

## Conference on Global Media Strategies for HIV and AIDS 28 May 2007, Kuala Lumpur

### Declaration

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We the leaders of Asia-Pacific broadcast media, assembled in Kuala Lumpur for the conference on **Global Media Strategies on HIV and AIDS** pledge our commitment to supporting the **call for action of the Global Media AIDS Initiative** by expanding our response to HIV and AIDS, both within our own media companies and in collaboration with other media partners.

*Convinced* that media has a crucial role to play in the fight against HIV and AIDS, we resolve to :-

- ❑ devote dedicated and substantial radio and television broadcast airtime for communicating to our audiences about issues related to HIV and AIDS ;
- ❑ develop innovative and creative approaches to HIV and AIDS messaging.

*Aware* that all sections of the society need to be reached, we resolve to:

- ❑ broadcast HIV and AIDS messages and programmes across the programming schedule, including during prime time;
- ❑ produce and broadcast programmes related to HIV and AIDS in all genres and formats including news, current affairs, documentaries, talk shows, game shows, dramas and other entertainment formats.

*Remarking* that HIV and AIDS are complex issues which need to be addressed accurately and sensitively, we resolve to:

- ❑ consult with stakeholders, including people living with HIV, NGOs, medical personnel, the scientific community and the UN agencies, to ensure the content and tone of the programmes are relevant, accurate and culturally appropriate.

*Noting* that HIV and AIDS issues are multi-faceted, we resolve:

- ❑ produce and broadcast programmes focusing not only on high-risk behavior but also on related and contributing issues, such as gender relations, HIV in the workplace, HIV and economics, children living with HIV etc. ;
- ❑ produce and broadcast high-quality programmes sensitive to the needs of HIV positive persons and people living with AIDS;

- ❑ produce and broadcast programmes and public service announcements that encourage preventive behavior, connect audiences to local resources, including testing and counseling centers, and aim to reduce stigma and discrimination associated with the disease.

*Cognizant* of the fact that HIV infections have become a global pandemic affecting people in their productive ages and that as such, it poses a threat to the development of our societies, and that the resources of broadcasters to run a sustained information campaign is limited, we resolve to:

- ❑ offer and share programmes on HIV and AIDS with other broadcasters preferably free of copyrights;
- ❑ collaborate with other broadcasting organizations and global partners and share resources for regional projects and co-productions in a manner which is transparent and accountable and goal oriented.

*Underscoring* the fact that we cannot be complacent in this campaign, we resolve to:

- ❑ to monitor the duration, timing, quality of programmes that are broadcast
- ❑ to undertake research to evaluate the programming related to HIV and AIDS with a view to continuously enhancing the impact on target audiences

*Understanding* that the issues related to HIV and AIDS are constantly evolving and that there is a need to build the capacity of producers to deal with the issue, we resolve to:

- ❑ to enhance the quality of HIV and AIDS programming by providing relevant exposure and training to producers.

Lastly, *recognizing* that strong and effective partnerships are the key to sustained media campaigns, we **request all broadcasters** in the Asia- Pacific region to join hands **to form the Asia - Pacific Media AIDS Initiative (AMAI)**, a regional action arm of the Global Media AIDS Initiative **with AIBD as its Secretariat** in the region – with additional support **and collaboration** from its member countries, affiliates, partners such as UNESCO, UNAIDS etc. and broadcasting unions and associations such as the Asia-Pacific Broadcasting Union (ABU) and Commonwealth Broadcasting Association ; and **to collectively develop and to action a concrete collaborative work plan and timeline** that is results-oriented, measurable and accountable to the Initiative's members.

