

An alliance in communication: LILA training for journalists

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Background

- In 2022 and 2023 LILA (Italian League Fighting AIDS) developed a training course for journalists.
- The activities were carried out within the project “Comunicare correttamente l'HIV per raggiungere gli obiettivi ONU 2030” (Correctly communicate HIV to achieve the UN 2030 goals), granted by Viiv Healthcare.
- The project led to the creation of a training module for journalists - implemented in three Italian regions - and the publication of a guide for information operators.



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Material and methods

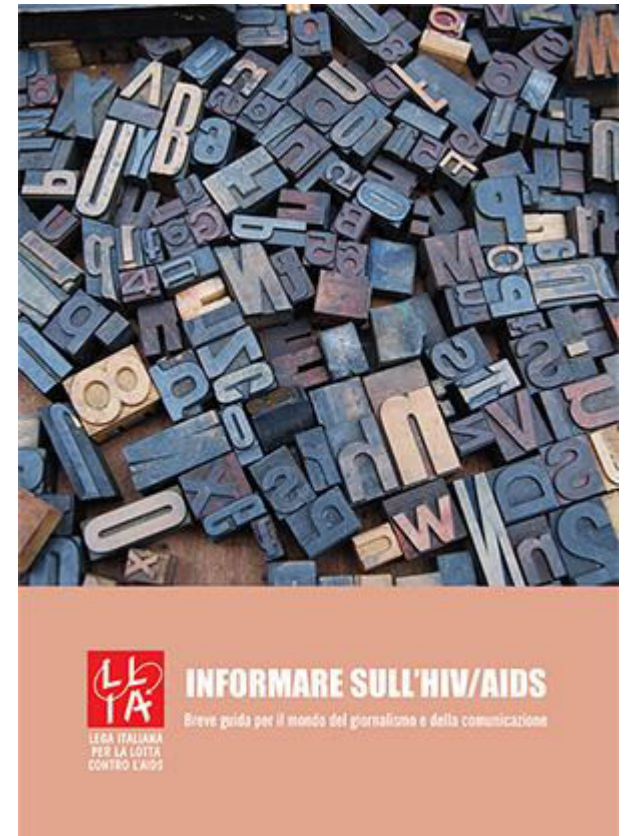
- At the beginning of the project, two professional journalists supported the working group in research on Italian journalistic deontology and investigating the archives of national and local newspapers.
- Based on these activities, a training module was developed which included: scientific and historical information on HIV/AIDS, a review of the most common communication errors in the Italian media and an introduction to working tools and useful resources for journalists.
- The training program was illustrated with a set of slides and a guide for information workers. LILA identified three Italian regions without local affiliated offices and organized the courses with the Regional Orders of Journalists of Campania, Lazio and Veneto.
- Each meeting took place with LILA operators and the support of doctors.
- The participating journalists were awarded with credits for professional training.



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Results

- Over one hundred journalists attended the courses held in: Rome (December 2022), Dolo-Venice (May 2023) and Naples (September 2023).
- Furthermore, a 24-page guide² for information workers has been created with essential information on HIV/AIDS from a health and social point of view and with suggestions on correct and non-discriminatory communication towards People Living with HIV/AIDS.
- The guide texts were edited by Patrizia Perone and Laura Supino; Etichal research by Sabrina Ferrante; Graphic project by Cliccaqui sas, Rome.
- Contents of the guide: Introduction, HIV transmission and prevention; HIV test; Legal and legislative protections; Quick scientific handbook; Reference ethical standards for journalists; HIV: let's talk civilly and with scientific accuracy; Useful sources and information; LILA, about us.



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Conclusion

- Correct and accurate information can be decisive in winning the fight against HIV, a goal that the UN considers possible by 2030 (Sustainable Development Goals), if the appropriate social and health policies are implemented.
- The media can be fundamental in this challenge, supporting the scientific community and the communities with the dissemination of reliable, easily understandable and without prejudice news.



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References

1. LILA Nazionale Onlus (Lega Italiana per la Lotta contro l'Aids) – Italian League Fighting AIDS), Como, Italy
2. Guide for information workers created for the training: <https://www.lila.it/it/lila-dice/1739-informare-su-hiv-aids>
3. Photo on the left: training in Rome, December 2022.
4. Photo top center: training in Dolo (Venice), May 2023.
5. Photo bottom center: training in Naples, September 2023.
6. Photo top right: the cover of the guide for information workers