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U.S. President's Emergency Plan for AIDS Relief

VMMC in the News:

Media Assessment & Content Analysis

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AIDS 2012 - Turning the Tide Together

Why Media?

- Since AIDS came on the scene, media has helped shape our beliefs about HIV/AIDS
- Sets the agenda for public discussion
- Can create enabling environment for VMMC
- Will be an important component to success in scale-up





Why Media?



'Circumcision Is Torture, an Abuse of Human Rights'

-- New Vision, Uganda



'MOH under investigation for selling foreskins'

-- Echo, Botswana





Why Media?

Kenya stakeholders report early and ongoing engagement of the media has contributed to their success in VMMC roll out and scale up

‘Luo Elders Take Part in Voluntary Circumcision’
-- Weekend STAR





Media Assessment



VMMC Communications Working Group is conducting a study in 6 priority countries:

Uganda

Kenya

Botswana

South Africa

Zambia

Zimbabwe





Purpose of the Media Study

- To gain deeper understanding of state of media reporting on VMMC
- To identify challenges journalists and stakeholders face and strategies for improving coverage
- To inform and guide media strategy moving forward





Study Methodology



Two pronged approach:

1. Print Media Content Analysis
2. Media assessment





Print Media Content Analysis

- Coverage in leading newspapers for 9-month period from December 2011 – August 2012
- Looks at authors, type of story (feature, opinion), source used, issues focused on, how it is framed

Example:

Daily Nation	Date	Author	Type of report	Topic	Sources cited	Slant	Photo	
Article 1: 'Vmmc Clinic Opens'	Dec. 3, 2011'	Joe smith	Feature	New clinic launch	MOH, FHI	Neutral	Yes	



Media Assessment

- A. Individual In-depth interviews with journalists and editors/media managers
- B. Interviews with key VMMC stakeholders in the six countries (IPs, MOH, etc.)





What are We Asking?

Journalists

- Where are they getting their information on VMCC?
- What are the challenges in covering this topic?
- What could help improve reporting?
- What is their understanding of the issues?

VMCC Stakeholders

- What has been their experience with local media?
- What do they see as problems?
- How are they getting their message out?
- What are key messages they want covered?





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Preliminary Findings: Content Analysis

Frequency of reporting varied by country during 9-month period

South Africa	36 articles
Uganda	30 articles
Kenya	20 articles
Zambia	15 articles
Tanzania	14 articles
Zimbabwe	10 articles





Preliminary Findings: Content Analysis

Negative or Inaccurate Reporting

Botswana	27% of articles
Uganda	26% of articles
Zimbabwe	20% of articles
Tanzania	14% of articles
South Africa	5% of articles
Kenya	0 %



Negative Themes



- Foreskins being sold or used for nefarious purposes (Botswana)
- Controversy over use of certain devices (SA)
- Boyle and Hill dispute of the RCT findings (Uganda)
- VMMC taking resources away from other HIV services (Uganda)





Positive Themes



- Challenges and successes of roll-out
- Appeals for more support
- Medical benefits of VMMC
- Personal experiences with VMMC
- Leaders stepping up
- Appealing to older men





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Preliminary Findings: Journalist Interviews

- Reporters struggle to find angles their editors will accept
- They noted the importance of high-profile leaders in generating media coverage
- Expressed interest in doing stories on devices, speaking to men who have used devices
- The importance of working with health & science reporter associations to provide info and story ideas





How can you help?

We need your input...

Questions? Comments?

*Opportunities to discuss this week

- Lunch-time group discussions
- one on one (discussion, interview)

