

# **Tufool Al-Nuaimi**

## **Policies for the Media**

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Popular local media can be used, in various ways discussed below, to increase AIDS awareness in Zambia. Different methods should be used to target different groups including youth, adults, elderly, schoolchildren, workers, chiefs, politicians, celebrities, women and religious and cultural groups.

Within each town, the chief should receive regular updates, through newspapers and should be available for individual meetings with locals in order to discuss AIDS-related issues, like current statistics, recent discrimination against people with AIDS and opinions and recommendations from people on AIDS education within the region. The town chief should then take time, during town meetings, to summarize these issues and be ready to discuss them. These meetings will help increase local awareness of current AIDS issues.

Awareness can be further increased in town meetings and community centers through invitations to qualified personnel, like doctors and nurses, to address the community. These presentations should include regular education on AIDS, the ways it is transmitted, prevention, and how to deal with people with AIDS and help them integrate within the community to decrease discrimination. A Question and Answer session should follow the presentations in order to ensure that questions people are unsure about are clarified.

A survey within these meetings, with questions on what should be differently, should be handed out to the public on a regular basis. This will help identify problems with current meetings and would help improve them during future meetings. Television shows, advertisements and an educational television series can be used to increase awareness amongst viewers.

These shows and advertisements should be different for different audiences. On children's television channels, advertisement should be suitable for younger viewers, in a similar fashion to school education, where issues like abstinence should be shown. For older viewers, shows and advertisements should talk about measures of AIDS prevention, and condom use for safer sex. In addition, there should also be advertisements that educate people on how AIDS is transmitted and how deal with people with AIDS. Similar methods to the ones discussed in shows and advertisements should be included in movie and concert previews.

Because of some restrictions within society, some women are unable to refuse sex with their husbands regardless of their knowledge of a husband's multiple partners; a morning talk show should be created for women. These talk shows should help women change their attitudes and behaviors into understanding that they are able to refuse having sex with their husbands if they suspect them of having multiple partners. These talk shows should include a toll-free number, to address concerns during the show. This will help because if women see that there are others in their situation who are willing to change, it will be easier for them to change their attitudes also. Other educational talk shows, on TV and the radio shows, aimed to all groups, should be added to increase awareness amongst viewers and listeners.

Advertisements and talk shows should include celebrities who talk about AIDS, since many people may feel that they can associate to them. Community centers should include various AIDS awareness events. This can include short skits that educate people on AIDS, presentations that talk about AIDS, and concerts where the performer can take a few minutes to address the AIDS situation and maybe even sing a song on AIDS. Competitions can be created within schools, universities and community centers.

These competitions can be in the form of presentation on AIDS or responses to questions asked by a panel of judges. The judges should be people that are qualified and experts on AIDS, such as teachers, doctors and nurses. These competitions should be free, and advertised in newspapers, flyers, TV and billboards so that as many people

possible can view it. At the end of the presentation, the judges will award the winner with a prize. Newspapers should include weekly educational columns, which talk about AIDS.

Although some of it may appear repetitive, this is necessary in order to ensure that it better educates increasing amounts of people. The column should also include recent statistics on AIDS, and personal stories that may be published anonymously if the writer desires. Personal stories could be of living with AIDS and also of people discriminated because of this. Including where, why and how they are discriminated should also be included because by making this information available to the public, discrimination would lessen.

Similar stories and AIDS awareness articles could be handed out as fliers outside schools, universities churches, companies, community centers, shopping centers and other organizations.

Billboards and fliers should be used to advertise local AIDS related events. By distributing this widely, we would be able to ensure that more people would attend these events, and more people would be educated on AIDS.