



**HIV/AIDS  
MEDIA MANUAL  
India 2007**



**48**



Prevent AIDS.



# DEVELOPING the STORY



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**T**HE canvas of HIV/AIDS lends itself to great stories. Only, you have to stop treating it as just a health story. HIV/AIDS deals with life and death, and conflict and controversy. It encompasses a host of social, economic, political and developmental stories. Mix in sexuality, science, psychology, misconceptions, trends, law, industry and policy, and a heady palette of possibilities emerges. This chapter presents suggestions on how to generate great story ideas.

## Story Topic Ideas

### ■ New trends in the HIV/AIDS epidemic

- What population groups are being hit the hardest, why and who is doing what to respond

### ■ Mapping the epidemic

- How it is moving from one community to another. For example, how the epidemic is moving along truck routes or between migrant workers and their homes
- How it is being transmitted
- How it could be stopped
- Trends in other countries

### ■ Social attitudes and cultural norms

- Attitudes to sex and sexuality
- Attitudes as reflected in governmental policy
- Fears of various kinds
- Trends

### ■ Issues of confidentiality and disclosure

### ■ Traditional gender roles and



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### relationships and HIV/AIDS

- How being a wife puts a woman at risk for HIV/AIDS
- How gender affects care for women
- How empowering women can prevent HIV/AIDS

### ■ HIV/AIDS, human rights and justice

- Rights of PLHA and the legal protections for them
- How PLHA are treated and how they should be treated
- International conventions/plans of action related to human rights, reproductive health, gender equality, children's rights, etc., and the status of their implementation

### ■ Adolescents or young adults and





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## their risk for HIV/AIDS

### ■ The impact of HIV/AIDS on schools and universities

- The impact on teachers and students
- The role of teachers in overcoming the epidemic, and examples of what is being done

### ■ The impact of HIV/AIDS on family structures and relationships

#### ■ HIV/AIDS and children

- Maternal transmission of HIV and its prevention
- AIDS orphans — the extent of the problem and the impact on older generations
- The changing roles of older generations in the face of HIV/AIDS
- Strategies to care for AIDS orphans and others affected by HIV/AIDS

### ■ The impact of HIV/AIDS on different sectors of the economy

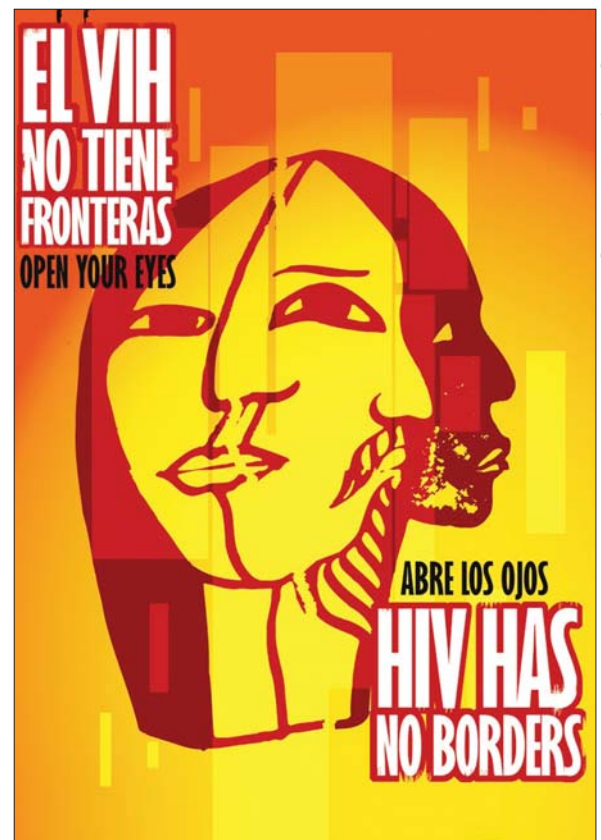
- For example, its impact on different businesses, industries, agriculture or in particular areas
- What this impact means for economic and social development

#### ■ Sex work

- What health services and governments are doing — or could do — to make sex work safer for workers, clients and their families
- Programmes for sex workers and their clients — what works and what doesn't; examples of empowered sex workers and leaders in the workers' communities
- Economic conditions and gender disparities that fuel the sex industry

**SOMETIMES** I have a terrible feeling that I am dying not from the virus, but from being untouchable.

— AMANDA HEGGS  
*British PLHA*



- Viable economic alternatives to sex work (e.g. microcredit programmes)

### ■ The response of religious leaders and communities to HIV/AIDS

#### ■ The healthcare system in India

- Delivery of free antiretroviral drugs
- Testing
- Counselling
- Care
- Attitudes towards patients within the healthcare system

#### ■ Treatment and care of people with HIV/AIDS

- AIDS therapies/medicines, including their availability
- Government policy
- Costs, challenges surrounding AIDS therapies

#### ■ Drug resistance and its implications

#### ■ Research into HIV/AIDS vaccines; vaccine trials



■ **Misconceptions about HIV/AIDS or fraudulent claims of cures**

■ **The pharmaceutical industry**

- Processes and patents
- Costs of drugs
- Research
- Financial provisions for research
- The export of ARV drugs

■ **Movies and the media**

■ **Policy issues**

- International action plans and concerns
- Governmental policies, including those of donor nations and their effect
- Consultations on future initiatives
- How policies are developed,



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From the Stop AIDS Photo Petition 2005



■ **Legal issues**

- Rights
- Patents
- Discrimination

■ **Statistics and their correspondence with reality**

- Methods of collecting nationwide figures and statistics
- Conflicting and inconsistent figures or findings
- Projections

■ **Human interest**

- The lives of people connected with HIV/AIDS by profession, relationship or health
- Experiences of those to whom the audience can relate
- The stories of achievers

whose voice is heard and who remains unheard

■ **The role of institutions**

- Are governments and institutions implementing their plans?
- Are they implementing their plans on schedule?
- Are they achieving their objectives? What evidence is there?
- Who benefits from the plan?

■ **The flow of money**

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