

Supporting HIV/AIDS Communication Broadcasting

Brainstorming workshop, London 11 June 2004

What does it take to facilitate radio programming on HIV/AIDS that is relevant and reliable? This was the main question discussed by 12 participants at a OneWorld Radio/Exchange brainstorming meeting in London on 11 June 2004. The session brought together broadcasters, health researchers and information providers, internet portal managers, NGOs, information and knowledge managers, donors and communicators to exchange experience and explore the potential for closer collaboration. This report highlights some of the dialogue.

Four key issues that participants found significant were the discussions and reflections around how to:

- make generic content more locally relevant
- facilitate relationships between broadcasters and health workers and NGOs working on health
- maximise the potential for greater collaboration in a number of small ways that could have an impact on HIV/AIDS work
- improve the quality and quantity of research knowledge about the situation of African broadcasters and how to support them.

Several key lessons emerged throughout the day, including:

- the importance of using local stories and content that can illustrate more generic principles
- the importance of spaces and places to meet to share experience and open up opportunities for collaboration – a process that cannot be rushed or predetermined
- ways to move forward at a practical level.

What's the story? Improving content

There is a clear need for more and different content for broadcasting. There are many lessons to be learned and shared about what constitutes effective HIV/AIDS broadcast communication, particularly on a local level:

- the importance of local content, local idiom and relevance
- the effectiveness of using traditional communicators
- the importance of using a variety of radio formats for delivering 'interesting' programming that engages listeners.

Variety is also related to quantity: more HIV/AIDS material (both audio and other) that broadcasters could access and could make accessible to their audiences is a huge need. And that includes material that is available in a number of languages.

Variety is also about quality: what constitutes good practice? How does a broadcaster know? What makes for effective HIV/AIDS broadcasting? What works? Why? Some of this analysis can help to guide broadcasters in making responsible selection of materials and topics.

This could be supported by more research on the use and impact of various broadcasting strategies, as well as research about the broadcasters' experience and views about their needs and the barriers and challenges they face in trying to apply different formats and strategies. Opening up opportunities for broadcasters themselves to get into dialogue about the practice of HIV/AIDS broadcasting could be a way to improve the effectiveness of the broadcasts.

Effective communication is not simply the broadcast, but also a range of strategies to maximize the effectiveness of that broadcast through follow-up and community engagement. This is **Radio Plus** and the 'plus' is a major way to increase interaction with audiences and integrate the broadcast activities with broader communication strategies around HIV/AIDS.

Who's involved? Improving networking

A number of networks and networking programmes and projects already operate that are focused on radio and/or HIV/AIDS communication. Identifying and mapping them, helping them to connect more with each other and others interested in this area is a way to move forward in a coordinated and supportive manner. This includes identifying who is available to support HIV/AIDS broadcasting with financial, human and knowledge resources, including repackaging and developing existing resources and systems. This is particularly a concern for broadcasters working at the local level: who can they work with?

Any attempts to collaboratively provide shared learning and resources for broadcasters would have to consider how to prioritise and fund distribution. Not having sufficient mechanisms and funding for distribution – reaching broadcasters with information and content – would undermine the aim. Distribution includes online and offline publication, CD-ROM distribution and archiving, resource centres and other routes.

Another major networking opportunity for broadcasters is with the National AIDS Commissions (NACs) and the various partnership forums they work with. This could increase the potential for broadcasters to be more effective in HIV/AIDS communication through being more connected, working more in partnership.

Such links are not without their challenges: understanding the way broadcasters operate and the way NGOs, government departments and NACs operate requires increased communication, more opportunities for dialogue. One of the issues that will need to be teased out is the question of radio stations charging for airtime related to HIV/AIDS communication. On the other hand, the sustainability of radio stations and the delivery of good programming was an issue: how is this to be financed?

Building on existing networks, there may be some potential for all the players in this field – broadcasters, NGOs, academics and others – to come together in a network that will focus on 'good content'. Such a network should welcome the range of existing networks, projects and initiatives and have as its objective shared learning. The organisations represented in the workshop – and the range of other organisations that were interested in a proposed 'consortium' for supporting HIV/AIDS communication – could be the starting point for such a network. Clearly, this needs more discussion, but the overall aims of advocacy, brokerage and facilitation could provide a beginning for dialogue. Cross sector networks in other fields – the environment, for example – could provide useful lessons.

Among the inputs from potential partners are:

- coordinating involvement in such an initiative
- providing information about work and potential synergies
- providing capacity to deliver on 'integration' strategies

Possible outputs include:

- delivery of 'best practice' examples and knowledge sharing
- delivery of production information; formats and strategies
- delivery of good audio content for re-distribution
- facilitation of national, regional and international networking
- facilitation of ongoing resource distribution – both online and through resource centres
- training for broadcasters (on use of ICTs, content, evaluation, and other areas)
- research results on impact of programmes
- the link between broadcasters and donors, government
- providing research on how information is consumed.

Such a network would require research, financial support and a high degree of coordination. Activity of partners in such a consortium may be 'in-kind' or part of ongoing organisational priorities and projects, but bringing these together in a way that maximizes synergies requires coordination that is probably over and above what partners are able to contribute; in terms of

finances and human resources. Hence there is a need to develop a strategy and proposal for such coordination.

How is learning shared? Training and tools

Broadcasters have a number of training needs if they are going to be able to produce relevant and high impact HIV/AIDS communication. How to develop good content that reaches targeted segments of audiences – young people, women and elders – is only one of the areas. Training is often about addressing the problem of confidence within broadcasters about the production of good HIV/AIDS content. Identifying what training is being offered in a country or region and how this can be maximised is a priority in most countries. Following up and supporting training is also as important as delivering the training in the first place. This raises questions on how different organisations could work together to provide support at all stages of the capacity development cycle.

Resource centres are communication tools. They can be physical centres, virtual or electronic centres, or a combination of both. Again, there are a number of existing partner 'resource centres' that could conceivably be more effectively used and linked in order to provide local broadcasters with access to resources, content and networking opportunities and provide a way of sharing learning about effective HIV/AIDS broadcasting for broadcasters. These centres include (but are not limited to) resource centres and project hubs of UNAIDS, Exchange, UNESCO, CATIA hubs, OKN access points, partner offices. The development of a 'broadcasters' resources section' at each centre could provide valuable access to material that supports accurate and credible information dissemination, and effective content production strategies. These could contain information tailored for broadcasters via printed materials, audiovisuals and online resource sites. In order to investigate this further there is a need to map these 'centres' and to facilitate the resourcing and access of these centres for broadcasters [and other HIV/AIDS focused media practitioners]. Securing agreements between partners for the development of this 'hub' aspect of such resource centres could be an important aspect of partner collaboration.

What do we measure? Identifying impact

Among the organisations at the workshop there is expertise and experience in supporting HIV/AIDS broadcasting evaluation and impact analysis. The challenge is to help bring this expertise to the broadcaster level to look at the impact of programming, how it is being received in the community and how changes can be made and tested. On the facilitator level there is a need to research and share more knowledge about audience reception of information, how information is consumed. Both the BBC World Service Trust and the Communication Initiative have some tools that could be helpful in this.

How can we work together?

The areas that the group identified as needing support are the stages in the broadcast cycle; getting information, using information, building capacity for good production, production, audience research. At each stage in this cycle there is a need for community engagement, facilitation, networking, training and shared learning.

Need	Inputs
Credible and accurate information	Gathering, signposting to good info Aiding access to this info [web, other] Provision of this info in other languages Building better relationships between radio and NGOs
Information adapted for easier use by broadcasters	Access to adapted info [web, resource centres, partners] Networking for shared learning Information in other languages
Building capacity for production	Training in formats and segmented focus Networking for follow-up, shared learning and support Access to best practice and debate on effectiveness
Production and	Supporting / advising on production

distribution	Facilitation of co-productions with NGOs and partners Exchanging content and archive of best practice Supplied script and audio content [web, CD-rom other]
Audience and impact	Research and expert input in conducting audience research Resources and advice for impact analysis Networking for shared learning and support

Some initial collaboration ideas

The development of clear collaborative strategies will be the next stage in the 'consortium' effort, but some preliminary collaboration ideas were identified:

- Establish a group of donors interested in use of radio for HIV/AIDS communication (DFID to facilitate)
- Undertake advocacy for HIV/AIDS broadcasting, including making use of competitions to reward effective joint NGO/broadcaster productions
- Raise awareness of needs of broadcasters among content providers, network with broadcasters
- Map existing activity in support of HIV/AIDS broadcasting:
- Develop a systematic research proposal to explore:
 - the constraints of broadcasters re delivery
 - contributions broadcasters have made to country responses
 - constraints donors have experienced in engaging media
- Fill the gap in information availability, networking and best practice information sharing for Francophone broadcasters
- Improve information access through more focus on providing appropriate and easier to use information to broadcasters for all audiences segments, including packaging information that 'inspires' broadcasters
- Explore ways to strengthen training including joint training initiatives
- Multi-media platform - for exchange, best practice and networking
- Resourcing and supporting broadcasters – in content development

Overall, look for ways to continue to resource and support broadcasters that are inspiring and enabling!

Next steps

There was a feeling within the group that the meeting did not reach the desired 'practical next steps' and that this should be a priority in further action. Within each area of need there is a potential for partners, [those engaged in process via email and those attending the meeting], to begin immediate collaborations, as well as plan future ones, that may require coordination funding.

Immediate potentials

- mapping of organisational activity in HIV/AIDS communication [Exchange]. Ongoing.
- More partnership use of Aids Radio Network for exchanging audio and information sharing. www.oneworld.net/radio/aids Ongoing
- Sharing training plans of partners and synergizing training opportunities within the next 6 months

Follow-up

- Distribution of meeting notes to participants
- Distribution of finalized meeting notes to email group of allied partners
- Preparation of draft proposal for consortium collaboration
- Follow-up meeting – DFID re donor group
- Preparation of 'what we can do' document for sharing and discussion and development
- Follow-up meeting of consortium partners [or via email/d-group] for development of strategies and next steps.

Notes of the Brainstorm Discussions

The day's discussions were facilitated through a number of sessions, some in small groups and some in plenary. The general flow of discussion centred on the following steps and issues:

- Issue about our expectations
- The issue of lack of research about broadcaster needs and experience
- Issue of lack of other knowledge [need for mapping of activity, networking etc]
- Issue of the availability of HIV/AIDS information
- Issue of the applicability/utility of this information within a broadcaster context
- The issue of how radio production conveys HIV/AIDS information
- The issue of 'supplied' and exchanged audio content
- The issue of the availability of learning and best practice about quality production
- The issue of access to information, content and support
- The Issue of language
- The issue of training and follow-up
- The issue of networking and support for broadcasters
- The issue of facilitation and coordination of a partnership in support of HIV/AIDS communication

Issue about our expectations of the meeting

Expectations were broad, and resulted in a broad discussion.

- To understand what each of us is doing and how can we work together.
- Learnt more about needs for HIV/AIDS communication, going into action and leveraging of donor policies on HIV/AIDS.
- The potential of radio reality of local information flows
- To learn more about HIV/AIDS and radio
- To learn how to approach HIV/AIDS through radio.
- How can new use our knowledge and experience to help NGOs work on HIV/AIDS
- To see people working in HIV/AIDS communication work together, share resources, programmes, and experience.
- How can we work together and what are others doing
- Makes colleagues work to put science on the agenda of today's meeting.
- To come out of this meeting with a plan of action
- To get the sense of priorities of organisations when it comes to HIV/AIDS communication which cover practical and policy issues
- What are others doing, what is needed in the area of Internet, what are needs on the ground in terms of training and other on-the-ground activities
- To explore the potential for OWTV to be a greater source for a personal story, to develop a potential for participatory video.
- Mapping of what is going in HIV/AIDS sector, share what UNESCO is doing.

Issue of lack of research about broadcaster needs and experience

It was generally agreed that there is insufficient knowledge about the broadcasters' blocks and challenges in regard to HIV/AIDS broadcasting; their needs and support requirements. We do not want to assume that the gap is lack of information, or lack of appropriate usable information, or lack of production skill, or lack of capacity, or lack of training, or lack of will, or lack of social support for such programming, or lack of access to 'best practice' learning, any other number of assumptions. It may be all of these, or it may be that some are particularly acute; also they will differ in different contexts. All these need to be investigated before developing a support strategy as partners.

Issue of lack of other knowledge [need for mapping of activity, networking etc]

It was also clear during discussion that there is also other research required:

- About what projects and initiatives there is that are about supporting HIV/AIDS broadcasting
- About what networks and alliances exist in support of HIV/AIDS broadcasting, and how broadcasters are engaged with these
- About the broadcasters' blocks and challenges in regard to HIV/AIDS broadcasting

- About best practice and sharing knowledge about effective strategies
- About resources that are available

Issue of the availability of HIV/AIDS information

- Copyright issues in using some materials: Open and Free Access issues
- Available information: e.g. SCIDEV content and INASP health care workers information network – is it usable for broadcasters as well, how does the information need to change in order for it to be of real use for broadcasters. Free access for electronic journals, INASP's discussion list ifnet

Issue of the applicability/utility of this information within a broadcaster context

- Ministry of health, newspapers, there is a need to get these people to tailor info to suit broadcasters.
- Importance of understanding who the audience is of all different radio stations (community radio, commercial radio, national broadcasters) Different audiences, different strategies
- If we want to service the broadcasters to reach the listeners we need to provide more help in the use of HIV/AIDS information, often it is too dense or complicated, needs to be made accessible, and help broadcasters with strategies to make information very accessible for listeners
- Content when it comes to messages is generic.
- Nothing for people who are already HIV/AIDS positive, messages for youth... Issues need to be broken down, simplified.
- Doctor speaks on a programme but it is too specific and goes over listeners' heads.
- There is enough info out there and it's more important to bring it into one place rather than re-inventing the wheel.
- Need for simplified fact sheets and other modified information that can be easily used by broadcasters

The issue of how radio production conveys HIV/AIDS information

It is not just the issue of what information the broadcasters are dealing with, but how they are able to translate this into an audio format that is compelling and effective. There is much learning from a range of case studies where different formats have been used.

- Need to make programming fun and not wordy, link with local communicators who speak the language in local idioms, jokes, etc.
- Programming needs to be relevant and reliable – programming has to have to be relevant to local communities and acceptable.
- Various examples, e.g. Radio Unana has fan programme where people gather around the microphone and talk openly about HIV/AIDS referring to the characters in the soap opera

The issue of 'supplied' and exchanged audio content

- Need for assessment of the day-today use of ready-made programmes. Do broadcasters really need/want them?
- Is audio exchange useful and viable?
- What types of audio is best suited to exchange – locomotive inserts

The issue of the availability of learning and best practice about quality production

- Websites can be a tool of gathering all the relevant information, making a link between radio stations and NGOs

The issue of access to information, content and support

- a lot of initiatives through access points, community multimedia centres, telecentres
- Distribution of information – CD

Resource centres:

- UNAIDS – set-up of a resource centre on country/regional centre. We should find out more

- SIPAA (Support to International Partnership against AIDS in Africa) team – UNAIDS, DFID, ActionAid programme – development or strengthening of resource centres.
- UNESCO has the experience of establishing resource centres workshop
- UNESCO – HIV/AIDS clearing house
- Resource centres in Africa established by NAC, NGOs, international NGO, used by media, NGOs, general public.....
- Need to link these centres in different countries together so that information can be more accessible
- Possibly resource centres can hold audio database too?

The issue of language

- Information on HIV/AIDS in French is lacking, but also studies on link between radio and HIV/AIDS. Network of HIV/AIDS journalists and NGOs developed linked on a website.
- Problem of language and locally accessible format
- Reliability of translation, problem that most of health care materials are made in Europe, so it's not localised and is mostly in English so there is a problem with overload in certain areas.
- Radio Browsing radio format – information from the internet re-told in a local language. Importance of Local leaders important because they speak the language of local people, they really know how to talk to people. Senegalese singers distributing messages on HIV/AIDS.
- Exchange of information between broadcasters not only translation into English but into English. Solution: Translation service in hubs?

The issue of training and follow-up

- Importance of ICT Training for journalists
- The main issue in training is building confidence: confidence in interviewing and producing programmes
- Training follow up is an issue: how to maintain communication between all the people in workshops (email lists, networks etc]

The issue of networking and support for broadcasters

- The role of National AIDS Councils is important – there is often an interest in engaging with broadcasters more, ideally should coordinate communication strategies between NGOs, radio stations, etc
- Mapping exercise of networks – which are out there, which are functional which are not?
- Look into health workers, researchers, policy makers, - how to stimulate cooperation between them. Is this too ambitious? The challenge is to create a sense of community.
- Health care workers build networks to access info available globally [INASP]
- Networking the networks in support of broadcasters. Network (of NGOs and radio stations for example) gives editorial control to both, improves content quality .

The issue of facilitation and coordination of a partnership in support of HIV/AIDS communication

- The issue is to develop better coordination, not new strategies, just better strategies.
- Information management vs knowledge management, it's almost impossible to put everything together, and is more important to share information and just signpost important info. Hence, facilitation is important.

Readings

Missing the message – Panos Institute

<http://www.panos.org.uk/resources/reportdetails.asp?id=1066>

Action Aid – a guide for producing effective hiv/aids materials – it's based on a review and research they have been doing since 2000.

<http://www.panos.org.uk/resources/reportdetails.asp?id=1066>

Activity in support of HIV/AIDS focused communicators by organisation

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INASP- Health

Organisation and Participant Details	INASP-Health Dr Neil Pakenham-Walsh Facilitator, Global Review on Access to Health Information in Developing Countries Senior Programme Manager
Areas of work	Brief background information about the nature of your support activity [development of access points, training, networking etc]
Focus: access	Many of the people who are involved in our networking activities are librarians and resource centre coordinators, technologists etc.
Focus: training	Many of the people who are involved in our networking activities are trainers (e.g. trainers of health workers; training in information skills).
Focus: content development	Many of the people who are involved in our networking activities are developers of content for use by health workers, and/or content in other stages of information cycle (e.g. primary research, indexes, generic information materials...).
Focus: networking	Supports international and country-level cooperation around 'improving access to information for health professionals' research, content creation, knowledge flows...
Focus: other	
Mediums	Specify your work with particular types of communicators, and identify the support you provide
Radio / Audio	
Video	
Other	No specific medium - look at all media and their contributions to improving access to information.
Utilizing the web	What use do you make, or wish to make, of online tools [listserves, online audio and exchange, portals etc]
	We make extensive use of listservs and portals. We facilitate HIF-net at WHO (discussion list) and INASP Health Links (Internet gateway) (note that listservs and portals are not necessarily the same as discussion lists and gateways).
Potential for collaborations	What are some of the needs and gaps in supporting communicators that your organisation has identified, and what are some of the potentials that you see for collaborations to bridge these gaps? What would you like from partners? What can you provide to partners?
Needs	Access to ICTs, training, information on funding opportunities, country-level cooperation
Gaps	Information on funding opportunities, country-level cooperation.
Potentials	
- Country level	Support for country level 'health information forum' - networking and training among full range of stakeholders at country level.
- Regional	Partner with AHILA and other regional organizations involved in health info access.
- International	Continued collaboration with Exchange, WHO, Global forum for Health research and other organizations towards universal access to essential health information.
FURTHER INFORMATION	Give links to support projects and initiatives that other participants may find informative; details of resources that may be available for sharing; additional information that you think may be useful to the group; and additional information or notes.
Other projects	www.inasp.info/health (INASP- Health) www.inasp.info/peri (Programme for the Enhancement of Research Information) www.ajol.info (African Journals Online)
Resources	www.inasp.info/health/links INASP Health
Links	www.inasp.info/health/directory
Comment / Notes	

Oxford Internet Institute

Organisation and Participant Details	Oxford Internet Institute Dr Victoria Nash Policy and Research Officer
Areas of work	Research Institute, but with strong focus on policy and practice.
Focus: access	
Focus: training	
Focus: content development	
Focus: networking	Hold many 'networking' oriented events such as policy forums, which are aimed to build links and stimulate debate on a policy issue across all-involved sectors.
Focus: other	
Mediums	Specify your work with particular types of communicators, and identify the support you provide
Radio / Audio	N/A
Video	N/A
Other	N/A
Utilizing the web	What use do you make, or wish to make, of online tools [listserves, online audio and exchange, portals etc]
	Hope to regularly video and audio-stream events; use online discussion fora for specific events; may be developing a policy portal.
Potential for collaborations	What are some of the needs and gaps in supporting communicators that your organisation has identified, and what are some of the potentials that you see for collaborations to bridge these gaps? What would you like from partners? What can you provide to partners?
Needs	
Gaps	
Potentials	
- Country level	
- Regional	
- International	
FURTHER INFORMATION	Give links to support projects and initiatives that other participants may find informative; details of resources that may be available for sharing; additional information that you think may be useful to the group; and additional information or notes.
Other projects	
Resources	
Links	
Comment / Notes	

BBC World Service Trust

Organisation and Participant Details	BBC World Service Trust Tracy Wyman Manager Planning and Operation
Areas of work	Brief background information about the nature of your support activity [development of access points, training, networking etc]
Focus: access	
Focus: training	Train NGOs and TV/Radio broadcasters in health communications methods
Focus: content development	Produce and co-produce long-format TV and radio programming, TV and radio spots, radio call-in programmes, etc.

Focus: networking	Create networks of NGOs, government departments and media organisations in countries where we work
Focus: other	
Mediums	Specify your work with particular types of communicators, and identify the support you provide
Radio / Audio	Support for developing programming
Video	Support for developing programming
Other	
Utilizing the web	What use do you make, or wish to make, of online tools [listserves, online audio and exchange, portals etc]
Potential for collaborations	What are some of the needs and gaps in supporting communicators that your organisation has identified, and what are some of the potentials that you see for collaborations to bridge these gaps? What would you like from partners? What can you provide to partners?
Needs	Information about partner activities in the field
Gaps	
Potentials	
- Country level	
- Regional	
- International	
FURTHER INFORMATION	Give links to support projects and initiatives that other participants may find informative; details of resources that may be available for sharing; additional information that you think may be useful to the group; and additional information or notes.
Other projects	
Resources	
Links	
Comment / Notes	

German Foundation for World Population (DSW)

Organisation and Participant Details	German Foundation for World Population (DSW) Caroline Jane Kent Programme Officer
Areas of work	Brief background information about the nature of your support activity [development of access points, training, networking etc]
Focus: access	
Focus: training	<p>Within the EU/UNFPA Initiative for RH in Asia (RHI), DSW carried out workshops and distance learning courses on "Dealing with Media"; Dealing with Advocacy and "How to use the Internet". In the Follow-up Initiative, the RHIYA, DSW may carry out Radio training. Each training activity is designed for local NGOs and grassroots organisations.</p> <p>Within the ITCAN project, DSW provides ICT training for the same target group.</p>
Focus: content development	DSW carries out specific trainings for peer communicators from its country offices.
Focus: networking	<p>DSW facilitates the information and knowledge exchange within a number of networks, including</p> <ol style="list-style-type: none"> 1. The Supply Initiative 2. The EU/UNFPA RH Initiative for Youth in Asia (RHIYA) 3. The World Bank ANA Network 4. The Eurongos 5. The ITCAN

Focus: other	Knowledge management for large Initiatives; Press and visibility services for larger campaigns, including project managing TV documentaries
Mediums	Specify your work with particular types of communicators, and identify the support you provide
Radio / Audio	Radio training planned for RHIYA organisations
Video	none
Other	
Utilizing the web	What use do you make, or wish to make, of online tools [listserves, online audio and exchange, portals etc]
	For our networking and capacity building, we make a lot of use of online tools, including <ul style="list-style-type: none"> • Internet • Public web sites • Chatrooms • List serve • Document management • Telcons video conferences
Potential for collaborations	What are some of the needs and gaps in supporting communicators that your organisation has identified, and what are some of the potentials that you see for collaborations to bridge these gaps? What would you like from partners? What can you provide to partners?
Needs	There is still a great need for capacity building, materials and training in local languages and Southern-based networks
Gaps	There is a great potential for mentoring systems, where Northern and Southern actors exchange experiences and learn from one-another. Financial resources are another gap.
Potentials	Build a web-based information exchange – mentoring network for communicators with different expertise.
- Country level	
- Regional	
- International	
FURTHER INFORMATION	Give links to support projects and initiatives that other participants may find informative; details of resources that may be available for sharing; additional information that you think may be useful to the group; and additional information or notes.
Other projects	The Communication Initiative: http://www.comminit.com To Better Communication/sub group of the Eurongos http://www.eurongos.org ,
Resources	
Links	
Comment / Notes	

Health Unlimited

Organisation and Participant Details	Health Unlimited Clive Netteton Director
	Health Unlimited , founded in 1984, works to establish primary health care services including health information to communities affected by conflict and to indigenous peoples. We have 23 projects in 11 countries in Africa, Asia and Latin America. There are two main strands to our work: <ol style="list-style-type: none"> 1. Training and support for health workers both in the state or quasi state system and at community level. 2. Health information programmes, notably three large radio programmes in <ul style="list-style-type: none"> • Cambodia (Cambodia Health Education Media

	<p>Service) which produces a soap opera, Lotus on Muddy Lake, a magazine programme and other materials</p> <ul style="list-style-type: none"> • Rwanda (Well Women Media Project - reaching the African Great Lakes) which is based on a soap, <i>Urunana</i>, and magazine programme, and • Somali-speaking Horn of Africa (Well Women Media Project - SSHA) which produces a soap, <i>Saxon Saxo</i>, and magazine programme. • In Guatemala a local radio programme produced by and targeted at youth will be launched later this year. <p>All programmes are entirely locally produced in local languages and focus on sexual and reproductive health. The African programmes have women as their target audience while the Cambodia programme is aimed at young people. Other initiatives in these and other countries include the use of community theatre, video, and face-to-face communications and training.</p> <p>Participant details: Clive Nettleton, Director, Health Unlimited Address: Park Place, 12 Lawn Lane, London SW8 1UD, UK Email: c.nettleton@healthunlimited.org Phone: +44 (0)20 7840 3771</p> <p>Note: Health Unlimited has decentralised its management and technical support. Programme managers, listed below, should be the first point of contact. Answers in this form a drawn from material supplied by the managers.</p>
Areas of work	Brief background information about the nature of your support activity [development of access points, training, networking etc]
Focus: access	Information on access points through mass media radio programmes (Rwanda, Somali-speaking Horn of Africa, Cambodia)
Focus: training	<ul style="list-style-type: none"> • Training on technical mass media production for health education (mass media programmes) for our own staff. In Cambodia have provided training for a range of other NGOs and government staff in: writing scripts for radio drama, community theatre, audio editing, develop a health mass media campaign, radio production and presentation • Training of Community Health Volunteers on STI/HIV/AIDS prevention as part of many of our projects • CHEMS runs outreach activities in advocacy and empowerment skills, aimed directly at community level to train young people in sexual reproductive health and media skills, as well as to promote quality reproductive health care services and youth reproductive health rights
Focus: content development	<ul style="list-style-type: none"> • STIs/HIV/AIDS message development for programme episodes (scripting) in radio programmes • STI/HIV/AIDS training manuals for MOH nursing staff on how to train CHVs (Namibia) and similar training materials and courses elsewhere
Focus: networking	Support national AIDS Coordinating Committees through the MOH (Somalia, Rwanda, Namibia)
Focus: other	Focus and audience groups are used in all three mass media projects to drive content, test messages get feedback and involve communities in discussions about the issues raised in programmes.

Mediums	Specify your work with particular types of communicators, and identify the support you provide
Radio / Audio	<p>This is the major part of the work done in the three countries which use a combination of soap opera and magazine formats.</p> <p>We have trained national radio teams production teams in Rwanda (since 1998) and Somali-speaking Horn of Africa (since 1999) in collaboration with BBC & local stations re STI/HIV/AIDS prevention messages. In Cambodia we have trained teams in radio production sine 1994 and programmes are broadcast on national radio stations. Training has had to be of a high standard to meet with BBC World Service requirements.</p> <p>In Cambodia the daily magazine programme has a phone/write in slot which deals with listeners questions. Post boxes have been set up in various provincial locations to ensure access.</p>
Video	<ul style="list-style-type: none"> To reinforce key sexual reproductive health messages, CHEMS produces youth-targeted multimedia campaigns using television and radio spots Just about to start HIV/AIDS/STIs messages spots through national television in Somaliland
Other	<ul style="list-style-type: none"> CHEMS also uses community theatre performances for raising local public awareness on health related issues and URUNANA has quarterly community outreach programmes which attract up to 5,000 participants. Print materials, posters, T-shirts, caps etc are widely used throughout our programmes Just about to start HIV/AIDS/STIs messages spots through national television (Somaliland) and video shops through IEC Print materials on HIV/AIDS/STIs (T-shirts, posters, caps etc) – very significant in reinforcing radio health messages) In Cambodia At national level a Media Support Unit (MSU) was set up in 2000 to instigate appropriate advocacy action at national level by facilitating networking between media and health professions. It aims to increase and improve the capacity of health workers and journalists to promote correct and accurate and effective publicity of health information with focus on reproductive health. The MSU is currently made up of 24 representatives from print and electronic media networks, government and non-government services chaired by representatives from the Ministry of Health and the Ministry of Information. Each member of the MSU takes responsibility to monitor certain media outlets on misleading and false health information publicised in Cambodia. Some traditional healers continue to advertise their medicines and claim they can cure AIDS – one important area under the surveillance of the MSU.
Utilizing the web	What use do you make, or wish to make, of online tools [listserves, online audio and exchange, portals etc]
	Contribute to & review Communications Initiative (Drumbeat) regularly
Potential for collaborations	What are some of the needs and gaps in supporting communicators that your organisation has identified, and what are some of the potentials that you see for collaborations to bridge these gaps? What would you like from partners? What can you provide to partners?

Needs	<ul style="list-style-type: none"> Information/lessons learned on localisation of communications projects(i.e. from international NGO project to national NGO); on-line best-practice advice (radio); on-line editorial advice re different radio formats on-line advice on impact assessment exchange visits, conferences, seminars for communicators
Gaps	The major gap in most places in which we work is access to media other than radio, and especially on line services. Until the digital divide is more effectively addressed, the usefulness of web based services is likely to be limited to supporting programme workers rather than reaching a mass audience.
Potentials	
- Country level	
- Regional	
- International	
FURTHER INFORMATION	Give links to support projects and initiatives that other participants may find informative; details of resources that may be available for sharing; additional information that you think may be useful to the group; and additional information or notes.
Other projects	<ol style="list-style-type: none"> Well Women Media Project, Africa Great Lakes Region (WWMP-AGLR): contact Josephine Uwamariya, Project Manager at josirene@yahoo.com, or uwamariyai@hotmail.com Well Women Media Project, Somali-speaking Horn of Africa (WWMP-SSHA): contact Chrys Shem, Project Manager at alakonyac@hotmail.com, alakonyac@yahoo.com CHEMS Media Project, Cambodia: contact Kim Theary, Project Manager at pmchemshu@everyday.com.kh www.healthunlimited.org has details of Health Unlimited's projects
Resources	Health Unlimited has published <i>Health on Air</i> , a practical guide to producing radio programmes.
Links	
Comment / Notes	

Communications Initiative (CI)

Organisation and Participant Details	The Communication Initiative (CI)
Areas of work	Brief background information about the nature of your support activity [development of access points, training, networking etc]
Focus: access	Provides access to programme experiences, strategic thinking, evaluations, trend data, events, materials in summary form with contact information. (20,000 individual pages) Maintain the following communication for development/social change web sites: The Communication Initiative, La Iniciativa de Comunicación, Soul Beat Africa, Health e Communication. Produce a variety of e-magazines on issues relating health communication including DB Click AIDS going out to 4,400 members of the CI network plus other DB Clicks on related issues such as adolescents, gender, and health. These magazines provide summary information from the web sites on programmes, thinking, events etc with contacts.
Focus: training	
Focus: content	

development	
Focus: networking	CI has a network that includes 54,000 people and organisations working in the realm of communication for development/social change. One of its central roles is to connect members of this network with each other and each others work and thinking. This is done using the central summarised info mentioned above in conjunction with the newsletters, discussion forums, polls and surveys, and peer review processes.
Focus: other	
Mediums	Specify your work with particular types of communicators, and identify the support you provide
Radio / Audio	CI does not provide on-line audio or video. However, it does have significant summarised information on all these areas (a quick search for video turns up 1073 results – radio 1976) and its network of communicators includes literally thousands of people working on communication using these platforms. The network also includes people using film, theatre and print as well as various types of news media.
Video	
Other	
Utilizing the web	What use do you make, or wish to make, of online tools [listserves, online audio and exchange, portals etc]
	CI is an on-line process using a variety of Internet based tools and platforms in combination with e-mail.
Potential for collaborations	What are some of the needs and gaps in supporting communicators that your organisation has identified, and what are some of the potentials that you see for collaborations to bridge these gaps? What would you like from partners? What can you provide to partners?
Needs	Sharing information and experiences across a variety of barriers – organisational, geographic, areas of specialisation, culture, language, etc – moving beyond ‘sharing information’ towards forming ‘communities of practise’ that enable discussion, review and strengthening of the communities practise whatever that may be.
Gaps	The new technologies offer potential to radically expand how we share and learn from experiences beyond our own but there remain obvious gaps in access and for many a high level of scepticism that they offer anything more than yet another diversion or layer of work. This scepticism is well founded and should be the bedrock on which any development of new technology for social development purposes be founded.
Potentials	There is potential at all levels for people involved in communication for social change purposes to learn more from each other, to support each others’ work more effectively, to identify successes and filter out what may work in one place but not another, to find the projects that show real promise and fund them better, to identify major issues and focus on finding solutions to them, etc... it seems that
- Country level	
- Regional	
- International	
FURTHER INFORMATION	Give links to support projects and initiatives that other participants may find informative; details of resources that may be available for sharing; additional information that you think may be useful to the group; and additional information or notes.
Other projects	CI has also been working the Interagency Committee on AIDS and Development and CIDA on a new set of internet based tools that facilitate the exchange of skills and experiences between organisations doing AIDS related work. Called twinning against AIDS the site can be viewed at https://www.comminit.com/twinning/ Username ICAD Password twinning it is still in development. Its use of on-line tools is based on research with ASOs that can be found at - http://www.comminit.com/pdf/twinning_against_AIDS_Final_Report.pdf
Resources	You may want to look at the focus sections on our web sites dedicated to AIDS (Spanish - http://www.comminit.com/la/vihside/ English - http://www.comminit.com/hivaids/)

Links	
Comment / Notes	Good luck and keep us in the loop!

SciDev.Net

Organisation and Participant Details	Science and Development Network (SciDev.Net) Barbara Keating, Project manager.
Areas of work	Brief background information about the nature of your support activity [development of access points, training, networking etc]
Focus: access	Via our quick guide on HIV/AIDS; via training courses and via our eguide on science communication
Focus: training	SciDev.Net have done two workshops so far for women communicators on the use of ICTS to be more effective in communicating on HIV/AIDS , in particular HIV/AIDS research and science done in developing countries
Focus: content development	quick guide on HIV/AIDS containing news and opinion, key documents, links etc; an eguide on science communication which gives general info on communicating difficult science/medical issues; HIV/AIDS resources available electronically (based on the workshops)
Focus: networking	Participants created an electronic/email based user group to exchange ideas and information; just under 4000 of our registered users are interested in the topic of HIV/AIDS – we reach these mainly through our weekly email alert; Workshops are delivered jointly with a local institution who provide half the training
Focus: other	
Mediums	Specify your work with particular types of communicators, and identify the support you provide
Radio / Audio	
Video	Providing internship for Ugandan health journalist in TV
Other	Mainly providing training and resources for those working in print or web medium; sometimes have radio and TV journalist on our course
Utilizing the web	What use do you make, or wish to make, of online tools [listserves, online audio and exchange, portals etc]
	As a website, we have a comprehensive website with news, views, information and resources; we also produce a news feed that appears on other sites and we disseminate news to other content providers. We have an email alert which is a weekly bulletins of what has been added to the site that week – including news and other content, notices and SciDev.Net announcements (11,000 subscribers; 50% developing countries)
Potential for collaborations	What are some of the needs and gaps in supporting communicators that your organisation has identified, and what are some of the potentials that you see for collaborations to bridge these gaps? What would you like from partners? What can you provide to partners?
Needs	Capacity building to ensure that communicators and journalists are confident in tackling difficult science-based and/or medical-based stories.
Gaps	Particular gaps are in the understanding and reporting on the science behind HIV/Aids and the research currently being carried out in vaccines etc. Health communicators are often women with little or now exposure to science and therefore feel unsure about tackling these issues even though they are best placed to do so.
Potentials	SciDev.Net is keen to collaborate with other organisations in

	providing resources for existing training/capacity building programmes to help ensure that hiv/aids communication includes a dimension on science. SciDev.Net is also keen to reach existing networks of health/medical practitioners also. Happy to do this at national, regional and international level as SciDev.Net encourages communication across regions
- Country level	See above
- Regional	See above
- International	See above
FURTHER INFORMATION	Give links to support projects and initiatives that other participants may find informative; details of resources that may be available for sharing; additional information that you think may be useful to the group; and additional information or notes.
Other projects	www.scidev.net/scicomm (need to register to access this info) – gives
Resources	www.scidev.net www.scidev.net/hiv - our quick guide www.scidev.net/ms/hiv aids - resources from our workshops
Links	See above
Comment / Notes	

OneWorld Radio

Organisation and Participant Details	OneWorld Radio A global community of producers and broadcasters sharing audio for, and ideas on, radio for development.
Areas of work	Brief background information about the nature of your support activity [development of access points, training, networking etc]
Focus: access	African Hubs: Senegal, Uganda, Zambia
Focus: training	HIV/AIDS focus in some training main area of activity ICT training
Focus: content development	As part of OneWorld Radio Aids Network coordination and support; support in accessing and sharing audio
Focus: networking	Networking of broadcasters and NGOs online through Oneworld Radio Aids Network www.oneworld.net/radio/aids
Focus: other	
Mediums	Specify your work with particular types of communicators, and identify the support you provide
Radio / Audio	All broadcasters as well as NGOs wanting to work in audio
Video	
Other	
Utilizing the web	What use do you make, or wish to make, of online tools [listserves, online audio and exchange, portals etc]
	-audio exchange, portal [news, working together], member database, training and other resources, newsletters, dgroups - OneWorld Radio Aids Network – English Potential to develop HIV/AIDS focus on all language sites: French, Spanish, Portuguese. As well as regional sites: South East Europe, South Asia [upcoming]
Potential for collaborations	What are some of the needs and gaps in supporting communicators that your organisation has identified, and what are some of the potentials that you see for collaborations to bridge these gaps? What would you like from partners? What can you provide to partners?

Needs	Content training and resources [best practice, formats], accurate HIV/AIDS information, effective networking, quality audio
Gaps	Difficulty in reaching broadcasters beyond hub countries broadcasters want more training in content development specific catholic radio gap
Potentials	See potential in working with partners to reach more broadcasters, integrating and maximizing training and resources
- Country level	Yes – also sentinel countries where hubs
- Regional	yes
- International	yes
FURTHER INFORMATION	Give links to support projects and initiatives that other participants may find informative; details of resources that may be available for sharing; additional information that you think may be useful to the group; and additional information or notes.
Other projects	
Resources	MMTK, ITRAINONLINE, SOMA COMMON META DATA SHARING
Links	www.oneworld.net/radio www.oneworld.net/radio/aids http://fr.radio.oneworld.net/article/frontpage/344/5060 http://es.radio.oneworld.net/article/frontpage/345/5608 http://radiosee.oneworld.net/article/frontpage/341/5696
Comment / Notes	

OneWorld TV

Organisation and Participant Details	OneWorld TV Rachel Stabb
Areas of work	Brief background information about the nature of your support activity [development of access points, training, networking etc]
Focus: access	
Focus: training	
Focus: content development	OWTV showcases video on different aspects of HIV/AIDS, highlighting grassroots voices and case studies.
Focus: networking	OWTV seeks to bring HIV/AIDS issues to public attention
Focus: other	
Mediums	Specify your work with particular types of communicators, and identify the support you provide
Radio / Audio	
Video	Films and video by filmmakers working on HIV/AIDS
Other	
Utilizing the web	What use do you make, or wish to make, of online tools [listserves, online audio and exchange, portals etc]
	Provide a platform for organisations to upload their own video
Potential for collaborations	What are some of the needs and gaps in supporting communicators that your organisation has identified, and what are some of the potentials that you see for collaborations to bridge these gaps? What would you like from partners? What can you provide to partners?
Needs	To identify media communicators who can best use OWTV
Gaps	
Potentials	To work with video journalists covering HIV/AIDS
- Country level	
- Regional	

- International	
FURTHER INFORMATION	Give links to support projects and initiatives that other participants may find informative; details of resources that may be available for sharing; additional information that you think may be useful to the group; and additional information or notes.
Other projects	
Resources	
Links	
Comment / Notes	

Catalysing Access to ICTs in Africa – 2b Component

Organisation and Participant Details	Catalysing Access to ICTs in Africa – 2b Component Amarc, Panos, OneWorld
Areas of work	Networking African radio stations This component supports a stronger network of community radio, FM and public service radio stations across Africa, offering good pro-poor radio programmes. It will: Assist community and, where appropriate, commercial and state-run broadcasting radio stations in getting on-line and improving connectivity; Investigate and analyse training options for African broadcasters and identify areas for development and improvement as well as develop the ICT and production skills base of radio station employees and volunteers through direct training delivery and through training of trainers; Maximize the networking and information sharing of the Internet for African broadcasters and support broadcasters in producing content for exchange; and Enhance the availability of content that can improve the quality of pro-poor radio programming and support the development of high quality local content that can contribute to development goals.
Focus: access	Hubs for use by broadcasters: Uganda, Senegal, Zambia, South Africa plus min-hubs
Focus: training	Some HIV/AIDS content training
Focus: content development	Some HIV/AIDS content development
Focus: networking	Networking African broadcasters on HIV/AIDS
Focus: other	
Mediums	Specify your work with particular types of communicators, and identify the support you provide
Radio / Audio	x
Video	
Other	
Utilizing the web	What use do you make, or wish to make, of online tools [listserves, online audio and exchange, portals etc]
Potential for collaborations	What are some of the needs and gaps in supporting communicators that your organisation has identified, and what are some of the potentials that you see for collaborations to bridge these gaps? What would you like from partners? What can you provide to partners?

Organisation and Participant Details	Catalysing Access to ICTs in Africa – 2b Component Amarc, Panos, OneWorld
Needs	Need to reach more broadcasters with training need to reach more broadcasters with audio and best practice need to support broadcasters in format and audience segmenting
Gaps	Content training for broadcasters access to audio networking
Potentials	
- Country level	
- Regional	
- International	
FURTHER INFORMATION	Give links to support projects and initiatives that other participants may find informative; details of resources that may be available for sharing; additional information that you think may be useful to the group; and additional information or notes.
Other projects	Each partner will specify their specific HIV/AIDS communication support activity
Resources	
Links	www.catia.ws
Comment / Notes	

World Health Organization

Organisation and Participant Details	World Health Organization
Areas of work	WHO provides technical support to countries for the scale-up of communication activities as part of prevention, and treatment agendas.
Focus: access	
Focus: training	
Focus: content development	X
Focus: networking	X
Focus: other	
Mediums	ALL
Radio / Audio	Depends on country settings
Video	
Other	
Utilizing the web	Particularly of interest for mapping and networking
Potential for collaborations	MWhat are some of the needs and gaps in supporting communicators that your organisation has identified, and what are some of the potentials that you see for collaborations to bridge these gaps? What would you like from partners? What can you provide to partners?
Needs	Better information to countries and technical support
Gaps	No collaboration between agencies
Potentials	
- Country level	Capacity building
- Regional	Sharing learned lessons
- International	Mapping and research
FURTHER INFORMATION	Give links to support projects and initiatives that other participants may find informative; details of resources that may be available for sharing; additional information that you think

	may be useful to the group; and additional information or notes.
Other projects	Integrated AIDS communication work, linking prevention and treatment
Resources	
Links	
Comment / Notes	

Exchange

Organisation and Participant Details	<p>Andrew Chetley Director Exchange c/o Healthlink Worldwide 40 Adler Street London E1 1EE UK Tel: +44 (0)20 7539 1591 Fax: +44 (0)20 7539 1580 E-mail: chetley.a@healthlink.org.uk Web: www.healthcomms.org</p>
Areas of work	Exchange is a networking and learning programme, funded by the UK Department for International Development, hosted by Healthlink Worldwide. Exchange acts as a catalyst to encourage the identification and sharing of what works and what doesn't in health communication and why. Exchange focuses on HIV/AIDS communication and grassroots/community level communication.
Focus: access	
Focus: training	Exchange supports capacity development activities around participatory communication, community level health communication, documentation and learning.
Focus: content development	
Focus: networking	Exchange encourages networking among practitioners who are undertaking similar activities as a means to encourage sharing of experience and learning, to promote collaboration and to encourage the development of practical support networks.
Focus: other	
Mediums	Specify your work with particular types of communicators, and identify the support you provide
Radio / Audio	Encouraging networking
Video	
Other	Exchange explores ways in which
Utilizing the web	What use do you make, or wish to make, of online tools [listserves, online audio and exchange, portals etc]
	We signpost to or refer people to such tools; occasionally use them for reference or research
Potential for collaborations	What are some of the needs and gaps in supporting communicators that your organisation has identified, and what are some of the potentials that you see for collaborations to bridge these gaps? What would you like from partners? What can you provide to partners?
Needs	Capacity development for radio journalists, programme makers and for people working in institutions or organisations that want to make use of radio as a communication channel
Gaps	Little or no interaction between programme makers and development organisations

Potentials	
- Country level	Increasing number of organisations working at national level to provide training for media workers
- Regional	
- International	We would like to stimulate the development of regional or international support networks that enable people working in radio and those working with radio more opportunities to interact, learn from each other and work more effectively in partnership
FURTHER INFORMATION	Give links to support projects and initiatives that other participants may find informative; details of resources that may be available for sharing; additional information that you think may be useful to the group; and additional information or notes.
Other projects	Check our website: www.healthcomms.org
Resources	
Links	Exchange is a partner in the Communication Initiative, which has an extensive range of materials and information about radio and development communication
Comment / Notes	