

HIV & AIDS DISCUSSION NOTES VI

LKNU, Wednesday, 21 March 2012, 08.30-13.00

The sixth discussion on HIV and AIDS with the topic "Working with Media" was attended by 34 participants from six companies, one association, one health care provider, eight NGOs, one academic institution, one government agency, and one UN institution.

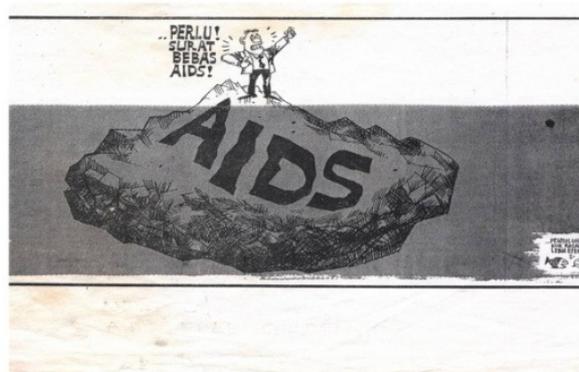
Kemal Soeriawidjaja, Executive Director of Company-Community Partnerships for Health in Indonesia (CCPHI), opened the meeting by explaining briefly about the first discussion that was held in October 2010 initiated with the Nahdlatul Ulama Health Institutions (*Lembaga Kesehatan Nahdlatul Ulama/LKNU*).¹ LKNU is a member of the Health and Business Roundtable Indonesia (HBRI) and part of Nahdlatul Ulama (NU), Indonesian's largest Muslim organization.

Dr. H. Syahrizal Syarif, MPH - Deputy Secretary of the Central Board of NU welcomed participants. He informed participants that NU will hold a major conference with the religious leaders of NU to discuss the NU program and *ulamas'* (religious leaders') opinions about specific development issues including HIV and AIDS. Most AIDS cases are among those of productive ages and contribute to a potential loss to the economy.

Esty Febriani, Program Manager of LKNU moderated the discussion. She asked participants to introduce themselves. She then introduced the discussion topic. She pointed out that when the media reports on HIV and AIDS journalists often focused repeatedly and only on the number of cases, which makes readers lose interest. Therefore, the meeting would discuss how to work more effectively with the media on communicating about HIV and AIDS.

Danny Yatim from the HIV Cooperation Program for Indonesia (HCPI) gave a presentation on the history of news coverage on HIV and AIDS in Indonesia since the 1990s and experiences conducting media relations. HCPI is an AusAID-funded project to support the Government of Indonesia (GOI) to plan, develop, and implement an effective and sustainable response to HIV. Early on, there was a prejudice in the media that AIDS was a disease among gay people and that it came from western countries. That opinion changed when the international development agencies and NGOs began to educate journalists about HIV

Kompas (1994)



transmission. Activities included training and field visits to health service providers and clinics that have helped the media better understand HIV and AIDS and improve its coverage. Challenges in working with the media today are how to build better partnerships to promote issues such as creating an enabling environment for campaigns on condom use, harm reduction for injecting drug users such

¹ CCPHI and LKNU have created the HIV/AIDS Forum to build a community of organizations committed to the prevention and treatment of HIV and AIDS in Indonesia.

as from sharing needles, care and treatment for people living with HIV (PLHIV), and reduction of stigma against PLHIV.

The second presenter was Tri Irwanda, Media Relations Officer from the Provincial AIDS Commission of West Java (KPAP Jawa Barat). KPAP is a commission formed by local governments to control and prevent HIV transmission through intensive, comprehensive, integrated, and coordinated responses. KPAP receives technical assistance from HCPI to implement HIV and AIDS programs. Tri Irwanda presented "Media Programs in West Java" and shared his experiences in developing and conducting media relations through well-known, i.e. mainstream, and community media. Community media reach out to community groups at the grass root level that cannot be reached by mainstream media. Activities have included training for journalists on how to cover news on HIV and AIDS with more sensitivity, training for government and NGO staff on how to talk to the media about HIV and AIDS, airing public service announcements (PSAs) on HIV prevention, quizzes and talk-shows on television and radio, and providing information to magazines and newspapers.

Summary of Discussion

In working with the media, spokespersons need to prepare talking points that contain clear and concise key messages. Messages have to be consistent and doable. There is still a lack of attention on promoting behavior change within the public and increasing access to available services. PSAs are often unexciting compared to commercial advertisements and do not encourage the public to take preventive actions against HIV transmission. National and Provincial AIDS Commissions are still struggling with political pressure in delivering key messages due to stigma and discrimination among policy makers.

Regarding concern about maintaining confidentiality of status especially when it comes to mentioning children in the media, participants suggested that the media should develop stories from angles that help readers relate to PLHIV without having to reveal their identity which can further increase discrimination. Building stronger relations with the media has more benefits than disadvantages because the media can mobilize support and disseminate information to the public.

Participants agreed that the media has the potential to give high news value for HIV and AIDS-related issues. Program managers must be creative in looking for fresh news angles and utilizing public figures to increase attention to the issues among readers or viewers. They agreed that when working with the media good relations with journalists can improve the quality of news and stories. The nature of different media such as TV, radio, tabloid, newspapers, and magazines also affects how information is presented. For example television offers limited time for messages so they have to be short and direct, while newspapers have more space to carry more messages so there is more flexibility in deciding size and placement of messages.

Closing

Kemal thanked LKNU for being the host, and HCPI and KPAP for their presentations. Participants who need the summary notes from previous meetings can email ccphi@ccphi.org or download them from the website (<http://www.ccphw.org/specialinterestmeetings>). The next discussion will be held in June 2012.

Participant List of HIV & AIDS Discussion VI

Wednesday, 21 March 2012

<u>No</u>	<u>NAME</u>	<u>ORGANIZATION</u>
1.	Ahmed Afzal	UNESCO
2.	Anggia Ermarini	LKNU
3.	Asep Mirwan Ahmad	LKNU
4.	Basyir Ahmad	Karisma
5.	Bukit Ketaren	Eka Hospital
6.	Christie Natasha	CCPHI
7.	Danny Yatim	HCPI
8.	Dessy Meiga	LKNU
9.	Dhayan Dirgantara	Y. Spiritia
10.	Dhea Parahita	LKNU
11.	Dian Rosdiana	CCPHI
12.	Enung M.	LKNU
13.	Esty Febriani	LKNU
14.	Hapsari Warastuti	T. Rumah Rachel
15.	Hussein Habsyi	Y. Pelita Ilmu
16.	Kemal Soeriawidjaja	CCPHI
17.	Mawar Nita Pohan	UPK-FK UNPAD (Pokja HIV-AIDS)
18.	Mujtahid	LKNU
19.	Olivia Lauren	Indonesian Business Coalition on AIDS
20.	Prawita	LKNU
21.	Puji Suryantini	Siklus Indonesia
22.	Rahmi Hidayati	Indopacific Edelman
23.	Renar Berandi	ExxonMobil
24.	Riki Riyadi	Reconstra Utama Integra
25.	Rivanda Ansori	Circle Indonesia
26.	Riza Pratama	Freeport
27.	Shofie	Malaria R8 LKNU
28.	Sundusiyah	LKNU
29.	Siti Khofifah	Promkes LKNU
30.	Syahrizal Syarif	LKNU
31.	Teddy Setiadi	HCPI
32.	Tri Irwanda	KPA Provinsi Jabar
33.	Uri Riesthanty	Darya Varia
34.	Wisprayogie	Chevron