



IOM International Organization for Migration

TRAINING COURSE

**"Mass Media and HIV/AIDS -
Informing Attitudes and Behaviour in BiH"**

7- 8th June 2006

FINAL REPORT

By :

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1. BACKGROUND

HIV/AIDS and Mobility

The rapid spread of HIV across communities, nations and continents is a testimony of the links between population movement and the growing epidemic. Studies on certain highly mobile groups (e.g. truck drivers, traders, military, and seafarers) have identified travel and migration as a factor related to HIV infection. In many countries, regions reporting higher seasonal and long-term mobility also have higher rates of infection, and higher rates of infection can also be found along transport routes and in border regions. Such studies indicate that migration and mobility increase vulnerability to HIV/AIDS – both for those who are mobile and for their partners back home.

The link between mobility and HIV/AIDS is related to the conditions and structure of the migration process, including poverty, exploitation, separation from families and partners, and separation from the socio-cultural norms that guide behaviours in stable communities.

In Bosnia and Herzegovina out of the new HIV infections, around the 60% has reported to be infected abroad.

The Role of Mass Media and Non-Governmental Organisations (NGOs)

The media reach a large proportion of the population. In addition to their influence on community norms, the press and other mass media may make the acceptance of HIV policies and interventions easier or harder, has an impact on social norms, attitudes and behaviours in every community. The media is a powerful source of information, but also it can be source of misinformation for people. What we know is that media can also be a powerful tool in the fight against AIDS. The media are in a position to create greater public awareness of HIV/AIDS, address issues of social stigma of HIV, promote policy and support PLWA.

How they can be more involved, as protagonists in the fight against AIDS?

- Providing the public with accurate information
- Helping to destigmatise the epidemic
- Monitoring and pressuring these in position of power
- Presenting a human face to the epidemic by reporting stories
- Influencing public opinion against behaviour and trends.

Journalists have a huge responsibility to set the record of HIV/AIDS epidemic straight; in BiH they are in the privileged position to be able to gain from experiences in other countries in order to avoid making the same mistakes by starting in the right direction. This course was implemented in order to improve journalist awareness towards the attitudes, prejudice, biases and specialisation which is often transmitted through media passages as well as to analyse the accuracy of information sources regarding HIV/AIDS.

2. METHODOLOGY

The overall course was based on a participatory learning approach including lectures, discussions, role playing and small group work. During the course participants were asked to prepare case studies, articles, and other appropriate exercises addressing the topic of HIV.

The training curricula

The training curricula were built as a process starting from a highly theoretic perspective moving slowly to a practice-oriented guidance. Within this perspective the training intended to provide participants with new stimuli through thematic “Lectures”, interlinked with interactive activities as a tool for facilitating discussion on complex items and for deepening the theoretical lessons. In addition interactive activities were built as tools in order to build group spirit and promote the involvement of all group members. The training curriculum was mainly focused on:

- 1) Reporting on HIV/AIDS: the ethical approach vs. sensationalism.
- 2) Investigative journalism: can help journalists to find new stories regarding HIV/AIDS.

3) Mobility: was included in each sessions as cross-cutting theme through the use of specific examples and exercises.

Monitoring and evaluation

Monitoring was implemented by IOM through close observation and with the support of standardized tools (questionnaires).

Methods of Observation:

The IOM staff observed, analysed and reported on the training according to specific indicators selected at the beginning:

- Attendance during the training sessions
- Level of attention at specific end-points and randomly
- Involvement during interactive sessions

Questionnaires:

A) Learning Questionnaire.

This questionnaire was submitted both at the beginning (entry questionnaire) and the end (exit questionnaire) of the course measuring the level of knowledge and information related to the topic covered by the module.

B) Participants Feedback Questionnaire.

This questionnaire was submitted at the end of the course in order to evaluate level of participant satisfaction with trainers, content, venue, time...

3.OUTLINE OF TRAINING

The seminar was structured into 6 sections:

- I. How can the story of HIV/AIDS become newsworthy?
- II. Reporting on HIV/AIDS: an ethic approach
- III. Sources of information: getting the most out of good sources
- IV. Finding new angles for reporting on HIV/AIDS
- V. Sensationalism: a double edged sword

Key objectives proposed by trainers:

- A) Strengthen journalists awareness of HIV/AIDS issues
- B) Provide tools for good reporting on HIV/AIDS
- C) Give correct information about HIV/AIDS
- D) Improve perception of HIV/AIDS issues

Participants asked to add an additional point:

- E) Give instructions on frequent mistakes made by journalists while reporting on HIV/AIDS

In addition, facts on current situation **regarding HIV/AIDS in BiH** were delivered by National HIV/AIDS Coordinators from the Federation and Republika Srpska, Zlatko Cardaklija and Natasa Loncarevic.

Mass Media and HIV/AIDS – Informing Attitudes and Behaviour in BiH

SEMINAR AGENDA

Day 1

9:00 - Registration

9:15 - Introduction of Participants and Training Team: The Role of Media on HIV/AIDS issues

9:30 - Review of training Objectives and Methodology

9:45 - Training Expectations from Participants

10:00 - Ground Rules

10:15 – 10:45 - HIV/AIDS in BiH

10:45 – 11:00 - Discussion

11:00 – 11:15 - *Coffee Break*

11:15 – 12:00 – Lecture: How Can the Story of HIV/AIDS become Newsworthy?

12:00 – 12:45 - Exercise

13:00 – 14:00 - *Lunch Break*

14:15 – 15:00 - Exercise – Roll play

15:00 – 15:45 - Reporting on HIV/AIDS: An Ethical approach

15:45 – 16:00 - *Coffee Break*

16:00 – 17:00 - Lecture: Sources of Information: Getting the Most Out of Good Sources

Day 2

9:00 – 9:45 - Lecture: Finding new angles for reporting on HIV/AIDS

9:45 – 10:30 - Exercise

10:30 – 10:45 - *Coffee Break*

10:45 – 11:30 - Exercise : ‘Just a story’

11:30- 12:15 - Lecture: Sensationalism, A double edge sword

12:15 – 12:45 - Lecture: "Selling" the Story to Editors

13:00 – 14:00 - *Lunch Break*

14:15 – 15:45 – Exercise: Devising a Strategy for Media Involvement in Fight Against HIV/AIDS in BiH – Focusing on the Global Fund

15:45 – 16:15 - Conclusions & Review

TRAINING COURSE DESCRIPTION

DAY 1

I. HOW CAN THE STORY OF HIV/AIDS BECOME NEWSWORTHY?

The lecture at glance

This lecture was chosen in order to give to the participants the key elements which can provide value to any news regarding HIV/AIDS. It was explained to participants that journalists must find a compromise between providing a social service and following the professions’ rules while reporting on HIV/AIDS issues. However, adopting an ethical approach when reporting on HIV/AIDS is not only a ‘conscience issue’ but also an attitude which in the longer term will guarantee professional achievements.

Coming back to the specific lecture, we argued that many parts of the HIV/AIDS story have not yet been covered, and there are countless angles that haven't been explored. There are new developments surrounding HIV/AIDS every day, whether in research, prevention and care programs, trends in the epidemic, or how HIV/AIDS affects people and societies. Also, while HIV/AIDS has traditionally been a health story, it is, in fact, much bigger: it is also political, economic, social and cultural; local, national and global; about individuals, communities, regions, nations and the world.

Exercise: "Writing a story"

Technique: working groups

Objective: to prepare journalists to write stories on HIV/AIDS from different angles.

Participants were asked to participate in a group exercise. We divided them in two groups and we provided them with the following words: HIV/AIDS, REPORT, WOMEN, INCREASE, BILL CLINTON, CONFLICT, PHARMA COMPANIES, MARRIAGE COUPLES. Participants then were supposed to write a brief story according the elements that provide the news value. Thanks to this exercise participants joined their efforts in order to develop stories regarding HIV/AIDS.

Comments:

Participants showed good skills in building stories on HIV/AIDS but none of the groups went far in adopting different angles while reporting on HIV/AIDS. More work needed to be done in order to stimulate this way of thinking. Following this, during the rest of the training we returned to the gaps revealed during this exercise.

II. REPORTING ON HIV/AIDS: AN ETHICAL APPROACH

In this lecture we outlined the 3 ethical 'musts' of a good reporter while reporting on HIV/AIDS issues:

- 1) Guaranteeing the privacy of people living with HIV/AIDS and refraining from reporting confidential information
- 2) Avoiding placing blame and perpetuating stereotypes
- 3) Refraining from treating people living with HIV/AIDS as victims

Exercise: "The role play"

Technique: working groups

Objective: To make journalists aware of behaviour's mistakes while conducting interviews with persons living with HIV/AIDS

Participants were asked to simulate different interviews between a journalist and a person living with HIV/AIDS. In the first exercise the journalist played an aggressive role without taking into account the privacy of the interviewee. In the second exercise journalist adopted a judgemental attitude towards the person living with HIV/AIDS. In a third exercise journalist treated the person living with HIV/AIDS as victim. The purpose of the exercise was stimulate discussion about the difficulty in interviewing people living with HIV/AIDS.

Comments

The role play generated an interesting debate including different reactions. Some participants liked the exercise; a few others expressed their dissatisfaction with the unfair role that journalists had to play in the exercise, saying that this doesn't happen in reality. We explained to them that the real purpose of the exercise was to exaggerate attitudes in order to maximise discussion and make journalists aware of the potential mistakes in their behaviour while dealing with people living with HIV/AIDS. Overall the discussion was very interesting and useful.

Lecture and Discussion

Once the exercise finished, we came back to the lecture summarizing the 3 ethical "musts" we had outlined in the beginning. Related to the ethical side of reporting on HIV/AIDS the importance of correct wording and language was discussed. Stigma, prejudices, fear, and misconceptions surrounding HIV/AIDS are only too abundant in stories about HIV/AIDS. At this point we

proposed to the participants some examples of the most frequent language mistakes while writing stories on HIV/AIDS and the recommended language.

Comments

Some participants underlined the difficulty in translating and adopting the recommended language while writing in local language such as the translation of sex workers, men having sex with men. We discussed some important steps in the history of HIV that have led to a change in related language. Participants were very interested in this issue.

III. SOURCES OF INFORMATION: GETTING THE MOST OUT OF GOOD SOURCES

The lecture at glance

We included this session because of the complexities surrounding HIV/AIDS. Journalists need a wide array of sources to provide quotes, background information, explanations of complex aspects or technical details, useful suggestions and leads, new findings or other news, and even contact with other sources.

Moreover, we underlined how it is important to build a network of sources and to evaluate these sources to determine whether they are credible and respected by their peers, whether they have been honest in the information they have provided, and whether they are cooperative. If not, they are not worth keeping as sources.

We explained that there are two important aspects to note about source cooperation.

- First, for various reasons, many of which are perfectly legitimate, potential sources may be afraid of speaking with the media. They or their colleagues may have had bad experiences with the media. Often this is the result of a gap in communication between the source and the journalist. However, a conscientious and dedicated journalist can - and should - try, gently and courteously, to encourage cooperation with the source.
- Second, journalists often encounter some difficulties in obtaining current information from government sources, especially when reporters seek the latest statistics on HIV/AIDS. Journalists should not be deterred when a government source is not available. On the contrary, there are many other places to go for up-to-date information.

We finished the lecture reminding those with access to the Internet that it can be an extremely valuable tool for researching stories. Just as with other sources of information, however, it is crucial that journalists look critically at the websites they are visiting and try to assess the accuracy and reliability of the information. There are some well-established and respected Internet sites that provide information on HIV/AIDS.

Comments:

During the lectures we invited the NGOs to work closely and play a more active role in providing the journalists with 'friendly' contents for HIV/AIDS stories. As far as journalists are concerned they have to work in order to build stronger ties with NGOs. During the lecture we noted that a stronger communication between journalists and NGOs is needed.

Day 2

IV. FINDING NEW ANGLES FOR REPORTING ON HIV/AIDS

Lecture at glance

The lecture focused on possible strategies and ways to be creative, prepare fresh stories, and give more media attention to HIV/AIDS. In this way Investigative Journalism can play a very useful role.

Investigative reporting goes far beyond the typical news story or feature, and it is an area where journalists can make a significant difference in the epidemic. As one frequent reporter on HIV/AIDS put it, "reporters need to be the watchdogs of the public interest." We explained that one area where there is a great need for journalists to investigate the issues in depth involves "monitoring funds" that foundations, donor agencies, and national governments are committing, in sizable proportions, to fighting HIV/AIDS.

We proposed some examples such as:

- Are the funds getting to the people they are supposed to benefit?
- Are the funds being used effectively?
- Are the funds being used efficiently?

Another area that presents an real opportunity for investigative journalism involves the goals that governments have set for themselves for combating HIV/AIDS.

We suggested journalists to investigate if:

- Governments/international agencies are implementing their plans?
- Countries and communities are achieving their objectives?

Additional angles to write stories on HIV/AIDS are related to the link between HIV/AIDS and Migration. Scientific evidence shows that countries reporting a high migration flow experience a higher HIV prevalence rate and that there is a higher HIV prevalence among mobile groups than among people who do not move. We also explained that migration and the HIV epidemic are going through an increasing process of feminisation. Several concerns characterise the HIV/AIDS epidemic in the migration context, including the risk of women to be trafficked, stigma, lack of reliable data, difficulties in implementing appropriate interventions.

At this point we returned to the previous lecture on ethical reporting, highlighting that, in writing stories about the relationship between HIV/AIDS and Migration, journalists should identify the *behaviour* that puts individuals at risk rather than the *type of person* that may be at higher risk.

Exercise

Technique: working groups

Objective: to stimulate journalists' skills in developing investigative stories about HIV/AIDS

Participants were divided into groups. Each group was given a brief story about HIV/AIDS and was supposed to build an in-depth and original story on HIV/AIDS with the few elements given. This exercised aimed develop participants' skills in finding new angles in reporting on HIV/AIDS.

Comments:

Participants were impressed with the economic angle on HIV, through the use of examples such as the BiH Global Fund application and possible contribution by journalists to get into concrete actions monitoring the expenditure of the Global Fund. In addition the Global Fund will have specific actions targeting journalists. Under this perspective they should be stronger protagonists to suggest and discuss their needs, gaps and responses with the Global Fund Committee in BiH.

Participants showed that they fully understood the purpose of the previous lecture proposing original stories in HIV/AIDS from many different angles.

V. SENSATIONALISM, A DOUBLE-EDGED SWORD

Exercise: "Just a story"

Technique: "Alessandro and Maria Story": interactive game.

Objective: To improve awareness of infection and social stigmas, to discuss behaviour vs. categories at risk, to improve the knowledge on medical aspects such as discordant couples, testing and mother to child transmission.

On a poster, we wrote the names of the four characters. The story was: **Alessandro** and **Maria**, a young Italian couple, decided to get married. Alessandro has sex with a transgender person once in a while, **Samantha**. After some time, Alessandro and Maria decide to have a baby. Maria gets pregnant and goes to the **physician** for the necessary medical examination. After the baby is born, they test him for various diseases including HIV: he is HIV positive. At this point we asked participants to think about the responsibility of each character in relation to the HIV-positive status of the baby. They were asked to quantify the responsibility and assign, in the form of percentages, to each character. The majority of participants assigned responsibility to Alessandro because he was having sex with the transgender Samantha.

Once everyone gave the quotas, the story was finished: Alessandro and Maria test them-selves for HIV. Alessandro results negative, Maria positive. Alessandro, even if he had sex with a transgender, was using condoms; Maria had unprotected risky behaviours in the past. Nowadays they are a discordant couple.

Comments

As expected from this exercise the majority of people tend to place responsibility on the husband who is having sex with the transgender. The common attitude is to analyse the category (such as the transgender) and not the behaviour. The exercise offered the opportunity to discuss the conceptual switch: from category to behaviour at-risk and the fact that journalists should always go behind what it appears (back again to the investigative journalism). In addition we discussed the responsibility of the doctor who should advise pregnant women to get tested in order to reduce the mother to child transmission (MTCT). An interesting discussion emerged on the situation in BiH in relation to MTCT.

We used this exercise to introduce the issue of the 'tug of war' in the media world between sensationalism and ethics.

Lecture at glance

We outlined that sensationalist coverage of HIV/AIDS is damaging and unnecessary. Not only does it impede efforts to prevent HIV/AIDS and to care for people affected by HIV/AIDS, it also does little to earn professional respect for the journalist.

Afterwards we underlined that:

- Sensationalism is not necessary to sell a story on HIV/AIDS. Sensationalism is an easy way out for a journalist who does not know how to prepare a piece that can sell **based on its merits as a timely, relevant, well-written (or narrated), original story**. Rather than sensationalism, what is necessary for a story to sell is the application of the elements of good journalism and a new story idea or angle.
- **Report the facts, but don't just dwell on the negative.** Report on the possibilities, on successful interventions. Morbid and sensational language (for example, a headline like "Sex Thrills and AIDS Kills") in the long term drives away audiences, according to any number of editors³¹. It leads to fears and prejudices and feelings of hopelessness, which fuel the spread of HIV/AIDS and make life for those with HIV/AIDS (and people close to them) especially difficult and painful.

- **Sensationalism creates a vicious cycle** which get people used to superficial news and to the worst aspects of the stories.

Comments:

We noted that participants were aware about the risks of excessive sensationalism while reporting on HIV/AIDS. They noted how difficult is for a journalists to work finding every day a compromise between the mass media industry's needs and the ethical issues. We noted, however, how eager they were to begin a new type of journalism on HIV/AIDS issues in which the ethical approach will be dominant.

After the lunch we introduced the last lecture:

6. "SELLING" THE STORY TO EDITORS

Lecture at glance

We explained that one of the greatest challenges in covering HIV/AIDS issues is selling story ideas to the 'gatekeepers', or the editors and senior producers who decide which stories make it and which don't, and which should get prominent space or airtime.

Editorial decision-makers can present formidable obstacles to prominent, in-depth, and regular coverage of HIV/AIDS - or any sort of coverage of HIV/AIDS. Journalists eager to publish or broadcast stories on HIV/AIDS describe these barriers imposed by their bosses, including editors, producers, publishers, owners, and others making editorial decisions:

- Editors often consider topics regarding HIV/AIDS not newsworthy.
- There can be stiff competition for print space or airtime, making it difficult to slot in substantial stories on HIV/AIDS, or to do so on a regular basis.

At this point we proposed to the journalists some practical methods to convince editors to publish stories on HIV/AIDS such as:

- 1) Find a new hook/peg for the story.
- 2) Delve into the topic, and cover it in greater depth than has been done before.
- 3) Work with information sources, such as non-governmental organizations, to get useful and timely information on a regular basis.
- 4) Plan stories for idle news days when they are more likely to get print space or airtime.

Comments:

This was probably the least useful lecture of the seminar because in BIH there are not many HIV/AIDS stories. Journalists, then, are not faced with problems tied to an excess of information on HIV/AIDS.

4. CONSTRAINTS AND ACTION TAKEN

After having shared the content of the seminar content to the participants at the beginning of the training, participants asked us to focus the seminar on the practical side of the issue regarding reporting on HIV/AIDS. They asked us in particular to concentrate our efforts in emphasizing the most frequent mistakes while reporting on HIV/AIDS. The path of the seminar was changed in order to show, during the lectures, many examples of 'bad' journalism taken from the international newspapers.

More exercises were requested by participants at the end of Day 1, and consequently the second day was modified in order to include more working groups.

We also noted that participants were eager to attend a seminar whose purpose was not that of simply giving to them the tools for correct reporting on HIV/AIDS, but would stimulate discussion on this issue from different angles, including cooperation between media, NGOs and government.

5. EVALUATION

Overall evaluation- Observation by Trainers

- The training objectives were met and participant feedback was very positive (see Questionnaire Evaluation section). Amongst others, two extremely important issues were transferred:
 - HIV could be reported from different angles including the economic perspective: the Global Fund application will provide BiH with millions of Euro for the fight against HIV: Journalists should be more aware of monitoring the Fund and protagonists in its implementation.
 - Investigative Journalism. Journalist should act as researchers to reveal new perspectives. They can develop interesting stories on HIV and sell them to editors.
- The training course was modified according to the specific needs disclosed at the end of Day 1. More working groups were organised for the second day focused on concrete action in BiH: the Global HIV Fund application. This was very successful.
- Participants from selected mass media and NGOs actively participated and provided meaningful contributions and inputs both during debate and working groups
- A professional atmosphere and very good communication was established among participants, contributing to creation of a high motivation to collaborate efficiently. This was also evident during the informal morning, lunch break and evenings when conversation between all participants took place.
- All participants followed up the two-day training with a lot of attention.
- HIV situation in BiH was comprehensively reported by National HIV/AIDS Coordinators from the Federation and Republika Srpska, Zlatko Cardaklija and Natasa Loncarevic.

Content evaluation: Questionnaires

A) Evaluation of HIV issue and mass media role (detailed graphics provided in Annex A)

- Overall journalists showed a high level of knowledge and ethical reporting, even if some prejudice due to incorrect information was noted.
- The high level of knowledge regarding HIV/AIDS-related issues registered since the beginning was further raised during the training on specific topics such as HIV treatments, danger in sharing clothes, gender at greater risk (men/women). However, an *ad hoc* information training remains necessary in order to clarify all the doubtful matters and to improve general knowledge on HIV/AIDS, its symptoms and consequences for PLWHA.
- The importance of the mass media and their role in spreading correct information about HIV/AIDS was strengthened, in order to improve the equilibrium between raising public risk-awareness and avoidance of alarmism.

B) Participant Evaluation Forms:

1. How far were your expectations of the training met?

Average answer: 4.2 / 5

2. Which of your expectations were not met?

Participants noted the following: Practical or concrete examples of practice in the field (x 4), mistakes in media articles (x 1), more details on HIV (x1)

3. Which topics in the training were the most useful?

Participants noted the following: Global Fund (x2), Practical discussion and exchange of opinions between participants (x5), Dealing directly with PLWHA (x3), Training materials (x3), Joint cooperation between journalists NGO sector, and government (x3), Contacts (x2) Presence of local experts (the HIV/ AIDS Coordinators) (x2), Agreement on better cooperation (x1), Coverage of sensitivity (x1), New perspective for reporting on HIV/ AIDS (x1)

4. Which topics in the training were the least useful or not useful at all?

"Samo Prica" (3), Nothing (2), Too abstract in general (x1), Role-play presentation (x1), Ethical code in journalism when writing articles on HIV (x1)

5. Which themes were absent that you would have liked to have been included?

How to approach and interview a person who has HIV/ AIDS – concrete examples (x2), Analysis of inadequate articles (x2), No. Enough themes for two days (x2), All themes were, more or less covered (x2), Example of a person who is HIV positive (x2), Concrete strategies for cooperation with governmental/NGO sector from media (x2) How to inform children on HIV/ AIDS (x1)

6. Will the training be useful in your work?

Average answer: 4.2 / 5

7. Was the training interesting?

Average answer: 4 / 5

8. Further comments included:

- Use seminars to establish a better cooperation between media, governmental institutions and NGOs" (x3)
- "The training fully met expectations" (x2)
- "The economics aspect (of HIV/AIDS reporting) is very interesting. I will use it for research"
- "Simplify presentation. Use video clips to prove a hypothesis - this is an effective way to interest the participants".
- "These gatherings are very useful but should be more practical work"
- "It should last longer (more days)".
- "More representatives from NGO sector in order to join media and NGO".
- "Continue with small target groups and problems."
- "Excellent seminar. Could include other themes as well."
- "Invite a local professional trainer to the next seminar"

Trainer Recommendations:

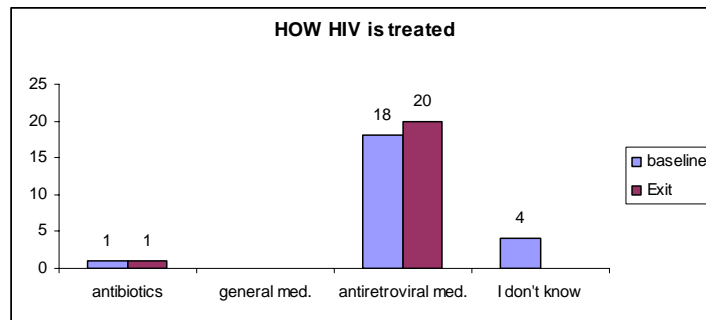
- More training on HIV/AIDS should be implemented. Journalists were very interested to increase their knowledge of HIV especially because they understood during the training that HIV could usefully reported from different perspectives.
- Even if participants showed a good level of ethical reporting, more exercises are recommended to promote investigative journalism.
- Exchange of experiences with countries that experimented HIV epidemic since the early days of the epidemic should be strengthened and to this respect a study visit to Western European countries should be organized.
- Networking between journalists and NGOs was established. However more needs to be done in order to prepare NGOs to develop mass-media –friendly material and educate journalists to increase communication with NGOs.

ANNEX A

EVALUATION QUESTIONNAIRES

The questionnaire was developed by IOM staff on purpose for this course. Participants were asked to fill in the questionnaires at the beginning of the course and at the end.

The training focused at raising awareness on HIV/AIDS-related issues among mass media professionals and NGOs, stimulating discussion on sensationalism versus ethical reporting as well as opening new angles for reporting HIV.



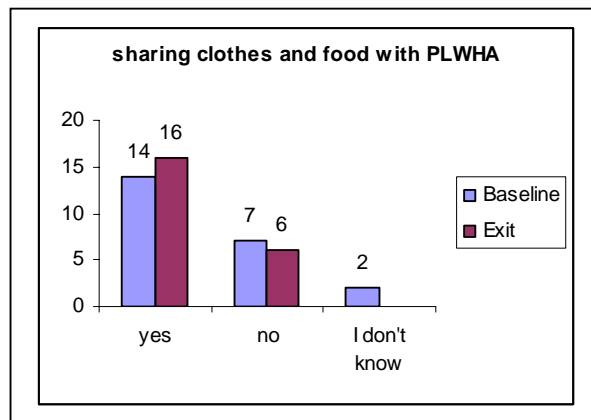
Baseline answers: 23

Exit answers: 21

Baseline drop out: 0

Exit drop out: 2

Information on HIV treatment improved clearly amongst participants even if a relevant number of journalists were already aware of the existence of antiretroviral treatment.



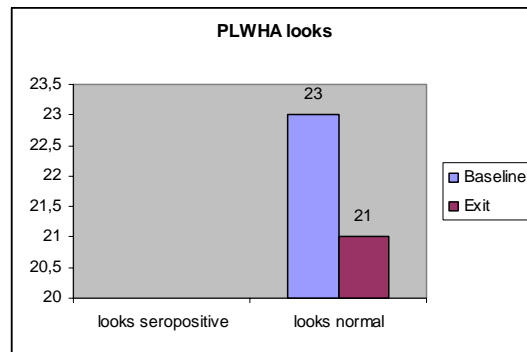
Baseline answers: 23

Exit answers: 23

Baseline drop out: 0

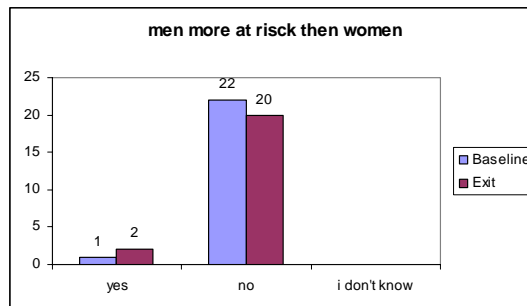
Exit drop out: 0

The increase of correct answers show the usefulness of spreading information; though, more training on HIV/AIDS-related issues would be needed.



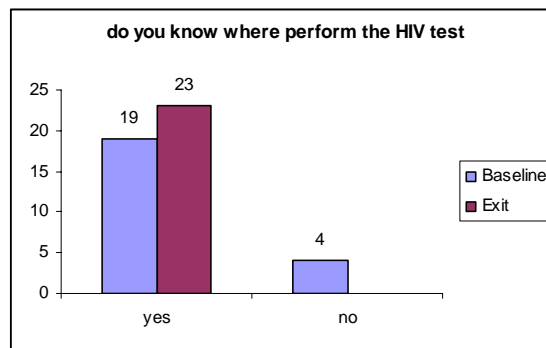
Baseline answers: 23
 Exit answers: 21
 Baseline drop out: 0
 Exit drop out: 2

Participants reported a very good level of information in relation to the fact that living with HIV might not imply any physical changes.



Baseline answers: 23
 Exit answers: 22
 Baseline drop out: 0
 Exit drop out: 1

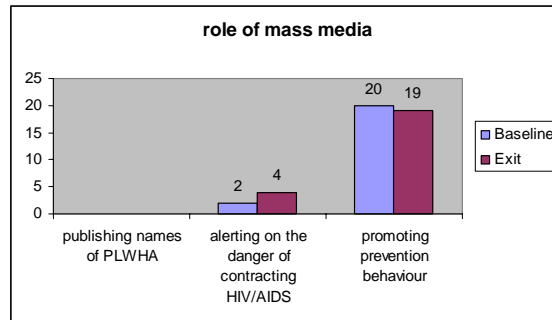
Even though the increase in correct answer manifests a little change in participant opinions, the incidence of sex prejudice with respect HIV infection was still very high even after the two-day training.



Baseline answers: 23

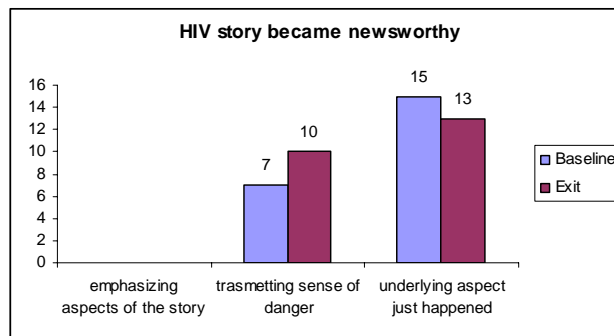
Exit answers: 23
Baseline drop out: 0
Exit drop out: 0

All participants successfully improved the level of information and consciousness on HIV testing after the training.

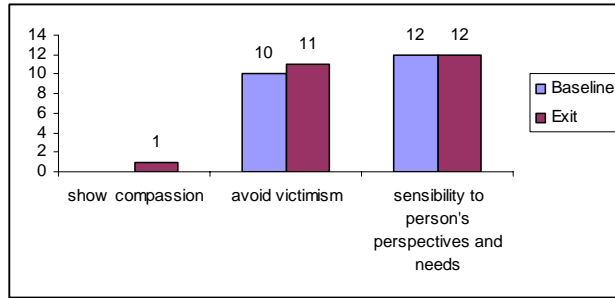


Baseline answers: 22
Exit answers: 23
Baseline drop out: 0
Exit drop out: 0

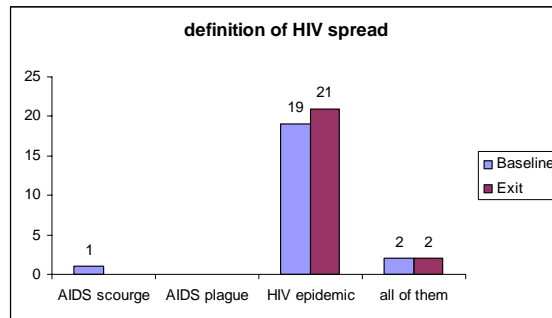
These three tables show the opinion regarding media's role and attitude with respect HIV/AIDS-related issues, underlying the homogeneity among entrance and exit questionnaires. In the first one there are almost no differences in the results of baseline and exit questionnaires showing a good consciousness on the role of media in spreading information avoiding alarmism and sensationalism. Nevertheless, the following two tables reveal the difficulty of maintaining this equilibrium.



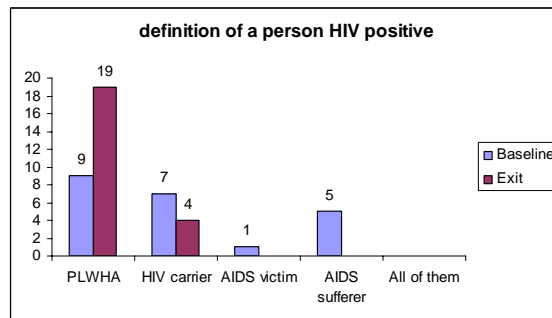
Baseline answers: 22
Exit answers: 23
Baseline drop out: 1
Exit drop out: 0



Baseline answers: 22
 Exit answers: 23
 Baseline drop out: 1
 Exit drop out: 0

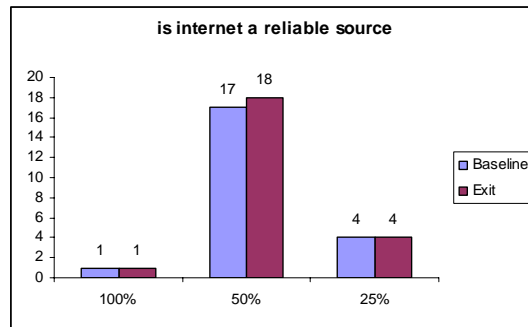


Baseline answers: 23
 Exit answers: 23
 Baseline drop out: 0
 Exit drop out: 0

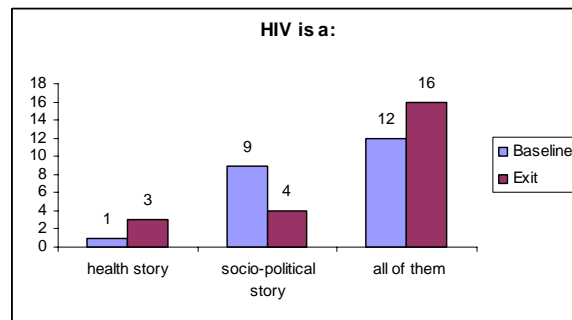


Baseline answers: 22
 Exit answers: 23
 Baseline drop out: 1
 Exit drop out: 0

Almost all participants improved knowledge on wording in relation to the most appropriate terminology to define a person who is HIV positive. Wording was a relevant topic within the training course, this result showed an increase of information and consciousness for correct and ethical reporting.

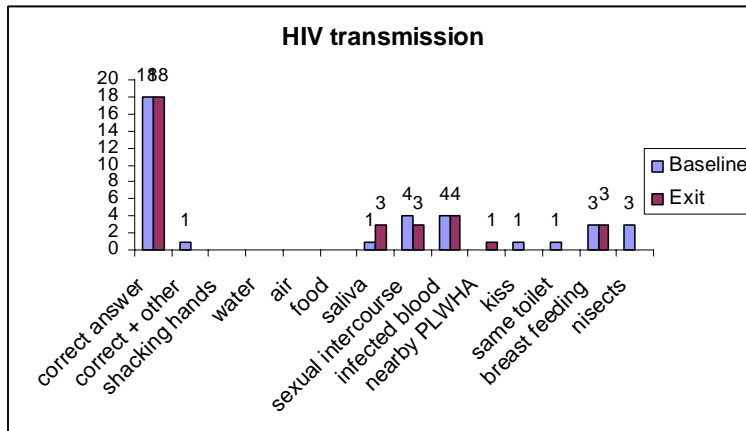


Baseline answers: 22
 Exit answers: 23
 Baseline drop out: 1
 Exit drop out: 0



Baseline answers: 22
 Exit answers: 23
 Baseline drop out: 1
 Exit drop out: 0

All participants increase awareness on the fact that HIV is more than a medical issue. HIV/AIDS should be reported through different angles and treated as a complex phenomenon that has a strong link both with the health and the socio-political aspect of our life. This topic was strongly discussed during the training; the increase in correct answer shows the importance of reflecting on the global interest of HIV/AIDS that has been perceived, in exit questionnaires.

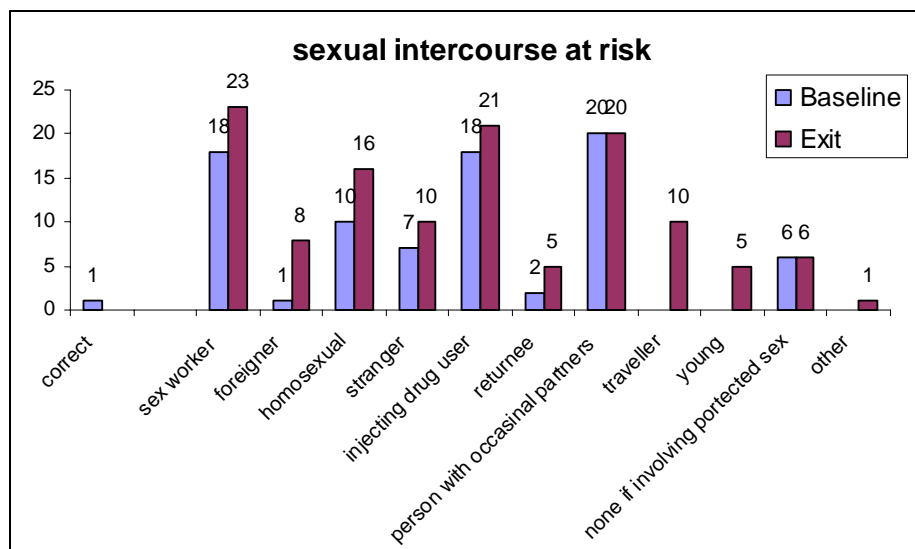


Baseline answers:

Exit answers:

Baseline drop out:

Exit drop out:



Almost no one answered this question correctly, which focused on switching the attention from category of people to behaviours at risk of HIV transmission; this could mean that stigmatization of certain peoples considered “carriers” of the virus is still strong among participants. Specific training is needed to strengthen consciousness and to improve the level and quality of information on HIV/AIDS related-issues.