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The role of the media in shaping, sustaining and changing norms around alcohol, gender and gender-based violence

HIV/AIDS information: the power to make a difference

17 Beveridge Road, PO Box A509, Avondale, Harare, Zimbabwe, Tel : 263-4-336193/4, 307898, Fax : 263-4-336195, Email: info@safaid.org.zw, Website: www.safaid.org.zw



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The basic roles of the media

- To inform
- To educate
- To entertain

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Missing the mark

Most media research into alcohol and the media has focused on the role of *advertising* in influencing drinking behaviour, and not the media, per se.

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What role can the media play?

- Youth-centred media focus in challenging norms, especially around masculinity and alcohol abuse

- Comprehensive coverage of the linkages between alcohol abuse, all forms of violence, and HIV transmission risk

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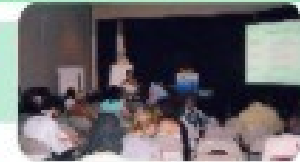
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Reshaping gender norms

- Coming to the realisation and appreciation that the media cannot as a singular societal institution reshape gender norms on its own, but can only work with other arms of society to reflect positive trends, as well as challenge the negatives.
- The Seke Cultural Dialogue Series Experience and the need to discuss sexual and reproductive health rights

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The media's role in sustaining positive changes in gender norms

- Reflecting changes societies in which women and men challenge the status quo, yet pay due respect to culture and tradition.
- Negotiating change and respecting tradition requires the media to be sensitive to its audiences' needs

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The role of the media in changing norms around gender based violence

- Addressing gender-based violence not only as a woman's issue
- Broadening coverage to go beyond domestic violence , which is the most pervasive form of GBV

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The role of the media in changing norms around gender based violence contd...

- Going beyond mere reportage of GBV and shifting from the victim mentality towards seeking solutions
- The SAfAIDS experience with the Domestic Violence Bill and the 16 Days of Activism Campaign

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Towards a holistic approach: critical tools and steps that are necessary for monitoring media progress in shaping, sustaining and changing norms

- Community impact assessments (of media programmes that should ideally also target the custodians of culture)

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- Ongoing dialogues with communities in order for members themselves to highlight their specific need areas
- Ongoing assessment and evaluation of the role that the information the media disseminates is playing in shaping norms, for good or bad

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Thank you

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