

SUPPLEMENT 4 EPISODES 49 - 55

CAN TRU LOVE WITHSTAND THE TEST?

Radio Programming Guide for Producers and Presenters

*it begins
with* **you**



AFRICAN BROADCASTING
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

As a member of the ABMP your company is committed to develop longer form programming to help reinforce the key messages and themes promoted by the *YOU* campaign in the core programme materials sent to you by the ABMP. This guide aims to give you programming ideas and broader understanding of the key issues in the radio EduDrama series *an Tru Love Withstand the Test?* The educational value of the 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 EduDramas and ideas about how to use these themes across different programme formats. This supplement covers themes in episodes 49 – 55 and should be read together with the main guide and the three previous supplements for episodes 25-48. Previous editions of these guides can be accessed by going to broadcasthivafrica.org and clicking on new programming guides for radio producers in the news section.

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.

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 should produce shows and programmes to fit your schedule and your audience, but supporting programmes must complement and reinforce the *YOU* campaign and its core messages. The goal is to provide more detailed information and expert advice, personal (human interest) stories, audience engagement and broader discussion of the issues. It is also very important that you refer listeners to local resources (like local non-government organisations, the WHO, UNAIDS and UNICEF) where they can find additional information or access services (like government clinics). A list of these kinds of resources available in your country can be found at www.broadcsthivafrica.org.

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
- ∂ 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, November 2009 and May 2010? If not, take the time to read them now. You can access these previous guides by going to www.broadcsthivafrica.org. 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. The guides also include story ideas relevant to Episodes 18 – 48. 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 49 to 55.

Use the questions and discussion points below as the basis of your locally produced programmes. 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

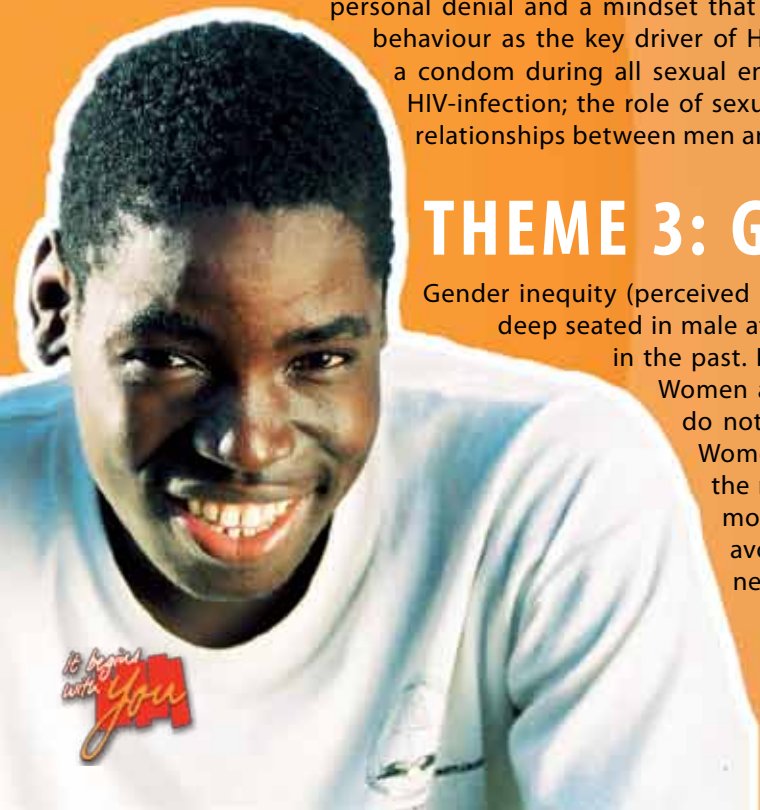
Hope for the Future, a sense of personal optimism - that things can be better in life if one strives for personal goals - is a major factor in motivating young people to live an HIV-free life. Young people who don't have a sense of future, hope or opportunity, lack self esteem and are more likely to engage in high risk behaviour – including unprotected 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 HIV status, and they are discouraged from seeking information about HIV, from getting tested, or from disclosing their HIV status to potential sexual partners, family or 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 (perceived inequality between men and women) is a major driver of HIV infection. Discrimination against women is deep seated in male attitudes and behaviour, even in an age when women hold positions and assume roles only played by men in the past. In sexual relationships, male dominance and female subservience is still generally the norm across Africa. 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 49

Zama tells Claire and Sandra about the new man in her life – Don. They are very happy for her but also remind her that she needs to disclose her HIV status to him. Sandra then updates them on her fight with Paul and how he and her mom are pressurizing her to marry and have children. Zama lets on that she saw Paul with another woman in a restaurant.

Imagine a world where people are not scared to disclose their status.

STORY THEMES: hope, relationships, disclosure, HIV-status, societal and family pressures, expectations, communication, conflict in relationships

DISCUSSION POINTS

- ∂ Conflict in relationships: All relationships will encounter some sort of conflict. It is how you handle the conflict in a respectful manner, dealing with the issue at hand rather than bringing up other issues that can make all the difference. Don't say things you may regret and try to refrain from accusing – the more emotional you are, the more likely you will say hurtful things. Partners should respect each others' opinions equally. Male domination in a relationship will likely cause greater conflict and is not generally a recipe for a happy long term relationship.
- ∂ Family Expectations: Parents and families have dreams for their children. They want them to be happy but often they may expect them to provide security and financial help for them as they grow older. They may want them to go into a certain career, do things a certain way, and they may choose partners for their children to marry. These pressures may cause conflict and splits within families. Respectful open communication and on-going discussions are important when dealing with expectations. Remaining true to one's own dreams, culture and values are key.
- ∂ Honesty: Sometimes being honest with those you love is hard. What if you have seen someone you know cheating on their partner? Talking up may mean the end of your relationship with them but when cheating can put someone's life at risk isn't that possibly the better option? Remaining silent and later being found out can be the end of the friendship anyway.

SHOW IDEAS?

- ∂ Is honesty always the best policy? How do you tell a friend the truth and still remain friends?
- ∂ When is the right time to tell someone with whom you want a serious relationship, that you are HIV-positive?
- ∂ How would you react if the person you have the "hots" for just tells you they are HIV-positive?
- ∂ Is it okay to get married when you are both unemployed and are still deciding on a career?
- ∂ How important is your family's opinion when it comes to the people you date?



EPISODE 50

Paul mistakenly calls Sandra instead of Camil and the two of them have another fight about the fact that he is cheating on her and they break up. Paul goes to his friends for advice and Tariq encourages him to leave Camil, get an HIV test and beg Sandra for forgiveness.

Imagine a world where men respect a woman's rights on issues relating to sex and family planning

STORY THEMES: Truth and lies, relationships, friendship, advice, HIV-test, forgiveness, casual relationships

DISCUSSION POINTS

- ∂ HIV test: Most HIV tests are designed to detect the antibodies that the body produces to fight HIV once infection has occurred. Most people will develop antibodies within three months, but it can take longer, including up to six months in some cases. This time period is known as the "window period", when an individual may be infected with HIV, but may not yet test positive. There are several different types of approved HIV tests, including blood tests, oral fluid tests, and urine tests. How long it takes to get your results depends on the test – the rapid HIV test can produce a result within 20 minutes. If you've had unprotected sex it is best to test immediately and then again in three months time. And using protection every time you have sex during this "window" period is vital.
- ∂ Friends: Are you able to go to your friends in times of need and get good advice? True friends are honest, supportive and have your best interest at heart. They are fun to be around, are there when things get tough, build you up rather than bring you down and tell the truth. If you continually get bad advice or feel drained after being with a "friend" then you need to seriously consider how good the friendship really is.

SHOW IDEAS?

- ∂ Honesty should be the ground rule for any long term relationship.
- ∂ How to handle break-ups, especially when you are the one being dumped.
- ∂ Getting found out. Eventually the truth will be uncovered and people will get hurt so why do we try to keep things from those we love especially when we know it is only a matter of time before it all ends badly?
- ∂ Oops I didn't mean to sleep with her or him – what now? And what are they expecting from me now? Should I go for an HIV test?
- ∂ Just what advice should I take from my friends? Should I call a helpline that specialises in that area, rather than leaving it to chance?



EPISODE 51

Zama tells Don about her HIV status and she hasn't heard from him since. Sandra is still devastated about the break up with Paul. The friends talk about honesty and protecting themselves from risk and give each other the support they need.

Imagine a world where women have the courage to demand that their partners protect them from STI's, HIV and unwanted pregnancy.

STORY THEMES: Disclosure, communication, breaking-up, honesty, friendship, advice, support

DISCUSSION POINTS

- ∂ **Communicating your status:** There is no right or wrong time to disclose your status to a potential partner. Prepare yourself and communicate openly and in person. You cannot predict a response – a lot depends on the other person's knowledge of HIV – but prepare for both a positive and negative response. Be willing to answer their questions and be prepared to provide technical and practical information. It will be emotional and hard but the sooner one does it, the better.
- ∂ **Condoms are the only sure protection from HIV/AIDS** apart from total abstinence from sex. Even if you are circumcised, the only way to fully protect yourself and your partner from HIV infection is to use a condom correctly every time you have sex. Consistent condom usage wanes in medium to long term relationships - men often refuse to use a condom because they claim it diminishes their sexual pleasure. Not using a condom is gambling with your life.
- ∂ **Protection:** Being diagnosed HIV-positive means that you will carry the virus in your body for the rest of your life. It also means you can infect other people if you have unprotected sex or share needles. You can infect others even if you feel fine and have no symptoms of illness. It is important to always use protection, to protect your partner but also yourself. You may become infected with another STI with serious health consequences, or become infected with an even more dangerous strain of HIV. If you're a woman who is living with HIV, you can pass the infection to your baby during pregnancy, delivery or breastfeeding. Special medications are given to help ensure that your baby is born healthy, and if administered properly can limit infection rates to just 2%.

SHOW IDEAS?

- ∂ What should I expect from those I tell my HIV status too?
- ∂ My friends seem to only be there when they need something from me. How can I become part of a group of close friends who are there during both the good and bad?
- ∂ If he or she really loves me then they would....
- ∂ Getting over a break-up!



EPISODE 52

The team are excited as they have a radio interview about the Ambassador Project – they are interviewing Jarvis – a soccer star. The interview doesn't go well as Sandra takes the things Jarvis and Paul say about commitment and faithfulness personally, and storms out in the middle of the interview. Imagine a world where people are committed and faithful to the people that they love.

STORY THEMES: Media, celebrities, personal versus business, hard-work, faithfulness, commitment, passion, conflict

DISCUSSION POINTS

- ∂ The media: Radio, TV and print play an important role in entertaining, communicating and educating. What are the kinds of topics your target market wants to hear about and what can you do to help them to make informed decisions and protect themselves? Why not ask them and get ideas from your consumers. Social issues such as HIV, relationships, education, housing, health and sport are of great interest and by inviting non-government organisations and individuals from the community onto your shows you can build a solid and supportive listener base that continues tuning in and at the same time share valuable and useful information.
- ∂ Personal versus Business: We all have bad days – it may be that you just woke up on the wrong side of bed, or are sick, depressed or have faced a recent tragedy. Dealing with issues and having to continue a “normal” day is hard but in business you sometimes need to compartmentalise these issues. Be aware that something small can easily trigger a negative reaction. Be conscious of this and try not to react emotionally. Finding out that you are HIV-positive can be hard and can impact on all areas of your life. If you are feeling down and battling to cope then speak to a counsellor as certainly small things can spark a negative response to your situation. Know what your goals are in life. If you have a dream make a plan for how you are going to get there one step at a time. If you don't have a dream—make one. The point is don't give into frustration, make a plan to deal with it.

SHOW IDEAS?

- ∂ My personal life is interfering with my ability to do my job properly. Help!
- ∂ Celebrities are human – they make the same mistakes as we do so why do we put them on a pedestal and are shattered when they fall off it?
- ∂ Success comes through commitment, passion and a lot of hard work – the same applies to relationships.
- ∂ The media plays a useful role in educating and informing people – what issues would you like to hear us tackling and how can we make a difference in your life?



EPISODE 53

Paul and his friends chat about the radio interview and Paul admits he wants Sandra back. Tariq encourages him but Kalemba thinks that Paul should continue playing the field. He shows them a picture of the new woman in his life and Paul is shocked to see it is Leo's little sister – Lara, and warns Kalemba to leave her alone! Imagine a world where people can settle their differences peacefully and respectfully

STORY THEMES: Guilt, friendship, mobile technology, role-models, protection, community, age-gap in relationships, teenagers, respect

DISCUSSION POINTS

- ∂ **Public personas:** Celebrities and other famous people are often put on pedestals and their fans get very disillusioned when they fall from grace. Remember that everyone is human and prone to the same human errors that we all are – we have good days and bad days – and just like we can be tempted to act negatively, celebrities can too. Some celebrities are exposed to far more negative influences as they face competition and constant media attention. Other celebrities use their public personas to better a cause, to draw media attention to the needs of the poor and disempowered, and in fact donate millions to causes that are close to their hearts. Many celebrities from actors to sports stars, to business people and politicians have lent their voice to talking about HIV. Why not discuss this and the role that they have played and encourage more people to join in helping mankind.
- ∂ **Intergenerational sex:** Sexual relationships between teenage girls and older men are a big contributor to the high HIV infection rates in Africa. The biological make-up of a young woman's body predisposes them to HIV-infection. They are also less likely to be able to negotiate condom usage – if the man doesn't have a condom they feel unable to ask him to use one and fear the retaliation and possible violence from the man. HIV risk is often not seen as a priority in these relationships as the young women are provided with clothing, food and cell phones in exchange for sexual favours. In an ever increasing commercial world these favours, which place them in a different social category, far outweigh the risk of possible HIV-infection. How can we build up the self-esteem of young girls so that they aren't so exposed to risk and the attentions of older men?

SHOW IDEAS?

- ∂ Okay so I slipped up! How do I beg for forgiveness and actually get forgiven?
- ∂ What are the absolute no-no's when it comes to friendships? Would you date a friend's younger teenage sister?
- ∂ Let's find out more about internet dating and social networking.



EPISODE 54

Paul talks to Lara about her relationship, her life and warns her that Kalemba is just using her. Paul wants Lara to focus on her studies. They have a heart-to-heart about Paul and his relationships and Lara advises Paul to go see Sandra.

Imagine a world where both men and women are able to take and heed advice from each other

STORY THEMES: Communication, role-models, parental supervision, education, forgiveness, advice, gender

DISCUSSION POINTS

- ∅ Brothers and Sisters: Traditionally parents have said it is hard to talk to their children about sex – although with greater exposure to media and the reality of HIV more parents are in fact opening up. But it is often aunts and uncles and older brothers and sisters who play this role. Through their own life experiences they learn and then share this with the younger generations. Are you able to go to one of your brothers or sisters for advice? How much do they share with you? Or is there someone else in your community who plays this mentorship/educational role. If there isn't anyone who you feel you can open up to in your family what about a guidance teacher at school, a nurse providing services to young people, or what about phoning a help line?
- ∅ Studies: Facts show that there is a link between lack or low education and vulnerable and risky behaviour. Young girls who fall pregnant while still at school are more likely to drop out of school and fail to complete their studies due to the commitments of looking after a child and having to provide for them. Young girls and boys who don't see a future for themselves and are unable to further their education are more likely to put themselves at risk or be pressured into risky sexual behaviour such as transactional sex without using protection. Having sex in order to get shelter, food and clothing is a reality for many people. How can we as communities assist to keep young girls and boys in school in order for them to complete their studies and also to help them to continue to study after school?

SHOW IDEAS?

- ∅ How to spot a playa?
- ∅ If you are a man and your friend is a playa—how do you put him right without seeming uncool?
- ∅ Are you there for those you care about? Do you have your sister or brother's back?
- ∅ Planning for your future can reduce your risk
- ∅ Education is the key
- ∅ Can you take advice or are you only able to dish it out?



EPISODE 55

Paul goes to see Sandra and he begs for her forgiveness. It all ends well with Paul and Sandra agreeing to set a date to get married. Imagine a world where people recognise the consequences of their choices and learn from their mistakes

STORY THEMES: Forgiveness, communication, marriage, relationships, mistakes, choices, consequences

DISCUSSION POINTS

- ∂ **Forgiveness:** We all make mistakes – some are big others are small. If your actions have hurt someone, irrespective of whether you love them or not, you need to apologise and ask for forgiveness. Both asking for forgiveness and forgiving someone are hard, especially when it comes to sexual relationships. Individuals may have decided to not tolerate or forgive infidelity and cheating in a relationship – but when it happens to you it may not be so simple. You may not be aware that anything has happened, or you may choose to ignore the cheating because everything else in the relationship is fine or you have children that you want to protect or financially or emotionally you feel trapped. In some societies having a mistress or a second house is acceptable and in others polygamy is practiced. If you are the cheater are you able to be honest with your partner and to ask for forgiveness? What do you think are forgivable actions and what are not? Remember though apologizing is meaningless unless it goes with a change in behaviour. If you or your partner is not sincere in the apology rather be honest—walk away from the relationship.
- ∂ **Choices and Responsibilities:** In a free and fair society everyone has choice. However with choices, like with rights, come responsibilities. If you choose to do something then you need to take full responsibility for the consequences of those actions. So if you choose to cheat in a relationship you need to understand that it could mean the end of the relationship. If you have unprotected sex you could become a mom or a dad, get a sexually transmitted infection or HIV. If you choose to have sex while still at school you may have to drop out of school to care for and provide for your baby. But, what if you are too young to know better and are actually pressured into doing something that you would not normally do? What if your circumstances lead you to make a choice that would put your life at risk? There are vulnerable groups in society who are more likely to be pressured into having sex: young girls, refugees, people living in poverty and in informal settlements, marginalised groups and societies where gender inequality and violence against women is prevalent.

SHOW IDEAS?

- ∂ Are you able to forgive and forget?
- ∂ Can you change your behaviour and are you committed to building a better relationship?
- ∂ Marriage – what does it mean for both men and women?
- ∂ With rights and choices come responsibilities.





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COUNTRY SPECIFIC INFORMATION & 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

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