

Media advocacy & awareness campaign on HIV/AIDS and Human Rights in Bangladesh

Summary

The Bangladesh Manobadhikar Sangbadik Forum-BMSF (Human Rights Journalists Forum of Bangladesh) has established a programme to encourage media personnel in Bangladesh to reflect on issues of stigma and discrimination faced by people living with AIDS (PLWA). BMSF has organised a series of awareness campaign workshop/interactive meetings among media personnel, representatives from civil society organisations, human rights activists, and others to consider the role they might play in impacting the image of vulnerable communities in Bangladesh. Specifically, the purpose of the project is to increase public awareness of HIV/AIDS-related stigma & discrimination issues by fostering positive, responsive media coverage.

Main Communication Strategies

Advocacy/awareness campaign workshop/Interactive meetings bring together people who might have an impact on public perception of PLWA. Participants, which number are 200, include media personnel, lawyers, human rights activists, representatives from women's advocacy groups and vulnerable communities, personnel from care and support organisations, government representatives, and health services representatives. National-level media personnel and HIV/AIDS experts facilitate the meetings, which are designed to foster the development of HIV/AIDS and human rights media action/advocacy groups.

Topics include regional and global HIV/AIDS issues, analysis of vulnerable communities (PLWA), legal and ethical issues related to these communities, and the role of the media in protecting and promoting HIV/AIDS-related human rights.

Development Issues

HIV/AIDS, Rights, Media.

Key Points

According to organisers, Bangladesh still has a relatively low prevalence of HIV/AIDS. This is why, they say, now is the right time to try to create a supportive environment for vulnerable communities. Stigma and discrimination is a major problem for these communities, they say. They point to poor health facilities and social taboo.

Partners

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