

SUPPLEMENT 3 EPISODES 43 - 48

CAN TRU LOVE WITHSTAND THE TEST?

Radio Programming Guide for Producers

*it begins
with* **you**



AFRICAN BROADCAST
MEDIA PARTNERSHIP
AGAINST HIV/AIDS



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ABMP

The African Broadcast Media Partnership Against HIV/AIDS (ABMP) is a pan-African coalition of 60 broadcast companies across 38 countries working to increase and reinvigorate the role of broadcast media in combating HIV/AIDS. ABMP members commit their own personnel and production resources in support of the effort and contribute a minimum of 5% daily airtime for HIV/AIDS-related programming.

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For more information go to www.broadcasthivafrica.org or www.itbeginswithyou.org

PURPOSE OF THIS GUIDE

The educational and entertainment value of the *Can Tru Love Withstand the Test?* series can be substantially increased if broadcasters develop supporting programming such as talk shows, news, documentaries and magazine programmes to expand on the key themes and messages reflected in the series. The Main Guide in this series (April 2009) sets out guidelines, about how to do this, as well as additional information on the HIV/AIDS-related themes occurring in the current episodes of the Edu-Dramas and ideas about how to use these themes across different programme formats. This supplement covers themes in episodes 43 – 48 and should be read together with the main guide and the two previous supplements for episodes 25 to 42.

Your efforts to reinforce the key messages of the *YOU* campaign are a critical part of the stepped up fight against HIV/AIDS. We hope we can rely on *YOU!!*

THE *YOU* CAMPAIGN

The *YOU* campaign focuses mainly on young people (18-25 years) and emphasizes a strong call to action – *It begins with YOU!* - and urges all Africans to consider their role in helping realise the vision of an HIV-free future. The tagline *Imagine the Possibility of an HIV-free Generation: It Begins with YOU!* is used to promote a theme of inclusivity, hope and possibility.

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CAN TRU LOVE WITHSTAND THE TEST?

Over the past two years, ABMP's two-minute radio mini drama *Can Tru Love Withstand the Test?* has established a strong audience following across ABMP member countries. Focus group research shows that listeners really appreciate the highly dramatized format and have strong recall of the key messages.

THE MAIN CHARACTERS IN THE SERIES ARE:

Claire – was involved with Ali, a sugar-daddy; got HIV and had a baby, Junior.

Zama – got dumped by Leo, has HIV and is supportive and nurturing of the group.

Leo – is a real 'playa', has been in denial about his HIV status and starts treatment way too late.

Claire's father – is hot tempered and battles to come to terms with Claire's status.

TK – is Claire's father's best friend who enlightens him on the world.

Five new characters are introduced in these six episodes.

Sandra's mother – she is a traditionalist and wants Sandra to get married and have children.

Don – Don introduces himself to Zama at a restaurant - is a relationship about to flourish?

Sandra – is in a relationship with Paul; is reliable, a true friend and has big dreams.

Paul – goes out with Sandra; tries to do things right and is a role model to his sisters.

Claire's mother – supportive and loving to her family; does what she can for them.

Ali – was a sugar-daddy but is now living up to his responsibilities after infecting Claire with HIV.

Lara – is Leo's younger sister who is involved with an older man.

Paul's friends: Kalembe – is a real playa and entices Paul to "shop around", while **Tariq** - encourages Paul to remain true to himself.

Camil – is a sexy young woman who plays the field and comes into Paul's life.



YOUR PROGRAMMING

You can produce shows and programmes to suit your schedule and your audience, but supporting programmes must compliment and reinforce the *YOU* campaign and its core messages.

THE MOST IMPORTANT CONSIDERATION IS TO ENSURE THE PROGRAMMES YOU PRODUCE:

- ∂ Reflect and reinforce the themes and upbeat/hopeful approach of the *YOU* campaign
- ∂ Consistently promote the vision of an HIV-free generation and the potential contribution of all Africans to that goal
- ∂ Engage, inform and entertain
- ∂ Are designed to attract young audiences
- ∂ Provide accurate information, as well as referral to resources for further information and/or services such as HIV-testing
- ∂ Use the 2010 Soccer World Cup as an opportunity to talk about sport and healthy (HIV-free) living
- ∂ Always reinforce the campaign tagline: Imagine the Possibility of an HIV-free Generation: It Begins with *YOU!*

SO HOW DO YOU DO THIS?

Have you read the first part of this Guide sent to you last April and the supplementary guides sent in August and November? If not, take the time to read them now. The Guide and supplements have very useful information on how to go about developing and producing content to suit various programme formats to help reinforce the *YOU* campaign. There is information on HIV and the main themes that are examined in the series. They also have story ideas relevant to Episodes 18 – 42. This is a continuation of those guides and focuses on story lines and ideas for longer form programming building on the themes and messages contained in Episodes 43 to 48. If you no longer have the Main Guide or first two supplements these can be found at www.broadcsthivafrica.org.

So all you need to do is use the questions and discussion points below as the basis of your locally produced show. You should also engage local experts and HIV/AIDS service providers in developing your programmes. Contact your local National AIDS Coordinating Council and major NGO's working in HIV/AIDS to assist you. The local offices of the World Health Organization (WHO) and UNAIDS will also be willing to help you. You will find a comprehensive list of contacts for local information sources and referral in your country at www.broadcsthivafrica.org/resources.

4 3 KEY THEMES

Can Tru Luv Withstand the Test? features the typical circumstances and issues most young adults deal with in their day-to-day lives with a strong focus on respectful relationships, gender equity, stigma, open communication about HIV/AIDS, reducing HIV-risk and promoting HIV testing.

THEME 1: HOPE FOR THE FUTURE

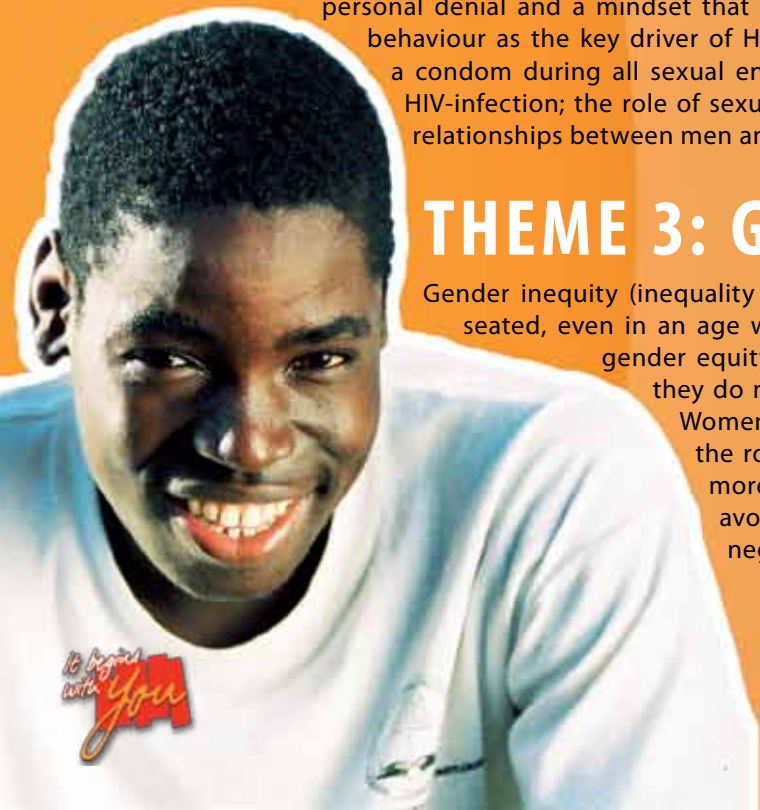
Hope for the Future, a sense of personal optimism - that things can be better in life if one strives for personal goals - is a major factor in motivating young people to live an HIV-free life. Young people who don't have a sense of future, hope or opportunity, lack self esteem and are more likely to engage in high risk behaviour - including sex, substance abuse and crime. The importance of personal initiative in setting goals and achieving ambitions should be emphasized—i.e. "don't wait for somebody else to deliver your future dream—tackle it yourself!!"

THEME 2: STIGMA

Because of strong stigma surrounding HIV/AIDS many people are fearful of talking openly about HIV/AIDS or their status, and they are discouraged from seeking information about HIV, from getting tested, or from disclosing their HIV status to potential sexual partners, family and friends. Only about 10% of people with HIV have ever been tested. One result is that a person infected with HIV who does not know it, runs the risk of infecting those with whom they have sex, and the infected person delays seeking medical care and treatment which could cause severe complications. Stigma also reinforces personal denial and a mindset that "it can't happen to me"! The key to ending stigma is open communication about HIV/AIDS and sexual behaviour as the key driver of HIV infection. Breaking stigma means people must talk openly about the facts such as: the need to use a condom during all sexual encounters; that many young adults have multiple sexual partners and this dramatically increases risk of HIV-infection; the role of sexual coercion, violence, alcohol and substance abuse; and the lack of gender equity and mutual respect in relationships between men and women.

THEME 3: GENDER EQUITY

Gender inequity (inequality between males and females) is a major driver of HIV infection. Discrimination against women is deep seated, even in an age when women hold positions and assume roles only played by men in the past. In sexual relationships, gender equity still lags far behind. Women are seldom treated as equals in sexual relationships, meaning generally they do not have the "power" to negotiate when to refuse sex, or the use of a condom or to insist on HIV testing. Women are also often subjected to more blatant forms of sexual abuse and violence. Whether blatant or subtle, the root is the traditional stereotype of a woman's subordinate role. Young women who are better educated, more confident and are well motivated are more likely to say no to the pressures of sex and are more likely to avoid abusive relationships. Women who are less economically dependent are also more likely to be able to negotiate sexual relationships and to better protect themselves from HIV.



EPISODE 43

Claire announces to her friends that she has teamed up with an architect and is keen to get into construction after the Soccer Ambassador's Project ends. They are very supportive but raise concerns about construction being a male dominated industry and it being hard to break into. Imagine a world where women have the right to choose whatever they wish to do and be in life.

STORY THEMES: hope, future, plans, gender, partnerships, friendships, careers.

DISCUSSION POINTS

- ∂ **Careers and Gender:** The environment that young people are growing up in is significantly different to past generations; today's teenagers are exposed to new technologies, have greater access to education and the media, and are influenced by global trends, fashions and attitudes. However, career choices are still stereotyped and there are imbalances in what traditionally have been considered male career choices – construction, engineering, science, technology, etc. What can be done to change this and how do our attitudes perpetuate this dominance?
- ∂ **Mentorship and Partnerships:** Young people who have friends who support them in their choices and mentors who provide guidance and advice are more likely to succeed in their endeavours. It is not easy doing things by oneself so building collaborative partnerships in life, both on a personal and work level will help people to achieve their goals. This allows one to share the workload, the expense, the responsibility, aids collaboration of complementary skills, and fast-tracks the learning process.

SHOW IDEAS?

- ∂ Would you like your daughter to become an engineer or a scientist? Is your attitude making it difficult for her to really make an unbiased choice? And what does she have to say?
- ∂ Are girls and boys raised to go into specific careers? And what happens if they decide to go against the practiced norm? Are there other areas where we raise our children to think and act differently?
- ∂ Does your son cook and clean and do all the same chores around the house that you expect your daughter to?
- ∂ What do you think of men who choose to stay home and look after the house and children while their wife goes to work? In fact, do you know any couples who have that relationship?
- ∂ Why do you think sport played by men has a greater following than sport played by women, and how do you think sponsors view women's sport?
- ∂ Have your friends stopped you from doing something you really wanted to do or are they supportive in all your choices? What would you do if they stopped you from doing something because it goes against the norm of what is expected from your gender?



EPISODE 44

Paul and Sandra get into an argument that doesn't end well. Paul feels that they have been together far too long to not have started having a sexual relationship. Sandra is still keen to wait and many stereotypical issues are raised about men and women.

Imagine a world where men acknowledge a woman's right to make decisions in matters related to sex in a relationship.

STORY THEMES: Gender, marriage, delaying sex, when is the right time, stereotyping gender roles, testing.

DISCUSSION POINTS

- ∂ Sexual debut: For most people this occurs in adolescence usually between sixteen to 18 years of age. Parents often fear that by talking to their children about sex they will encourage them to experiment with sex, however research from across the world actually shows that young people will delay their first sexual experience if they are given all the facts, and that when they do have sex that they are more likely to protect themselves. Parents need to communicate with their children about sex and make sure that the information they give is accurate. Relying on the educational system, your children's friends or for other third parties to communicate this message is not good enough.
- ∂ Talking about sex: Being able to talk openly and honestly with your partner about sex, protection for HIV, sexual satisfaction and if and when to have children should be the right of both men and women. Both people should also be ready to initiate sex and not feel pressured. Research shows that most young women report that their first sexual encounter was not because they chose to have sex but because they were coerced or pressured into having sex or even to prove their fertility in order to find a husband.
- ∂ Testing: HIV testing should become a routine part of life if you are sexually active. Before engaging in a new sexual relationship it is recommended that both people test and talk about possible window periods of exposure.

SHOW IDEAS?

- ∂ When is it right to have sex bearing in mind our different cultures and religious beliefs?
- ∂ What are the kinds of things you need to know before you have a sexual relationship?
- ∂ Do you think parents have enough information about sex and sexuality to talk to their children about sex and what should they talk about?
- ∂ How do you raise a sensitive issue with your partner so that they don't react negatively but are open to talking about the issue with you?
- ∂ Some people say things they really shouldn't when they are arguing. How do you make sure that you don't say anything you will regret and how do you forgive what has been said? Some couples agree that they don't go to bed still arguing or cross. Is this feasible and what do you think the rules should be for arguments?



EPISODE 45

Paul visits Sandra at her home. Sandra's mother finds herself in the middle of the argument and tries to persuade Sandra to marry Paul and to start a family. She cannot understand why Sandra doesn't want to marry and Sandra argues that she wants to focus on her career and be financially secure so that she is not dependent on a husband.

Imagine a world where women stand their ground and are not pushed into doing anything against their will.

STORY THEMES: Mothers and mothering, care and support, friendship, teenage pregnancy, relationships, gender, traditional gender roles.

DISCUSSION POINTS

- ∂ The pressure from family: Young women often feel pressured by their own family to find a husband, marry and have children. Status and position in society for women has traditionally been related to family rather than to career and community achievements; and it is mothers and grandmothers who put this pressure on their daughters.
- ∂ Early sexual debut: For women this can put them at risk for teenage pregnancies with complications and greater exposure to HIV as the man they have sex with for the first time is likely to be a few years older and to have been sexually active for some time already. The biological make-up of women makes them more vulnerable to HIV transmission, young women in particular as their membrane is not fully developed allowing the virus to easily penetrate through. Families who arrange marriages for their young daughters need to be aware of the potential risk for HIV when marrying across a big age difference.
- ∂ Pregnancy and Contraception: Contraceptive usage is also considered taboo in a number of societies. Women fear that if they request contraceptives their partners will leave them or abuse them by becoming emotionally or physically violent. In other cultures women's identities are so linked to motherhood and fertility that contraceptives are just not acceptable.

SHOW IDEAS?

- ∂ Just how much did your family influence your decisions while you were growing up and do they continue to do so?
- ∂ Does your culture believe that the only real role for a woman is to become a wife and mother? Is her sense of achievement based on this?
- ∂ Mothers and fathers are our greatest role models and influences. We learn how to love and be loved from them yet sometimes we feel we need space. What do you think is the correct life-long relationships between parents and their children?
- ∂ Is being financially secure before and in a relationship always feasible and do we raise our daughters to find a "rich" husband to take care of them?



EPISODE 46

Paul is at a club with his friends Kalembe and Tariq. Kalembe tells Paul that he is being made a fool of by Sandra and that he should have some fun with other women. He introduces Paul to Camil and she and Paul head off to dance. Tariq on the other hand seems to think Kalembe's ideas on relationships and women are outdated and they continue to talk while Paul and Camil obviously hit it off. At the end of the evening Paul announces that he has Camil's telephone number. Imagine a world where sex is not the most important part of a relationship.

STORY THEMES: Multiple partnerships, infidelity, male entitlement, casual relationships, peer pressure, attitudes, HIV, protection.

DISCUSSION POINTS

- ∂ HIV Protection and Condoms: Although today's young people are not necessarily initiating sex earlier or having sex more frequently than in previous generations, they are becoming sexually active at the height of the HIV/AIDS epidemic and are therefore at greater risk for HIV transmission. Disproportionately, nearly two-thirds of the HIV population comprises young people with young women (under 25 years) being particularly vulnerable. If people are going to engage in casual sex or have multiple partners on a regular basis then they must use protection, in the form of a condom each and every time they have sex in order to protect all their partners as well as themselves.
- ∂ Peer Pressure: Friends can influence one another both positively as well as negatively. In order to seem cool, young men have tended to encourage casual sexual relationships and see it as a sense of achievement as well as entitlement. Friends who encourage this behaviour, especially in a time of HIV are not cool. Tradition and culture has often been used as an excuse to condone this behaviour, but it is not in anyone's traditions and culture to disrespect women or one-another. Men have also tended to categorise women into those you have fun with and those you marry. The women you have "fun" with are often stigmatised and are respected only for their sexual favours. It is important to enjoy life but not at the expense of anyone else and putting people at risk by not being faithful and then not using a condom when having sex is not right. It is disrespectful and peers should rather try to encourage their friends to engage in positive life affirming behaviour.

SHOW IDEAS?

- ∂ Let's talk openly about how we categorise women and men... do some societies think that some women are there only for men's enjoyment and to cater to their needs?
- ∂ What is considered cheating? If you flirt with someone and you are in a relationship is that cheating, or is it holding hands, kissing, or for you does it mean going the full way?
- ∂ The role of friends!
- ∂ What do our traditions, cultures and religions say on the role of men and women and how do we respect each other?



EPISODE 47

Paul and Camil continue to see each other. They are sitting in a restaurant and Camil is commenting on their night together – it's obvious that they had sex. Paul starts to feel really guilty when he spots Zama across the room sitting at another table – has she seen him? Camil can't understand why Paul is worried as she thinks it is okay to have other relationships on the side. They talk about sex, multiple partners, HIV and protection. Imagine a world where men and women avoid multiple sexual partnerships.

STORY THEMES: Guilt, HIV, contraception, unwanted pregnancy, sexual rights, multiple partners, traditions & culture, relationships, casual sex.

DISCUSSION POINTS

- ∂ **Casual Relationships:** The more sexual relationships you have the greater the risk for HIV and other sexually transmitted infections. Correct condom usage is required for each sexual encounter in order to minimise risk. Casual sex with someone you've just met, sex outside of marriage, and sex with many different people within a short period of time, or concurrently is practiced by many individuals. And it is not just men who do this, women also have multiple partners and it's not only commercial sex workers. Sometimes the individuals use protection and sometimes they don't, meaning the HIV virus can be spread quickly to many people and of course the more people you have sex with the greater the network of infection.
- ∂ **Polygamy & Second Houses:** In some societies and cultures it is acceptable to have multiple wives or a wife as well as a "mistress" or "second house". In the case of polygamy both families are aware of the others existence. However, in other situations they may not be aware that their partner has another family or relationship. Communication around sexual relationships and protection is vital to curb the spread of the virus, and if you truly loved someone then you would protect them by using a condom every time you have sex.

SHOW IDEAS?

- ∂ **Guilt.** Do you only feel guilty once you've been found out or does it worry you and play on your conscience all the time?
- ∂ **Polygamy, second house, mistresses, commercial sex work, fidelity** – let's talk about it all.
- ∂ **If you found out that a friend's partner was cheating on them, would you tell?**
- ∂ **Jumping to conclusions.** If you see a man and a woman together in a restaurant would you automatically think they were romantically or sexually involved? And what happens when business is conducted across the sexes?



EPISODE 48

Zama spots Paul sitting with Camil at the restaurant. She is wondering what is happening when Don, a stranger, walks up to her and asks if he can join her. He has noticed her looking at the other table and they begin to talk about relationships and boyfriends. Don is happy to discover that Zama doesn't have a boyfriend. Imagine a world where honesty, love and fidelity are the foundation of relationships.

STORY THEMES: New relationships, disclosure, honesty, fidelity, relationships, pick-up lines, HIV and re-infection.

DISCUSSION POINTS

- ∅ Disclosure: It's important for the long-term good of a relationship to be open and honest up-front. Many people only tell the "good" when they first meet someone and leave a lot of the other things to be found out along the way. When it comes to HIV and other health related issues the sooner you tell the better. Everything comes out eventually and with certain topics hearing them first from the person involved is best. You will need to talk about your HIV status and the protection you will use prior to having a sexual relationship. Knowing each other's status enables you to make decisions that protect both of you. Re-infection with HIV and possibly a different strain of the virus is also a factor and needs to be considered by all people living with HIV.
- ∅ New relationships: There are many ways to meet new people – in some cultures it is the family who introduces you, or you can meet through mutual friends, through social and sporting functions or through learning institutions. Nowadays you can meet via the internet and other social networking means. Being yourself, communicating openly and having mutual attraction for each other is what is required to develop a lasting relationship.

SHOW IDEAS?

- ∅ Pick-up lines... do they work and if not how do you introduce yourself to someone and make a long lasting and positive impression?
- ∅ I am HIV positive! When is the right time to tell someone, who I am keen on having a relationship with, about my status?
- ∅ Monogamous relationships. Are they for real or is it something that we aspire to but don't actually achieve as we are ultimately polygamous beings?
- ∅ Married for 50 years. What is the secret to a happy and loving relationship over a 50 year period?
- ∅ Honesty...how much should we tell each other?
- ∅ Picked up someone online? What else can you pick-up on the web and on social networking sites – let's chat about the does and don'ts of living in a technological era?



COUNTRY SPECIFIC INFORMATION AND SERVICE REFERRALS

You will find a comprehensive list of contacts for information sources and referral in your country at:

www.broadcasthivafrica.org/resources

YOU CAMPAIGN

www.itbeginswithyou.org

CONTACT US

Email: contactus@broadcasthivafrica.org



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