

SUPPLEMENT 1
EPISODES 25 - 30

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 39 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 like talk shows, news, documentaries and magazine programmes to expand on the key themes and messages reflected in the series. The Guide sent to you in April 2009 gives you information and ideas about how to do this. It also gives you easy to follow show format ideas. This supplement is to be used alongside the Guide and further develops the principal messages and themes in Episodes 25 – 30. Eleven more episodes will be sent to you over the next six months!

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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2 CAN TRU LOVE WITHSTAND THE TEST?

Over the past year, 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 – works with Paul and is a real 'playa', is in denial about his HIV status.

Claire's father – battles to come to terms with Claire's status.

Sandra – goes out with Paul; she 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 of Claire and Junior; does what she can for them.

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

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 MAIN GOAL IS TO:

- ☺ Provide for expanded examination and discussion of the issues
- ☺ Introduce expert advice and referral
- ☺ Add local human interest dimension

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 coming 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 in April 2009? If not, take the time to read it. It has 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. It also has story ideas relevant to Episodes 18 – 24. This is a continuation of the first guide and focuses on story lines and ideas for longer form programming building on the themes and messages contained in Episodes 25 to 30.

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.broadcasthivafrica.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 - namely 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 25

Claire, Zama and Sandra are very excited as Claire's father has arranged a meeting with the team and uncle TK to discuss their HIV Ambassador idea. However, Paul phones Sandra while they are sharing the good news and tells her that he has been retrenched. Paul has been expecting it, but he is still down and Sandra, supported by her friends, rushes off to be with him.

STORY THEMES: family support, peer support, communication, positive and negative events, hope

DISCUSSION POINTS

- ☞ **Economic hard times:** Many countries, communities and families are experiencing difficult economic circumstances due to the worldwide economic crisis. More and more people are losing their jobs. For the already unemployed, poor and marginalised circumstances have become even harsher. How do we as friends, family, communities and nations support one-another during times like these? There are linkages between unemployment, depression, over indulgence in alcohol and other drugs and greater exposure to unprotected sex through risky behaviour. Commercial sex work (sex for money) and so-called transactional sex (sex for gifts and favours like a meal, clothes or a cell phone) may be seen as the only option for some during times like these.
- ☞ **Supportive structures:** Whether it is friends, families or colleagues, having a support structure in place can greatly enhance one's ability to cope during tough times. Often people don't want to be a burden to others and bottle up their frustrations and problems trying to cope with it all by themselves. This can lead to mental and physical illness. Communicating openly and honestly with those you care about can make a big difference and most of the time people enjoy being able to help and be supportive. Living a less stressful life is just as important as exercise, nutrition and treatment for people living with HIV and a support system that enhances this is important.
- ☞ **Opportunities:** Networking can expose people to a number of opportunities, especially in the business market. How can you help others to get ahead – sometimes all it takes is a small gesture or putting in a good word for someone.

SHOW IDEAS?

- ☞ **Retrenchment** – What is the full impact on the individual and the family structure and how can its effect be minimised?
- ☞ **Social networks** – What are these and how can you become part of one?
- ☞ **Support structures** – How does everyone in the structure benefit and what is expected so that you can get the support you need as well as help others?
- ☞ **Friendships** – The true value of good friends.
- ☞ **What is the possible impact of economic hard times on the risk of contracting HIV?**
- ☞ **Explore the risks associated with commercial and transactional sex and the greater vulnerability of young women and girls.**



6 EPISODE 26

Paul is really down since losing his job and is even avoiding Sandra's calls. She eventually gets through to him and convinces him that she will be there for him. She loves him irrespective of his financial status. Meanwhile Leo is still sick and is coughing continuously. Paul tries to persuade him to get treatment for HIV. But, Leo wants nothing to do with this as he is still in denial of his status even though he has had numerous tests all with the same result.

STORY THEMES: depression, support, materialism, denial, communication, treatment, friendship, gender, hope

DISCUSSION POINTS

- 🕒 **Treatment:** Antiretroviral treatment for the symptoms of AIDS is becoming more readily available and can extend the quality and duration of life. The key is to get people to routinely take HIV tests in order to detect the HI virus early on and if they test positive to monitor their CD4 count on a regular basis. The CD4 (blood cell) count determines when an HIV+ person needs to be put on treatment to help prevent onset of the full-blown symptoms of AIDS. Treatment is a life-long commitment and requires daily medication according to a set routine that is closely monitored. It is recommended that a combination of at least three antiretroviral medications be used.
- 🕒 **Relationships:** All relationships require work and those that prioritise communication, equality and respect are more likely to endure in hard times. Paul believes that Sandra will no longer want to be with him because he doesn't have a job - her love for him is not based on his economic status but on his qualities as a human being so she will stay with and support him in both good and bad times.
- 🕒 **Depression:** Everyone will experience some sort of depression over the course of their lifetime. This may be experienced after a major loss, a hardship or can just happen due to a physical or mental imbalance. It's often difficult for the person facing depression to recognise the signs so family, friends and colleagues need to watch out for signs among loved-ones and be there to support them.

SHOW IDEAS?

- 🕒 For love or money – Do men and women chase after people with money or do people still fall in love?
- 🕒 What about social pressure on young women to find a potential husband and get pregnant at an early age to secure their economic sustenance?
- 🕒 Treatment – The A to Z of accessing treatment in our country.
- 🕒 Can't shake off the blues? – What brings you down, recognising the signs in oneself and others, and what to do.
- 🕒 What kind of cough is this? – Don't ignore a cough – it is a symptom of many different things so let's explore what it could be.
- 🕒 Being there for you – Support can mean a number of things from friendship, financial, resourceful, mentoring, inspiring and educational?
- 🕒 If you are HIV positive, how do you protect yourself and your sexual partners?
- 🕒 How do you keep yourself sufficiently healthy to delay treatment and also once you begin AIDS treatment?
- 🕒 What if I am HIV+ and pregnant - explain Prevention of Mother to Child Transmission (PMTCT) - where to access etc.



EPISODE 27

Leo and Paul bump in to each other in a part of town that neither of them frequent. Paul is looking for a job and Leo is looking to see what opportunities exist. Leo admits to Paul that he eventually agreed to go on treatment but the doctors say he is already very sick. Paul is relieved and congratulates Leo on making the decision. Leo says that he must phone all the women he has had sex with and explain his status. He starts with Zama who is happy for him and applauds him for changing his attitude.

STORY THEMES: hope, innovation, perseverance, treatment, denial, communication, support, unprotected sex, forgiveness

DISCUSSION POINTS

- ☞ Hope: Young people who have a sense of future, have a high self-esteem and take action to determine their future are less likely to engage in high risk behaviour – this includes sex, substance use and crime. Paul and Leo are both thinking creatively and are looking for opportunities since they both were retrenched. People who actively engage in society and create opportunities for themselves are more likely to succeed.
- ☞ Communication: Most people do not even know that they have HIV, because only 10% have ever tested for the virus. People who are sexually active should be encouraged to talk openly and honestly with their partner about protection, HIV and their future. For people living with HIV disclosing one's status and sharing knowledge about the virus is crucial – this helps to dispel the taboos and discrimination associated with the virus.
- ☞ Knowing your Status: Both partners should be encouraged to test together if there is a sexual history. By knowing each other's status, you will eliminate any uncertainty and worry. If either one of you does have an STI or HIV, you'll want to discuss how to prevent the other person from getting it. Your health care provider can help you answer these questions.

SHOW IDEAS?

- ☞ Innovation and inspiration – Identifying the gaps in your community and making a career out of it.
- ☞ Sex talk – What are the things couples need to talk about before committing to a sexual relationship?
- ☞ Gender equity – How to build trust in relationships between men and women—the importance of open communication—debunking gender stereotypes.
- ☞ Attitude for life – Isn't it amazing how some people just seem to always be positive and others negative. What can you do to be in the positive attitude group?
- ☞ Forgiveness – Can every action be forgiven or are some actions just unforgivable?



8 EPISODE 28

Leo lives up to his commitment to call all the women he has had sex with in the past. He calls Miriam and finds out that she is engaged. He asks for her cousins' number first before telling her about his HIV status. Leo encourages her to go for a test after revealing his status. Miriam realises both she and her cousin have been put at risk and yells at Leo before putting the phone down on him. Paul is there for his friend and continues to support him from one phone call to the next knowing that Leo is doing the right thing.

STORY THEMES: communication, gender, support, HIV testing, anger, multiple partners, unprotected sex

DISCUSSION POINTS

- 🕒 **Multiple partners:** Having more than one sexual partner at the same time or within a short space of time increases your risk of contracting the HIV virus and other sexually transmitted infections. The more people you have sex with the greater the risk and if you are already infected, you increase the likelihood of infecting your sexual partners. Delaying sex until you are in a long-term relationship is the best way to protect yourself and if you are having sex always use a condom.
- 🕒 **Commitment:** If someone is married and has a secret sexual relationship, what is stopping their marriage partner or the secret partner from also having other sexual relationships? Can a person ever really know what their partner is exposing them to? Secret partners, second house, small house are common terms used for other relationships.
- 🕒 **Polygamy:** Mistresses and polygamy is acceptably integrated in many religions and cultures and has been for centuries. How do we view this in the light of an ever increasing HIV pandemic?
- 🕒 **Communication:** By nature people tend to avoid or delay dealing with negative or confrontational situations. It is not easy giving bad news but delaying certain discussions could be more harmful for the recipient. The sooner that people learn that they have been exposed to the HIV virus the better. They can get tested and take the necessary actions based on their test results. The fact that Leo is calling all of the women he has had unprotected sex with shows that he is taking responsibility for his actions and allowing people to make choices. It is not easy but this is behaviour to be encouraged and applauded.

SHOW IDEAS?

- 🕒 The other person – How many people have you been exposed to sexually and how can you protect yourself and your loved ones?
- 🕒 Can you talk to your partner? Do you tell them everything, share your secret desires and your indiscretions or do you believe it is taboo/culturally inappropriate to talk to your partner about your needs, especially when it comes to sex.
- 🕒 What is the worst thing you could be told? Tips for giving and receiving bad news.
- 🕒 Let's talk about our culture?



EPISODE 29

Sandra and Paul chat about Leo having slept with so many different women and the consequences of his behaviour. They are both glad that he is no longer in denial. They then move on to talk about the HIV Ambassadors idea and Sandra invites Paul to join them. However, Paul disrespects Sandra by mocking her knowledge and abilities which makes her furious and she runs away. A still sick Leo intervenes by showing Paul the error of his ways and Paul apologises to Sandra.

STORY THEMES: multiple partners, choices, attitudes, gender, communication, discrimination, support, forgiveness

DISCUSSION POINTS

- ☞ **Gender Inequality:** Historically men have been favoured over women in a number of social settings. Men traditionally are better educated, get better jobs, are paid more, are allowed to do and say more and when it comes to sex women have often played subservient roles. Women's financial and material dependence on men often makes it difficult or impossible to take control of their sexual relationships. Women have been unable to say no to sex and speak up about the use of protection, such as using condoms when having sex. Gender inequity also takes the form of men belittling women and their capabilities especially in roles historically seen as the domain of males – engineering, sport, science, mathematics, etc. Paul automatically assumes that Sandra will not know about soccer and how to run a business and she naturally feels offended by his statements.
- ☞ **Many partners:** Having many sexual partners puts people at greater risk for contracting HIV. Multiple partners at the same time, many partners within a short period of time or partners that overlap at the beginning and end of relationships are all risky liaisons. People need to assume that their partners may well have had a sexual history prior to their union and may also continue to have a relationship outside of this relationship. What if both partners continue seeing other people who also continue to see other people and one of them is HIV positive? A sexual network is then created where HIV will quite possibly infect and affect them all. Unless both people in a relationship have tested negative and are committed and remain faithful protection should be used in all sexual encounters.

SHOW IDEAS?

- ☞ Are you belittling your partner by what you say and do?
- ☞ Examine traditional gender stereotypes and how they impact on attitudes and behaviour.
- ☞ How do traditional gender attitudes, and traditional sexual roles (dominant male/subservient female) impact of the risk of HIV infection?
- ☞ A sexual network can spread HIV to many people in a short space of time! What is a sexual network?
- ☞ Let's talk about using a condom.
- ☞ Gender equity – The full story: examine the range of influences that shape gender attitudes and examine how best to change established attitudes and preconceptions about gender.



10 EPISODE 30

Paul's younger sisters are getting ready for their school's end of year party. Leo and Paul admire them and Leo jokes that is a good thing he isn't the guy he once was. The sister's say that they will get a lift home with Anna's partner – she is one of the girls at their school. Paul is adamant that they will not as Anna is reputed to be going out with married men and he doesn't want his sisters put in a risky situation in which they might have to make choices they will later regret. He has a heart to heart with the girls about older men and the gifts they offer in exchange for sex and they agree that they will wait for him to pick them up. Leo departs for the clinic and Paul to the HIV Ambassadors meeting.

STORY THEMES: End of year parties, parties, older men, gender, communication, family support, role models, hope

DISCUSSION POINTS

- ☞ Sugar-daddy relationships: Young women are most vulnerable to HIV infection due to the biological make-up of their bodies and many contract the virus through having sex with older men. So called "sugar-daddies" provide gifts in return for sexual favours and often due to the inequality of the relationship protection (condom) is not used thereby exposing these young women to greater risks.
- ☞ End of year parties / Matric dances: These parties have in some cases become a symbolic event for more than celebrating studies but a rite of passage from virginity. In addition students may be exposed to alcohol, drugs and unscrupulous adult predators. Parents and guardians need to make sure that support systems are in place so that young girls and boys do not end up making choices they would later regret, such as having unprotected sex.
- ☞ Role models are friends, adults or family members who play a role in developing and shaping our morals and values. They generally make a big impression in our lives so it is important to surround oneself with positive models who can support and guide one, especially through hard times or difficult decisions. Role models are people you can go to for advice and guidance, even when it comes to sexual matters.

SHOW IDEAS?

- ☞ Sugar Daddies – What is the price you could end up paying to have a sugar daddy – clothes, pregnancy, food, HIV?
- ☞ Examine the social and economic pressures on young women that often lead to transactional and trans-generational sex.
- ☞ Your first time – Do parents realise that 1 in 2, sixteen year-olds has had sex? If you haven't yet had that conversation with your child you better do it now.
- ☞ Role Models – Who are the most likely people to mentor you?



COUNTRY SPECIFIC INFORMATION AND SERVICE REFERRALS

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

www.itbeginswithyou.org

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