

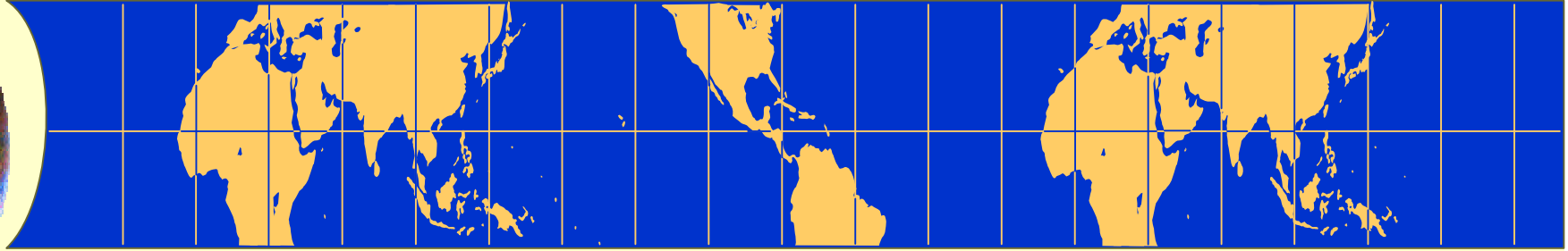
MICROBICIDES 2002, Antwerp, Belgium

# **Mobilizing Media Collaboration To Accelerate Microbicides Awareness and Development: The Nigerian Experience**

**Princess Olufemi-Kayode**

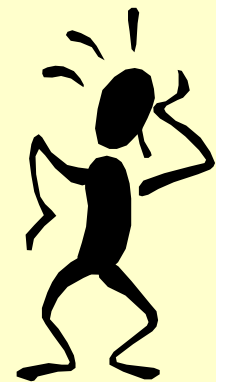
Media Programmes Officer

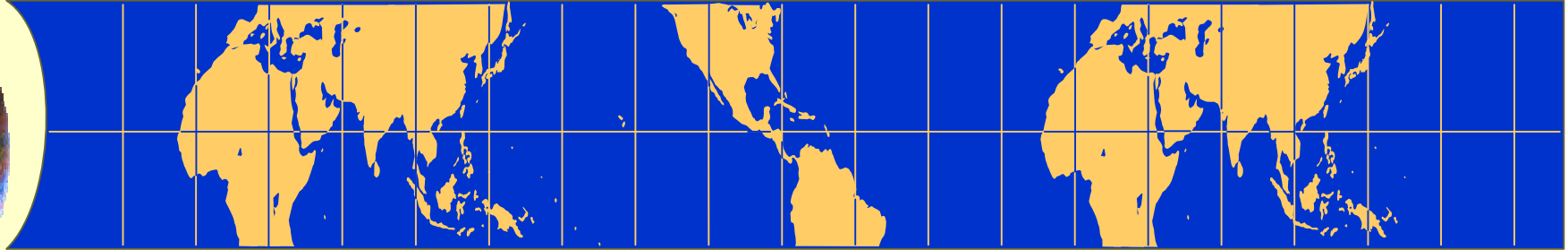
**Journalists Against AIDS (JAAIDS) Nigeria**



## Background 1

- **Nigeria population 120 million**
- **HIV prevalence 5.8%**
- **90% route of transmission is heterosexual**
- **More than 96% of infected persons do not know their status**
- **National Policy on HIV/AIDS- A recent event**
- **More than 80% of the infection is in the age group 15 – 49 years**
- **Ignorance, denial and stigmatization still associated with HIV**
- **Microbicides are still novel in Nigeria**

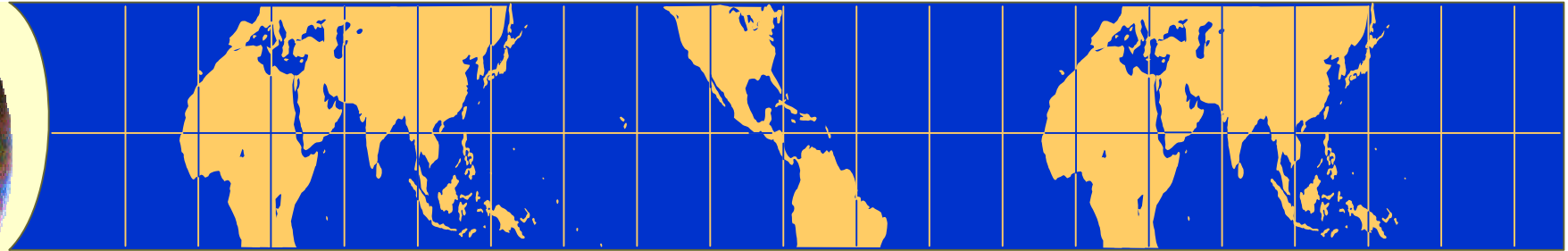




## Background 2

### **Journalists Against AIDS (JAAIDS) Nigeria – A Media-based NGO**

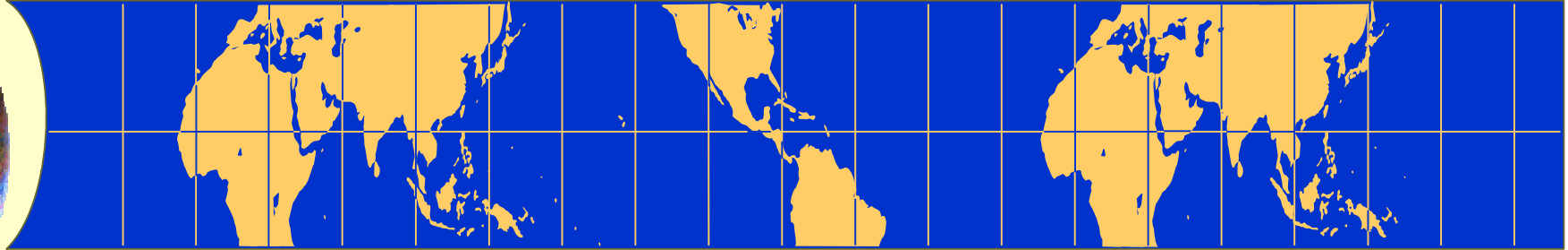
- **Provides information needs for media/the public**
- **Encourages informed discourse on issues related to HIV/AIDS and reproductive health in the media, through electronic forum**
- **Sensitizes the media for quality reporting of HIV/AIDS and RH issues through training of journalists and provision of information**
- **Identifying PLWHAs, defend and promote their rights through high-level advocacy and provision of access to information**



## Methods

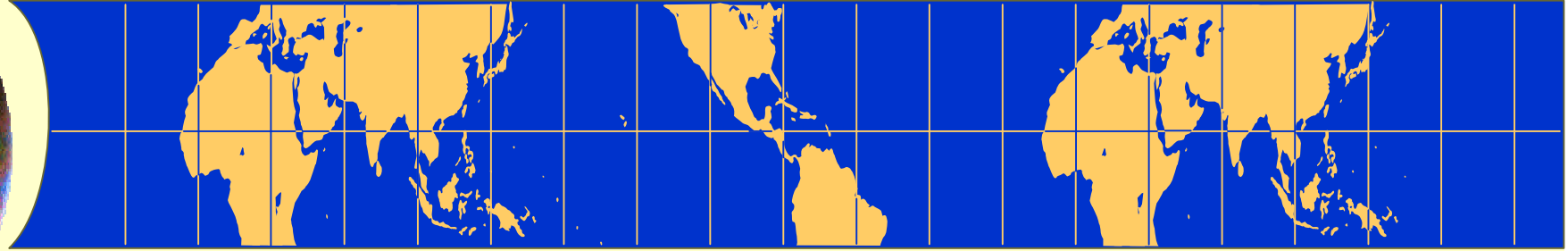
### JAAIDS MAINSTREAMED MICROBICIDES INTO ITS MAJOR MEDIA PROGRAMS

- **Monthly Roundtables- Interaction b/w HIV/AIDS stakeholders and the Media**
- **Regular training workshops, seminars etc**
- **Production of AIDS News Service, Access Alert**
- **Electronic forum (e-forum) highlightlighting HIV/AIDS issues and **microbicides** in Nigeria and updating on upcoming international conferences**
- **KAP studies - Health care givers, CSW & media on Microbicides**
- **Over 200 journalists from the print and broadcast media participated in these activities**
- **Advocacy campaign on Access to Treatment**



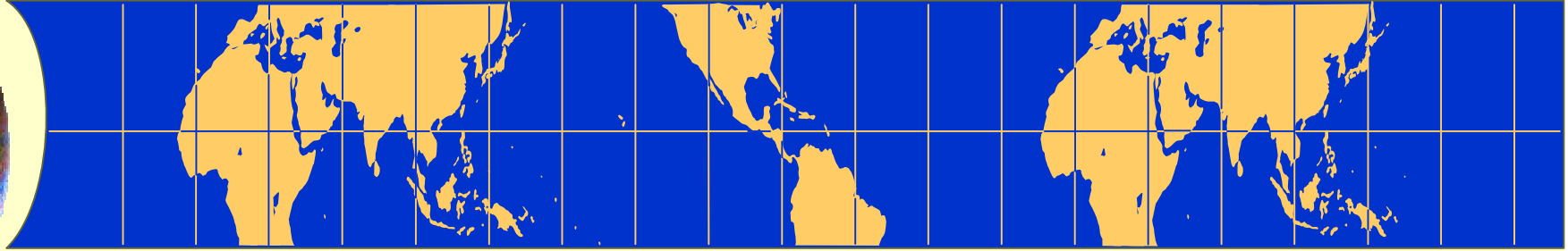
## Results

- On the 6 months open conference, 12 discussions themes were developed with 'Vaccine, Microbicides and Female condom spanning two weeks resulting in over 170 E-mail contributions
- Information exchanged on **microbicides** included what they are, current issues, availability, adverse effects, product acceptability and restraints to its development
- Types of **microbicides** recognised: vaginal gels, vaginal foams, vaginal pessaries, antifungals, antibiotic, condom – male and female and trado-medical preparations



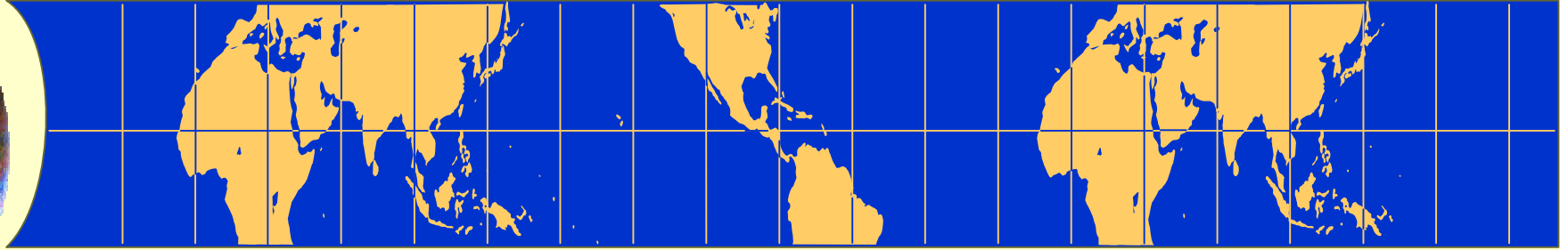
## Results Contd.....

- **Reasons for their use: personal & partner satisfaction, infection prevention – fungal and bacterial**
- **Side effects reported include: vaginal irritation, increased wetness**
- **Interest in **Microbicides** awareness and development grew amongst journalists and participants**
- **Media advocates were identified and trained on **microbicides** issues etc.**



## Lessons Learnt

- **The media has an active role in disseminating information on **microbicides** and other issues**
- **Exposing media to current and qualitative information through training workshops, roundtables, attending conferences e.t.c. will enhance the efforts of researchers, scientists and different stakeholders**
- **Media advocates remain an inevitable tool for social mobilization and programme communication on **microbicides****



## Conclusion

The **MEDIA** is a necessary and powerful tool in mobilizing awareness, accelerating development and creating public demand for **MICROBICIDES**

**Thank You !!!**