

**ON THE FRONT LINES OF THE EPIDEMIC:
COVERING HIV/AIDS**
Training for journalists and representatives of AIDS-service organizations

PROGRAM

Wednesday, November 22, 2006

Moscow

Education Training Centre "Golitsino"

09:00 – 09:05

**WELCOME NOTES AND OBJECTIVES OF THE MEETING:
WHY JOURNALISTS SHOULD WRITE ABOUT HIV?**

- **ALEC KHACHATRIAN**, *Director of Programs, RF, Transatlantic Partners Against AIDS*

09:05 – 11:15

**CURRENT STATE AND PREDICTIONS ABOUT THE DEVELOPMENT OF THE
HIV/AIDS EPIDEMIC IN THE WORLD AND IN RUSSIA**

What are the present-day situation and predictions of the development of the AIDS epidemic? What is the status and prognosis for Russia? What are the fundamental problems in the fight against HIV/AIDS in the world and in Russia? What are the key social aspects of the epidemic?

Moderator: Gennady Syrkov, Producer, Foundation for Independent Radio Broadcasting
Presentation and discussion with participants

- **VYACHESLAV Y. SMOLENSKIY**, *Senior Associate, Expert of Department for Monitoring HIV/AIDS, Federal Service for Monitoring in the Area of Protection of Consumers and Human Well-being*
- **MARINA KORNILOVA**, *Monitoring and Evaluation Program Officer, HIV/AIDS, WHO*
- **LARISA V. BOCHKOVA**, *Head of Monitoring Department, Centre for Prevention and Fights Against AIDS, Ukraine*
- **ASYA BIDORDINOVA**, *Social Mobilizations Advisor, UNAIDS in RF*

11:15 – 11:30

BREAK

11:30 – 13:30

**HIV/AIDS THERAPY: MYTHS AND REALITY (VIEW FROM WITHIN AND
OUTSIDE)**

Significance of HAART for the solution of the problems created by the expansion of the HIV epidemic? What is the situation with HIV/AIDS treatment in the world and in Russia? What complications do people with HIV face when requiring therapy? What is the situation with therapy in the RF? What are the most common errors when covering themes about access to treatment?

Moderator: Gennady Roshchupkin, Independent Expert on HIV/AIDS Prevention

Presentation and discussion with participants:

- **ANDREY POLYAKOV**, *GlaxoSmithKline Russia*
- **SERGEY FEDOROV**, *Head of Advisory Board, Public Youth Organization "Mutual Aid Association "Life +", Ukraine*
- **NATALIA GRISHENKO**, *Project Coordinator, Community of People Living with HIV*

13:30 – 14:30

LUNCH

14:30 – 16:00

PROBLEMS AND PERSPECTIVES OF AIDS VACCINE DEVELOPMENT

Moderator: Gennady Roshchupkin, Independent Expert on HIV/AIDS Prevention

Presentation and discussion with participants

- **EDUARD V. KARAMOV**, *Doctor of Biology, Research Institute of Virology named after Ivanovskij, Russian Academy of Medical Science*
- **FRANS VAN DEN BOOM** *Executive Director, European Programs, LAVI (International AIDS Vaccine Initiative)*

16:00 – 17:00

TUBERCULOSIS AND HIV/AIDS

What are the present-day situation and predictions of the development of TB epidemic in the world? What is the status and prognosis for Russia? What are the fundamental problems in the fight against TB in the world and in Russia? TB as a co-infection of HIV.

Moderator: Gennady Syrkov, FNR, Producer

Presentation and discussion with participants

- **VLADIMIR S. SHUKHOV**, *Professor, Research Officer, Research Institute of Epidemiology, Federal Service for Monitoring in the Area of Protection of Consumers and Human Well-being*

17:00 – 17:15

BREAK

17:15 – 18:30

HARM REDUCTION PROGRAMS

What are harm reduction programs? Harm Reduction program in Russia, Ukraine and in the world. Advantages and disadvantages of harm reduction programs. Substitutive therapy - myths and reality.

Moderator: Olga Sedurina, Journalist, "Izvestia" Newspaper, Perm

Presentation and discussion with participants

- **KALERIA LAVROVA**, *Manager, Harm Reduction Trainings Project, AFEW*
- **MIKHAIL L ZOBIN**. *Head Physician, Dr. Zobin's Medical Centre*
- **DMITRIY SHEREMBEY**, *Deputy Head of Steering Committee, All-Ukrainian network of PLWH, Ukraine*

18:30 – 19:00

FINALIZING RESULTS

PROGRAM

Thursday, November 23, 2006

Moscow

Education Training Centre "Golitsino"

GROUP I JOURNALISTS

09:05 – 10:15

LEGAL ASPECTS OF COVERING HIV/AIDS ISSUES

What are the safety measures for journalists covering HIV/AIDS? What common violations journalists make when covering HIV/AIDS. How journalists can avoid this amenability? What representatives of NCO should know about the laws concerned with HIV/AIDS.

Moderator: Zinaida Abrosimova, Associate, Journalism Program, Transatlantic Partners Against AIDS, Russia

Presentation and discussion with participants

- **DARYA MILOSLAVSKAYA**, *International Alliance of Non-profit Law, Director of Russian Programs*

GROUP II REPRESENTATIVES OF AIDS-SERVICE ORGANIZATIONS

09:05 – 10:15

GO, NGO AIDS-SERVICE ORGANIZATIONS AS A PRIMARY SOURCE OF INFORMATION ON HIV/AIDS FOR JOURNALISTS

The goal of the meeting from the point of view of GO, NGO and AIDS-service organizations. Expectations of representatives of GO, NGO and AIDS-service from representatives of mass media. The role of journalists in forming public opinion.

Presentation and discussion with participants:

- **OLGA SEDURINA**, *Journalist, "Izvestia" Newspaper, Perm*
- **GENNADY SYRKOV**, *Producer, Foundation for Independent Radio Broadcasting*
- **GENNADY ROSHCHUPKIN**, *Independent Expert on HIV/AIDS Prevention*

10:15 – 10:30

BREAK

GROUP I JOURNALISTS

10:30 – 12:30

LEGAL ASPECTS OF COVERING HIV/AIDS ISSUES

What are the safety measures for journalists covering HIV/AIDS? What common violations journalists make when covering HIV/AIDS. Amenability of violation. How journalists can avoid this amenability. What representatives of NGOs should know about the HIV/AIDS laws. What representatives of NCO should know about the laws concerned with HIV/AIDS.

Moderator: Zinaida Abrosimova, Associate, Journalism Program, Transatlantic Partners Against AIDS, Russia

Presentation and discussion with participants

- **DARYA MILOSLAVSKAYA**, *International Alliance of Non-profit Law, Director of Russian Programs*

GROUP II
REPRESENTATIVES OF AIDS-SERVICE ORGANIZATIONS

10:30 – 12:30

GO, NGO AIDS-SERVICE ORGANIZATIONS AS A PRIMARY SOURCE OF INFORMATION ON HIV/AIDS FOR JOURNALISTS

What is an informational cause? How to create a front-page story, choosing styles and heroes for your story. What is a principal audience? How do we maximize our influence on a principal audience? What kind of Mass Media could become the most effective instrument?

Moderator: **Gennady Roshchupkin**

Presentation and discussion with participants:

- **GENNADY ROSHCUPKIN** *Independent Expert on HIV/AIDS Prevention*
- **NIKOLAY NEDZELSKIY**, *Director, Educational Center «INFO-Plus»*
- **GENNADY SYRKOV**, *Producer, Foundation for Independent Radio Broadcasting*

12:30 – 13:30

LUNCH

GROUP I
JOURNALISTS
RADIO

13:30 – 15:30

REPORTING ON HIV/AIDS

What challenges do journalists face when covering HIV/AIDS? What approaches to complex questions do journalists have when covering HIV/AIDS issues? Which sources of information do we use? Experience of collaboration with experts from AIDS-service organizations. What expectations do journalists have from AIDS-service organizations as sources of information? What difficulties arise when searching for information?

Presentation and discussion with participants:

- **GENNADY SYRKOV**, *Producer, Foundation for Independent Radio Broadcasting*

GROUP II
JOURNALISTS
TV

13:30 – 15:30

REPORTING ON HIV/AIDS

HIV/AIDS topics on TV. Practical challenges when preparing material on HIV subject. Understanding of the subject. Possible mistakes. What it is – self-expression or work on public education? Does journalist transmit the myths? The choice of journalist – a good subject or a story of painful fate. What could be done if there is no hero? Inaccuracy, wrong accents, wrong conclusions. What could be done if the audience is intolerant?

Presentation and discussion with participants:

- **NADEZHDA KHVOROVA**, *Producer of Social Events, Internews*

GROUP III
JOURNALISTS
Print

13:30 – 15:30

REPORTING ON HIV/AIDS

What challenges do journalists face when covering HIV/AIDS? What approaches to complex questions do journalists have when covering HIV/AIDS issues? Which sources of information do we use? Experience of collaboration with experts from AIDS-service organizations. What expectations do journalists have from AIDS-service organizations as sources of information? What difficulties arise when searching for information?

Presentation and discussion with participants:

- **OLGA OSTROVSKAYA**, *Director of Journalism Association*

GROUP IV

REPRESENTATIVES OF AIDS-SERVICE ORGANIZATIONS

13:30 – 15:30

FACING THE CHALLENGES OF THE EPIDEMIC: ATTEMPT OF ANOTHER VIEW

Social and psychological aspects of HIV epidemic: what is implied by the words “Fight against AIDS”? Epidemic as a social process; approaches to effectively fighting the spread of HIV epidemic as well as assistance to people that suffer from the epidemic.

Moderator: **Olga Sedurina**, *Journalist, “Izvestia” Newspaper, Perm*

Presentation and discussion with participants

- **GENNADY ROSHCHUPKIN**, *Independent Expert on HIV/AIDS Prevention*

15:30 – 15:45

BREAK

15:45 – 18:15

COVERING HIV/AIDS, QUESTIONS OF STIGMA AND DISCRIMINATION

What does the notion of stigma mean? How does it form and exist in society? What is the relationship between stigma and discrimination? What is the stigma regarding HIV? Existing examples of people discrimination related to HIV? What can break down the stigma? Is there a relationship between international legislation and HIV/AIDS questions? HIV Legislation in Russia? How does the violation of rights influence the epidemic, prevention and nursing?

Presentation and discussion with participants

- **NIKOLAY NEDZELSKIY**, *Director, Educational Center «INFO-Plus»*
- **GENNADY SYRKOV**, *Producer, Foundation for Independent Radio Broadcasting*

18:15 – 18:45

EFFECTIVENESS IS IN UNIFICATION OF EFFORTS. REPRESENTATIVES OF AIDS-SERVICE ORGANIZATIONS AND THE MASS MEDIA – WORKING TOGETHER

How it is possible to build mutually beneficial relationships between journalists and representatives of AIDS-service organizations? Why do journalists rarely write about the work of AIDS-service organizations? How can the activities of social organizations become a theme of the front page? Examples of collaboration between AIDS-service organizations and the mass media.

18:45 – 19:30

FINALIZING RESULTS OF THE TRAINING