

MEDIA EXPOSURE AND HIV/AIDS RELATED STIGMA AMONG YOUTH IN DELHI

A FULBRIGHT
RESEARCH PROJECT



BY
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IN AFFILIATION WITH THE



CENTER FOR MEDIA STUDIES

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WHY:

Nearly **33%** of reported AIDS cases in India are among 15-29 yr olds.
The National AIDS Control Policy III is emphasizing communication.
HIV/AIDS related stigma has strong bearing on HIV related behaviours including prevention, testing, care and treatment.
BUT

we know little about the **content** of mass media in India,
its **recall** among youth and **effect** on stigma.

WHAT:

1. what HIV/AIDS related research to find out... out there?
2. what do youth recall? stigma among youth?
3. what is the nature of HIV/AIDS related stigma among youth?
4. does media recall relate to stigma?

FINDINGS
OVERLEAF

WHEN:

January - August 2007

WHO:

youth, aged 18 - 25
both involved and unininvolved
with HIV organizations

WHERE:

Delhi (NCR), India

HOW:

95 media products released in Delhi from January 2004 to April 2007
watched and heard
430 Delhi youth randomly sampled from North, South, East and West Delhi
interviewed
&
145 Delhi youth snowball sampled from HIV/AIDS NGOs

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THE FINDINGS

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for more info

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- SPYM * WAG-CHELSEA * Youth Parliament *

1: WHAT HIV/AIDS RELATED MEDIA IS OUT THERE?

mass media focuses mostly on HIV prevention modes (34%), HIV transmission/prevention myths (20%)
most common messages:
Condom use (21%), stigma reduction (17%)
limited and contradictory messaging on treatment (2%)

2: WHAT MEDIA DO YOUTH RECALL?

media exposure is higher among general youth than youth from NGOs
most HIV messaging recalled is on TV
Condom use (32.4%)
No significant difference in HIV knowledge between NGO and non-NGO youth!
Misconceptions exist regarding myths of prevention/transmission

96.7% of youth support access to medical care for PLWHA*
HIV NGO youth are more likely than general youth to disapprove of jokes about PLWHA (3% vs 8%)
NGO youth are also more likely to think that PLWHA...
should be ashamed (31% vs 19%)
have been punished by God (39% vs 14%)
experience discrimination. (78% vs 52%)
Those who stigmatize the most are beneficiaries of HIV services

3: DO YOUTH STIGMATIZE PLWHA*?

4: IS THERE A LINK BETWEEN MEDIA RECALL AND STIGMA?

among general Delhi youth, recall-stigma link is not significant
Overall (because of NGO involved youth) those recalling media are more likely to stay friends with PLWHA, care for PLWHA & think PLWHA have human rights.
recalling media is not associated with shame/blame stigma BUT women, more educated youth are less likely to shame/blame

* PLWHA = PEOPLE LIVING WITH HIV/AIDS