

## **ARV-Treatment Training for Journalists in Kyiv, Ukraine**

**Event date:** 03/27/2007

**Event location:** Kyiv, Ukraine

On March 27, 2007, Transatlantic Partners Against AIDS (TPAA), in partnership with the Coca-Cola and Kaiser Family Foundation (KFF), held a one-day training entitled "Reporting on ARV-Treatment" in mass media. Sixteen journalists from all regions of Ukraine attended the training.

The topic of the training was suggested by the journalists themselves; half of the training participants have attended TPAA trainings before and expressed interest in more specific information on ARV-treatment. A team of experts representing mass media, governmental and non-governmental organizations led the training. They included Ruslan Pidgorny from the HIV/AIDS Press club "Perekhrestya" in Mykolaiv; Larisa Bochkova, Ukrainian National AIDS Center; Iryna Parakhon'ko from the NGO "Chas zhyttya" in Mykolaiv and Olena Goryacheva from the charitable fund "Vykhid" in Mykolaiv.

A separate part of the training focused on the intricacies of HIV/AIDS reporting in mass media, including the role of ethics in journalism, the development of news sources, and the use of sensitive language, among other issues. The training was highlighted by a series of dynamic, interactive sessions that included role-playing scenarios and a press conference with a patient undergoing ARV-treatment. The engaging exercises provided practical ideas and strategies for the journalists, and helped them to evaluate their own perspectives, attitudes, and behaviors about HIV/AIDS reporting.

According to evaluations conducted at the end of the training, the participants found the training very helpful and expressed a heightened interest in covering the topic of HIV/AIDS.

### **For more information, contact:**

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