', 'mafia', 'fight', etc... Sober, objective and informative articles tend to remain rather limited in number. Within such a context, drug users hardly have a voice. Until recently, such was virtually non-existent, with the exception of the Civil Obedience Movement, driven by active users.

The dominant discourse also tends to grossly exaggerate the so called 'drug problem'. Some revelatory quotes:

“Today drugs took over the role of nicotine and alcohol, and they are much more dangerous”

Neither light, nor hard,
Fanny, 13 January 2005

“Not only our physical and mental existence may perish using drugs, but we might become completely useless for the society. It can be, that the statistics show that less people die of illicit drugs than alcohol or tobacco related issues, but the state of drug users is the most frightening, because they are incapable of any work, they are almost undead”

Krisztina Tóth Kovács (2005) Drugprevention Program,
Professional Organisations against drugs. *XIV. District Local
Matters*, 8 june 2005.

In Hungarian media discourse, undifferentiated and exaggerated images of the drug problem are very common:

“They usually start using drugs at the beginning of secondary school, and when they get to graduate, the trouble is there. Most endangered are the 15-24 age olds. Until the beginning of adulthood, they either quit or die”

Emőke Nagy (2005) „There is no light drug, only drug” Dr. Krisztina Juhász answers, Womens Magazine, 26 January 2005

Representations in the press of drug users remain too undifferentiated also:

“The debate is persistent:
is the drug user ill, or criminal?”

Gabriella Jana, László Ligeti (2005) Hemp, only in secret. Some acknowledge, some are against it and others consume it illegally – the debate is persistent: is the drug user ill or criminal? *TV2 „Active”*, 30 March 2005

The perception that the consumption one drug will lead to another (gateway theory) is also very obstinate:

“According to Hungarian brain researchers, if someone smokes marijuana cigarette regularly, it is 80-90 percent, that sooner or later he/she will touch other harder drugs too.”

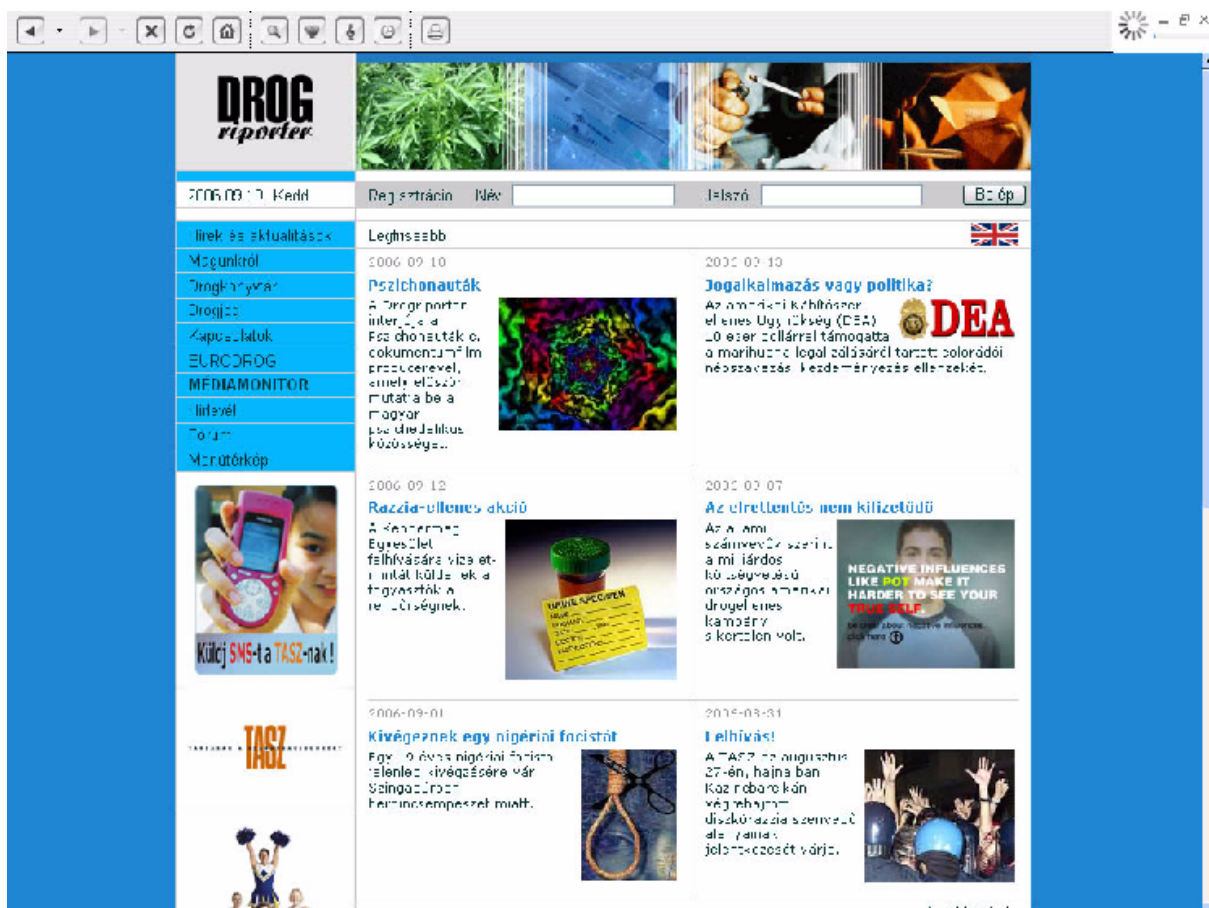
Gabriella Jana, László Ligeti (2005) Hemp, only in secret. Some acknowledge, some are against it and others consume it illegally – the debate is persistent: is the drug user ill or criminal? *TV2 „Active”*, 30 March 2005

Another problem is the use of ‘experts’ by the various media. A good idea as such, where it not that often rather dubious, very conservative, ill informed and biased experts are given the floor. An example of which can be seen in this television excerpt (reproduction impossible here):

Szilveszter E. Vizi (2005) Drugs – myth of creativity and the reality of destruction, *Hungarian National Television*, „University of knowledge”, 7 March 2005

We are facing altogether very much a media coverage, based on disinformation, that constructs and upholds stereotypes, provokes unrealistic fear and anger, rationalizes repressive state actions as acceptable and promotes more prohibition. The results are disastrous. Press coverage as illustrated above actually forms a barrier to a rational drug policy change. It undermines the possibility of preventing real harm done by substance use. It also becomes harder to distinguish between empty scare messages and evidence based advice.

The antidote to such disastrous media discourse, evidently, is reliable and objective information. The HCLU Media Monitor Program (www.drogriporter.hu) therefore aims to improve the quality of media coverage, aims at raising the journalists' sense of responsibility and wants to inform them on the basis of validated scientific facts. Also, it wants to bring about improvement by inviting readers to write letters.



LXVIII évf. 233. szám, 2005. október 5.
Aurél napja → **Kalendárium**

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Sportolók hálgyeké a Margtsziget

Bandázs nélkül, utolsó vágig

Réviden

Hruvéd elnapolták a döntést

KÜLFÖLD

Törökország kezében a kulcs

Látó-Tér

A menekülők egyre csak jönnek...

Csemuc Imre: Nem lehet a drogokat szétosztott emberekre rászabadítani 2005. április 16. (5. oldal)

Tóth Szabolcs Tőhötöm
Pszichiáter és médiasztár. Sajátos, sokak által túl keménynek és agresszívnek tartott stílusa nem mindenkinek tetszik, igaz, vállaltan nem az a célja, hogy betegek vagy nézői elvárásainak megfeleljen. **Csemuc** Imre mostanában a Kendermag önfeladási akciója kapcsán is hallatta hangját a médiában – arról kérdeztük, miért viseltetik ellenérzéssel e mozgalom iránt.

Folyik a Kencernag Egyesület „polgári engedelmességi mozgalma”, amelynek során az aktivisták feljelentik magukat kábítószer-fogyasztás miatt, hogy így tiltakozzanak a könnyű drogok fogyasztását sújtó jogszabályok ellen. Önnek, mint aki több mint egy évtizede foglalkozik drogos betegekkel, mi a véleménye erről az akcióról?

- Valamikor a múlt héten az egyik rádióban hallgattam egy interjút az egyik aktivistájukkal, és hát az a véleményem, hogy nagyon ügyesen összemossák ezeknek a kábítószereknek a dekriminalizálását és legalizálását. A riporter rá is kérdezett, hogy ők most valóban dekriminalizálni vagy liberalizálni

Internet

The pages above illustrate how the traditionally biased information in the press can be countered by means of 'letters by the reader' or reactions, drafted by collaborators of the HCLU Drug Monitor Project themselves. An example of an evidence based reaction to disinformation in the press is an extensive body of scientific references is to 'correct' misconceptions and misrepresentations that are abound in the Hungarian press and media. The results of the Drug Monitor campaign are considerable. 80 out of 5500 articles were critically reviewed and corrected. Readers have sent letters in about one fifth of the cases. The project is being followed by a stable group. Feedback is absolutely positive and media industry people now also read the www.drugriporter.hu pages in order to improve their own knowledge about drug consumption and drug policy issues. Not all journalists are equally supportive, however. Some remain totally indifferent to the information provided. Others simply reject it.

It is the firm belief of the Hungarian Civil Liberties Union, however, that the program can contribute to a more realistic, more differentiated, less prejudiced and less stigmatising perception of illicit drugs and their users. By breaking down the drug myths through education of those who tell the story to various audiences, they hope to move into the direction of evidence based, humane drug policy in Hungary.

4.1.2 Elements of proactive and reactive press strategies

Boris Cruyssaert: ‘Establishing relationships with the press – a proactive approach’

A reactive press approach basically boils down to responding to the press when asked by them to:

- » give your opinion;
- » give an explanation of various trends, developments, situations, etc.;
- » provide background information;
- » suggest experts (with contact info);
- » deliver testimonials;

A reactive press and media approach (such as the Hungarian HCLU Drug Monitor Project) may also consist of directing yourself to the press to correct them.

A proactive press approach implies first and foremost that you direct yourself to the press on your own initiative, often anticipating potential interest by the press and media. It may also be an addition to a reactive approach, further extending it in order to gain more control and impact on how HIV/AIDS issues and topics are covered by press and media. This can be done by means of:

- » press conferences & press releases;
- » sensitizing & convincing the press to work on a certain topic (interesting info or angles);
- » delivering articles or opiated pieces;
- » delivering stories by experts or celebrities;
- » delivering testimonials (by people with HIV/AIDS or others).

Necessary preconditions for a proactive approach are that journalists get to know and trust you – and that they know you’re a reliable source. That “image” can be realised through an efficient reactive press approach.

A proactive press approach entails several **advantages**. Your organisation gets more control over content, timing, public, etc. It is also easier to coordinate the press contacts within the organisation when you proceed in a proactive manner. You may save time when using the press and media in order to make something known. You reach a wider audience. You may also reach target groups, at least if you approach the right publications or media channels.

A proactive approach can also have some **disadvantages**, however. You’re not always in control of external factors (the media’s frequently recurring hunger for spectacular news can be counterproductive), for example journalists and chief editors also want to feel ‘independent’. Chief

editors may change the headers of an article or reportage and thus spoil the message. A proactive strategy, finally, implies a high investment of energy and time.

How to realize that approach?

- » be sure there is a (confirmed) decision process about dealing with and approaching the press & media;
- » make an inventory of press & media: popular / target groups / professionals;
- » build a relationship with journalists;
- » check the planning of the organisation with your colleagues: which planned realisations need press and/or media attention and when;
- » make a press planning with the planned press releases / conferences and the more general articles / opinions you would like to disseminate.

Pitfalls of a proactive press approach

- » you may spread too many press releases or set up too many press conferences, thus provoking indifference;
- » too much background information may simply be put aside and lead to an editor's decision to not publish anything at all;
- » you possibly provoke competitor's envy when providing one publication or program with so called 'scoops';
- » be aware of the difficulty of working with embargos because press and media are very eager to bring news and might not want to wait until the proposed date of release;
- » too difficult or too technical press releases might provoke a journalist's aversion;
- » journalists tend to be extreme sensitive and aware of their territory;
- » it is not always easy to find adequate visual material on your own;
- » the anonymity of testimonials might be broken;
- » there is always a certain 'return' asked by journalists / editors.

Conclusions

- » You can't create a proactive approach if you don't invest in a reactive approach;
- » A proactive approach may help you to set an agenda, but the investment is high;
- » Be aware that you are not always in control of everything;

- » Mutual trust between you and the journalist is the keyword.

4.1.3 Dealing with stigmatisation and working with testimonies

Boris Cruyssaert also elaborated on the topic of stigmatisation.

When trying to address the **issue of stigmatisation**, reactive and proactive press approaches offer different perspectives. Within the framework of a reactive approach, these are steps you can take:

- » when something positive is written/broadcasted, do compliment the journalist;
- » if you have some remarks afterwards or if a journalist made mistakes, phrase your criticism carefully and package it as feedback rather ('suggestions for improvement');
- » compliment the journalist with the attention and take advantage of the moment to provide some extra 'background info', if needed including correct vocabulary, speech and information.

A proactive approach can positively influence the dynamic of stigmatisation as follows:

- » Always use the correct language in your own press releases and every interview: e.g.. 'people or persons (living) with HIV or AIDS'.
- » Always emphasize the difference between HIV and AIDS. Don't be afraid to use the less known word HIV. Explain the relevance and importance of a correct, differentiating use of both terms.
- » If you get a chance to proofread the interview copy, make sure the used terminology is correct. If you want corrections ('suggestions'), explain why.

Testimonies

Testimonies by people with HIV/AIDS are a great way to make the issue of HIV/AIDS more tangible to various audiences. The personal angle allows for identification, recognition or, at least, solidarity. So, it pays to invest in persons who want to testify in the press. The positive effect will be best guaranteed, in fact, if you train them adequately on how to perform in front of a microphone, tape recorder or TV camera.

During the training of people who want to witness or testify, you best focus on:

- » which topics are important
- » how to formulate things
- » how journalists work and what they are interested in
- » their right to refuse to answer a question

- » their right to demand a check of the interview

Also, support and counsel them:

- » explain in advance what may be the impact on their personal life
- » accompany them during the interview
- » check what they agreed upon with the journalists
- » afterwards, check with them how they experienced everything

4.1.4 Discussion and examples from the rest of Europe

A smooth and efficient cooperation with press and media might well be possible in countries with a relatively open and progressive social and sexual climate, but proves to be hard to reach in several of the participating countries in Eastern Europe and Central Asia, to a lesser degree in some Mediterranean countries as well. There is the weight of religion, for example (Roman Catholicism, Orthodox Christianity, Islam...). Fragile democracies or political regimes, still marked by a decade's long heritage of Communism (Belarus) also negatively affect the scope of freedom of the press and media, as do people's at times quite indifferent or even aggressive attitudes towards more progressive press and media coverage of HIV/AIDS issues.

Both reactive and proactive press and media approaches face major difficulties and can indeed be very discouraging in an unwelcoming social and political climate, all the more so as many of the HIV/AIDS prevention and care organisations in these countries are poorly equipped both on the level of financial resources as of available expertise, skills and competences.

The strategy to approach the press and media in order for them to contribute to a change of public opinion faces major challenges. Some examples were presented, however, on how one might be able to break through the wall of indifference or animosity.

In Portugal, for example, one witnessed a gradual shift from **stigma and animosity** towards HIV positive drug injecting prisoners, who testified about a peer education project within the walls of the penitentiary institution, to them being actively searched by journalists afterwards. Today, they are even granted a monthly entry in one of the country's newspapers.

István Gábor Takács (Hungary) reported that a **lack of financial resources** for a press and media strategy may be tackled by inviting students to do (unpaid) internships within the organisation. They may make lists of journalists, indicating their degree of approachability. They may assist in setting up debates, preferably in prestigious social or educational institutions, such as universities, etc.

In countries where government control is very strong (Belarus, for example), one decided to focus on the **government officials**, who show a relatively positive attitude towards HIV/AIDS issues

and interview them in order to address these topics in the media without raising suspicion from political authorities.

The success of press strategies also depends on the degree to which HIV/AIDS issues are supported by the scientific elites in various countries. In some countries, **epidemiological, medical or social scientific experts** adopt rather indifferent (due to poor registration data) or plain negative positions, merely reflecting the wider public opinion on the one hand, or government policies on the other. Their social status nevertheless allows for them to gain access to the press or media, where they reproduce stigmatising discourses that are detrimental to a positive shift of public opinion.

The mobilisation of **celebrities**, while current in most Western European countries with an open and tolerant social climate, might offer some perspectives too, even if some participants emphasized that often celebrities reflect people's attitudes and don't necessarily adopt a progressive stance towards HIV or AIDS.

A Latvian participant reported on how in her country, one set up a **press conference** in the very middle of a rundown area, frequented by IV drug users, in order to draw the journalists' attention and thus break the wall of indifference by something like a *coup de théâtre*. But even the setting up of press conferences, harmless as it may sound, calls for courage as one even needs to worry about physical security at times.

In general, all agree that making **personal contacts** with journalists may become fruitful in the end, especially when these can develop into contacts, upheld **over longer periods of time**. One also felt that getting the message through to journalists calls for simple, concrete stories about 'successful services', where not too much focus is laid on the complex problematic behind the reasons for setting up such services, even when the long term impact of such an approach on the changing of public opinion may be very limited.

4.2 Selling your story to the press: communication and marketing

Unfortunately, building support for your cause does not only depend on the story you can tell, dramatic as it might be... Much of your impact depends on your ability to sell that story to the press.... And that is not an easy exercise.

In order to acquaint ourselves with the reality of journalism, one group of participants visited the offices of the Antwerp regional television channels ATV, located in a reformed warehouse in the city's old port area. They were welcomed by Mr **Jan Van Broeckhoven**, chairman of NORTV, the umbrella organisation of the Flemish regional television channels, who elaborated on the inner workings of a local/regional television station with main focus on how HIV/AIDS issues are being addressed. Questions by various participants were answered by Mr. Van Broeckhoven, who provided generous information and feedback on both the limits and perspectives of both reactive and proactive collaboration between Sensoa and ATV.

The results of this meeting may be formulated as a series of recommendations.

4.2.1 Tips when approaching journalists

Journalism has its own characteristics, its own procedures and its own 'professional culture':

- » make sure your organisation is known by the team of journalists;
- » make sure you know the journalist and that you familiarize yourself with how journalists actually operate;
- » focus on a lasting, fruitful cooperation with the journalist(s), who usually covers HIV/AIDS issues;
- » create and uphold a **lasting, permanent communication flow** between this journalist and your own organisation/yourself as the press officer of your organisation;
- » invest sufficiently in 'courting' the journalist;
- » invest sufficiently in 'coaching' the journalist and 'facilitate' his work;
(For instance, offer **background information**, assist him/her on the level of the vocabulary to be used, on the level also of discursive speech, etc.)
- » **timing**: end out press releases in time (one week ahead, approximately);
- » **dosage** information by means of press releases, press conferences, etc.;
(HIV/AIDS issues, while central to your own professional activities, are only one among a myriad of topics to be covered by the medium)
- » make a journalist's workday into an interesting one, avoid dull academic press conferences, for example;
- » make a journalist's workday practical. Set up a day long event, for instance, where journalists can show up when they like to and can, be flexible in your availability for interviews.

4.2.2 Tips when working with television as a medium

Keep in mind that television as such is a medium with its **own characteristics, timing and procedures**:

- » When communicating with the TV channel, make sure you manage to squeeze your information and/or message within a time slot of maximum 3 minutes. An interview may last longer, but only three minutes will be withheld for broadcasting.
- » Keep in mind that audiovisual media and news channels in particular, like the press, are keen to bring '**news**'. If you package an initiative as 'news', it will have a greater chance of being included in the channel's final list of news items, to be covered in one or more of its programs.
- » Keep in mind also that audiovisual media, especially television, pay great attention to news that has a **visual component**. So make sure that you have visual materials available that can be used to visually illustrate your media intervention.
- » The final content of a news broadcast usually gets defined by noon. Keep this tight time schedule in mind!
- » The channel's election of news items, withheld for inclusion in news programs or documentaries, often are influenced by what other, **competitive channels** offer. This might imply that an item does not get withheld on the one hand, but also that interest from the side of the TV channel does materialize if your topic *does* get addressed by competing channels.
- » Keep in mind that your message/information maintains a good **balance** between positive and negative elements. Contrary to what one might think, negative news is not privileged by a news station.
- » If anything, your information/message/campaign or whatever other initiative should be **extraordinary**, out of the ordinary, 'different' from the banality of daily life and doings...
- » **Testimonials, personal stories** are a wise way to address a topic like HIV/AIDS, rather than abstract information.
- » Be aware of the **limits** of a particular medium in terms of its **audiences** or **geographical reach**. ATV, for example, is to cover news from the province of Antwerp (capital: the city of Antwerp) and its audience is thus limited to people living in or near that geographical area. If you would like to spread a message destined for a larger audience, then you might prefer to contact TV channels that targets this population intirely.
- » When appearing 'life' in a **studio**, make sure you're prepared, both mentally (self control) and intellectually (prepare bullet point structured information on file cards, that support your narrative, but don't simply read or mechanically reproduce them).
- » **Experts** especially, easily getting lost in endless nuance, tend to find an appearance on TV very frustrating. Train them to learn the ropes of the trade and manage to squeeze their boundless knowledge in digestible bites 'n bits.

- » **Speak a relatively simple and easy to understand language.**
- » Finally, learn from past experiences. Learning how to cooperate with the media is a story of trial and error often as well. **Experience pays!**

4.2.3 Here we are, listen to us! Getting the attention of the press

After a short bus trip back, the workshop was continued by **Boris Cruyssaert**, who gave an additional presentation on how to 'work the media' and concluded by an informal discussion on various experiences by the participants. Boris Cruyssaert dug up examples of how Sensoa 'worked the media' during the past years. Among these were: the so called 'Sex bath for journalists', the 'Cuckoo strategy' and a recent campaign against stigmatisation of people living with HIV/AIDS.

Sex bath

The 'Sex bath' was an initiative, set up to allow for journalists of a popular women's magazine to get immersed for a whole day into the 'wonderful world of sexuality'. Experts were invited to talk to them about myths and fables about sex, about the sexual development from childhood to adulthood, about sexual lifestyle characteristics of various specific target groups. Jointly, they were encouraged to use this information when writing about sexual and sexual health topics and issues. The initiative was warmly welcomed and seen as very instrumental to the improvement of their journalistic work in this field.

Cuckoo strategy

A cuckoo is a bird without a nest. It lays its eggs in the nests of other bird species, expecting these to brood out their eggs... Sensoa occasionally adopts a similar strategy, as this turns out to be cheaper and more effective, than writing the articles ourselves. It is also cheaper and more effective than trying to convince (popular, target group specific or professional) magazines and publications to publish articles written by their own specialised journalists.

It is more time and cost effective to provide the various media with the indispensable and relevant information, especially when readily available to us, and refer the journalists to relevant experts, hoping that this way a journalist's work will be facilitated to such a degree that his readiness to write an article is stimulated.

This strategy calls for some coordination, however, and is best outlined at the beginning of a working year. You best query among your colleagues which topics or issues they would like to see addressed in the press and when. Such is desirable as it contributes to a sensitization of a particular publication's reading audience. Together with your colleagues you choose an ideal publication date (e.g. 'sex during the holidays' to be published at the start of the holiday season) and confer about interesting angles, relevant experts, possible testimonies, human interest aspects, etcetera... You also discuss with your colleagues which magazines, papers or journals are most appropriate for publication about the desired issues or topics, upon which you draw up a timeline for the entire year.

Then you start contacting the journalists and stimulate them to write articles about the topics. It will prove to be easier to get them that far because you can provide them with plenty of interesting and relevant information (experts, testimonies). Also, because you address the journalists at the start of a new year, they have time to plan the article and convince their editor. A double efficient strategy, therefore!

'I have AIDS stigma' campaign

A final example of drawing the attention of journalists is the 'I have AIDS stigma' campaign by LDV United for Sensoa, a powerfully conceived and shaped campaign that enacted a Brechtian *Verfremdungseffekt* and drew the attention also because of its sarcastic narrative. The carefully chosen visual and textual language of this TV clip allowed for it to be given a surprisingly generous amount of air time on various TV channels in Flanders, leading on its turn to numerous quite positive reactions among the various viewing audiences.

- 1 december Wereld Aids Dag -

**BENT U UW DRUKKE SOCIALE
LEVEN OOK ZO BEU?
TOE AAN WAT RUST IN UW LEVEN?
PROBEER DAN HET
IK HEB AIDS
STIGMA**

ZEG DAT U AIDS HEEFT, EN ERVAAR HET ZELF!

GEGARANDEERD MEER TIJD VOOR UZELF!

GEEN ZOGENAAMDE 'VRIENDEN' MEER OVER DE VLOER!

NOOIT MEER REKENING HOUDEN MET EEN PARTNER!

EN WERKEN?...VERGEET HET MAAR!

**PROBEER HET "IK HEB AIDS" STIGMA
EN ERVAAR HOE UW LEVEN VERANDERT!**

Geen zin in een aids-stigma? Mensen met HIV en aids ook niet.
Blijf dus dezelfde fijne vriend, collega of buur die u al was.

www.sensoa.be

GEEF OM AIDS-FONDS 000-0002424-96

(Translation of the text):

'Tired of your busy social life?

Need some rest?

Try the 'I have AIDS stigma'.

Say that you have AIDS and experience it!

Guaranteed more time for yourself!

No more 'so called friends' who come to visit you!

You never need to deal with your partner anymore!

And having to go to work? Forget it!

Try the 'I have AIDS' stigma and experience how your life changes.

... Don't want the AIDS stigma? People with HIV and AIDS don't either.

Just stay the same fine friend, colleague or neighbour you already were.

Other examples for attracting attention

During the discussion at the end of the workshop some other examples were discussed.

'Obedience Day' in Hungary, for example, where users of marihuana deliberately presented themselves to the police station after having announced this initiative to the press. It drew a lot of press attention, included the necessary bit of dramatisation (one took a marihuana plant with him to the police station, where it was promptly confiscated). The following trial too provoked wide press coverage, largely due to its 'subversive logic' and 'surprise effect'.

In **Belarus** a mother witnessed to the press about her son's drug use, playing upon compassionate feelings –a courageous act in such a country especially, as it might have provoked biased press reactions instead.

The initiative taken in the margins of the Glenn Eagles G8 Summit, where an ice cream van was used to spread funny, 'carnavalesque' slogans may be inspiring as well.

Idem ditto for the **mobilisation of celebrities** such as Bob Geldof, a guarantee that the press and media will jump on it and pay attention to campaigns that may otherwise remain unnoticed.

The **Treatment Action Campaign** (South Africa), reacting against the nonsensical position of the Mbeki administration, is another example of an efficient strategy. A 'South African' stand, offering garlic and other pseudo-therapeutic products, was to ridicule the official government policy and drew copious press attention largely due to its spectacular outlook. The campaign was successful



also because of a large constituency supporting this campaign –a fact that political leaders couldn't lay aside.

Other suggestions were the use of 'Staying alive' audiovisual materials, made available by MTV for use in various countries. This is particularly useful in countries with poor and limited resources; and the local staging of a play such as 'Rent', again helpful in low resource nations, where HIV/AIDS organisations do not have the means to develop and produce products on their own.

5 The Development of Mass Media Campaigns

5.1 Safe sex campaigns and research

This workshop was facilitated by **Filippo Zimbile**, programmanager communication of STI AIDS Netherlands. He has been responsible for the Dutch Safe Sex Campaign since 2003
fzimbile@soaids.nl

STI AIDS Netherlands is the Dutch expertise centre for HIV and other STIs. Among other things, its task is to inform people about making healthy choices and motivate them to take care of themselves and others. The mass media Safe Sex Campaign is an important instrument to promote safer sex and condom use in the Netherlands. Since 1987, every two or three years a new Safe Sex Campaign has been launched. Research plays an important part in the process of developing and evaluating a new campaign.

This workshop focused on the different research methods that can facilitate the campaign manager in making the right choices: what is the problem and what causes it? How do you formulate realistic communication objectives? How do we know our media strategy is effective? These and other items were discussed with the participants. During the session Dutch campaign material was used to illustrate and demonstrate 'the Dutch approach'.

5.1.1 A round through the European landscape

The participants describe the mass media campaign they (might) set up in their own country and quote the central message.

Karlo Boras (Yugoslav Youth Association against AIDS -Youth of JAZAS /Serbia and Montenegro)

In Serbia there is a high number of new HIV infected people. AIDS is a forgotten issue. So the central message is "AIDS is a problem in this country". It is hard to set up a campaign when political issues take up all the attention of the media. Every year, JAZAS launches a campaign on World AIDS Day. This year will be the first time that the newly established National AIDS Office will coordinate the campaign.

Rumyana Gancheva ("Dose of Love" Association / Bulgaria)

Two years ago, they ran a campaign about safe sex designed for teenagers. Now they are launching a new national campaign using the base line 'learn to chose' and design for young people between 14 and 25. A recent survey shows that in rural areas people do not know what a condom is. And if they do, condoms are only used as a contraceptive.

Tatiana Grechukhina (AIDS Foundation East-West / Russia)

Next year will be the tenth year they are launching a safe sex campaign. The message: "Use a condom during every sexual contact". Target group: young girls 15 tot 18 as they are the most vulnerable group.

Tatiana Popovitskaya (Reproductive Health Alliance Kyrgyzstan)

Reproductive Health Alliance Kyrgyzstan is focusing on HIV prevention. More than 70 % of the HIV-infected people in Kyrgyzstan are drug users. Main message of a campaign designed for teenagers and students would be "do not use drugs". The additional message: "Use a condom".

Juri Manko (Estonian Network of People Living With HIV – Estonia)

The last campaign the Estonian Network launched was designed for teenagers. They used the slogan : "In Estonia, every day one person is infected with HIV".

Roman Bykov (Central and Eastern European Harm Reduction Network – CEEHRN / Lithuania)

Harm reduction is the main goal of the network. Recently there was an outbreak of HIV among prisoners. So if they would set up a campaign, the slogan would be: "Integration of harm reduction in prisons".

Dana Fridrichovska (Family Planning Association – Czech Republic)

They are running two campaigns: a rather big TV and national press campaign with the message: "Do not use drugs". A second smaller campaign in the local press with the slogan "Do you know who you sleep with?"

Victoria Rugg (International Planned Parenthood Federation – European Network / Belgium)

IPPF EN is the international federation of Family Planning Associations. They do not set up campaigns themselves, but if they would, the message would be based on the right to access health services and HIV treatment.

Olga Rudneva (Elena Franchuk ANTIAIDS Foundation / Ukraine)

The founder of the Foundation is a shareholder of the national TV network. So access to TV is quite easy. The main slogan of the latest campaign is "Stop AIDS before it stops us". "AIDS is getting closer" is another campaign slogan. The campaigns are designed for young girls. They also have TV spots which spread the message "You never know when condoms will save your life" and "When you make love to him, you make love to all his previous partners". A special campaign for drug users uses the slogan: "A needle is the shortest way to AIDS, do not let it make your life short".

Rezarta Meneri (Association for Prevention and Rehabilitation from AIDS and Drugs - APRAD / Albania)

APRAD has joined a national campaign which uses the slogan: "Let's keep Albania a low prevalence country". Prevention campaigns are mainly designed for young people. In June, they created their own campaign with the slogan "Let's talk about drugs and AIDS, stop AIDS now".

5.1.2 Evolution in Dutch campaigns throughout the years

Filippo Zimbile analyses the several TV-campaigns STI AIDS Netherlands set up from 1987 until now. In 1987 they had five principles in mind for setting up a media campaign:

- » Do not be moralistic;
- » Use a positive approach towards sexuality;
- » Stimulate safe sex;
- » Stimulate change in behaviour by persuasion;
- » Do not use fear.

The results of the 1988 campaign showed that the content of the message which was used (Safe sex on holiday) was too limited in its setting. Research among youths has indicated that safe sex should not be limited to the summer season. It is important throughout the whole year.

In the beginning, condoms were not mentioned as there was a big discussion about the effectiveness of condoms. The results of the 1989/1990 campaign showed the necessity of pre-testing the campaign with all kinds of audiences including lowly educated people. By 1993 STI AIDS Netherlands focused on the integration of HIV/AIDS and STIs. By that time, there was no doubt anymore about the effectiveness of condom use. STI AIDS Netherlands started focusing on the homosexual target group as well as the heterosexual target group. They started using the yearly campaign to also promote healthy behaviour, set the agenda of the press and intermediaries and support and stimulate local health care workers.

The 1995 campaign proved that too explicit messages will attract some additional media attention but might also stop other media channels from running the campaign in order to protect their corporate image. At the end of the nineties, the safe sex campaign also reached ethnic minorities. The campaign which was launched in 2004-2005 increased personal responsibility and vulnerability and used **anticipated regret**. The campaign was highly appreciated and reached 97% of the target group (young people between 13 and 19).

5.1.3 The Research and Communication process

Filippo Zimbile elaborates on the different stages of setting up the 2006 safe sex campaign. He emphasizes that qualitative and quantitative explorative research is essential before presenting the concept to different media agencies. One has to look into the knowledge, beliefs, attitudes, social norms and self efficacy of the target group. These are the factors STI AIDS Netherlands is always researching about the target group:

- » background;
- » relations, sexual behaviour;
- » knowledge on STI;
- » risk perception;
- » attitudes towards sex;
- » attitudes towards condom use;
- » attitudes towards gender roles in sexuality;
- » social norm and communication;
- » condom skills;
- » intentions for condom use;
- » self efficacy;
- » safe sex behaviour during the last six months;
- » condom use during the last six months;
- » unsafe sex behaviour during the last six months;
- » safe sex behaviour on holidays;
- » HIV and STI test behaviour.

When this research process is finished it is time to brief several agencies about the campaign concept. Filippo advises to be very specific and to use the research outcomes. The creativity has to be directed by the client. For the briefing regarding the 2006 safe sex campaign, STI AIDS Netherlands mentioned the following objectives:

- » Increase awareness of importance of consequent (maintained) condom use in a new relationship.
- » Increase awareness that only an STI test for both partners is a reliable alternative for condom use.
- » Refer target group to the website.

(Use the sexual network of ex sex partners as argument.)

Then the campaign concept needs to be tested in order to find out if it works. This can be done using a Power Point story board, different slogans and different concepts of print. Again, this is a process which requires research using questionnaires that verify demographic data and the

effects and appreciation of an experimental test TV-commercial, slogans, internet url and printed material. For the last two campaigns the Dutch Safe sex campaign used a quantitative experimental concept test in cooperation with a University. This reduces the costs.

After establishing the conclusions of the concept test, the campaign material goes into production and is used for a pre-test to determine the following:

- » Does the material communicate the message?
- » What kinds of effects are realistic?
- » Does the campaign appeal?
- » Does the campaign stimulate a visit of the website?
- » How does the general public react?

Adjustments can be made based on the pre-test conclusions. The campaign is now ready for execution.

The final stage of the process is the evaluation. In order to be able to evaluate the campaign it is imperative that the campaign objectives are measurable and realistic. The evaluation of the Dutch 2006 safe sex campaign was as follows:

- » 66 % of the target group knows that they should maintain condom use within a new relationship (before 56 %).
- » 50 % of the target group is aware of the necessity to test themselves before quitting condom use (before 36 %).
- » 65 % is aware of the risks the network of ex-sex partners brings along (before 50 %).
- » 50 % knows the web url
- » 15 % of the target group visits the new website (250.000 visitors)

To evaluate the campaign, tracking research is used. Before, during and after the mass media campaign, the target group is questioned.

5.1.4 Reactions on the 'Dutch approach'

Some participants remark that their government would never accept explicit campaigns like the ones of STI AIDS Netherlands. The government would accuse them of instigating young people to have sex. The Dutch government however is convinced that even young people are able to make their own choices and continuously supports the campaigns of STI AIDS Netherlands. It is imperative though to prove with research that young people need the information.

Sometimes provocative campaigns can bring opposing parties together. In the case of Serbia, some representatives of the Orthodox Church were opposed to explicit campaign material but the Patriarch of the Orthodox Church reacted positively which settled the row.

Another issue which makes it more difficult to set up an efficient campaign is stigma. In some countries for instance, the government would not allow to broadcast material which shows homosexuality.

The Dutch government buys a certain amount of TV broadcast time every year. As STI AIDS Netherlands is using the media time of the government, it is financially interesting. They pay a relatively low amount for the guarantee that the TV spot will reach the target group two or three times during the campaign period (average). Sometimes the TV channels even broadcast the campaign material additionally when they have no commercial advertisements to broadcast. 97 % of the target group has seen the last campaign on TV at least once. Results even show that the spot was shown too many times. In that case, the public can get irritated.

5.2 Positioning your organisation in the media

A second field trip in the context to the seminar was to LDV United where two 'Werners' hosted a session on positioning your organisation in the media. **Werner De Smet** is Strategy Director of LDV United; **Werner Van Reck** is Director Strategic Planning. LDV United is one of the top three creative advertising agencies in Belgium. They work for VISA, Red Bull, Brussels Airport, Thomas Cook and many other renowned brands. They use the base line "We create fans for brands". If you want to see how they do that, go to www.ldv.be

When Sensoa started working together with LDV United, there was relatively low awareness about Sensoa with confusion about the name (Senseo is a coffee brand). Sensoa was only known as an AIDS-organisation whereas the organisation is also the expertise centre for sexual and reproductive health. The first thing to do was to establish Sensoa as a brand. It took LDV United some time to convince the Sensoa management that Sensoa is a brand. A brand is a name, sign or symbol used to identify items or services of the seller and to differentiate them from the messages, products and services of competing organisations. It is a collection of perceptions in the mind of the customer. A brand is a promise. Sensoa needed a base line to let people know what the organisation is about and to have the public associate certain values and ideas with the name Sensoa. For this purpose LDV United organised a discussion: How to reduce complex, academic contents to something understandable for stakeholders and consumers? How can Sensoa become famous for one thing? How to obtain a "single minded brand"? Five values were set. All advertising must be:

1. Respectful

We respect the sexual preference of all people

We try to make other people respect other people's sexual preference

2. Trustworthy

We deliver information based on facts and academic research (evidence based)

We want to become the reference in the field of information on sexual topics

3. Clear

We want to bring clarity in various sexual issues

We will not disguise information and will avoid ambiguity

We will use a language that is easy to understand by the public at large

4. Innovative

We want to be the engine of academic research and stimulate the public debate

We want to change perceptions and prejudices

5. Engaged

We want to be truly engaged in our society

Our engagement goes towards everybody, including sexual minorities.

The following mission was set: To make Flemish people sexually healthy.

The brand identity was defined to have our own face, to be recognisable and to be consistent. So, all the separate initiatives would add up to one strong brand. This resulted in the base line: SENSOA, talk(s) about sex. Next, LDV United delivered a brand book to Sensoa. This is a guide containing all the details about the layout of the Sensoa logo. All the paperwork Sensoa uses must contain the logo uniformly. Especially for smaller organisations, it is important to maintain the logo uniformly, as it is a way to keep the organisation immediately recognisable. Next, the actual campaign was set up (see next chapter).

Lessons learned

It was the first time that homosexual and lesbian couples were shown explicitly in an officially subsidised public awareness campaign. The Flemish minister of public health reacted rather shocked (in public) when she first saw the images of the “Talk about sex” campaign. The media paid a lot of attention to her reaction which resulted in more publicity for the campaign than expected. The Francophone Community minister said that a campaign like the Sensoa one would not be allowed to be shown on Walloon television. This proves that even in a tiny country like Belgium, one has to take into account the cultural aspects when setting up a campaign. The message “Talk about sex” is relevant in most countries of the participants, but one might not be inclined or able to use the same images...

However, Sensoa received a lot of positive reactions. One of these came from the community of deaf people (the television commercial shows a deaf couple). They were happy to be on the news as a role model.

It is imperative that the agency's staff is educated about the core business of the client. Once that process has passed, briefings are a lot less time consuming. It took some time to establish a solid relationship but now LDV United and Sensoa have an excellent cooperation, based on mutual understanding.

Different media channels ask for different messages. A TV spot has to hit you in the face with a striking, one sentence message. The goal of the commercial is to have people remember what they saw. On posters one can add a little bit of explanation about the content and in a magazine, the editorial content is important.

The agency works pro bono for Sensoa, which means that only technical costs are charged for. It puts a lot of efforts in finding the cheapest way of production and negotiating with freelancers who are involved in the production process. In the case of the talk about sex campaign, a professional photographer agreed to charge a technical fee only and looked for models that were prepared to pose naked for free.

Some participants remark that the agencies they cooperate with dominate the whole creative process of the campaign exactly because they work for free. LDV United replies that respect is at the basis of a good relationship between the agency and the client.

It happens that an agency runs out of creativity after a few campaigns and loses interest in the client. Werner emphasizes that good communication and mutual understanding are vital for the creativity of both parties. He compares it with a successful marriage: an organic relationship based on respect. Campaigns are now more short term than they were before. This definitely cuts short creativity.

5.3 Results and lessons learned from the 'Talk about Sex' campaign

How to distil a powerful, transparent campaign out of a complex conglomeration of sexual health issues and challenges? How to create maximum impact with limited financial resources? In this contribution we openheartedly discuss how LDV/United and Sensoa managed to develop and launch a second generation campaign, covered by all prime time news broadcasts. Some of these elements were presented in the workshop; we have included some more relevant 'lessons learned' in this report.

To be able to conduct this campaign, we had to solve other problems first... Sexual health promotion organisations are often facing major challenges. How to communicate the frequently quite divergent and complex messages to larger audiences by means of the media? How to assure commonality and cohesion despite these differences? How to obtain a single, coherent unity, reinforced by each of the satellite campaigns?

5.3.1 The borders of body language – an introduction

The last campaign about HIV prevention for the general public in Flanders, Belgium, the so-called 'Zet 'm op' campaign (Put it on), goes way back to 1995. In 2001 the Flemish Minister for Public Health for the last time earmarked resources for the campaign aiming at young people about 'Veilig Genieten' (Safe Enjoyment). But afterwards the desired continuation of this campaign did not follow. People active in the field asked for a general awareness-raising campaign corresponding to the priorities and needs of various target groups. This resulted in the launch of the mass media campaign 'Praat over seks' (Talk about Sex). Through the intensive collaboration with commercial partners and a definite proactive press strategy it should be possible to conduct a campaign with a media value of € 250.000 with a budget of only € 50.000.

The central target group of the campaign is composed of people between 20 and 30 years, the so-called young adults. Among this group we find a fairly high number of STD infections, undesired pregnancies and cases of sexual abuse. At the same time this age group is a point of reference for a lot of young people. Moreover the campaign was also adapted to the target group of young people and gays and lesbians, by using adequate images and an educational package for teachers and socio-cultural trainers.

One of the common elements that determine the sexual behaviour of the target groups is the lack of communication about sexuality. Therefore the campaign wanted to focus upon the importance of talking about sex to each other as partners. This topic also became the baseline of the campaign. Thus the campaign refers explicitly to the responsibility that people have for each other's well-being and goes one step further than previous prevention campaigns. As a matter of fact, the satisfaction of people's own wishes and desires stops at the point where they may hurt or endanger other people.

We deliberately chose an explicit design, showing people making love – from giving a first deep kiss to couples actually having sex. A pre-test revealed already that the design was not at the expense of the message. The television commercial shows a deaf couple. By means of sign language a girl makes clear to a boy what she likes. The launch of the campaign received a lot of media attention. Sensoa registered more than 50 broadcasts and articles on television and radio, in the printed media and on the Internet. Some contributions were critical of the images we used, but the vast majority welcomed the campaign in a positive way.



A-a-a-a-a.
And the rest of the alphabet?

We all have a lot to say about sex. We talk big. But when we get into bed, we suddenly come over all shy. And that can lead to misunderstandings. So be bold enough to tell your partner what you like, what you expect and what your limits are. And ask them to do the same. Because a good chat makes for good sex.

SENSOA
TALK ABOUT SEX

Some important lessons we learned about conducting a mass media campaign: start preparations in time; set up a working group to support the development, implementation and evaluation of the campaign; provide for a starting budget within the organisation to achieve a maximum media value; collaborate with experts from outside the social sector; respond to needs of the target group; select one message per campaign; invest in evaluation, both before launching the campaign and afterwards; draw up a strong plan for distribution in collaboration with informed and committed partners.



Oral, vaginal, anal.
And verbal?

We're pretty comfortable in bed together. We pretty much know what's involved. But there's still a lot of silent sex and that sometimes sows the seeds of uncertainty. It's better to say upfront what you like, what you expect and what your limits are. And ask your partner to do the same. Because a good chat makes for good sex.

SENSOA
TALK ABOUT SEX

5.3.2 The impact of the campaign

The post-test of the campaign revealed that the campaign actually did have an impact on young adults and succeeded in adequately reaching the (sub) target groups.

The results are not necessarily representative for the overall Flemish population. Therefore we have to be very careful when drawing conclusions.

The largest group of respondents who spontaneously remember the 'Talk about Sex' campaign can be situated among gays and lesbians. If we help the respondents and show the cards of the campaign or refer to the spot on television, the percentages increase considerably. In total 85% of gays and lesbians, 80.5% of young adults and 76.5% of young people remember the campaign. This is an excellent score considering the limited visibility and duration of the campaign.

The objective to talk about sex as partners received the highest score among all target groups that were questioned. 88% of young adults indicate that this was an objective of the campaign. 86% of lesbian women, 82% of male gays and 79% of young people also were able to deduce this objective.

It is remarkable that the objective of taking care of oneself and one's partner that Sensoa introduced for the first time with this campaign, also scores points: 60% of lesbian women deduce this objective from a series of statements; gay men reach 56%, young people 51% and young adults 45% for deducing this objective.

All target groups best noticed the spot on television and the boomerang cards, though often in a different order. The advertisement in newspapers and magazines was noticed by nearly 30% of young adults. Slightly less young people took note of those elements of the campaign.

One in four gay men and 20% of lesbian women remember the advertisement in a magazine. It is remarkable that 32% of young people have seen a poster in school buildings. The posters shown at parties score points among gays and lesbians: 40% of gay men and 36% of lesbians have noticed those elements.

22% of young adults discussed the campaign within their circle of friends, 10% with members of their families. A striking conclusion is that young adult women did talk significantly more about the campaign, also with their husbands and members of their families than men did. Also young people mainly talked about the campaign among their friends (18%). School scored points too: 10% of young people discussed it at school. Among gays and lesbians the campaign caused more controversy: 43% of gay men discussed the campaign with their friends, versus 33% of lesbians. In comparison with young adults gays and lesbians talked more about the campaign with their partners: among young adults this was 5%, among lesbian women 12% and among gay men even 16%. It is also remarkable that less than half of the gays and lesbians did not talk about the campaign to anybody, whereas this percentage reaches about 67% for both young people and adults.

Although the campaign did not have the objective to look up further information on the campaign, 14% of gay men and 12% of lesbian women looked for more information. This percentage was lower both among young adults and among young people (about 3%).

We also tried to find out whether the respondents know what Sensoa is about. Sensoa is known among 92% of gay men, among 86% of young adults and lesbian women. The percentage is lower among young people: 67%.

All target groups reacted in a positive way when asked for remarks or suggestions. All the groups spontaneously indicate that the campaign was much talked-about and ask Sensoa to conduct more campaigns on this topic. The group of gays and lesbians especially appreciates the design. The media paid a lot of attention to the question whether the campaign had or had not a shocking effect. Most respondents did or did not have taken up this subject and explicitly indicate that they do not think the images to be shocking. Sensoa talks about sex and according to the respondents it is allowed to use revealing images to this end.

The mediators who were asked to take care of distribution are also very enthusiast about the campaign. 93% think the design was good to excellent, 96% think the same about the contents. They particularly remember the spot on television (65%) and the website of Sensoa (58%). 38.5% did look for additional information, in particular about the background of the campaign and/or about target groups the campaign was aiming at. 60% of them distributed the posters themselves. One in three mediators received additional questions as a result of the campaign. A lot of mediators have integrated the campaign in their training or schooling courses or in individual conversations. The post-test also included a question about the distribution of material and information. Mediators prefer e-mail or the website to receive information about campaigns and regular mail for campaign material.

In the media a polarization could be noticed between critical remarks on the one hand and favorable contributions on the other. A number of media presented the campaign in a neutral way. Critical remarks mainly dealt with the controversial images that were used. Although some images were meant for specific target groups, they were shown through media channels for a general public. This was for example the case with the images on the posters meant for gay men, showing an explicit sexual scene. During the press conference all the campaign material was indeed presented. In the end the balance of media attention turned out to be positive. Apart from the criticism the campaign was covered because of its substantive message and its topical value. There was also much attention for some topics at the background of the campaign (communication on sexuality, young adults and sex, deafness and sex). It appeared that the spot had touched the right note and had been worked out in an appropriate way.

Not only the deaf actor and actress appeared to be very satisfied with the result, but also the spot was unanimously welcomed in a positive way.

5.3.3 Ten important lessons

Start preparations in time

In this case it appeared really necessary to take a period of one and a half year for research, conceptualisation, adjustment and creative development of the campaign. During our long development stage we twice had to adapt the date of launching. This resulted in a more thorough and better supported development, because we were able to adequately attune the campaign to

other activities. It also resulted in a cheaper campaign, because you can get more discount from the media in the first months of the year.

Guide your project adequately

You can do so by setting up a multidisciplinary working group with the necessary mandate to take decisions to support the development, implementation and evaluation of the campaign. Already at the start of the project it appeared that the development of a campaign of such dimensions requires the necessary organisational commitment. This means first of all that you need an investment in working hours, but you also need the support of the decision-making bodies of the organisation (Board of Management, Executive Committee). Fairly soon a working group was set up that supported the different steps in the development of the campaign and that divided the different tasks. The fact that the management participated in the working group considerably increased the speed with which choices were made.

Provide for a starting budget to achieve a maximum return

From the start it was clear that we would conduct a mass media campaign and that this would cost money. In such a case it is of vital importance that an organisation is able to bring in a starting budget. From a budgetary point of view the campaign was a direct hit. With the budget of € 65.000 Sensoa achieved a campaign with a media value of nearly € 400.000. The cost price does not include the cost of the creative translation by LDV United, the usual fees for photographer Marc Lagrange, production company PIX and producer Ivo Mostertman. The media value we achieved was agreed upon in negotiations that resulted in considerable discounts or even complimentary media space. The various partners became more interested when we could prove that there actually was a budget for the production. Moreover the presentation of detailed proposals for the partners considerably favoured their positive decisions. In this way it became clear very soon how the partners would be able to create a distinct profile for themselves in or with this project.

In the course of the procedure we found out however that working with a large number of sponsors instead of with a large communication budget also entails considerable disadvantages. Commercial sponsors expect a return in the form of showing their logo or other exposure in the media, but we always have to make sure that the message is still convincing. Partners working at cost price are deeply committed to the campaign, but sometimes this may eclipse the focus on the starting points. To guarantee sufficient attention in the media we deliberately chose a somewhat controversial design. Due to all those elements it was not easy to find the right balance between message and design. A structural budget on behalf of the Flemish Government for campaigns on health promotion would ensure that fewer compromises have to be made.

Work with a clear concept paper

Already at an early stage in the development of the campaign we drew up a concept paper with the plans and analyses of the reasons for the campaign. Such a document provides the opportunity to present all the aspects of campaign development in a convenient way. Our concept document situated the topic, described the target group and the objectives as well as the factors that determine attitudes and enlarged upon working with a baseline and making choices

concerning design and carriers. Such a concept paper also provides support during discussions and negotiations with (commercial) partners involved.

Never spread more than one message in a campaign

It is not possible to achieve a large number of objectives at the same time with only one intervention. This is something we learned from our consultations with the communication agency. If a campaign does not focus on one topic or message, the people who have to develop it are facing a hopeless task. This implies that at a certain moment you have to distance yourself from the need of making subtle distinctions. After all a short and clear message has more impact.

Collaborate with experts from outside the social sector

Another decision that appeared to pay off was the choice to work together with a communication agency, right from the stage of concept development. Although communication about health is a specific trade, LDV United managed to master the topic and the corresponding touchy aspects in a short period of time. Moreover the combination of Sensoa and LDV United appeared to be mutually inspiring. LDV United gained an insight into the complexity of the topic of sexual health. The agency experienced the progressive sharpening up of the message as an expression of Sensoa's professional meticulousness. Due to the collaboration Sensoa gained more insight in the discipline that is required to manage the process of mass communication. We discovered how important accurate briefing is for a client, without giving in to the temptation of formulating creative proposals ourselves. The client has to evaluate proposals thoroughly and fairly and if he asks for modifications in the proposal, he should also give the necessary arguments.

Draw up a realistic and effective media plan

The selection of channels that suit the different target groups certainly has contributed to the success of the campaign. By means of a detailed media plan we were able to negotiate with partners on budgetary matters, timing, return, etc. in a determined way. On the basis of the post-test we can conclude that the media in which we have invested most (television spot and boomerang cards) have also been noticed by the largest number of respondents.

Draw up a strong plan for distribution with committed partners

With regard to the distribution of materials, we mainly note the big demand for posters and post cards as well as the fact that mediators were prepared to collaborate in the campaign. People who are involved in different projects in the field with regard to sexual health indeed wanted a campaign that would put their actions in a broader framework. A strong promotion is essential too. In a next campaign we will have to pay more attention to a clearer procedure for ordering additional materials. The educational material that could be found at the website should be better promoted in the future.

Pursue a proactive press strategy

In general our proactive approach toward the media in the elaboration of the communication plan appeared to be a suitable strategy. This approach consisted of providing different magazines with the images and the content of the campaign in advance. Thus they could join in at the official start

of the campaign. The past two years Sensoa also organized some sessions for the media, explaining recent developments in the field of sexuality and relations. This does not only improve the quality of reporting, but it also creates stronger ties between the organisation and the media. One specific point of attention however is the observation of embargoes. There may be some risks in providing information and images earlier to media that are particularly interested in the instant news value. Thus some information and some materials already 'leaked' in one newspaper and one television channel. Due to this we were obliged to advance the launch of the campaign by some days and the competent Minister suddenly had to define a position about the campaign. This did not only result in a tumultuous start of the campaign, but also in the publication of a number of images and comments without sufficient explanation.

Invest in evaluation, both before launching the campaign and afterwards

An element of the concept paper that requires special attention is the formulation of objectives. The objectives that we postulated were indeed clearly formulated and restricted to only three, but they were not really measurable. The working objectives were a little bit more concrete, but still it was not easy to use them in the pre-test and the post-test of the campaign. In the future the principle of SMART objectives may offer more guarantees for drawing up adequate objectives. A SMART formulation of objectives means that objectives have to be 'Specific', 'Measurable', 'Attainable', 'Realistic' and finally 'Tangible'.

As to the organisation of the pre-test, we can conclude that such a rather limited questioning actually does provide an image of the possible reactions to the ultimate campaign. This appeared to be sufficient to adapt the materials we had tested out.

Still, it is difficult to organize a fully-fledged evaluation of the campaign. First of all a baseline measurement of the attitudes to be influenced would already be a project as such. Moreover influences on behaviour and attitudes from outside the campaign can hardly be excluded in the final evaluation. And finally the risk of receiving socially desirable answers is very high for a topic like sexuality. It was already a big challenge to reach sufficient respondents at different settings for the limited post-test. A broader geographical distribution of the post-test and a more diversified group of pollsters to ask the questions would make results in the future more representative. Both pre-testing and post-testing require a sufficient investment of time and resources.

In this context one should not forget to apply for the necessary permits to organize a poll in public places. This is something we had overlooked in our preparations, which led to some frictions with organisations that addressed people at busy places to collect money.

5.4 Media campaigns targeted at narrow groups: tales from Ukraine

Olga Rudneva is Executive Director of the Elena Franchuk ANTI AIDS Foundation (<http://www.antiAIDS.org/en/about/history>) Providing unique ways to reach target groups and speak their language, Ms Rudneva spoke of projects from the Ukraine. They developed campaigns for club youth; for railway travellers and for Ukrainian Ministry of defence. All three campaigns are available at our web site at:

<http://www.antiAIDS.org/en/projects/infocampaign/619>

<http://www.antiAIDS.org/en/projects/infocampaign/618>

<http://www.antiAIDS.org/ru/projects/infocampaign/2190>

- » The clubbing scene is popular in the Ukraine. This NGO wanted to get the message across in a location where it is not usually spoken. Using posters, coasters, and mouse pads the message of safe sex was communicated with glow-in-the-dark condoms.
- » While on vacation, tourists sometimes aren't as careful as they are at home. In conjunction with the train stations a campaign with Dr. Panatseyko was created. Using posters, booklets, cartoons, and a 24 hour hotline, the campaign promoted safe vacations.
- » Working with the Ministry of Defence, this campaign focused on young men who spend a year in military service. Posters, calendars, and stickers with condoms in military camouflage as well as a hotline promoted the theme "protect your country, protect yourself."
- » In an effort to reach one of the hardest to reach groups, a graffiti festival was planned. After a selection process, six teams from different parts of the country participated. A hotline was also established.
- » Working with Contex Condoms, a campaign provided hotline information on the actual condom packaging. For just \$500, half a million condoms carried the message. The company was eager to participate because it was very positive for its corporate image.
- » Participation in a campaign with M1 Music Channel, a Ukrainian version similar to MTV, carries educational messages on screen to viewers.

6 A European umbrella campaign: pitfalls and perspectives

6.1 The World AIDS Campaign and World AIDS Day

Contribution by Thomas Scalway from the World AIDS Campaign

6.1.1 The World AIDS Campaign

The **World AIDS Campaign** (WAC) has been established to support, strengthen and connect campaigns that hold leaders accountable for their promises on HIV and AIDS. At the country level there has been an increasing degree of collaboration on advocacy and campaigning, particularly in response to the needs of communities in the Global South. This collaboration can take many different forms and in many instances may result from an agreement by a domestic HIV organisation to work with one or more international development agencies on fundraising, public awareness, joint advocacy and campaigning or a combination of any or all from this list.

The first **World AIDS Day** was held in 1988. The concept was chosen at the World Summit of Ministers of Health on Programmes for AIDS Prevention. It had no political grounds. From 1988 to 2004 the World AIDS Day was organised by UNAIDS. Past campaigns include:

- » 2004: Women, Girls, HIV and AIDS;
- » 2002/2003: Stigma and Discrimination;
- » 2001: I care, do you?;
- » 2000: AIDS: Men make a difference;
- » 1999: Listen, Learn, Live: World AIDS Campaign with children and young people;
- » 1998: Force for Change: World AIDS Campaign with Young People;
- » 1997: Children living in a World with AIDS.

While originally managed by UNAIDS, in 2004, with the financial support from UNAIDS, the World AIDS Campaign (WAC) became independent. Beginning in 2005 the World AIDS Campaign has facilitated World AIDS Day, and has established the following philosophy regarding World AIDS Day: The theme of World AIDS Day should resonate not just on December 1st, but throughout the year, and that the content of the campaign should be led by Civil Society. The aim of the WAC is to support, strengthen and connect campaigns that hold leaders accountable for their promises on HIV and AIDS.

In 2006 the focus of World AIDS Day is on accountability. The slogan is Stop AIDS Keep the Promise. The colour of the promotional objects such as t-shirts, ribbons and banners is red. It is about targeting leaders: to reinforce the notion of leader responsibility, planning activities such as marches, advocacy, letter writing, etc.

6.1.2 Keeping different promises

Keep the Promise can be interpreted at different levels. There are **global level promises** such as:

- » UNGASS Declaration of Commitment 2001;
- » 0.7% of the GNP (Gross National Product) spending on overseas development;
- » 15% African budgets on health.

But there is nothing now on Universal Access. The meeting Universal Access 2010 targets at least 80% with treatment, 80% prevention and 80% care. Now it is time to deliver.

There are also **national level promises**:

- » target setting will set the future response;
- » but nobody knows it's happening;
- » encourage people to get involved with Universal Access target setting at a national level, while maintaining the big picture;
- » will there be any global targets at all?

It is about making universal promises, for instance sexual rights and access to treatment, locally relevant. Now it is time to deliver!

The World AIDS Campaign intends to involve different parties, including Youth organisations, labour organisations, faith based organisations, energy cities (such as Cape Town, London, Amsterdam), NGO communities and both national, regional and global civil society networks (these are the clear leaders and can be the front face of the campaign). In Toronto at the International AIDS Conference the WAC helped to organise an event during which a large group of people gathered wearing all red t-shirts and holding up banners stating "Stop AIDS. Keep the Promise!" Photos from the event were used for posters, brochures and other materials for World AIDS Day 2006. The WAC intends to send out 150,000 Posters, 50,000 brochures and 50,000 CD-rom's (containing a campaigners materials) in preparation of World AIDS Day. The two main objectives of the WAC for World AIDS Day are to get as much media coverage as possible and to make sure that the theme of accountability is clear to everyone. The WAC hopes for positive feedback from national and international campaigns on the support received from the World AIDS Campaign. The media should be engaged, mobilised and energised.

6.1.3 The World AIDS Campaign's media approach

- » Identifying key international and national media contacts and contacting them with story ideas and press releases.
- » Developing a WAD fact sheet for media.
- » Identifying key spokespeople at a national level; connecting media to spokespeople.
- » Coordinating efforts with other key media representatives of some of the major HIV and AIDS organisations and efforts (e.g. trade unions, women organisations, etc.).
- » Developing a WAD media kit for local and national campaigns.
- » Writing several press releases/feature articles.
- » Providing a list of WAD events and contacts all over the world.
- » After 1 December: evaluating efforts.

6.1.4 What can we do?

In order to make all of the above a success, the World AIDS Campaign needs to know what is happening at the local level on World AIDS Day and how to maximize its cooperation with local NGOs in Europe. This has been discussed in small group sessions and the results are as follows:

- » Everyone works on World AIDS Day, most on awareness raising.
- » It is difficult to hold governments accountable, for example in Slovakia where prevalence is low.
- » African material does not work for Russia.
- » There is a need for a media network, but it remains unsure whether there is a need for a global message.
- » "Keep the Promise" can be used in different contexts, not only political. Thus, the promise can be individual and may be adapted to the local level.
- » The slogan might lose its power if it is used differently in every country. The World AIDS Campaign advises to use the colour red to maintain coherence between the messages. However, even the use of the colour red is a problem especially in the east due to past associations (communism).
- » The value of a world wide campaign is that on World AIDS Day the whole world supports the topic, ignoring other local and national associations.
- » The focus of World AIDS Day is mainly on the political effect, not on individual aspects.

- » Some countries focus on certain points of declarations.
- » It is difficult to criticize your government while you depend on it for your finances.
- » It can be confusing for media if the message of World AIDS Day differs from the general message of the local organisation

The discussion is concluded with the statement that there is a role for international organisations such as World AIDS Campaign, AIDS Action Europe and European AIDS Treatment Action group (EATG) to come up with a plan to enhance collaboration on these topics.

On www.worldaidscampaign.org you can find some interesting materials.

There are posters on [http://worldaidscampaign.info/index.php/wac/content/view/full/365/\(offset\)/9](http://worldaidscampaign.info/index.php/wac/content/view/full/365/(offset)/9) in different languages (Albanian, Russian, Spanish, French, ...) of their "Stop Aids. Keep the promise"-campaign. And you can ask by email to send you the high resolution-material.

They also have some good visual spots

<http://worldaidscampaign.info/index.php/wac/wac/visuals/videos>

6.2 A European Campaign: The Flying Condom

Few of us might remember it, but there has been a large scale European prevention campaign in the past already... At the end of the nineties, the 'Flying Condom' campaign was launched with support of the European Community. We look at the concept and results of this campaign.

Thierry Martin is executive Director of the Platform for HIV Prevention, active in the Francophone Community of Belgium and tried to shed some light at this 'ghost from the past'.

The Flying Condom campaign was an initiative of Agence Prévention Sida (Belgium), an organisation working closely with the government and responsible for mass media campaigns in Belgium. The planned duration of the program was 3 years (1994-1996) but the effective time span was 1994-1995. The structure of Agence Prévention Sida disappeared and unfortunately most materials connected to the Flying Condom campaign were confiscated... The information that is left is based on memories of one of the persons who were involved in the flying condom campaign.

The campaign



The flying condom campaign used a simple, soft and non-aggressive visual, which was spread all over Europe through posters, leaflets and TV spots. The main message was condom promotion. The content of the campaign was based on a Belgian campaign; it was simply translated and copied for other countries. There has been no research on adapting the message first. In the first year a prevention leaflet was created with nine drawings in nine different languages. In the second year these leaflets were also translated into English. Countries could receive the leaflet on film and print it in their own language. Each country was responsible for the distribution of the leaflet and the campaign as well as for contacting local media to broadcast the radio and TV spots. Agence Prévention Sida negotiated large diffusion of the spot with European media such as MTV, Euro news, and MCM. The campaign was launched in all countries on one single date (21st June 1994). Each country organised a different event on this day. In Belgium for example there was a huge bed on the central square in Brussels with a V.I.P. in it promoting condom usage. In Greece the campaign was launched with a Greek theatre play in Athens and in Finland people were confronted with big beds in the shop windows with a lot of action going on beneath the blankets.

Target group

The flying condom campaign targeted young tourists leaving their country and arriving at their holiday destination. Normally local people were not targeted but some countries decided to focus on their own population as well, like for example Portugal and Malta. For these countries this was the first mass media campaign on AIDS.

Budget

The total budget of this campaign was quite high. €400 000 from the EU together with €200 000 from Agence Prévention Sida adds up to a total of €600 000. The money covered the following: 1 000 000 condoms, production & printing of leaflets, production of TV and radio spots, 2 fulltime

employees for Agence Prévention Sida, 1 responsible person per country, administrative and dispatching costs.

Evaluation

Evaluation of the flying condom campaign has led to the following conclusions:

- » The orientation was too heterosexual.
- » IV drug users were not part of the content.
- » There was not much cooperation on the message.
- » The EU logo was really a plus for some countries like Portugal, Lithuania and Malta for example. For some countries there were no AIDS campaigns before and the support of the EU forced them to launch the campaign.
- » Some countries modified elements of the campaign and included a gay couple for example.
- » 30 countries participated but on different levels. This was really a plus for Southern and Eastern countries. Countries like the UK, the Netherlands and Sweden participated only to please the initiators (visual too soft?). Some countries outside the EU like Bulgaria participated as well.
- » How to choose the brand of the condoms is a delicate matter.
- » There was a large discussion concerning period, target group, messages.

Another conclusion that was raised during the seminar was that it is a shame that such an expensive campaign left almost no physical trace...

6.3 Can legislation improve an NGOs access to the media?

6.3.1 Wallonia's law

An engagement from the media concerns to provide some free advertisement space for NGOs active in the field of prevention and antidiscrimination would be very helpful... In 1995, the Government of the French Community of Belgium made history in establishing a system that improves public health organisations' access to the media. We translated the text of the law of January 18th 1995 (modified in 1997).

Article 1.

At the start of every calendar year and at the latest by 1 February, each broadcasting organisation communicates to the Minister responsible for audiovisual matters the number and duration of the advertising spaces that it devoted in the previous year to advertising for drugs, medical treatments

and alcoholic beverages and broadcast during the year ended. The Minister informs the Government within fifteen days following receipt of the information.

Article 2.

Campaign broadcasting time equivalent to the duration referred to in article 1 is placed free of charge by the organisation at the disposal of the Government the following year to promote health education campaigns, especially for vaccinations, protection of mothers, children and young people, social and professional integration of the handicapped, promotion of physical wellbeing through sport, AIDS prevention and forms of addiction such as tobacco, alcohol, drugs and medicine. This time is included in advertising spaces. The design and production of the supports for these campaigns are not financed by the broadcasters.

Article 3.

This campaign broadcasting must be scheduled during the time slots that are compatible with the television viewing habits of the public targeted by the health education campaigns and must be in line with the constraints of the program schedules. This time does not take into account the calculation of the broadcasting time devoted to advertising as laid down in article 27septies, § 1 and § 2, of the audiovisual decree of 17 July 1987 modified by the decree of 19 July 1991.

Article 4.

§ 1. - Any requests for campaigns must be sent to the Minister responsible for health promotion, who submits it to arbitration by the Commission that the *Conseil supérieur de promotion de la santé* sets up for that purpose. This Commission examines the ethics of the project, its scientific rigour and its coherence with the five-year health promotion program. The same Minister, where appropriate, gives his agreement in principle to continue the project. Once produced on a suitable support, before it is broadcast the radio and/or television message must be submitted to the same Minister for approval, following consultation with the Commission, in particular relating to the readability of the message.

§ 2. - The Minister responsible for health promotion communicates the campaigns that he has approved to the Minister responsible for audiovisual matters, who in turn transmits them to the broadcasting organisations for implementation.

Article 5.

The Minister referred to in the first paragraph of article 4 may, at the time referred to in article 2, assimilate the broadcasting time relating to proposals for programs presented by an association or an institution of which the corporate aims correspond to the fields mentioned in article 2. These proposals for programs must be presented in agreement with a broadcasting organisation.

Article 6.

Every year in their management report, the broadcasting organisations present the number and duration of the advertising spaces placed free of charge at the disposal of the Government as well as the programs referred to in article 5 and the number and duration of the advertising spaces that

justify this free provision. Every quarter these organisations send the Government a statement of the broadcasting time used by type of campaign and the time spaces still available.

Article 7.

If the Government does not use all the time to be provided by an organisation in a given year, this time can only be carried over by the Government to the quota of the following year if the Government has concluded that the broadcaster is responsible for failure to broadcast health education campaigns.

Article 8.

The decree of the Executive of the French-speaking Community of 6 January 1992 relating to the broadcasting of health education campaigns by the broadcasting organisations is repealed.

Article 9.

Within one month following the publication of the present decree, each broadcasting organisation communicates to the Minister responsible for audiovisual matters the information referred to in article 1.

Article 10.

The Minister responsible for audiovisual matters and the Minister responsible for health education are entrusted with the implementation of the present decree.

6.3.2 The law put into practice

Where did the initiative for this law come from? In 1991 the government (a coalition of socialists and Christian democrats) of the French part of Belgium approved a law constraining the media (television and radio) to make slots available for free for health promotion campaigns. At the beginning it was mainly for AIDS campaigns. The director of the Agence Prévention Sida (APS), a state funded organism (founded in 1990) in charge of coordinating the fight against AIDS in the French part of Belgium and mass media campaigns played an important role in the negotiations of this law with the government. He was very close to the political world as he had worked for the Ministry of Audiovisual Policy. He knew there would never be enough money to pay slots in the media for AIDS Campaigns.

In practice the application of the law works as follows: There are two meeting moments with the commission. The first is a presentation on paper with the storyboard of the campaign. This contains:

- » the approach of the campaign together with a scientific background;
- » a communication strategy (including health objectives, educational objectives and communication objectives);
- » a definition of the target groups who will take advantage of the campaign, which relays will be involved, the benefits for the target groups, description of the target groups, leverage factors;

- » definition of the message before and after;
- » content of the campaign (storyboard, other tools, posters, press conference, budget, funding of the campaign, planning, creation of the slogan;
- » evaluation criteria: pre- and post tests, questionnaires, visits on websites, number of phone calls.

The second meeting moment is a presentation of the final product. Then a decision is made by the Minister of Health who gives his decision to the Minister of Audiovisuals for the application of the decision.

The main advantage of the law is that it gives NGOs access to mass media who will never receive budget to broadcast their products. Last years around 200 000 seconds were allocated to Health Promotion campaigns (around 15/19 000 per campaign). However, the law also has its limits:

- » Controversy arises about whether mass media campaign has an impact. This is a permanent debate depending on who is the Minister.
- » The composition of the commission is debatable: are they really health communication experts? Can older commission members really judge campaigns targeting youngsters?
- » How to integrate the remarks of the commission: conflicts arise between the advice of the commission and the new communication strategies fit to reach the target groups.
- » The promoter can not attend the commission meeting.
- » There are delays due to the process, requiring two presentations, then approval via two ministers and the media administrators.
- » No real control on when the campaign is displayed. This is more difficult even within the context of commercial media.
- » Sometimes there are too many demands. The visibility of the campaign is reduced. Is the link with priorities of the health promotion programmes still a criterion?
- » There is no transparency on how the broadcasting seconds are divided between for example non-smoking and HIV/AIDS campaigns.

6.3.3 Discussion: a source of inspiration for an initiative at the European level

There is a similar law in Romania. It merely recommends media to give free airtime to social issues such as health related campaigns, however. The media are not obliged to do so. Furthermore there is a struggle between the different social issues and no control on the broadcasting time of the campaigns (this is also the case in the Ukraine). In many cases the campaigns are broadcasted after midnight, when viewing figures are at its lowest and target groups are often not reached. This is different in Francophone Belgium, where the broadcasting

time is connected to the target group. At commercial channels it is more difficult to influence the broadcasting time.

There seems to be a difference between principle and practice, especially between the different countries that already have such a law. In the French-speaking part of Belgium for example the seconds that are not used by the end of the year, will be moved to the next year. The Media will be held responsible if they break this law and could even put on trial. In Romania and the Ukraine the law (a fixed percentage (5%) of TV should be social commercials) is often broken without any punishments for the ones breaking the law, or the social commercials are broadcasted at 3 a.m.

The **general consensus** is that it could be helpful to have such a law on a European level. However the procedure should be good (negotiate and talk to responsible people with the right approach) and the penalties must be high. Furthermore a good commission that evaluates the possible campaigns is needed.

6.4 Towards a international symbol for safe sex?

A contribution by Chris Lambrechts - Sensoa

The **Ribbon** Project was created in 1991 by the Visual AIDS Artists Caucus, a group of artists who wished to create a visual symbol to demonstrate compassion for people living with AIDS and their caregivers. Inspired by the yellow ribbons honouring American soldiers serving in the Gulf war, the colour red was chosen for its "connection to blood and the idea of passion - not only anger, but love, like a valentine." The ribbon soon became an international symbol of AIDS awareness, becoming a politically correct fashion accessory on the lapels of celebrities. While this has caused concern to many activists, who worry that its meaning has become trivialized, the Red Ribbon continues to be a powerful force in the fight to increase public awareness of HIV/AIDS and in the lobbying efforts to increase funding for AIDS services and research.

In opposite to the red ribbon, a very well internationally known symbol for solidarity with people with HIV and AIDS, there is no equivalent expressing the intention to have safe sex. Such a symbol could be very useful, particularly in a context where verbal exchange of such an intention is difficult. A symbol has to meet several requirements, however, and needs to be strongly promoted...

In the past, voices were raised to develop a new icon that would symbolize the intention to have 'safe sex'. The current iconography tends to remain limited to either the red ribbon, which signifies solidarity with people with HIV/AIDS or a stylized image of a condom, which focuses on HIV prevention predominantly and, in the end, remains inadequate for wider prevention messages targeting young people and young adults.¹²

- » The main target group for the symbol are people between 18 and 30 years. They are the most sexual active in often changing relationships. For the group predominantly targeted, safe

¹² On visual representation, see, a.o., G. Griffin (2000), *Visibility blue/s. Representations of HIV and AIDS*, esp. chapter 3, Manchester – New York: Manchester University Press, 54-90. For visual imagery of AIDS activism ('Silence = Death' among others), see D. Crimp – A. Rolston (1990), *AIDS demographics*, Seattle: Bay Press.

sex implies more than having intercourse protecting them from HIV or STI. It also ought to include the use of contraception, the prevention of unwanted pregnancies. We thus have to stress the need for dual protection: **having good protection against unwanted pregnancy and adequate protection against STI/HIV.**

- » A symbol or icon should also help individuals belonging to these main target groups to pursue **safe sex in settings or situations, where outspoken, verbal communication tends to be very difficult.** Such contexts can be of an environmental (darkrooms), personal (people who are not assertive) or situational nature (language barriers on holiday). So, rather than referring to a particular technique of safe sex, such as the use of a condom, the new symbol ought to signify an intention to have safe sex, whatever this may include in a particular context. Amidst youngsters or young adults, the symbol may also include the use of contraception alongside condoms, for example. Among men who have sex with men (MSM), it may include avoiding taking sperm in the mouth alongside having protected anal intercourse. The use of a single visual image might bolster an individual's effort or intention to have safe sex when the spoken word proves to be off limit, beyond reach, or when the particular situation cannot be adequately communicated by means of verbal dialogue.
- » Finally, there is a strategic consideration also, calling for the use of a symbol that reaches beyond the mere prevention of HIV and STI. A single visual image, incorporating the dual preventive goal indicated above, is building upon the insight that it will stimulate the **synergetic impact** of HIV/STI prevention on the one hand and the promotion of sexual and reproductive health on the other. 'The fact that there are several common entry points means that there is a great potential for synergies to grow out of an integrated approach' and a visual language, reinforcing this, may actually enhance its effect.¹³

Sensoa has explored the above ideas earlier this year. They have set up a relatively modest internet questionnaire with regard to seven proposals spread through email. Results of this questionnaire have to be interpreted carefully; a sample of 488 responses is hardly representative of the entire target population. Results of preferences proved to be rather close to one another and lost most of their statistical relevance. Still, the pre-test gave an idea as to how men and women reacted differently on different symbols.

Relevant conclusions could be formulated with regard to the chances for success of such a single icon, symbolizing the intention to have safe sex. Not only does the launch of such a symbol require that sufficient efforts are made to promote it, but other preconditions ought to be assured as well:

The symbol is not received as technical and situates safe sex within the context of a relationship

Major target groups have criticized prevention organisations for years, claiming that their communication focussed on technical aspects of safe sex predominantly and neglected the relational dimension. So, our communication bureau LDV got busy and designed some 40

¹³ Aidsnet – WHO (2005), *Synergising HIV/AIDS and sexual and reproductive health and rights. A manual for NGOs*, Copenhagen – Geneva.

potential symbols and variations. Virtually all referred to the human heart as a universal symbol for a valuable relationship and intimacy. In various ways, it was combined with signifiers of security and closeness.

The symbol should refer spontaneously to ‘protection’

Some of the designs had specific references to ‘protecting’ each other. The safety pin and a wrap around a heart were indeed recognised as signifying protection.

The symbol is considered attractive by the target group(s)

The symbol is there to be used in real life. So, it ought to look attractive in the eyes of its users. We made an effort to phrase the question as concretely as possible: ‘If you would have to print one of these proposed symbols on your t-shirt, which would it be?’

The symbol embodies a clear and transparent link to the intention to have safe sex

Alongside the question which symbol one would choose, we also queried amongst the target group as to what it evoked. If it spontaneously prompted notions of security, then that’s clearly advantageous!

The symbol must be widely implemented

As such, the symbol ought to be easily reproducible and this on a European scale! It ought to take into account that European society is and remains a complex cultural space harbouring a polysemic dimension.

Discussion

At the seminar, Sensoa presented the seven symbols that were designed by LDV United and have been pre-tested. They all took their origin in the symbol of the heart, combining it with elements of communication, nearness or protection.

The participants of the seminar welcomed the idea of a symbol to connect all types of messages and thus expressing a single norm of safe sex as the expected behaviour. If any campaign is conducted on an international level, the promotion of such a symbol could be the most feasible action to undertake. The symbol can be combined with messages on safe sex that are particularly relevant on the local level.

Due to current negotiations on reproducing rights, the symbols that were shown cannot be reproduced in this report. Some suggestions concerning the design were also made during the seminar. Sensoa will be developing this idea further and present the results to the Civil Society Forum of the European Think Thank on HIV/AIDS.

6.5 Group discussion: towards a European Mass Media Campaign?

After these presentations, a group discussion was held on the feasibility of a European wide mass media campaign. First the European Think Tank on HIV/AIDS was presented.

The European Think Tank on HIV and AIDS is the forum where representatives of all European Union member states and other partner countries (on a voluntary basis) meet twice a year to discuss HIV and AIDS policy issues. The HIV/AIDS Civil Society Forum meets prior to the Think Tank and lends a voice to NGOs. The European AIDS Treatment Group and AIDS Action Europe make the connection between both committees.

The European Think Tank on HIV and AIDS has prioritised the development of a European campaign in its 2005 meetings. Unfortunately the Think Tank has no real budget; we need to keep this in mind when we think that Europe can make a difference. Still, the European Union has definitely influence on country level politics. In Belgium 70% of legislations come from the EU. A working group on mass media campaigns has been installed by the Think Tank. Robert Madelin, head of DG SANCO will meet with several parties including AIDS Action Europe, WAC, Youth Initiative, etc. to think about a campaign and about what the EU could do to protect youth. As there is not much money, this initiative mainly will rely on goodwill. Therefore, if we want to create an EU campaign, we have to be creative due to the tight budget...

Dadi Einarsson works for DG Health and Consumer Protection (SANCO) of the European Commission and is a member of the HIV/AIDS Task Force of DG SANCO. Due to urgent and unforeseen work related reasons he unfortunately was not be able to attend this session and clarify the view of DG SANCO on conducting a European campaign.

Participants then discussed their view on the topic.

A first problem that arises, is that 'Europe' has many definitions. The European Union refers to 25 member states, whereas AIDS Action Europe defines Europe as the whole area considered by the WHO (52 states). This problem was not solved during the workshop...

Why do you think a Pan European Campaign could be useful?:

- » it increases credibility, it makes it a stronger message;
- » countries influence each other;
- » the same money can be used for a broader campaign;
- » it is cost-effective, materials can be shared;
- » the common message is clearer;
- » EU enlargement means more migration, a common campaign allows for a better reaching of migrants;
- » it puts prevention on top of the public agenda and can act as an incentive for governments.

If a European Campaign results from a decision made by the Think Tank, all 25 EU countries will have to put it on their agenda. The added value is the greatest for countries where the government is reluctant to launch HIV/AIDS campaigns. The question remains if a European Campaign could make a real contribution to the fight against HIV/AIDS...

Why are you sceptical about a European Campaign?:

- » it is difficult to manage (logistics); huge resources are needed;
- » how to deal with cultural differences? (If the message is not tailored, it is not effective);
- » the HIV situation diverges from country to country; a European message might clash with country level messages, there are different goals for different countries and different main target groups;
- » educational levels are divergent;
- » preliminary research is needed;

Whereas the majority of the seminar participants would be in favour of a European Campaign, the question remains what the **angle of the campaign** might ideally be. What kind of a European Campaign do we need? Participants concluded that the target group would be primarily young people and the purpose should be mainly about awareness rising on heterosexual transmission. There should be different messages or ways to spread the message for young people in urban areas and young people in rural areas. There are still many rural areas where for example the internet is not accessible for the target groups. The idea of using a common symbol for safe sex is well received. It is a good and inspirational initiative. It is probably the best contribution to a European Campaign.

The discussion was closed with two polls:

Do you as NGO think that the European Commission should invest in a European Campaign?
Yes: 18 No: 7

Do you as NGO think that the European Commission should invest in an international symbol for safe sex? Yes: 24 No:1

7 Sharing resources

7.1 Information and campaigns on the internet

In fact, there's already a lot of information out there... Several links were provided by workshop participants. Using this tool can facilitate a better use of time and resources if NGOs can pool their collective wisdom, strategies, and ideas. Resources included:

- » The Kaiser Family Foundation www.kff.org helps both you and the journalists with technical and scientific information. They showed the conference in Toronto on the Internet.
- » Let us mention the European Public Health Alliances' guide for working with the media again:

http://www.env-health.org/IMG/pdf/English_final-2.pdf

http://www.env-health.org/IMG/pdf/French_final.pdf

http://www.env-health.org/IMG/pdf/German_final.pdf

http://www.env-health.org/IMG/pdf/Russian_final.pdf
- » UNAIDS Media Guide- this document can help you to convince the media to take their responsibility:
<http://www.kff.org/HIVAIDS/upload/The-Media-and-HIV-AIDS-Making-a-Difference.pdf>
 At this entry, you will find several good practices on working with the media by local NGOs:
http://data.unAIDS.org/publications/irc-pub06/jc1094-mediasa-bp_en.pdf
- » MTV provides www.staying-alive.org complete with downloadable information
- » Global Medic Aids Initiative at
<http://www.unAIDS.org/en/MediaCentre/MediaAIDSResponse/gmai.asp>
- » ANTIAIDS Foundation at www.antiAIDS.org
- » Also from the Ukraine you have Chervona Strichka Foundation at
http://www.chervona_strichka.ic.kharkov.ua/eng/block_eng.html
 They organize regularly an international poster competition.
- » Started by two doctors in Portugal, www.AIDSportugal.com posts on-line information as well as specialists to answer questions.
- » BBC Trust, <http://www.bbc.co.uk/worldservice/trust>, is a clearing house for downloadable information.
- » Seypa, <http://www.seypa.net/index.php>, provides anti-discrimination information.
- » Additional information is always useful, this source was also mentioned:
www.drugwarfacts.org

- » Database of the German campaign: <http://www.gib-AIDS-keine-chance.de/> and <http://www.machsmitt.de/>

7.2 Obstacles to sharing information and resources

In the past, only a few campaigns that ran successfully in one country were exported to another country. It is a bit strange, given the huge expenses that developing and designing a campaign often means. We brainstormed with workshop participants on reasons why people are not sharing information:

- » it takes time to make contributions and everyone is always so busy, NGOs never seem to have enough workers or volunteers;
- » some locations have limited access to the Internet, limited data storage space for downloading information, problems caused by dial up services, and other technical problems;
- » different organisations are on different tracks, some may focus on stigmas while other focus on issues of safe sex;
- » there are language barriers and technical restrictions for what can be done on a website;
- » for many organisations, this topic is not a priority.

Lambrechts reminded us that we all have 24 hours in a day. We may be too busy to add information to the clearinghouse because we have higher priorities. However, contributions to the website are a long term investment. What may require 15 minutes to submit today may save two days of work in the future. Time, or the lack of it, should not be a restriction. Therefore, working together, pooling resources, and sharing ideas should be a priority.

7.3 The role of AIDS Action Europe and the Clearinghouse

Martine de Schutter, coordinator of the AIDS Action Europe Western Office, presented an overview of AIDS Action Europe. It is a pan European NGO partnership on HIV/AIDS working towards a more effective response to the epidemic. AIDS Action Europe has a western office that focuses on sharing resources and advocacy and an eastern office that is more project-oriented. The information clearinghouse and seminars across Europe are services provided.

Martine van der Meulen is communications officer at AIDS Action Europe. She is responsible for expanding the AIDS Action Europe website in 2007 with a so-called Information Clearinghouse, a digital platform for making connections between organisations with knowledge and experience and organisations with plans and questions. The clearinghouse is meant to be a central point for collecting, classifying, and distributing information and assistance. The philosophy for the website is to:

- » provide a public face for members and other interested parties;
- » provide a sense of unity for members;
- » provide information;

- » serve as a linking pin for members to come together in a virtual exchange;

The title for her presentation was "Can the AIDS Action website make a difference?" Van der Meulen's answer was in one word yes! In further discussion about the Clearinghouse with AIDS Action Europe, several possible ideas for the website were mentioned. These varied from draft projects to finalised projects and included:

- » sharing creative ideas, potential projects, and campaigns that were rejected or put on hold;
- » calling for NGO partners with similar interests, projects, and concerns;
- » providing a search engine based on topics such as settings, target groups, and country;
- » include TV spot campaigns, Radio ads and Posters;
- » include summarized strategies and discussion of results whether good or bad;
- » details about rights (whether paid or free) on posted campaigns and contact information;
- » a checklist on how to make good arrangements with your advertising agency;
- » a list of theatre plays, movies, and books with relevant information.

AIDS Action Europe will follow up on these suggestions and where feasible, incorporate them in the Clearinghouse concept.

8 Lessons learned from the seminar

8.1 Evaluation of the Communication Strategy track

Presenter: Zeina Dafesh, AIDS and Mobility Europe/NIGZ

To begin the review of what was discussed in past workshops, Ms Dafesh stated that there were several problems, but they didn't always have solutions. Participants in the workshops focused on many issues including the ones mentioned below.

Problem: Is the influence of the church too big to make a difference, especially in countries with a strong Catholic background? **Solution:** The use of celebrities is a good means to deliver a message. They are even a better choice than experts in the field.

Problem: In some countries it is not possible to have personal testimonies.

Problem: When budget constraints are a problem, there is no money to hire journalists.

Solution: Tap into the resource of university students to use as trainees. They are, after all possible future political leaders of the country...

Problem: Some organisations face problems with government control.

Problem: Journalists still use terms in their articles that are stigmatizing. **Solution:** Journalists need educating. Provide them with a list of words to use and not use.

Problem: Journalists have lack of knowledge of HIV/AIDS especially in countries with low prevalence.

Problem: On occasion people are misquoted in articles.

Due to the important relationship between NGOs and the media, many tips were provided to help them deal with journalists. A key concept emphasized was the need to build a relationship with journalists. They help to influence public opinion. So, it is in the best interest of everyone to have a positive relationship based on trust. Some very specific tips that had attracted her attention:

- » Journalists like to know the news first. Although this is not always a viable option, when possible, it helps to cultivate the relationship.
- » Journalists, like everyone else, do not like to be corrected. Of course, sometimes that has to be done. But, there are right and wrong ways to go about it.
- » Journalists are extremely busy people. They do not have time to sit down and go through a training procedure. They need the facts and need them quickly. Try to explain your answer in three sentences.
- » Remember, journalists view us as specialists.

- » Never, never, never just say, “No comment.” That does nothing to help build a trusting relationship. It is much better to say, “There is no evidence to support this at the moment.”
- » Press conferences usually are boring. Try to have something to make it more appealing. Instead of a conference room, find a more interesting location or try something new. At one press conference, it was mentioned that the journalists present were tested for AIDS. Tables were set up with journalists, HIV/AIDS patients and experts at each table, providing much more personal connections.
- » Personal testimonies make for much more interesting news stories.
- » One form of the media not to be ignored is MTV. They reach a very important market and are very willing and able to help with HIV/AIDS awareness.
- » In addition to providing tips for working with journalists, there were also helpful guidelines provided when giving a live interview:
 - » Be prepared. Do your research, know your facts, and discuss issues with your management before facing the media.
 - » Help prepare the journalists by going over topics and questions with them in advance.
 - » Wear as little as possible. No, this is not to distract or impress the media. Cameras get hot and under nervous conditions you may get too warm.
 - » If you want to thank your journalist, do so informally. They may be too busy to answer your telephone calls. Just send them an email.

8.2 Evaluation of the Mass Media Campaign track

Presenter: Karlo Boras, Yugoslav Youth Association against AIDS – Youth of JAZAS

The first workshop Mr. Boras discussed was the Stop Aids campaign presented by Filippo Zimbile from STI AIDS Netherlands. There were several items he had noted.

- » It takes both time and budgeting to plan a successful campaign. Boras noted that Eastern European countries do not have the necessary budget at the moment.
- » When planning a campaign, it is important to consider the attitude of the government. After all, they frequently provide funding for projects. If their attitudes are not taken into consideration, budget could be withheld in the future.
- » There needs to be an awareness of the possible complications a public campaign may encounter with conservative groups and churches.
- » The number of times a clip is run does not matter if it is not reaching its target audience. Some groups only counted the number of times a clip was run without realizing this fact.

Television stations have information that can help decide what times and programs would be best to reach the target audience of the message.

An additional comment from a workshop participant underscored the importance of free publicity in the strategy of a campaign. If you have nurtured a positive relationship with journalists and get good editorials about your campaign, it helps to transfer your message even further.

The second workshop Mr. Boras discussed was the trip to LDV United to see first-hand how advertising agencies can work with NGOs. Just as it is important for NGOs to work with journalists, it is also important to build a relationship with an advertising agency.

With the proper relationship, the NGO and the advertising agency talk to each other and learn from each other. In realizing each other's point of view, it can be clarified why some things in an ad need to be changed and other things kept. Ad agencies can provide valuable information for media support and how to get the message out. They may also be able to help find ways to save money, getting better rates because you are an NGO.

The approach of any target audience must be done professionally. As the NGO and advertising agency work together, they need to establish a visual identity with a logo that everyone will come to recognize. This will help your target audience recognize you and your concepts.

8.3 Evaluation of the seminar

Mr. **Pieter Berwaerts** is working for LDV United and is specialised in new media, internet, direct marketing. He works on the Sensoa account. The workshop he conducted focused on five key ideas learned to share upon arrival back home, ways to capture the attention of the press and an exercise in formulating headlines that could grab the attention of the readers. The results were shared with all participants at the end of the seminar and discussed.

Participants of the workshop formulated five key lessons learned

- » Invest in creating a brand identity for your organisation. It helps to be seen – and thus to be heard. Put it down in written guidelines.
- » Effective communication is the result of a well prepared strategy. It implies the necessary research and training your staff and your activists on dealing with the press.
- » Link with a selected number of journalists and establish a positive relationship based on trust.
- » Find a creative agency and develop a mutual satisfying relationship with it. It can be a key player contributing to the effectiveness of your communication.
- » For making a campaign, you need a budget. For getting a message across, creativity however can make up a lot for budgetary restrictions, as Karlo Boras illustrated in a highly appreciated intervention.

They learned that messages should be short, simple and clear, like the World AIDS Campaign slogan 'Keep the promise' and that target groups should participate in developing a campaign. Campaigns should be planned well ahead and media channels well chosen and well defined.

Immediate press attention

A short exercise in selling your message to the press was also conducted, starting with the following question: You have been working for Greenpeace and did some spectacular campaigns. When you start working in an HIV-organisation, what would be a campaign for you which would have an immediate impact, a spectacular campaign that would attract journalists? Some of the suggestions that were made:

- » a series of coffins in the form of a red ribbon;
- » put used syringes on a pile in front of the ministry and call the press;
- » DJ Dance for life event in front of parliament;
- » put a condom on 25 meter high monument without permission, make a huge noise in the media (teasing aspect), not communicating who did it would induce discussion in the media.

General impressions

Participants felt validated in the importance of their work and went home inspired.

The agenda of the seminar found the right balance between input from external professionals and discussion and sharing of experiences and ideas between participants. They were highly satisfied with the performance of presenters and facilitators of the seminar. The field trips to the Antwerp Television Station and the communication enterprise LDV United were strongly appreciated.

8.4 Conclusions and recommendations

Time and money were described as the main obstacles to the implementation of the new information and ideas into practice. More attention should be paid to the vast difference in context and resources between Western and Eastern Europe were the press continues to take on stigmatising and discriminatory positions when covering HIV related topics.

Some clear recommendations were formulated during the sessions:

- » A call for European media to take up their responsibility in forming and informing the public opinion about HIV/AIDS and specific target groups and to avoid stigmatising language. The media can enhance the work of many NGOs; they can also be a mayor obstacle in a healthy public debate.
- » A moderate appeal for the European Union to develop an umbrella campaign, putting prevention and antidiscrimination on top of the public agenda and acting as an incentive for governments and local NGOs alike to promote their activities. Participants of 8 countries were sceptical, since cultural and epidemiological gaps were simply too big to cross. 16

participants said we should go for it, taking into account the different points of attention that were formulated during the session.

- » The Sensoa proposal to look for an international symbol for safe sex was well received: if anything were to be launched at the European level, a symbol might well be the most sensible topic to explore.
- » There is an unanimous need for better access to the media for NGOs working in the field of public health. An engagement from the media to provide some free advertisement space for NGOs active in the field of prevention and antidiscrimination could be a mayor help. A legislative initiative to enhance the NGOs access to the media by providing a certain amount of free air time on radio and television (as is the law in the Walloon part of Belgium) was welcomed and should be advocated for.

AIDS Action Europe engaged itself to invest in the sharing of materials and resources, for example by establishing a Clearing house on the AIDS Action Europe website. This can help to disclose and promote already existing materials and manuals for all European NGOs working on HIV and AIDS.

The seminar was concluded with the slogan: let's stop talking and start putting our experiences into practice! In other words: You'll be hearing from us.

9 Media products and guidelines on HIV and AIDS on the Internet

This part of the guide gives you only partial information. It is not complete, nor detailed. By the time it is in print, it might already be outdated. It is however an illustration of the staggering amount of tools and resources that can be found on the net concerning working with the media. More useful content can be found on websites of different network organisations active in the field of HIV/AIDS.

9.1 UNAIDS

This document can help you to convince the media to take their responsibility:

<http://www.kff.org/HIVAIDS/upload/The-Media-and-HIV-AIDS-Making-a-Difference.pdf>

At this entry, you will find several good practices on working with the media by local NGOs:

http://data.unaids.org/publications/irc-pub06/jc1094-mediasa-bp_en.pdf

Unicef offers broadcast-quality messages, TV news packages and audio, available for free and unrestricted use for broadcasters globally. They cover a wide range of issues that affect children around the world, including HIV/AIDS. <http://www.unicef.org/videoaudio/>

9.2 Visual AIDS

Visual AIDS <http://www.thebody.com/visualAIDS/index.html>, e-mail: info@visualAIDS.org

Founded in 1988 by arts professionals as a response to the effects of AIDS on the arts community and as a way of organizing artists, arts institutions, and arts audiences towards direct action, Visual AIDS has evolved into an arts organisation with a two-pronged mission. 1) Through the Frank Moore ArchIve Project, the largest slide library of work by artists living with HIV and the estates of artists who have died of AIDS, Visual AIDS historicizes the contributions of visual artists with HIV while supporting their ability to continue making art and furthering their professional careers. 2) In collaboration with museums, galleries, artists, schools, and AIDS service organisations, Visual AIDS produces exhibitions, publications, and events utilizing visual art to spread the message "AIDS IS NOT OVER."

Founded in 1988 Visual AIDS was one of the first national initiatives to record the impact of the AIDS pandemic on the artistic community. It brought together the arts and AIDS communities through its renowned national projects DAY WITH(OUT) ART, Night Without Light, and The Ribbon Project.

Since its inception in 1989 DAY WITH(OUT) ART has evolved to a day with art - a collaborative project by over 6,000 arts communities around the world which demonstrates the power of art to raise awareness of the ongoing AIDS pandemic. On World AIDS Day it encourages the arts communities to remember those who have died from AIDS related illnesses and brings together

diverse audiences in shared commemoration. It gives a showcase to the work of artists living with HIV/AIDS through exhibits, workshops, seminars, lecture programs, film screenings, performances and Web projects.

9.3 Staying alive- MTV Europe

Launched in 1998, MTV's award winning Staying Alive campaign seeks to help prevent HIV/AIDS by empowering youth to protect themselves, fight stigma and discrimination, and engage businesses, media and organisations to form their own response to HIV/AIDS.

The campaign includes long-form programming, such as documentaries, concert events, discussion programmes, along with public service announcements, sexual behaviour polls, a dedicated, multi-lingual website www.staying-alive.org and off-air marketing and grassroots promotions. Staying Alive campaign partners include SIDA, UNAIDS, UNFPA, the Kaiser Family Foundation, and Family Health International's YouthNet, among others.

On http://eu.staying-alive.org/stayingalive/shells/h_watch.html you can watch different kind of spots and documentaries. "For Broadcasters: all the material is available free of charge and rights-free. You can order it by emailing at info@staying-alive.org.

9.4 The Kaiser Family Foundation for organisations and journalists

At <http://www.kff.org/mediafellows/toolsHIVreporting.cfm> you will find several tools for reporting on HIV/AIDS. The following links will help you navigate through the Kaiser Family Foundation's current work and resources on HIV/AIDS at www.kaisernetwork.org

[Timeline of Key Milestones in the Global HIV/AIDS Epidemic](#), Kaiser Family Foundation

An interactive web-based timeline of key HIV-related events and noteworthy activities since 1981.

[HIV/AIDS Reporting Guides](#), Kaiser Family Foundation

Reporting guides on HIV/AIDS has been designed for journalists covering the global epidemic, often on short notice. The material covers a broad range of subjects including the science, treatment and prevention of HIV/AIDS. Country guides are also available.

[HIV Animation](#), Kaiser Family Foundation

This broadcast-quality animation commissioned by the Kaiser Family Foundation illustrates how HIV infects a cell and how antiretroviral treatments combat the virus. It is being provided to broadcasters on a rights-free basis.

[Fact Sheets: The HIV/AIDS Epidemic in Sub-Saharan Africa](#), Kaiser Family Foundation

This series of fact sheets includes an overview of the epidemic and individual country fact sheets for many countries in sub-Saharan Africa, with data on the number of people living with HIV/AIDS, the number of deaths due to HIV/AIDS, the impact on women, young people and children, and other key aspects of the epidemic.

[Global Health Reporting- Reporting Tools](#), Kaiser Family Foundation

[Global Health Facts](#), Kaiser Family Foundation

Provides the latest country and region-specific data on HIV/AIDS, tuberculosis and malaria; demographic and economic indicators; program funding and financing; and other emerging health problems such as avian flu. The data are displayed in tables, charts, and colour-coded maps and can be downloaded for custom analyses.

[Data and Statistics on HIV/AIDS](#), Kaiser Family Foundation

[AIDS at 21: Media Coverage of the HIV Epidemic 1981-2002](#), Columbia Journalism Review

The Kaiser Family Foundation, in conjunction with Princeton Survey Research Associates, conducted a comprehensive examination of media coverage of HIV/AIDS from 1981 to 2002. An overview of the study, "AIDS at 21: Media Coverage of the HIV Epidemic 1981-2002" was a supplement to the March/April 2004 issue of the Columbia Journalism Review.

The Kaiser Family Foundation has also another beautiful brochure available as pdf on

http://www.kff.org/youthHIVstds/upload/MTV_think_IYSL_Booklet.pdf

Reporting guides from the Kaiser Foundation

<http://www.kff.org/HIVAIDS/ReportingGuides.cfm>

These reporting guides on HIV/AIDS are designed for journalists covering the global epidemic, often on short notice. The Kaiser Family Foundation undertook this project as part of its continuing commitment to combating HIV/AIDS through public education and awareness. The material covers a broad range of subjects including the science, treatment and prevention of HIV/AIDS.


The epidemic is not only a battle against a virus. It can also be a battle about ideas, cultural taboos, stigma and discrimination. For that reason, we have included information about the political and social aspects of the epidemic. For example, we describe language that may, inadvertently, promote discrimination and suggest alternatives. You should view this as a reference guide. A more in-depth source of information on HIV/AIDS can be found in the HIV/AIDS section of this website. Kaiser has always believed that journalists have a significant role to play in informing the public and public policy officials. This reporting guide, we hope, will contribute to that process.


Increasingly, we are working with journalists around the world, and as a result we are developing region-specific manuals adapted to address the issues most relevant to the HIV/AIDS epidemic in each region—and most relevant for journalists reporting in each region. These region-specific manuals are being translated into many different languages and may include content which is different from the Kaiser Family Foundation's original content.

 HIV/AIDS Reporting Guide -- English Language

 HIV/AIDS Reporting Guide -- French Language

Region-specific Guides:

 HIV/AIDS Reporting Guide for Russia -- Russian Language

 HIV/AIDS Reporting Guide for Ukraine -- Ukrainian Language

9.5 The Global Media AIDS Initiative

The Global Media AIDS Initiative launched by UN Secretary General Kofi Annan, calls for the world's media leaders to lend their vast communications expertise and resources to address the global AIDS pandemic. On www.thegmai.org you can find some interesting campaigning materials, such as MTV's Staying Alive and the Russian StopSPID. The other campaigns presented on www.thegmai.org are African, Asian or American, such as the American 'know HIV/AIDS'-campaign. You can see a lot of material on http://www.knowHIVAIDS.org/learn_ads.html, but in low resolution and without information about if you can use the material. But they have a very nice brochure, available as pdf on <http://www.knowHIVAIDS.org/guide.pdf> and you can order copies by sending a mail to orders@kff.org

9.6 The news market: a resource for journalists

The news market profiles itself as "a pioneering broadcast news distribution service that brings newsmakers and journalists together via a single Web-based platform to create a more efficient environment for the exchange of video news content. The NewsMarket is the only service that uses the Internet to market and distribute broadcast-standard video to news professionals around the globe. More than 9,000 media outlets in 144 countries log on to www.thenewsmarket.com to find, preview and retrieve broadcast-standard video and other multimedia content to create better and timelier news and feature programming. Registered news organisations include CNN, CNBC, BBC, EuroNews, Bloomberg TV and Reuters Television." It could be an interesting source of material that you could recommend to journalists, but there are two problems:

1. You have to get a registration to watch all the material and make a selection. But a registration is only given to journalists and independent producers. Boris Cryussaert tried to get a registration, sometimes they allow exceptions ('privileges'), but was not approved. On a second mail explaining why he should be allowed, no answer was received. Although there are some previews it is very difficult for an organisation to check all the material offered.
2. You can put content on it, just like Nokia, Roche, BMW, the American Lung Association and Palm, but you have to pay for it and on the website we didn't find any information about the rates.

9.7 Alternative campaigning on Youtube

One of the most popular sites of the moment is www.youtube.com. On this site individuals can put their own video's, but so can organisations and you can create an address book with e-mail addresses at which you can send your spot (share with a friend) and of course ask them to share it with their friends.

The only problem is that in the terms and conditions you can read that: "However, by submitting the User Submissions to YouTube, you hereby grant YouTube a worldwide, non-exclusive, royalty-free, sublicense able and transferable license to use, reproduce, distribute, prepare derivative works of, display, and perform the User Submissions in connection with the YouTube

Website and YouTube's (and its successor's) business, including without limitation for promoting and redistributing part or all of the YouTube Website (and derivative works thereof) in any media formats and through any media channels.” In short, once posted on Youtube, the owners of Youtube can use your spot for anything, without your permission.

But, you can also find some interesting spots of other countries, and if you think the message of one of these spots is useful for your audience, you can always share this video with your e-mail addresses, following the same strategy as mentioned above. Finding rights-free photographs, sometimes in high resolution, is possible via www.flickr.com but there is a lot of rubbish and sometimes you have to search for a long time and think well about your search tags.

9.8 The BBC Trust

The BBC Trust, <http://www.bbc.co.uk/worldservice/trust>, is a clearing house for downloadable information.

The Trust's work seeks to raise awareness among mass and opinion-former audiences; affect behaviour change; influence policy and transfer skills and knowledge. It is organised into the following areas:

The Media Development group works to strengthen free and independent media to hold governments to account, to help ensure an inclusive society, and to provide a channel through which people from all sections of society especially those who are marginalised, have a voice. It does this through a number of strategies and tools including change management, media reconstruction and training solutions.

The **Development Communications group** develops innovative media solutions to support key developments such as health, education and governance. In education, the Trust works to develop and deliver basic educational programming, deliver aspirational programming, to inform audiences about their rights and choices, and, to raise awareness of development issues and stimulate informed debate at the local, regional and global levels. In health, the Trust works to influence reductions in mortality and morbidity, specifically to reduce child mortality, improve maternal health and combat HIV/AIDS, malaria and other diseases.

The **Research & Learning group (R&L)** focuses on four key activities:

- » providing Trust projects with audience and market insights to guide project strategies;
- » conducting qualitative and quantitative research studies to capture the impact of all Trust media interventions;
- » building capacity in audience research skills and methodology on projects in country;
- » documenting and disseminating the learning's from the Trust's projects internally and to the wider development community.

9.9 The AIDS Media Center

<http://www.AIDSmedia.org/>

The AIDS Media Center (AMC) is a targeted resource portal for media professionals covering the global issues of AIDS. The mission of this partner-driven website and initiative is to enhance the creative energies of local and international media professionals and organisations to play significant and contributing roles in the fight against HIV. The site provides useful tools and resources for media organisations and professionals -- e.g., radio, print, television broadcast -- to deepen their knowledge of -- and, ultimately, the depth, quality and impact of their HIV coverage.

9.10 Internews Europe

<http://www.internews.org>

The support Internews Europe brings to local media can involve a wide range of activities:

- » Training thousands of media professionals in everything from the basic principles of journalism to technical and production skills, to specialisation in topics of vital importance such as HIV/AIDS, elections, and the environment.
- » Equipment grants of everything from computers to reporting equipment such as cameras and digital recorders, to production studios and transmitters. Equipment grants usually happen as part of a broader engagement with a media outlet, to ensure that not just individual journalists but also their line managers and ultimately the owners of the media want and are ready for new techniques and methods. They are also accompanied by tuition and training courses.
- » Creation of innovative local and international media, ranging from local radio in difficult to access regions in developing countries where the market has not penetrated, to newspapers and citizen journalism over the Internet.
- » Consultancy and advocacy on media and internet-related policy and legislative issues. Internews has been instrumental in helping lobby groups and professional associations for media professionals come into being in over a dozen countries across three continents. The Global Internet Policy Initiative has created a network of lawyers and freedom of speech activists who advocate international best practice in access to and regulation of the Internet.
- » Exchange of media programming. Sometimes the single most powerful and simple service an outside agent such as an international NGO can offer is simply to connect media outlets to each other and encourage them to come together in co-production of radio and TV programs or joint editorial projects to create quality programming and best practice that is locally appropriate.

Annex 1 Agenda

	Thursday 21st of September	Theme	Key speakers and workshop leaders
11:30		Welcome participants with coffee, thee and sandwiches at Sensoa	
13.00		Opening of the Seminar Results of the media assessment – explaining the agenda	Chris Lambrechts, Sensoa Boris Cruyssaert, Sensoa
13.30		Setting the scene: what's it all about? How do the media operate in this multimedia era? The media landscape in Eastern Europe: a different story? A practical guide for working with the media	Vicky Vinck, Be Media Maria Olshanskaya AFEW Lara Herrero, European Public Health Alliance
15.00-18.00		Parallel workshop on communication strategy A1: Case study: The Media Monitor Program Establishing relationships: What is necessary to be able to develop a reactive or proactive media strategy? Which strategy would you choose depending on the circumstances? Parallel workshop on mass media campaigns B1: Safe sex campaigns and research - Case study: 20 years of mass media campaigns in the Netherlands with special focus: How to choose your targets wisely? Are there feasible ways to evaluate our campaigns?	Boris Cruyssaert István Gábor Takács, Hungarian Civil Liberties Union
	Friday 22rd of September	Theme	Key speakers and workshop leaders
10.00-12.30		Parallel workshop on communication strategy A2: Visit to local television studio – discussion on marketing and communication: building support for your cause Communication about risk and stigma	Antwerp Television Unit and Jan Van Broeckhoven <i>Speaker to be confirmed</i>

	<p>Parallel workshop on mass media campaigns B2: Let's talk about sex: an exercise in branding your organisation or project. How to create maximum impact with limited financial resources? Bring your favourite campaign with you and we'll search for the elements that makes it attractive to the media. Group discussion: Towards a European mass media campaign? About feasibility and topics... with contributions by</p> <ul style="list-style-type: none"> – Contribution by the World Aids Campaign – A European Campaign: the Flying Condom – Towards raising awareness on a European level: The view of the European Commission – Can legislation improve access to the media for NGO's? – Towards an international symbol for safe Sex? <p>20:00 Group dinner for those who want to....</p>	<p>Werner Van Reck en Werner De Smet, LDV United</p> <p><i>Speaker to be confirmed</i></p> <p>Thierry Martin, Plateforme de Prevention du Sida</p> <p>Dadi Einarsson, DG Sanco Thierry Martin Chris Lambrechts</p>
	<p>Saturday 23th of September Theme</p> <p>9.30 Lessons learned: reports from the past workshops</p> <p>10.00-12.00 Parallel workshop on communication strategy A3: How to sell the outcomes of this Seminar? An exercise in selecting, formulating and promoting a (sometimes boring...) message...</p> <p>Parallel workshop on mass media campaigns B3: We elaborate on the idea of sharing resources for mass media campaigns: What are the needs of NGO's in this matter? What possible resources do we have? Media campaigns targeted at narrow groups Can the Aids Action Europe website make a difference?</p>	<p>Key speakers and workshop leaders 'Journalists' were chosen at the beginning of the Seminar</p> <p>Werner De Smet, LDV United</p> <p>Olga Rudneva, Elena Franchuk ANTI AIDS Foundation Martine van der Meulen AIDS Action Europe</p>

12.00- 13.00	Lessons learned and closure of the seminar Evaluation of the outcome of the Seminar Invitation to the next Seminar	'Journalists' were chosen at the beginning of the workshops Martine de Schutter AIDS Action Europe
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Annex 2 List of Participants

Organisation	Mr Mrs	First name	Last name	Country
Association for Prevention and Rehabilitation from AIDS and Drugs (APRAD)	mrs	Rezarta	Meneri	Albania
Belarusian AIDS Network	mr	Alexander	Novikov	Belarus
Sensoa	Mr	Boris	Cruyssaert	Belgium
Sensoa	mrs	Kaatje	De Clercq	Belgium
Sensoa	mr	Chris	Lambrechts	Belgium
International Planned Parenthood Federation - European Network (IPPF EN)	mrs	Victoria	Rugg	Belgium
"Dose of Love" Association	mrs	Rumyana	Gancheva	Bulgaria
Family Planning Association	mrs	Dana	Fridrichovska	Czech Republic
Nordic Minority Group	mr	Eddie-Kool	Ngobi	Denmark
Estonian Network of PLWH	mr	Juri	Manko	Estonia
pro-familia-Bundesverband	mrs	Regine	Wlassitsch	Germany
Synthesis HIV/AIDS Awareness	mrs	Dina	Daskalopoulou	Greece
Hungarian Civil Liberties Union	mr	Istvan	Gabor	Hungary
NPS Lazio	mrs	Marcella	Ferracci	Italy
Reproductive Health Alliance Kyrgyzstan (RHAK)	mrs	Tatiana	Popovitskaya	Kyrgyzstan
NGO "DIA+LOGS"	mrs	Ruta	Kaupe	Latvia
Lithuanian Family Planning and Sexual Health Association	mrs	Asta	Markeviciene	Lithuania
Central and Eastern European Harm Reduction Network (CEEHRN)	mr	Roman	Bykov	Lithuania
Health Promotion and Social Risk Prevention Association TADA	mrs	Justyna	Sobeyko	Poland
Fundação Portuguesa "A comunidade Contra a Sida"	mrs	Filomena	Aguiar	Portugal
Romanian Angel Appeal Foundation	mrs	Claudia	Catana	Romania

ARAS Romanian Association against AIDS	mr	Costin	Militaru	Romania
AIDS Foundation East-West (AFEW)	mrs	Tatiana	Grechukhin a	Russia
Yugoslav Youth Association against AIDS - Youth of JAZAS	mr	Karlo	Boras	Serbia and Montene gro
ODYSEUS	mrs	Katarina	Jiresova	Slovak republic
GlobalSIDA and Tenemos SIDA (We have AIDS - movement against AIDS)	mrs	Ana Ruth	Bernardo	Spain
AIDS & Mobility Europe / NIGZ	mrs	Zeina	Dafesh	The Netherlands
STI AIDS Netherlands	mr	Filippo	Zimbile	The Netherlands
AIDS Action Europe	mrs	Martine	De Schutter	The Netherlands
AIDS Action Europe	mrs	Martine	van der Meulen	The Netherlands
Elena Franchuk ANTIAIDS Foundation	mrs	Olga	Rudneva	Ukraine

Annex 3 Disclaimer

This document is the result of the efforts of Rudi Bleys, Kaatje De Clercq, Martine de Schutter, Martine van der Meulen, Boris Cruyssaert, Chris Lambrechts, Philip Martin and Vicky Vinck. They have based their report on background information provided by the speakers, but mainly on their personal experiences during the seminar. Although they went to great lengths to do justice to the seminar process, some participants or speakers might feel that their contribution is not represented entirely correct. We welcome all remarks on media@sensoa.be and will try to incorporate the corrections in the online version of the report.

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