

Program Area: Abstinence and Be Faithful Programs

Budget Code: (HVAB)

Program Area Code: 02

**Table 3.3.2: PROGRAM PLANNING: ACTIVITIES BY FUNDING MECHANISM**

Mechanism/Prime Partner: / Internews Network

Planned Funds:

**Activity Narrative:**

During FY2004, ETAEP provided support to Internews to begin a media program, called Local Voices, which aims to promote responsible coverage of the HIV/AIDS epidemic, with the aim of increasing accurate knowledge and reducing stigmatizing and discriminatory attitudes towards people affected by HIV and AIDS. The primary prevention messages promoted through the media are Abstinence and Faithfulness and this will continue to be the focus of the Internews program.

Internews mobilized in Ethiopia in 4th quarter FY 2004 to begin its Local Voices program. Between July 2004 and March 2005, the program will accomplish the following: project set-up, staff recruitment, and intensive follow-up training with local journalists: conducting and reporting on an assessment of print and radio media in Ethiopia; executive summit for sensitization of 20 print and radio media managers and decision makers; one training session of ten radio journalists and their managers; one training session of ten print journalists and their managers; one training session of eight DJs and their supervisors; one training session of five talk show hosts and their program directors; follow-up sessions with the 30 practicing media professionals who will attend Internews' practical training seminars; and outreach to their coworkers; travel grants awarded to 10 print and radio journalists; one two-day practical workshop for NGOs on accessing the media and ongoing support in liaising NGOs with the media; and evaluation of the program by independent auditor, including a baseline survey and six-month benchmark monitoring.

In FY2005, based on lessons learnt in 2004, Internews expects to be conducting similar activities to those described above but targeting regionally-based journalists in addition to some further training for selected Addis-based journalists. At the regional level, the program will train 10 radio journalists and their managers; 10 print journalists and their managers and seven radio talk show hosts and their managers. Two 2-day workshops will be held for Ethiopian NGOs, CBOs and FBOs working in HIV/AIDS on accessing the media and promoting their messages. Additional training for Addis-based journalists will include follow-up training sessions for six radio journalists on OVC issues and ART – with the journalists to be selected from 04 and 05 Introduction to HIV reporting courses and will result in six features aired on OVC and ART on radio stations inside and outside of Addis. There will be one 1-week training session on gender issues for 10 talk show hosts and producers, which will result in five talk shows on women and HIV. Finally, there will be a 1-week follow-up training session for six print journalists on discrimination and HIV issues, resulting in six features targeted at policy makers. As a conservative estimate, 4,000,000 people will be reached with the prevention messages through media outlets in the targeted urban settings.

The program conforms with the ETAEP Five-Year Strategy of preventing new infections through the promotion of responsible, accurate coverage of HIV/AIDS by the media, leading to increased, accurate knowledge of HIV/AIDS prevention methods among the general population and decreased stigma and discrimination. In addition to contributing to achieving the stated results, the Internews program will increase public knowledge with regards to the issues facing orphans and vulnerable children and treatment issues.

# UNCLASSIFIED

**Activity Category**

- Information, Education and Communication
- Strategic Information (M&E, IT, Reporting)
- Training

**% of Funds**

- 35%
- 15%
- 50%

**Targets:**

		<input type="checkbox"/> Not Applicable
Estimated number of individuals reached with mass media HIV/AIDS prevention programs that promote abstinence	0	<input checked="" type="checkbox"/> Not Applicable
Estimated number of individuals reached with mass media HIV/AIDS prevention programs that promote abstinence and/or being faithful	4,000,000	<input type="checkbox"/> Not Applicable
Number of community outreach HIV/AIDS prevention programs that promote abstinence	0	<input checked="" type="checkbox"/> Not Applicable
Number of community outreach HIV/AIDS prevention programs that promote abstinence and/or being faithful	0	<input checked="" type="checkbox"/> Not Applicable
Number of individuals reached with community outreach HIV/AIDS prevention programs that promote abstinence	0	<input checked="" type="checkbox"/> Not Applicable
Number of individuals reached with community outreach HIV/AIDS prevention programs that promote abstinence and/or being faithful	0	<input checked="" type="checkbox"/> Not Applicable
Number of individuals trained to provide HIV/AIDS prevention programs that promote abstinence	0	<input checked="" type="checkbox"/> Not Applicable
Number of individuals trained to provide HIV/AIDS prevention programs that promote abstinence and/or being faithful	80	<input type="checkbox"/> Not Applicable
Number of mass media HIV/AIDS prevention programs that promote abstinence	0	<input checked="" type="checkbox"/> Not Applicable
Number of mass media HIV/AIDS prevention programs that promote abstinence and/or being faithful	1	<input type="checkbox"/> Not Applicable

**Target Populations:**

- Community leader
- Community members
- Religious/traditional leaders
- Youth
  - Girls
  - Boys

**Key Legislative Issues:**

- Stigma and discrimination

**Coverage Area:**

State Province: Amhara	ISO Code: ET-AM
State Province: Binshangul Gumuz	ISO Code: ET-BE
State Province: Oromiya	ISO Code: ET-OR
State Province: Southern Nations, Nationalities and Peoples	ISO Code: ET-SN
State Province: Sumale (Somali)	ISO Code: ET-SO
State Province: Tigray	ISO Code: ET-TI