

UNCLASSIFIED

Table 3.3.14: Activities by Funding Mechanism

Mechanism: N/A
Prime Partner: Internews
USG Agency: U.S. Agency for International Development
Funding Source: GAC (GHAI account)
Program Area: Other/policy analysis and system strengthening
Budget Code: OHPS
Program Area Code: 14
Activity ID: 5742
Planned Funds:
Activity Narrative: Local Voices

This is an ongoing activity.

PEPFAR Ethiopia will build on its COP05 Internews activity that targeted local print and radio journalists. The Local Voices program will work to make socially responsible HIV/AIDS coverage a normal part of news and informational programming. Reaching Ethiopians through local media will create a more supportive, enabling environment for HIV prevention, care and treatment efforts to succeed. The proposed activities include both new and follow-on training for journalists to enable them to accurately cover complex topics such as ART, OVC, HIV prevention and CT.

During COP06, Internews will engage media in regions outside of Addis Ababa including Adam (Oromiya), Awassa (SNNPR), Assosa (Benshangul Gumuz), Bahir Dar (Amhara), Dire Dawa, and Mekele (Tigray) by bringing members to Internews facilities in Addis for training. Print and radio journalists in Addis who have completed the training and are performing well will be eligible for in-country travel and mentoring trips to investigate and report on the epidemic in other regions of the country.

To help change the imbalance of power relationships between men and women, the presence of social factors such as women's economic dependency and lack of access to education, Local Voices will seek to ensure that women's issues and concerns related to HIV/AIDS are being effectively addressed in daily news media. It will also support and train leaders of groups advocating for women to communicate their messages by using the media effectively. Local Voices will continue its collaboration and co-location with the AIDS Resource Center (ARC) to maximize resources and effectiveness. It will achieve these objectives by providing (1) in-studio training and follow-on support to ten radio journalists from outside of Addis Ababa to expand and improve reporting on HIV/AIDS across PEPFAR Ethiopia thematic areas, (2) two in-studio training sessions for six radio journalists on OVC issues and ART, (3) a one week training session on gender issues for ten talk show hosts and producers (4) on-site follow-up to ten radio journalists to produce radio features and talk shows on ART and OVC, (5) a training session entitled, "Introduction to HIV Reporting" for ten print journalists to expand and improve reporting on HIV/AIDS, (6) follow-up training sessions on stigma for six print journalists on discrimination, human rights and HIV issues, (7) two mentoring tours, one each for three print and three radio journalists to one or two cities outside of Addis for in depth reporting on HIV resulting in at least six major feature stories for radio/print, (8) ten equipment grants of minidisc recorders to radio journalists, (9) workshops for NGOs on developing outreach plans using the media, and (10) a workshop to provide media training to women's NGOs.

Emphasis Areas

Emphasis Areas	% Of Effort
Information, Education and Communication	51 - 100
Linkages with Other Sectors and Initiatives	10 - 50

Targets

Target	Target Value	Not Applicable
Number of local organizations provided with technical assistance for HIV-related policy development		<input checked="" type="checkbox"/>
Number of local organizations provided with technical assistance for HIV-related institutional capacity building	25	<input type="checkbox"/>
Number of individuals trained in HIV-related policy development	52	<input type="checkbox"/>
Number of individuals trained in HIV-related institutional capacity building		<input checked="" type="checkbox"/>
Number of individuals trained in HIV-related stigma and discrimination reduction	6	<input type="checkbox"/>
Number of individuals trained in HIV-related community mobilization for prevention, care and/or treatment		<input checked="" type="checkbox"/>

Target Populations:

Media Organizations

Key Legislative Issues

Gender

Increasing gender equity in HIV/AIDS programs

Stigma and discrimination

Coverage Areas:

National