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NAMIBIAN HIV & AIDS MEDIA CAMPAIGN

Médicos del Mundo AIDS programme

21 to 25 November 2005

Safari Hotel, Windhoek

MESSAGES AND CONTENTS CAMPAIGNS

How to identify a good message

Prevention, cultural habits, misconceptions

Compiled by Rianne Selle, Namibia

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What make messages appropriate?

- **Relevance** to the target group – the people we are and live with:, understanding, knowledge, language, age, ability, norms, attitudes
- **Self-image**: emotion, self-efficacy, personal perceptions, perceived risks
- **Social influence**: how will the community view actions or change? With it, branding

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What has been the Namibian experience?

- Research base essential for communication programmes
- **Advertising agencies**: they are after the awards, very little experience of social issues and effects of messages on target audience
- **Involvement of the target audience**: from planning, through design, pre-testing and execution to dissemination

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What has been the Namibian experience (2)?

- **Collaboration and integrated approach:** need to have partners on board
  - **Representative** organisations: FBOs, NGOs, PLWHA, youth, vulnerable groups, people with disabilities
  - **Service organisations**: home-based care groups, volunteers, VCT, counselling and support groups
  - **Mass media component partners**: share messages and use same language concepts, eg partner testing

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Youth reactions to campaign material

- Generally very positive to 2004/5 campaign
- Perception of people very different, some found
  - David and Gwen – played roles well, did not identify with celebrity status of Gwen
  - Clive and Rodine insincere because they laughed
  - Many young men did not believe messages of respect and equality are acceptable

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Youth perceptions (2)

- PLWHA speaking out – convincing but expect them to be serious
- Music messages most favoured and drew most viewers/listeners
- Credibility of musicians seriously questioned
- Youth aware of atmosphere, venues
- Want to see more of own leaders: teachers, clergy and political leaders

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Prevention understanding

- Research from JHU community programmes at 18 sites throughout Namibia – urban, rural, informal
- Knowledge high on HIV and AIDS, not on herpes and genital warts, even less of chlamydia
- Most recognise abstinence and condom use as prevention strategies, only 1/3 reduction of sexual partners

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Culture, perceptions and misconceptions

- Many people (32,2%) believe you can tell someone has HIV by look only – 40 Oniipa, 58,4 Nyangana, 41,4 Rundu
- 3,1% believe sex with a virgin cures AIDS (5% N, 10,3% R
- 5,5% believe HIV can be transmitted through mosquito, flea or bedbug bites (Rundu 16,1)
- 8,1% believe special herbs can prevent HIV transmission 23-17,4 Kavanto)
- 9,4% believe can protect through after mornign pill (21%, 29,7 14 Andara, N, R)