

Evaluation Report

Mobilizing the Media towards HIV/AIDS Prevention, Care and Support in Nigeria

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Journalists Against AIDS (JAAIDS) Nigeria
Implemented with support of the
National Action Committee on AIDS (NACA)

Abstract

This report presents the findings of an end-line evaluation of the outcomes and impact of a media mobilization on HIV/AIDS project carried out by Journalists Against AIDS (JAAIDS) in 2003-2004. The project, implemented under a grant provided by the National Action Committee on AIDS (NACA), aimed at securing large-scale mobilization of the media in Nigeria in providing support to the national HIV/AIDS response and in positively influencing public attitudes, behaviours and opinions towards HIV/AIDS prevention, care and support.

The evaluation study was conducted by Mr. Timi Owolabi, an independent consultant. We are grateful to NACA for providing funds for the project.

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Journalists Against AIDS (JAAIDS) Nigeria is a media-based non-governmental, not-for-profit organization, with a mission to contribute to the prevention, care and control of HIV/AIDS in Nigeria by providing innovative communication and advocacy interventions that will facilitate positive behaviour change to reduce the spread of HIV/AIDS and mitigate its impact.

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List of training participants - NGE

Zakari Adamu	New Nigerian Newspaper, Kaduna
Ms. Angela Agoawike	Daily Times (National Secretary, NGE)
Victor Agusiobo	National Light, Awka
Ogbang Akwaji	The Chronicle, Calabar
Iyke Amechi	Sunday Independent, Lagos
Jika Atoh	Cosmo Radio, Enugu
James Bello	News Agency of Nigeria, Lagos
Betiku Bode	Hope Newspapers, Akure
Ms. Kadilo Brown	Tide newspaper, Port Harcourt
Dagogo Clinton	Tide Newspapers, Port Harcourt
Halilu Dantiye	The Triumph, Kano (National President, NGE)
Samuel Egbala	The Chronicle, Calabar
Mrs. Funke Egbemode	Saturday Independent
Fred Fabor	New Wave Newspapers, Yenogoa
Mrs. Tonia Ike-Ijeye	Channels Television, Lagos
Kelmi Lazarus	Gombe State Television
Saleh Mahdi	Borno State Radio and Television
Cos Nnadi	The Comet, Lagos
Tony Okeregbe	The Guardian, Lagos
Maduka Okereke	Statesman Newspapers, Owerri
Dan Onwukwe	Champion newspapers, Lagos
Johnson Osula	Africa Independent Television, Lagos
Umar Tudun Wada Saidu	Freedom Radio, Kano
Mrs. Hauwa Saulawa	Federal Radio Corporation of Nigeria, Kaduna
Ebere Wabara	The Sun, Lagos

Appendix III

List of training participants - NUJ

- Abia State Council
 - Ambrose Nwachukwu - Chairman
- Adamawa State Council
 - Solomon Kumangar - Chairman
 - Dogo Shamah - Secretary
- Akwa Ibom State Council
 - Sunday Antai - Chairman
 - Etop Eshiet - Secretary
- Anambra State Council
 - Chris Aghanya - Chairman
- Bauchi State Council
 - Muktari Gidado - Chairman
 - Isa Suleiman - Secretary
- Bayelsa State Council
 - Ekiyor Welson - Chairman
- Benue State Council
 - Ben Bem Mngutyo - Chairman
 - Owojecho Omoha - Secretary
- 32 Borno State Council
 - Isaiah Ndahi - Chairman
 - Aishat Ibrahim - Secretary
- Cross River State Council
 - Samuel Egbala - Chairman
- Delta State Council
 - Edward Ogude - Chairman
 - Jemina Amachree - Member
- Edo State Council
 - Ralph Okhiria - Chairman
 - Akeem Oguntayo - Secretary
- Ekiti State Council
 - Ayo Ajiboye - Chairman
- Enugu State Council
 - Dilibe Louis - Chairman
- FCT Council
 - Abdul Jelil - Chairman
 - Iyobsa Uwugjaren - Secretary
- Gombe State Council
 - Umar Baba Kumo - Chairman
 - Danjuma Kala - Member

Executive Summary

This publication documents the end line research findings of the project 'Mobilizing media activism and participation in prevention, care and control of HIV/AIDS' in Nigeria.

The research study was carried out with the following objectives: appraise the impact of the project on the beneficiaries; assess the level of commitment to action plans by implementing partners, review content, appropriateness and relevance of developed training manual to needs of beneficiaries and; make suggestions on how to scale up and deepen successes recorded by the project.

The evaluation exercise adopted the use of a purposive sampling method in the selection of respondents and the use of Key Informant Interview technique (KII) in eliciting information. In all, a total of 18 people comprising of leaders and members of target media organizations were interviewed. In addition, the researcher reviewed several project documents including the training manual, and also held extensive discussions with project staff.

The research findings contained in this publication describe the level of achievement of project objectives and the impact of the project on beneficiaries. The findings also discuss how the project partners (NUJ, NAWOJ and the NGE) have made full or partial use of knowledge gained in promoting HIV/AIDS awareness in their immediate and larger environments.

From the findings, it was obvious that quite a number of important achievements were recorded among the target beneficiaries. More media organizations are now involved in providing the public with accurate, stigma free and objective information on HIV/AIDS. The geographical distribution of participants to the workshops ensured local availability of resource persons in addressing media issues on HIV/AIDS across the country. The project was also able to achieve a

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LIST OF PEOPLE INTERVIEWED

S/N	NAMES	DESIGNATION	ORGANIZATION
1.	Mrs. Toro Oladapo	National President	NAWOJ
2.	Mrs. Funke Fadugba	Chairperson	NUJ, Lagos
3.	Mr. Adolphus Okonkwo	Secretary	NUJ, Lagos
4.	Ms. Elobuike Nwadi	Member	NAWOJ, Enugu
5.	Ms. Lois Bungon	Secretary	NAWOJ, Katsina
6.	Abdullahi Sanono	Chairman	NUJ, Kano
7.	Ms. Abiola Beckley	Coordinator	NAWOJ, Lagos
8.	Iyobosa Uwugiaren	Secretary	NUJ, Abuja
9.	Samuel Egbala	Chairman	NUJ, Cross-River
10.	Ms. Florence Kakandar	Coordinator	NAWOJ, Bayelsa
11.	Ms. Mary Chukwu	Coordinator	NAWOJ, Ebonyi
12.	Dr. Pat Matemilola	National Coordinator	NEPWHAN, Abuja
13.	Prof. C.S. Okunna	Consultant	UNIZIK, Awka.
14.	Wika Gofwen		PRTVC Jos.
15.	Ms. Siju Alabi		Channels TV, Lagos
16.	Ms. Bose Olotu		HOPE Worldwide, Lagos
17.	Ms. Angela Agoawike	National Secretary	NGE, Lagos
18.	Saudatu Zahradeen	Secretary	NAWOJ, Jigawa

INTRODUCTION

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of news agencies across the country. Members of the NGE are commonly referred to as 'media gatekeepers': professionals in the media industry who, by designation, are the last border-posts for ensuring quality, accuracy and balance etc of stories before they are published or broadcast. In recent years especially, the NGE has established itself as a credible voice and key influential within the media.

The **overall goal** of the project is to secure large-scale mobilization of the media in Nigeria in providing support to the national HIV/AIDS programmes and in positively influencing public attitudes, behaviours and opinions towards HIV/AIDS prevention, care and support.

The **specific objectives** of the project are to:

- ✍ Build HIV/AIDS competence among the leadership of journalists in Nigeria
- ✍ Establish a corps of media trainers on HIV/AIDS in each state and each of the six geopolitical regions in Nigeria, thus ensuring local availability of HIV/AIDS resource persons across the length and breadth of the country
- ✍ Build the capacity of the three most-respected media unions in Nigeria the Nigeria Union of Journalists (NUJ), the National Association of Women Journalists (NAWOJ) and the Nigeria Guild of Editors (NGE) so they can serve as focal points for further training of their members in HIV/AIDS reporting
- ✍ Develop a training manual on HIV/AIDS that will serve as a resource material for future media training activities

These were to be achieved through the following **methodology**:

1. Baseline survey to track knowledge, attitudes and beliefs of officials of the three target organizations at national and state levels.
2. Consultative meetings with representatives of the participating organizations as well as other relevant stakeholders in the media. Participants at the meeting would serve as a Project Advisory Board (PAB). The PAB would have two core functions: provide guidance and

Conclusion and Recommendations

Based on the findings of the evaluation study, it can be concluded that the project has been able to generate the following outcomes:

1. Reduction in the number of sensational stories and incidence of inaccurate reporting on HIV/AIDS in the press;
2. More accurate and comprehensive coverage of HIV/AIDS issues in the Nigerian media;
3. Formation of a corps of trained media advocates on HIV/AIDS across the country;
4. Establishment of Action Committees on AIDS within NUJ, NAWOJ and the NGE; and
5. Development of a widely accepted training manual on HIV/AIDS for the Nigerian media

26 The training has also been able to change the perception of influential media personalities about HIV/AIDS and helped to correct wrong notions about people living with HIV. Media leaders have been challenged and are taking action, at personal and professional levels, to spread accurate information about the epidemic and to show care and support for HIV-positive people.

The following recommendations are necessary to sustain the gains of the project and scale up its impact:

The end of project report and the research findings from the end line survey revealed landmark achievements on the project. However as it is in a project life cycle, the end line tend to bring out the need for another form of intervention. These needs arise from identified gaps within the project and from actions that needs to be built upon to achieve optimal efficiency.

In deepening the gains of the project, there is need to ensure that the training conducted among the leaders of the three media organizations are stepped down to other members of the group. Considering the fact that the people trained are leaders of these organizations whose tenure will definitely come to an end, there is need to develop another set of core trainers who are not executives and as such

REPORT OF THE EVALUATION



* Participants at the training workshop for NAWOJ; Lokoja March 2004

14 Four training workshops were organized for the three media associations. Two of the workshops (one in the North and one in the South) were organized in partnership with the NUJ because of its numerical strength, while one each held for NAWOJ and NGE. The trainings targeted the leadership of all the associations at the national, zonal/regional and state levels; in some cases, active members who were not necessarily members of the national or state councils attended.

In all, 108 participants (76 males and 32 females) out of the expected 160 attended the workshop, representing 70% attendance. These were made up of 58 participants from the NUJ, 25 participants from NAWOJ and 25 from the NGE. That the number of male journalists that attended the workshops outnumbered the females is not surprising, given that in Nigeria, journalism is still a profession dominated by men. This is also one of the reasons why a separate training held for NAWOJ, which is somewhat regarded as the female wing of the NUJ.

The goal of the workshops was to contribute to the reduction of the spread of HIV/AIDS in Nigeria by equipping media leaders with the skills and information to actively participate in the prevention, care and control of the epidemic. The project built the capacity of leaders of the three largest Nigerian media

has been inactive. There are plans to commence a radio program in Hausa language and develop messages that would be aired twice daily during the major news bulletin on the state radio. “Prior to the workshop, it was very rare to hear news or programs on HIV/AIDS on *Radio Jigawa*, but that has changed”, said the state NAWOJ chairperson.

The **Lagos Chapter of NAWOJ** has not set up its own Action Committee neither has it been able to implement its action plan, due to financial constraints. Other members of Executive Council have been briefed after attending the workshop. The state chairperson, who attended the workshop, has gone for voluntary counselling and testing as well as encourages others to do the same.

Nigeria Guild of Editors (NGE)

The National Secretary of the NGE was interviewed for the purpose of this evaluation. No Action Committee has been set up, due to the fact that members had not been able to meet. Its action plan is also yet to be implemented. The Guild plans to discuss these issues during its proposed Business Luncheon.

She noted that the quantity of HIV/AIDS reporting has increased substantially as well as the use of non-stigmatizing language. The increase in the reporting of HIV/AIDS is also partly due to the annual 'Red Ribbon Awards' (organised by JAAIDS) in which outstanding media reporting on HIV/AIDS are showcased and honoured. However, there are still a few cases of sensationalism and use of inappropriate language. She noted that the project has done much for journalists so that they can report on HIV/AIDS stories accurately and effectively.



Angela Agoawike
National Secretary, NGE

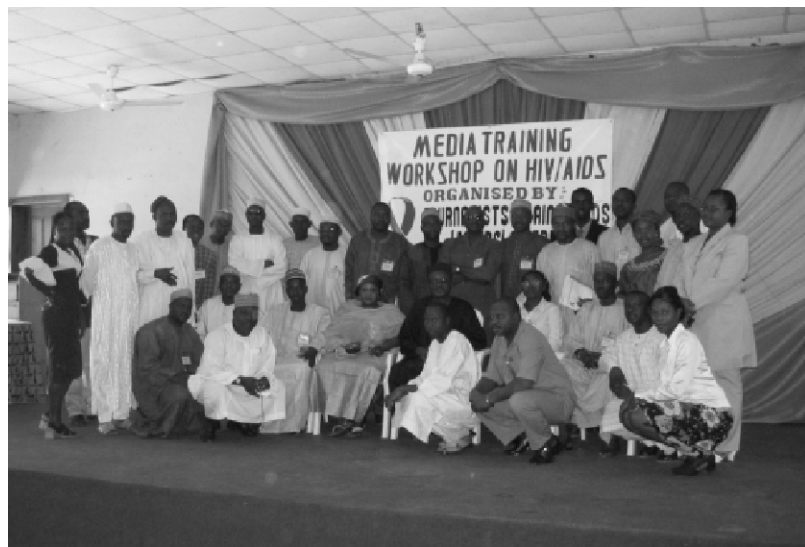
They also ensure good quality control in terms of reportage.

However, there is the need to have adequate follow-up to ensure that the training is being stepped down to other trainers so that other journalists could benefit. This is important because most of the people trained are leaders of their respective councils and their positions are tenured. While they are still in office and are in position to mobilize resources, they should be able to organize those activities. Beyond this, it is also hoped that by the time they are leaving office, incoming leaders of the association would have been properly sensitized to continue from where the current leaders stopped.

Objective No. 2: Establish a corps of media trainers on HIV/AIDS in each state and each of the six geopolitical regions in Nigeria, thus ensuring local availability of HIV/AIDS resource persons across the length and breadth of the country

The 108 participants trained were from 24 States (out of the 36 States in the Nigerian federation) and the Federal Capital Territory. The States are: Adamawa, Anambra, Bauchi, Bayelsa, Borno, Cross River, Ebonyi, Ekiti, Enugu, Gombe,

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* NUJ leaders at the workshop in Kaduna, December 2003

The **Kano Council of NUJ** has also set up the Action Committee and the committee has held three meetings. Not much has been done in terms of implementation of action plan as they claimed not to have received much information from JAAIDS since the workshop ended. Partnership with other organizations and government agencies has been yielding some results, as they were able to partner with an NGO to sensitize their members. They are also in the process of publishing information booklets on HIV/AIDS in Hausa language.

The **Cross River Council of NUJ** has also been able to set up its Action Committee and sensitization has been done for the other members. Not much has been done in the implementation of action plans due to financial constraints. The chapter has also submitted a proposal to the PEPFAR Media Fund but have not been successful. However, efforts are on to link with SACA in the State. The state NUJ chairman, who is also editor of the state-owned newspaper, *The Chronicle*, has introduced a HIV/AIDS column in the paper every Wednesday. This he said is as a result of the training he attended where he felt much challenged. This is highly commendable and it is an example of how people can contribute their own quota towards curbing the epidemic.

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National Association of Women Journalists (NAWOJ)

The consultant had key informant interviews with the national coordinator of NAWOJ and with members of the Executive Councils in Bayelsa, Ebonyi, Lagos, Katsina and Jigawa states.



* Mrs. Toro Oladapo - Chairperson, NAWOJ

The **National Secretariat of NAWOJ** has established an HIV/AIDS Action Committee. The following states have also set up their own Action Committees: Adamawa, Bayelsa, Borno, Ebonyi, Enugu, Gombe, Jigawa and Oyo. Action plans were developed along zonal but has not been implemented due to financial constraints. NAWOJ discusses issues of HIV/AIDS at its meetings, but not on a regular basis. However, other members of the National Executive who did



* Mrs. Funke Fadugba - Chairperson Lagos Council, NUJ

other resource materials, these did not go far enough. They have also linked up with the National Action Committee on AIDS (NACA) and the Lagos State AIDS Control Agency (LSACA) and have submitted proposal to LSACA, but were not successful. They claimed that their ability to submit proposals to these organizations was largely due to the training they attended which convinced them that they also can play a role in stopping the spread of HIV. From the discussions it was clear that they were not in any way discouraged and they

intend to keep trying. This is indeed a good step in the right direction and should be highly commended.

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One of the things that Lagos NUJ does not have in its action plan but has implemented is the setting up of HIV/AIDS Units in its chapels (branch chapters in media organisations). HIV/AIDS units have already been established in the following chapels: DAAR Communications, *Daily Independent*, *Radio Lagos/Eko FM* and *Daily Times*. They are reported to be quite active and are engaged in interpersonal enlightenment and positive reporting of HIV/AIDS stories among others. Efforts are on to establish more. Officials of Lagos NUJ also point out that, perhaps partly due to the training given at the workshops, the quantity and quality of HIV reporting has increased substantially. The use of stigmatizing language in headlines, captions etc have also drastically reduced.

The **FCT Council of NUJ** has also been able to set up its Action Committee of AIDS but nothing substantial has been done on the action plan. However, like the Lagos council, they talk about HIV/AIDS during the monthly congress meetings. Based largely on the training they have received, they have also submitted proposals to FCT SACA though it was not successful. They are also networking with NGOs in Abuja on HIV/AIDS issues. The FCT council secretary described the process of development of the training manual as 'beautiful'. He noted that there might be a need to train other media stakeholders and training institutions on how to use the manual.

Imo, Jigawa, Kaduna, Kano, Katsina, Kwara, Lagos, Niger, Nassarawa, Ondo, Plateau, Rivers, Zamfara, in addition to the FCT. Given the spread of States from which the participants were drawn, all the geo-political zones were represented. It is therefore certain that that JAAIDS has been able to train journalists in all the geo-political zones of the country.

Objective No. 3: Build the capacity of the three most-respected media unions in Nigeria the Nigeria Union of Journalists (NUJ), the National Association of Women Journalists (NAWOJ) and the Nigeria Guild of Editors (NGE) so they can serve as focal points for further training of their members in HIV/AIDS reporting.

This is closely related to objective No. 1. The fact that all the journalists trained were leaders or members of the above-named media associations shows that the objectives have been achieved to a large extent. This complemented by the fact that JAAIDS has provided them with resource materials for consultation and also serves as a referral centre. However, those who attended the training have not done much of downloading of this training. Most of the training participants interviewed said that they had only been able to brief their Executive Councils on the training attended and at the very best briefed their members during the monthly congress meetings.

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It may be too ambitious to expect those who attended the training and are not trained facilitators or trainers to suddenly become focal points for training of other members. For this to be achieved, JAAIDS may want to consider selecting committed members identified by the media associations for advanced training; these people can become certified trainers that can be called upon when the need arises. Capacity building goes beyond training; efforts should be stepped up in the provision of other resource materials.

Objective No. 4: Develop a training manual on HIV/AIDS that will serve as a resource material for future media training activities by any organization in Nigeria

At the onset of the project, the training modules used for the workshops were developed in-house by JAAIDS staff and were reviewed after each training



*Training Manual review workshop: November 2004

workshop based on participants' comments and lessons learnt. After the pre-testing of these materials in each workshop, these training materials formed the kernel of the training manual developed by independent consultants who were notable media scholars or HIV/AIDS experts in their own right.

The training manual was further refined at a stakeholders review workshop attended by 20 participants, including journalism teachers, people living with HIV, health correspondents from the print and broadcast media, media managers as well as representatives of the three media associations. Thereafter, a revised draft of the manual was produced and sent to the reviewers to validate that their comments were duly reflected.

The objective of producing a training manual for the media has therefore been achieved. This is a novel development in the sense that it marked the first time that a training manual on HIV/AIDS has been developed for the media. The manual was adjudged as being factual in terms of content and quite relevant to the needs of journalists. The development of the manual was highly commended by all the journalists spoken to. The process of developing the manual was also quite participatory and engendered ownership by the stakeholders as they were involved at all stages of the process. This is participation *par excellence* and is worthy of emulation. It is a guarantee for project sustainability.

The manual should be launched to create awareness. It should be disseminated at no cost to its target audience initially; subsequently, it should be sold as part of measures to recover cost and make the production sustainable.

Impact of the project

For a project that has just been concluded, it may be too early to see the full impact immediately. However, the beneficiaries of the project are already feeling some impact. This is discussed in further detail below as it affects each of the partner associations.

Nigerian Union of Journalists (NUJ)

Four officials of the national secretariat of the NUJ participated in the training. They included the national deputy president, two zonal vice-presidents as well as the national secretary. Due to some difficulties, none of the officials could be interviewed for the purpose of this evaluation. However, it was understood that during the project, the NUJ, with some assistance from JAAIDS, applied for a grant from NACA to implement aspects of the action plan they had drawn up at the workshops, but were unsuccessful.

Officials of the state councils in Lagos, Cross River, Kano and the Federal Capital Territory were interviewed. All of them have established HIV/AIDS Action Committees within their respective councils, based on the action plans developed at the end of the workshops. The committees are at various stages of implementing their action plans. While some have started implementing some of the activities in the action plans (e.g. Lagos and the FCT), others are yet to do so due to lack of funds. Even those who have started implementation could not make much progress due to financial constraints.

The **Lagos Council** of the NUJ has been able to incorporate a session on HIV/AIDS during its monthly congress meetings. These talks have enabled some of its members to change their perceptions about HIV/AIDS to the extent that who did not like to discuss HIV-related issues now do so. Lagos NUJ also plan to take this message to the newsroom of its over 50 chapels in Lagos. They intend to develop BCC materials such as stickers, leaflets and posters but they are constrained by funds. Though they stated that JAAIDS has given them books and

not attend the workshop have been sensitized. States are also expected to submit reports to the National Secretariat for monitoring.

The National Secretariat submitted a grant proposal to the World Bank but was not successful. Six state chapters have also started networking with the SACA in their respective States. The states are: Gombe, Enugu, Adamawa, Borno, Oyo and Bayelsa. In Borno State, the Chairperson of NAWOJ is a member of the SACA. The Adamawa and Gombe chapters of NAWOJ are active members of the Civil Society Network on HIV/AIDS in Nigeria (CiSNHAN). State chapters of NAWOJ in Oyo, Adamawa, Borno and Bayelsa also network with organizations working in the area of HIV/AIDS. Though the networking had been going on prior to attending the workshop, this has been further strengthened by their participation in the project.

Since attending the workshop, NAWOJ members have increased the quantity and quality of their reporting of HIV/AIDS. For example, the Oyo State chapter of NAWOJ used to run a programme titled '*Labe Igi*' which focused on women's reproductive health. However, the briefing they got from a National Officer (the Treasurer who is also a member of Oyo NAWOJ) who attended the workshop has enabled them to be able to re-package the programme to include greater focus on HIV/AIDS. The training manual was adjudged as good and timely and very relevant to the needs of journalists. They also pointed to the need to organize a workshop on how to use the manual.

The **Bayelsa Chapter of NAWOJ** has established its Action Committee but yet to draw up an action plan. The chairperson of NAWOJ is planning to reconstitute the Action Committee due to its inactivity. Other members of the association who did not attend the workshop have been sensitized. Furthermore, the Chairperson has facilitated HIV/AIDS education for the state hairdressers' association.

The **Ebonyi Chapter of NAWOJ** has established its Action Committee and is still developing an action plan. The whole congress was briefed after the workshop and they were quite happy. This has also changed the perception of some of its members. This has also led to increased quality and quantity of HIV/AIDS reporting.

The **Jigawa Chapter of NAWOJ** has also set up its own Action Committee, but



** Members of the Guild of Editors at the training workshop; Calabar, September 2004*

associations - the Nigeria Union of Journalists (NUJ), the National Association of Women Journalists (NAWOJ) and the Nigerian Guild of Editors (NGE) in the area of HIV/AIDS prevention, care and support and reporting with emphasis on the use of non-stigmatizing language. Furthermore, the training workshops provided personal encounters with people living with HIV and an opportunity to debate popular myths and misconceptions about the epidemic. It also provided media association leaders with peer education skills to enable them establish HIV/AIDS programmes within their respective organizations and run training sessions for their colleagues both at state and national levels.

The above was done with hope that it would enable those trained to become advocates for positive change: both in terms of leading HIV prevention, care and treatment campaigns within their associations and in terms of providing accurate, up to date, informed and objective reporting for the general public. This has been largely achieved based on the opinion of all the eighteen people interviewed. This can be seen in terms of the number of media organizations that now have health desks and manned by qualified personnel, increased reportage of HIV/AIDS as well as the use of appropriate language in its reporting. Furthermore, because media editors who determine what is published have also been sensitized (through NGE), there is also increased willingness to publish HIV/AIDS stories.

Report of the Evaluation

Terms of Reference

The objectives of the evaluation were to:

1. Appraise the impact of the project on the beneficiaries: Nigeria Union of Journalists (NUJ), the National Association of Women Journalists (NAWOJ) and the Nigerian Guild of Editors (NGE)
2. Assess the level of commitment demonstrated by the implementing partners using the functionality of Action Committees formed within the Associations as a yardstick
3. Review the training manual developed in terms of its content, appropriateness and relevance
4. Identify success areas and make recommendations on interventions to sustain the gains of the project and future scale-up.

The detailed terms of reference are as contained in the Appendix I.

12 Scope and Methodology

The evaluation was carried out by an independent consultant, using the Key Informant Interview technique. Interview was conducted using the phone (for respondents based outside Lagos) and one-on-one discussions (for respondents based in Lagos). The purposive sampling method was used in selecting respondents. In all, eighteen people were interviewed and were mainly leaders of the three media associations (NUJ, NAWOJ and NGE) at the national and state levels, drawn from five out of the six geo-political zones. Respondents from the Northeast zone could not be reached after many attempts. Consultants who developed the training manual and members of the review team were also interviewed.

Relevant documents such as the project proposal, training manual, implementation progress reports (submitted to National Project Team in NACA) and other internal monitoring reports were reviewed. The consultant also had discussions with the management and staff. The list of people interviewed is contained in Appendix II.

CONCLUSION AND RECOMMENDATIONS

advice for successful implementation of the project and; draft strategies to increase media activism on HIV/AIDS both within and outside the context of the project.

3. Training workshops with national and state leaders of the NUJ and NAWOJ, aimed at building HIV/AIDS competence among leaders of the three influential media associations.
4. Development, publication and dissemination of a media-training manual on HIV/AIDS. The module to be developed would offer an integrated, locally relevant training approach, based on JAAIDS' experiences in HIV/AIDS training with the media.

The expected **outcomes** of the project are as follows:

- (a) Formation of a network of media trainers on HIV/AIDS across the country- at least four media trainers in each State
- (b) Wide, accurate and comprehensive reporting of HIV/AIDS issues in the Nigerian media
- (c) Reduction in the number of sensational stories and incidents of inaccurate reporting on HIV/AIDS in the press
- (d) Increased partnership between the media and policy makers in the campaign against HIV/AIDS
- (e) Increased focus on the unreported stories of HIV/AIDS- access to care and treatment, orphans and vulnerable children, workplace-based rights violations etc
- (f) Increased media activism and demonstration of corporate social responsibility by media associations in their response to HIV/AIDS
- (g) Establishment of Action Committees on AIDS within the NUJ, NAWOJ and the NGE.

will always be available to step down the training to incoming and present members of the group. This can be achieved by building the capacity of some of the participants through the impartation of training and facilitation skills. This initiative will reduce the need for JAAIDS to train and retrain journalists; it will make the issue of training a sustainable venture among media professionals themselves.

Core trainers should also be developed to deliver the contents of the manual to media professionals as the need arises. Replicating the manual in the three major Nigerian language will not only enhance acceptability but will further build capacity of certain specific journalists in addressing HIV/AIDS issue through a culture specific approach.

Capacity building goes beyond training individuals and personnel in specific areas, as such there is a dire need to build the institutional capacity of these media organization to respond to the HIV/AIDS scourge within their scope of work. These could call for a certain level of financial commitment from JAAIDS in form of backstopping and channelling grants to them. In doing this, we will not only be providing funds we will also be acting as mentors in the area of development work to the identified organizations.

To further deepen the effect of the project on target beneficiaries, JAAIDS should not only build capacity of media personnel and organizations in reporting HIV/AIDS issues. It should also go a step further to build their capacity in developing fundable proposals on other salient issues in HIV/AIDS as it affects their work.

For people and organizations to be aware of the existence of the manual as a readily available tool for building capacity of media personnel and organizations, it is important to carry out a formal launching. The occasion will attract NGOs, CBOs, media professionals and their organization. The awareness generated through this launching will draw attention to the manual and enable it serve its purpose of meeting the communication needs of media professionals.

In scaling up on the project, certain geographical areas not covered earlier on should be identified and interventions carried out among the media professionals and other communication experts within these localities.

Introduction

Journalists Against AIDS (JAAIDS) Nigeria is a media-based, not-for-profit citizen sector organization established in 1997, with a **mission** to contribute to the prevention, care and control of HIV/AIDS in Nigeria by providing innovative communication interventions that will facilitate positive behaviour change to reduce the spread of HIV/AIDS. Its operational strategies include training and institutional capacity-building, policy advocacy, behaviour change communication, awards programmes, information networking as well as research and publications.

In March 2003, the organisation was awarded a grant by the National Action Committee on AIDS (NACA), under the World Bank-assisted HIV/AIDS Fund (HAF) to implement a project titled “Mobilizing Media towards HIV/AIDS Prevention, Care and Support in Nigeria”. The project sought to contribute to the reduction of the spread of HIV/AIDS in Nigeria by mobilising media activism and participation in prevention, care and control of the epidemic.

8 The target audiences for this project are leaders of the three main professional journalism associations in the country: the Nigeria Union of Journalists (NUJ), National Association of Women Journalists (NAWOJ) and the Nigeria Guild of Editors (NGE). These associations constitute the most widespread, most influential and high leverage groups within the media in Nigeria

The NUJ is the professional union and umbrella association for all journalists in Nigeria, working across both state-owned and independent media. The association boasts an estimated 30,000 members and has a national spread. It has a national executive and chapters in each state and the FCT. Every media organization has a chapel of the NUJ and elected officers.

NAWOJ is an association for female journalists. It has a national executive and chapters in every state and the FCT. Over the past several years, NAWOJ has positioned itself as an advocacy group on women empowerment, using the media as a base. In recent years, it has organized leadership training for female journalists, communication skills training for female politicians and reproductive health communication interventions.

The NGE is an important player in the media sector. Its membership comprises newspaper and magazine editors, radio and television station managers and heads

APPENDIXES

noble idea of developing a factual and relevant training manual for media workers and owners. The participatory process through which the manual was developed engendered ownership by stakeholders. Many of the state councils of the NUJ visited have not only put up their AIDS action committees, they are at various stages of implementing activities in the action plans.

The project has not only recorded achievements, it has also presented with notable outcomes. JAAIDS has been able to enlist the media in the forefront of HIV/AIDS fight within the country by reducing sensational and inaccurate reporting of HIV/AIDS issues. The project has also helped to change for the better, the media's perception and orientation about HIV/AIDS and people living with HIV (PLWH).

However, in order to consolidate on the gains of the project, there is a need to consider the following recommendations:

- 6 • Further support is required to effectively step down the training to other members of the media associations, especially at state and regional levels
- Core facilitators need to be identified and trained to deliver the content of the newly developed manual
- The manual should be translated and reproduced in the three major Nigerian languages, so that it can be useful in training journalists reporting in these indigenous languages
- The institutional capacity of the three media associations need to be further developed to respond to the HIV/AIDS pandemic within their workplaces and to be able to carry out their actions plans
- Training is needed to be the capacity of media organizations in developing fundable proposals
- A trainees' manual should be produced, to complement the training manual already developed.

Appendix II

Members of the Project Advisory Board

Ms. Angela Agoawike	Nigeria Guild of Editors
Mr. Abiodun Ajiboye	Nigeria Union of Journalists
Dr. Pat Matemilola	Network of People Living with HIV/AIDS in Nigeria (NEPWHAN)
Mrs. Funke Fadugba	Nigeria Union of Journalists
Mr. Gbemiga Ogunleye	Nigeria Guild of Editors
Prof. Chinyere Okunna	Nnamdi Azikiwe University, Awka
Mrs. Ifeyinwa Omowale	National Association of Women Journalists
Mrs. Toro Oladapo	National Association of Women Journalists
Mr. Victor Oluwadamilare	Nigeria Union of Journalists
Dr. S.A. Shuaibu	FRCN Training School
Mr. Iyobosa Uwugiaren	Nigeria Union of Journalists

List of training participants NAWOJ

Adamawa State

Ladi Moses Dekera - Assistant Coordinator
Nene Gwani - Secretary
Saudatu Zahradeen - Member

Anambra State

Ifeyinwa F. Nwoha - Treasurer

Bauchi State

Fibi Kafi - Secretary

Bayelsa State

Florence E. Kakandar - Coordinator

Borno State

Mada Kajal - Coordinator

Eboyin State

Mary Chukwu - Secretary

Enugu State

Eberechukwu Nnaji - Assistant Secretary

Ekiti State

Bola Hammed - Coordinator

FCT Council

Joy Omagha Idam - Assistant Secretary

Gombe State

Adama Danladi Filiya - Coordinator

Jigawa State

Habiba Hassan Moroh - Coordinator

Katsina State

Lois Anthony Bungon - Secretary
Balaraba Abdullahi - Treasurer

Kwara State

Femi Olanrewaju - Coordinator

Lagos State

Abiola Beckley - Coordinator

Niger State

Hassana J. Kpetu - Coordinator

Plateau State

Lucy Chindaba - Coordinator

National Chairperson

Toro Oladapo

National Secretary

Aisha Ibrahim

National Internal Auditor

Ekama Ese Erica

Acronyms and Abbreviations

AIDS	Acquired Immune Deficiency Syndrome
BON	Broadcasting Organisation of Nigeria
CBO	Community Based Organisation
CiSNHAN	Civil Society Network on HIV/AIDS in Nigeria
FCT	Federal Capital Territory
HAF	HIV/AIDS Fund
HIV	Human Immunodeficiency Virus
JAAIDS	Journalists Against AIDS
KII	Key Informant Interview
LSACA	Lagos State Action Committee on AIDS
NACA	National Action Committee on AIDS
NAWOJ	Nigerian Association of Women Journalists
NEPWHAN	Network of People Living With HIV in Nigeria
NGE	Nigerian Guild of Editors
NGO	Non Governmental Organisation
NPAN	Newspaper Proprietors Association of Nigeria
NPO	Nigerian Press Organisation
NUJ	Nigerian Union of Journalists
PAB	Project Advisory Board
PEPFAR	(United States) President's Emergency Plan for AIDS Relief
PLWH	People Living With HIV
SACA	State Action Committee on AIDS

Jigawa State Council
 Mati Ali - Chairman
 Baba Safiyanu - Secretary

Kaduna State Council
 Andrew Fadason - Chairman
 Haruna Salami - Secretary

Kano State Council
 Abdulahi Shanono - Chairman
 Ismaila Maizare - Secretary

Katsina State Council
 Salisu Ahmed - Chairman
 Garba Lawal - Secretary

Kwara State Council
 Mustapha Lamidi - Chairman
 Ayobami Akanbi - Secretary

Kogi State Council
 Innocent Idajili - Chairman
 Ebenezer Adurodija - Secretary

Lagos State Council
 Olufunke Fadugba - Chairperson
 Adolphus Okonkwo - Secretary
 Vincent Igbinedion - Member

Nassarawa State Council
 Musa Abdulahi - Chairman

Niger State Council
 Gambo Usuf - Chairman
 Mohamed Abukur Sadiq - Secretary

Oyo State Council
 Victor Oluwadamilare - Chairman

Plateau State Council
 Rhoda Benson Lar - Secretary

Rivers State Council
 Benett A. Kallo - Chairman

Zamfara State Council
 Iliasu Idris Gusau - Chairman
 Usman Umaru Mohammed - Secretary

Deputy President Frederick Fabor
 National Secretary Shuaibu Usman Leman
 Vice President, Zone A Sylvester Madaki
 Vice President Zone F Ndagene Akwu

Assessment of project achievement

Objective No 1: Build HIV/AIDS competence among the leadership of journalists in Nigeria.

In order to achieve this objective, JAAIDS had set up, at the commencement of the project, a seven-member Project Advisory Board (PAB). The PAB is made up of representatives of NAWOJ, NUJ and the NGE, media training institutions, people living with HIV, and other relevant stakeholders. The role of the Advisory Board was to:

- Provide monitoring and review oversights for the implementation of the project and;
- Play an active role in evolving strategies to increase media activism on HIV/AIDS both within and outside the context of the project.

The PAB met quarterly to deliberate on the progress of project implementation and offered advice on the sustainability, scaling-up and consolidation of the successes of the project. The PAB was also an avenue for those present to regularly update their knowledge and skills on HIV/AIDS issues as well as give feedback on some of the activities of the NAWOJ, NUJ and NGE.

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** Journalists at a group session ... during one of the workshop*