

Channels of Hope

HIV & AIDS EMPOWERMENT TRAINING

REPORT

Zambia National Broadcasting Corporation

Compiled by Pastor George Musonda

Dates: 29th October, 2006

Introduction

The HIV and AIDS empowerment training began on a very positive note with all the participants quite enthusiastic to get an understanding of what Channels of Hope (CoH) entailed. The target group for this training was the Zambia National Broadcasting Corporation members of staff, in view of the fact that ZNBC has been collaborating with World Vision International in presenting the *Positive Living* Radio Programme. It was undertaken as a way of empowering media personnel to understand the dynamic impact of the Channels of Hope as a Ministry they could embrace in disseminating HIV and AIDS related messages.

The training was coordinated and facilitated by the Health, HIV and AIDS Team as well as the Christian Commitment & Channels of Hope (CC/CoH) Ministries of World Vision Zambia. Facilitators included George Musonda – Ministry Coordinator for Christian Commitments & Channels of Hope, Jenny M. Nyirenda – Health and HIV & AIDS Team Leader, Maurice M. Sepiso – OVC-HIV & AIDS Prevention and Care Specialist, and Titamenji Lupiana – HIV & AIDS Training Facilitator. Pastor Danford Mwaba, the Chairman of the Network of People living with HIV & AIDS in Kitwe City, shared his story on Living with HIV and AIDS. This had a tremendous impact on the participants in terms of change of attitudes towards people living with HIV and AIDS and those adversely affected by the scourge such as orphans and vulnerable Children (OVC) and vulnerable households (VH). The training was officially opened by Dimuna Moomba Mwanza, the Area Development Programme (ADP) Manager for Zamtan ADP, who thanked ZNBC for being committed and reliable partners.

Training Objectives

1. Sharing up-to-date epidemiological data and analyzing the pandemic's trend and effect on the Church and ADP community's various socio-economic sectors
2. Dealing with negative attitudes and stigma towards people living with HIV and AIDS
3. Dealing with factors hindering positive interventions (Cross-cultural trends and socioeconomic impeding factors)
4. Imparting skills for effective HIV/AIDS programming in the Church in areas of prevention, care and advocacy
5. Situational analysis, visioning and planning for a congregational response to HIV and AIDS

Expected Outcomes

1. A proactive approach in responding to the crisis will be ensured as media personnel would be exposed to practical dimensions of HIV & AIDS related care and support
2. A well-defined collaboration strategic intent between World Vision Zambia and Zambia National Broadcasting Corporation would be pursued after the training

3. After designing a concise plan of action, ZNBC will be expected to run with the vision by implementing other workshop activities including lobbying the Board and Senior Leadership to buy-in and support the CoH initiatives
4. Participants would understand effective prevention strategies & be involved in planning for a positive response to HIV and AIDS

Channels of Hope in the HIV & AIDS pandemic

HIV & AIDS Empowerment Training for Zambia National Broadcasting Corporation

Date: 25 th to 28 th October, 2006.	City: Kitwe	Country: Zambia
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Participants Name List

	Name	Organisation	Role/Position	Sex
1.	Anne Mhango Mukabe	Zambia National Broadcasting Corporation	Head of Operations and Productions	F
2.	Rosemary Mwangi Konkola	Zambia National Broadcasting Corporation	Controller of Programmes	F
3.	Watson Kadwali	Zambia National Broadcasting Corporation	Programme Organiser	M
4.	Florence Moonga Hangoma	Zambia National Broadcasting Corporation	Producer	F
5.	Alex Nalishuwa Nalishuwa	Zambia National Broadcasting Corporation	Producer (Zambian Language Programme)	M
6.	Charity Musonda Mumba	Zambia National Broadcasting Corporation	Producer (Zambian Language Programme)	F
7.	Brian Chinyama Mukuma	Drama Group Member/ ZNBC	Producer (Zambian Language Programme)	M
8.	Melody Masumba	Drama Group Member/ ZNBC		F
9.	Benny Salubanda	Drama Group Member/ ZNBC		M
10.	Proscovia Munalula Mumbuwa	Zambia National Broadcasting Corporation	Producer (Zambian Language Programme)	F
11.	Rodney Phiri	Drama Group Member/ ZNBC		M
12.	Saraphine Phiri Zulu	Drama Group Member/ ZNBC		F

	Name	Organisation	Role/Position	Sex
13.	Wamundila Muyoba Chillinda	Zambia National Broadcasting Corporation	Announcer	M
14.	Levy Lombanya	Zambia National Broadcasting Corporation		M
15.	Gloria Mukuta	Drama Group Member/ ZNBC	Singer	F
16.	Robin Chizawu	Drama Group Member/ ZNBC		M
17.	Ndumba Chinyama	Drama Group Member/ ZNBC		M
18.	Brenda Chilekwa	Drama Group Member/ ZNBC		F
19.	Peter Litwayi	Drama Group Member/ ZNBC		M
20.	David Tembo	Zambia National Broadcasting Corporation		M
21.	Charles Phiri	Drama Group Member/ ZNBC		M
22.	David Chipoya	Zambia National Broadcasting Corporation	Producer (Zambian Languages)	M
23.	Roydah Chansa	Drama Group Member/ ZNBC		F
24.	Jonas Samukonga	Zambia National Broadcasting Corporation		M
25.	Ireen Ntambo	Drama Group Member/ ZNBC		F
26.	Christopher Shinga	Drama Group Member/ ZNBC		M
27.	Collence Hakasenke	Drama Group Member/ ZNBC		M

Training Expectations

- i. To have more knowledge about HIV and AIDS and its transmission and treatment
- ii. Get more information on how to help people living with HIV and AIDS
- iii. Understand prevention strategies
- iv. Understand how one can get the virus
- v. Know about dangers of HIV and how to prevent it and spiritual management of people infected and affected by HIV and AIDS

Training Highlights

The training started on a very exciting note, with all participants showing enthusiasm to contribute to the success of the training. There were 27 Participants Combining Zambia National Broadcasting Corporation and their collaborating Drama Group members. All of these have been involved in the production and airing of the “Positive Living Radio programme that World Vision has been sponsoring

On the first day, there were heated debates around HIV as a whole, but by the end of the first day many participants were able to stand out and pledge commitment to helping people living with HIV and AIDS, although the tag of immorality as a way through which people contract HIV was still a strong standpoint on the part of some participants.

The hypothetical scenario caused people to give interesting reasons for helping one person as opposed to the other:

Many participants were touched by the stigma exercise that was facilitated by Sepiso with the help of Danford – the Pastor living with HIV, and pledged commitment to overcome stigma. Participants also asked questions that would enable them to uphold best ways of ensuring that stigma is dealt with at the place of work.

Many participants were amazed at how their attitudes were challenged and noted that they never thought HIV was a major problem on their part. But after confronting their own negative attitudes towards people living with HIV and AIDS, they realised that HIV and AIDS was not “out there”; but “in here” – It is “HIV & AIDS and Me” and not “HIV & AIDS and them”. They all resolved in the feedback that they would be part of the solution in mitigating the adverse impact of HIV and AIDS through broadcasting and drama.

The team was also invited to do a radio presentation during the training workshop, and positive phone feedback was received with some listeners proposing that WorldVision had a lot of work to do in terms of publicising its programme interventions such as the Channels of Hope. A 20 year old young man also called to ask how he could be helped as he was recently found to be HIV positive. He hoped to be helped live a positive life and reach his goals in life.



Anne Mukabe
Head of Operations & Production
Zambia National Broadcasting Corporation

She observed that the training was quite a positive initiative in defining effective partnership between Zambia National Broadcasting Corporation and World Vision Zambia.

“World Vision Intl. can go a step further by highlighting HIV and AIDS as it affects people at grass root level and the initiatives the organisation is employing to mitigate the effects of the pandemic by ensuring that documentaries of interventions are produced and aired on TV from time to time. I will personally step up efforts in producing programmes that reflect how the virus has affected families and defining practical ways of mitigating the impact of the HIV & AIDS scourge.”



Above, Anne and other participants from Zambia National Broadcasting Corporation plan for the way forward after the Channels of Hope HIV and AIDS empowerment training

Rosemary Konkola
Controller of Programmes
Zambia National Broadcasting Corporation

“There is Hope in a seemingly hopeless situation. As human beings we must empathise with others; As Christians, we should be in the forefront in the fight against HIV and AIDS.”

“We need to work more using the airwaves to reach people who are not as privileged as we are to sit under such inspiring trainers. I have also come to understand that miracles are already available in the face of HIV and AIDS – We need to care and give positive support to people living with HIV and AIDS.”

“We will tackle more issues on Radio and ask other members of staff to do the same”



Watson Kadwali (front – first on the left) who is the Programme Organiser at ZNBC also emphasised that our partnership with World Vision and all other sponsors of the Positive Living programme should continue. He noted that while they would have appreciated undergoing this kind of training over a year ago, they still regarded the opportunity as a great blessing in that they will use the information to touch many lives through radio and TV. He also stressed the need for continued sponsorship of the Positive Living Programme. (Far right – in red blouse is Titamenji Lupiana – HIV & AIDS Training Facilitator, WorldVision Zambia)

Other Pictorial Training Highlights



Participants listen attentively during a presentation at the empowerment training, organised by WorldVision Zambia for Zambia National Broadcasting Corporation (ZNBC).

This was a partnership initiative following the Positive Living Radio Programme which has had positive impact in the nation



A session on stigma, facilitated by Maurice Sepiso who was assisted by Pastor Danford Mwaba, helped participants to embrace people living with HIV and AIDS with love and compassion by extending a compassionate hand to them

HIV Transmission – Prevention Strategies



The role of the condom in prevention of HIV infection took an interesting twist. After debating the six tough condom questions, the Lawful and Safe/ Unlawful and Unsafe exercise blended the need to integrated the condom as an important factor the prevention message
(George Musonda – in blue T-shirt – facilitated the session)



Maurice Sepiso demonstrated the use of the male condom while Jenny Nyirenda demonstrated the use of the female condom



Jenny Meya facilitating a session on HIV & AIDS ARTs and Treatment options
(At the far left is the Zambia National Broadcasting Corporation camera-man who was constantly available to capture the process)



Members of the Drama group that has been also been involved in the sensitisation of the masses through the Positive Living Programme were also empowered. Above they are seen planning on the way forward after the training



The Zambia National Broadcasting Corporation also pledged to move very fast with the implementation of programmes that will facilitate positive response to HIV and AIDS



PLANNING WORKSHEET - “CHANNELS OF HOPE”

NAME OF ORGANISATION: Zambia National Broadcasting Corporation (ZNBC)

Just after this workshop		
What	When	Who
We shall integrate the messages in our radio and television programmes (already running)	Immediately	All Producers
Next 3 months		
What	When	Who
1. We shall lobby for sponsorship to reintroduce the <i>Positive Living</i> radio programmes	Before the end of December, 2006	Radio and TV Production Team
2. We shall remain ready to accompany WorldVision Zambia staff/ facilitators as they hold workshops around the country for documentation	Already available for immediate collaboration	Radio and TV Production Team
Next One year		
What	When	Who
1. We shall lobby ZNBC Management and Board to introduce the HIV and AIDS policy for ZNBC workers	By 30 th January, 2007	Our Unions
2. Increase HIV and AIDS awareness programmes	By 30 th January, 2006	ZNBC radio and TV producers

PLANNING WORKSHEET - “CHANNELS OF HOPE”

NAME OF ORGANISATION: ZNBC Drama Group

Just after this workshop		
What	When	Who
1. To brief our members from our respective drama groups about the Channels of Hope in the face of the HIV and AIDS pandemic	By 15 th November, 2006	Drama Group Leaders
Next 3 months		
What	When	Who
1. Conduct drama shows in relation to the newly acquired information from the empowerment training in Channels of Hope in the face of the HIV and AIDS pandemic	By 30 th December, 2006	Drama Group Leaders
2. Sensitise the communities and through radio and television	By 30 th January, 2006	Drama Group Leaders
Next One year		
What	When	Who
1. Monitoring and evaluating the positive response from the community	Quarterly	Drama Group Leaders
2. Facilitate training of others from the Churches and the community in the Channels of Hope responses in the face of HIV and AIDS	By June, 2007	Drama Group Leaders
3. To invite World Vision Zambia to facilitate one of our workshops	By August, 2006	Drama Group Leaders

Overall Training Feedback from Participants

How did this workshop challenge your views?

1. My views towards people living with HIV and AIDS has totally changed; I will never discriminate
2. HIV and AIDS is in the Church and so there is need to practice safer sexual even as couples by using condoms
3. I will empathise with people living with HIV as I will now treat people the way I would have them treat me
4. The Church needs to integrate the condom in preventing HIV transmission

What did you learn? (New information, key messages for you and your areas of influence, e.g. your congregation, faith group and community)

1. That faithfulness does not guarantee freedom from HIV infection; neither does being a virgin. Faithfulness is only meaningful if it is mutual
2. The distractive effects of HIV
3. I will be involved in sensitizing mi community
4. The condom's place as an effective tool for combating HIV has come as an eye opener; the six condom questions blended with the Lawful and Safe completely transformed my attitude towards prevention of HIV infection

What have you experienced or felt during this workshop? (Share your feelings, emotions and reflections)

1. This training has challenged me to start seriously thinking about counseling and testing
2. This training has made me have the courage to go for counseling and testing
3. I will work on changing attitude towards testing
4. I will share information with my family and encourage them that we go and take a test

Did you personally benefit from this workshop, in what way?

1. I saw that there are still a lot of myths surrounding HIV and AIDS which still needs to be highlighted
2. It has changed my attitude towards people living with HIV and AIDS and challenged me to go for counseling and testing
3. I appreciated the integration of the Church and the general public in the fight against HIV and AIDS
4. New methodologies of HIV prevention called safer practices, Abstinence, mutual faithfulness and empowerment

Any general comments/suggestions

1. **The workshop needed more time; it was very inspiring**
2. My radio programme will take a new twist in an effort to encourage people to go for counseling and testing
3. I will write to my leaders to give us a chance to share acquired knowledge on the Channels of Hope
4. World Vision should continue sponsoring the Positive Living programme in view of the newly acquired knowledge. This will help us tackle the difficult issues we never effectively handled on radio during phone-in before we were exposed to the Channels of Hope training



During the closing ceremony, the participants made a pledge to carry a candle of hope and to be the light that will shine in a seemingly dark HIV and AIDS situation. They were certified to go and be ambassadors of Hope to a hurting world.