

# LocalVoices

JOURNALISM FOR BETTER PUBLIC HEALTH



Since 2002, Local Voices has raised the bar on reporting and analysis of HIV and AIDS for millions of listeners, readers, and viewers, thanks to PEPFAR-supported programs in Kenya, Ethiopia, Nigeria, and India, and DfID-supported programs in Cambodia, Thailand, and Vietnam.

In parts of the world where HIV/AIDS impacts on every facet of life, the news media, particularly radio, is crucial in providing the surround sound for ordinary people on issues vital to their health.

When news outlets are silent, stigmatizing or sensational on the issues, no one is served. Countries where the epidemic is most severe are often the same countries where reporters lack the skills and information they need to provide accurate, balanced coverage of the epidemic.

Local Voices trainees won prestigious awards

3218  
high quality stories  
broadcast and published

## Project Impact

### Training and Mentoring

Local Voices for HIV/AIDS journalism zeros in on the media with the broadest coverage—typically radio, but increasingly television and print media.

- More than **825 local journalists** have received intensive training from highly experienced health journalists. Of these journalists, **261** have undergone further advanced training.
- On-demand mentoring support from Local Voices resident journalism advisors, sound technicians, television camera operators and video editors provides continuous learning, honing of journalists' skills and content accuracy.
- Media resource centers in Abuja, Addis, Nairobi and Chennai offer journalists access to extensive information and production materials on HIV/AIDS. Centers were visited more than **12,931** times over the last four years.

### Outreach

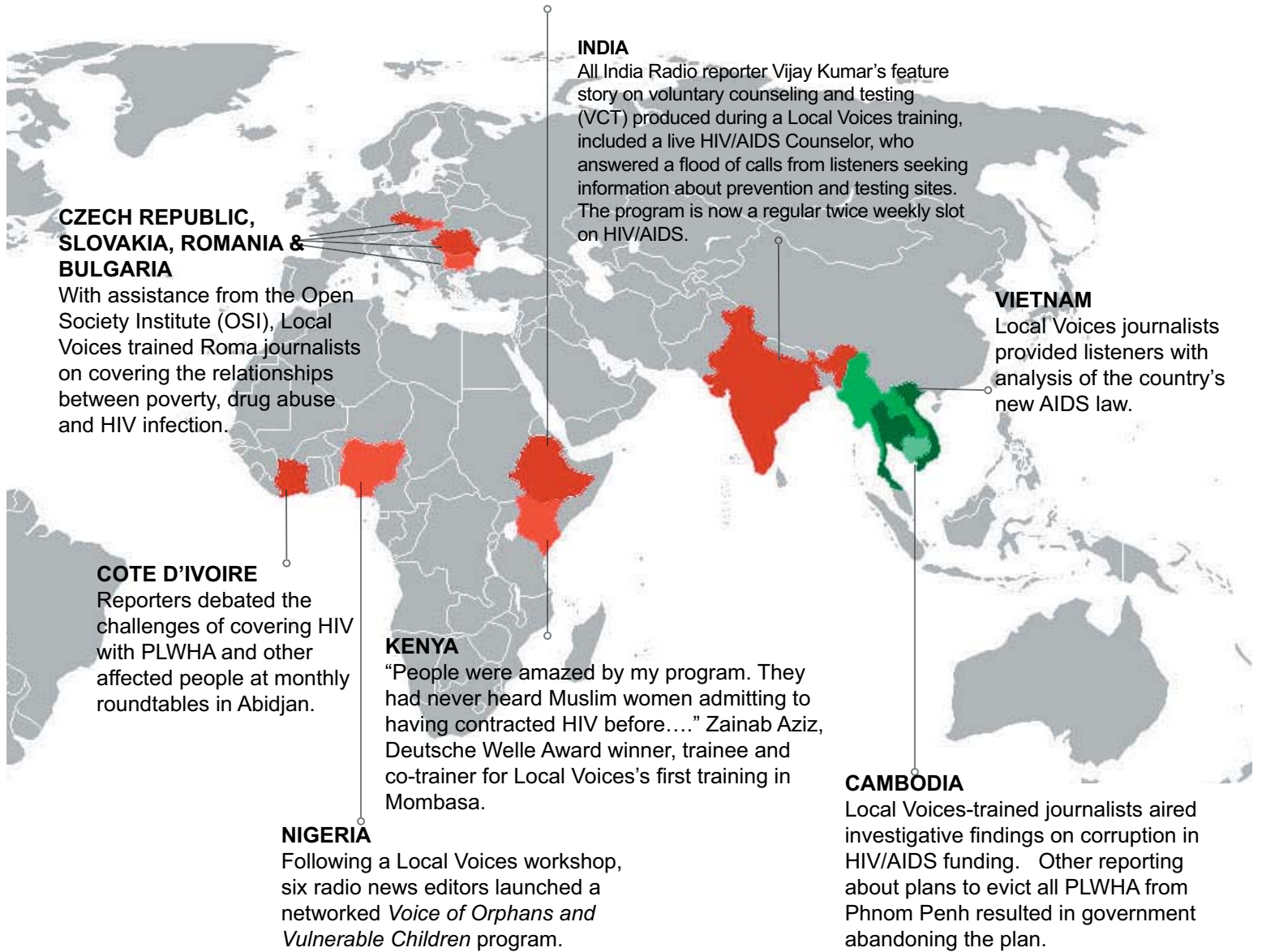
- Travel and equipment grants for some **155** trainees have broadened the reach and sound quality of radio programs on HIV.
- Local Voices events for **555** station owners, managers and editors have enhanced commitment to coverage of HIV/AIDS issues. Managers have introduced weekly slots on HIV/AIDS, call-in shows, and DJ-led youth programming.
- Training for more than **320** staff of AIDS NGOs and associations has enabled activists and people living with AIDS to speak effectively for themselves, rather than being spoken about.

## Highlights

Health journalists develop stories relevant to their own context, in their own languages.

### ETHIOPIA

After a briefing from an FAO specialist, Local Voices journalists interviewed at a local vegetable market and produced a series of insightful stories on nutrition and HIV/AIDS.



■ PEPFAR-funded projects  
■ DfID-funded projects

Trainees have aired more than **3218** stories on....

HIV and Islam   ART   HIV and the Military   PMTCT   Orphans   Positive Prevention   Care and Treatment  
 Premarital-Testing   HIV & Stigma   Condom Use   HIV and TB   Circumcision   HIV in Youth   Treatment Options  
 HIV in the workplace   Abstinence   Safe Blood   Positive Nutrition   Violence Against Women   HIV and Migration  
 Microbicides   Widow Property Rights   HIV and Street Children   Living Positively with HIV   Discordant Couples   VCT