Introducing the Radio Call-In Show Guide

The following guide has been designed for radio station personnel who will be involved in hosting a three part series of radio call-in shows (‘radio show’) designed to raise awareness around HIV/AIDS prevention in the Caribbean\(^1\). Three one hour long magazines will be hosted in each of the participating countries with each magazine focused on a result area:

- **Radio Show 1**: Preventing HIV/AIDS infection and the role of consistent condom use
- **Radio Show 2**: Improving perceptions of HIV positive people and reducing stigma
- **Radio Show 3**: Improved attitudes about acceptability of seeking sexual health care and using contraceptives and sexual lubricants, amongst listeners

**You can do more than three call-in shows!**

The radio call-in shows are part of *My Island My Community* an Entertainment Education program that promotes knowledge, attitude and behavior change around HIV/AIDS, environmental conservation and climate change in the Caribbean.

**Target Audience**

The target audience for the radio call-in show series is **youth** aged between fifteen and thirty. In planning your radio call-in show tailor it to suit this audience by:

- Adjusting the questions and flavor of the show to best suit youth in your country;
- Select music that will appeal to them;
- Select experts to be interviewed that understand youth;
- Consider inviting local artists that are trusted by youth;
- Invite youth to be involved – make sure the audience feels that you are talking with them and not preaching to them!

The audience participation or ‘call-in’ component of the show if really important in engaging the audience in a conversation around HIV/AIDS!

**How to use the Radio Call-in Guides**

The radio call-in guides have four sections that you should draw on in planning your radio call-in show:

1. **Key Messages** – these short messages should be repeated as much as possible throughout the show
2. **Interesting Facts** – you can use these hard hitting facts to help reinforce the key messages

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\(^1\) Participating countries include: Anguilla, Antigua and Barbuda, Bahamas, Barbados, Belize, British Virgin Islands, Dominica, Grenada, Montserrat, St. Marteen, St. Kitts and Nevis, St. Lucia, St. Vincent and the Grenadines, Trinidad and Tobago, and Jamaica.
3. **Possible Interviewees** – this provides general guidance to who may be available to interview in your country related to the topic

4. **Questions for Interviews** – you can use these questions, and add your own. The questions have been focused on different interviewees that you might want to involve in your show

Remember to make sure that you and your interviewees mention where people can go to access condoms, get tested and access health services! Provide the exact address, hours of operation and any recommendations on how to prepare for the visit.

Repeat this information as much as possible!

**Checklist**

1. Review this radio call-in guide
2. Fill out a plan for each radio call-in show (Annex 1) and share it with Tyrone
3. Agree on local experts to be interviewed with Tyrone and confirm the date and time for the expert to be interviewed
4. Pre-record any voxpops or other pieces you want to include in the show
5. Make sure you are clear on the key messages and any calls to action
6. Record the show and share a short report (including total number callers, types of questions the audience members asked, and a photo or two of you in action etc)

**Getting Support**

The Media Impact team is on standby to provide any assistance you need. Don’t hesitate to contact us. We look forward to continuing to work with you to help to improve and safeguard our Caribbean.

Tyrone Buckmire

Program Officer – Caribbean

PCI Media Impact

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Before hosting the radio call-in shows we want to make sure that you are clear on the facts around HIV/AIDS prevention. You can also draw on these facts during your show as well as your own stories.

Ways of HIV/AIDS and STI transmission

- Unprotected sex (vaginal or anal, between men and women) is the main mode of HIV transmission in the Caribbean
- Sex work, sex between men and drug use play a key role in HIV transmission
- High HIV infection levels have been found among female sex workers in the region
- High numbers of men who have multiple partners
- One in five men who have sex with men surveyed in Trinidad and Tobago was living with HIV, and one in four said that they regularly had sex with women
- HIV/AIDS can be transferred from HIV positive mother to child. However, there is treatment to prevent transmission
- Unsafe injecting drug users are at high risk of HIV

Myths on HIV and Condoms

Our research shows that a large percentage of the Caribbean believe in myths around HIV and condom use. Here are the facts:

- Douching after sex does NOT prevent pregnancy or HIV/AIDS
- HIV can NOT be transmitted through mosquito bite
- HIV can NOT be transmitted shaking hands with someone with HIV
- HIV can NOT be transmitted through kissing
- HIV can NOT be transmitted through sharing food with an HIV positive person
- condoms do not leak
- condoms do not break easily (if used properly)
- condoms do not inhibit pleasure

Methods of preventing HIV/AIDS infection:

1. Correct and consistent condom use (including sexual lubricants)
2. Mutual monogamy (after both being tested)
3. Encourage others to use condoms
4. Abstinence
The first radio show is all about “Preventing HIV/AIDS infection and the role of consistent condom use”. Essentially the key message to carry and use a condom at all times should be reinforced as much as possible. Make it fun! The following information will help you plan for the show.

**Key Messages**

Reinforce this message as many times during the show as possible!!

- To carry and use a condom at all times
- Make sure you know how to use it
- Abstinence is an option

**Interesting Facts**

Here are some hard hitting facts on HIV/AIDS in the Caribbean. These facts will help to highlight that HIV/AIDS is a big problem in the Caribbean. You are at risk if you do not use a condom.

- The Caribbean has the second highest HIV/AIDS prevalence rates in the world
- In 2004 AIDS-related illnesses were the fourth leading cause of death among women and the fifth leading cause of death among men in the Caribbean
- Adult HIV prevalence in the Caribbean is about 1%, higher than in any other world region outside of sub-Saharan Africa

In early 2012, Media Impact conducted a survey around knowledge and attitudes towards HIV/AIDS. Some interesting observations from this survey include:

- 10% to 14% of respondents do not believe correct or consistent condom use or reducing number of sex partners can reduce risk of contracting HIV, and 8% believe that douching after sex can protect them. This is a worry as it means that some people don’t know that they are putting themselves at real risk of getting HIV/AIDS.
- Only half of sexually-active respondents plan to use condoms consistently. This is really risky behavior putting a lot of people at risk of HIV and other diseases.
- Only 34% of male respondents reported using a condom at their last intercourse and 14% of women reported using a condom with their last male partner. This is very low and means that a lot of people are putting themselves at risk unnecessarily.
- About 21% of sexually-active respondents had a condom on them at time of interview. This should be 100%. We should all be carrying and using condoms – both males and females, day and night. You never know when you are going to need it!

**Possible Interviewees**

- Planned Parenthood Association
- Discuss possible interviewees with Tyrone Buckmire (Media Impact)

**Questions for Interviews with Experts**

In planning your radio call-in show you should identify at least one HIV/AIDS Expert to be interviewed. The following questions should be asked by you to the expert (depending on the time available):

- What are the main sexually transmitted infections (STIs) in this country?
- What is the prevalence of HIV/AIDS in this country?
- How does HIV get transmitted?
What can people do to protect themselves from HIV?
How can persons help to protect their loved ones and friends from HIV?
Where can people go to get tested? What happens when you get tested?
Where can someone get information and counseling on HIV?
If someone tests positive for HIV, what kind of support is available?
What is the best way to carry condoms?
How can you negotiate using a condom with your boyfriend/girlfriend?

Questions for General Audience:

During the audience call in section of the radio show, you might want to ask the audience to answer one or two of the following questions. The expert should then respond to any queries the audience member may have or correct the audience member.

- What have been your experiences in using a condom? Tell us your stories.
- Do you use a condom with your partner?
- Have you seen or heard any TV or radio shows that have shared information around HIV/AIDS? Did you learn anything from these shows?
- What methods have you used to protect yourself against HIV/AIDS and other sexually transmitted infections?
- Do you carry a condom?
- Do you believe that you are at risk of contracting an STI or HIV/AIDS?
- Do you believe there is anything you can do to prevent contracting a STI or HIV/AIDS?
- Do you know how/where to get information on STIs and HIV/AIDS?
- What do you think you can do to prevent contracting a STI or HIV/AIDS?
- If you were to test positive for STIs or HIV/AIDS, do you think there is anything you can to avoid transmitting the infection to your intimate partner?
Radio show 2 is all about “improving perceptions of HIV positive people and reducing stigma”. Stigma is a big problem in the Caribbean, but it is wrong to discriminate against persons with HIV/AIDS – imagine if you found out that you had HIV? How would you feel?

Key Messages

- Discrimination hurts! How would you feel?
- Know your rights

Interesting Facts

Here are some hard hitting facts on HIV/AIDS in the Caribbean. You can use one or all of them during the show to highlight that HIV/AIDS is a big problem in the Caribbean.

- 38% of sexually-active respondents report having been tested for HIV in past year. This is low. If you think you are at risk, get tested early!
- Stigma against HIV positive people is very high. It is wrong to discriminate against persons with HIV/AIDS.
- Nearly 25% of respondents to a recent survey would not invite a friend with HIV into their home!

Possible Interviewees

- HIV positive person, Counselor, Family member
- Discuss possible interviews with Tyrone Buckmire (Media Impact)

Questions for Interviews with Experts

In planning your radio call-in show you should identify at least one HIV/AIDS expert to be interviewed. The following questions should be asked by you to the expert (depending on the time available):

- What is HIV/AIDS?
- How does HIV get transmitted?
- I have heard that people living with HIV/AIDS are often discriminated against, why is this?
- How are people with HIV/AIDS discriminated against?
- How can I encourage others not to discriminate against HIV positive people?
- Why is it important that HIV positive people not be discriminated against?
- Does this country have any laws/regulations/policies against discrimination?
- Are there still abiding myths out there about who gets infected with HIV/AIDS?
- What are these myths?

Questions for General Audience

- Would you invite a person living with HIV/AIDS to your house?
- Do you think discrimination against HIV positive people is a problem in your community?
- Have you witnessed any types of discrimination against HIV positive people in your daily life?
- What do you think you can do to discourage discrimination against HIV positive people?
- How do you think you can encourage better treatment for persons who are HIV positive?

Questions for HIV Positive Individuals
During the introduction, you could encourage HIV positive people call into the show. They would not need to identify themselves.

- Have you ever been discriminated against?
- In what ways do people discriminate against HIV positive persons?
- What can you do to discourage discrimination against HIV positive persons?
- What can you do to encourage acceptance, and better treatment, of HIV positive persons?
- Do you know of any national legislation or policy to prevent discrimination against HIV positive persons?
- Do you believe that there should be legislation or policies against discrimination?
This third radio call-in show is all about “improving attitudes about acceptability of seeking sexual health care and using contraceptives and sexual lubricants, amongst listeners.” The messages are similar to that of the first show but also focus on sexually transmitted infection more broadly. Reinforcing a message helps to make it stick in people’s minds.

**Key Messages**

- To carry and use a condom at all times
- You can talk about condoms and contraceptives with your friends
- If at risk, get tested early

**Interesting Facts**

- HIV testing and STI screening and treatment are very low
- Health-seeking behavior (at a clinic) is very low among most at risk men and younger youth
- Under half of sexually-active people report talking about condoms with their partner
- Only one third of sexually-active people report talking about family planning with their partner

**Possible Interviewees**

- Health providers
- Discuss possible interviews with Tyrone Buckmire (Media Impact)

**Questions for Interviews with Experts**

- What are the most common sexually transmitted infections in this country?
- What consequences, or long term impacts, can occur as a result of STIs?
- What consequences, or long term impacts, can occur as a result of these STIs?
- How important is it to get tested for STIs?
- How early should a person test for STIs?
- How often should a person test for STIs?
- Where/how can persons get tested to know if they have these infections?
- Where/how can persons get treatment if they have any of these STIs?
- What should be the next steps once someone has tested positive for a STI?
- Do sexual health services, or practices, have anything to do with transmission (or control) of STIs and HIV/AIDS?
- Are there adequate, and/or appropriate, sexual health services available in this country?

**Questions for General Audience**

- Have you talked about using condoms and contraceptives with your friends?
- What has been your funniest experience with a contraceptives or lubricants?
- Do you think that women and men should seek sexual health care? Why?
- Do you believe it is important to get tested for STIs or HIV/AIDS? Why?
- What do you see as the advantages of getting tested for STIs and HIV/AIDS?
- If you had a STI or were HIV positive, would prefer to know, or not to know?
- Do you believe it is possible to live a full and productive life even if you are tested positive for STIs or HIV/AIDS?
- Do you think you have a responsibility to encourage others to get tested?
Service Provider Questions

*Note: IPPF clinics serve ALL that come regardless of AGE or orientation—they welcome all (supporting clinic “friendliness”)*

- Does your facility provide services (information, counseling, testing) for persons wishing to know their HIV status or whether they have STIs?
- Do you believe these services are adequate? Affordable? Safe? Confidential?
- Are there any services you would like to offer but currently do not?
- Does your facility offer contraceptives? Contraceptive counseling?
- Does your facility offer sexual health services (such as pap smears, breast exams, etc)?
- Does your facility offer sexual health accessories (such as personal lubricants)?
- Are these services reasonably priced?
- Do you advertise these services widely?
Please use the following template to plan out your radio call-in show. If you have another template, feel free to use that. This should be shared with Tyrone Buckmire before the show is on-air.

**Radio Call-In Show Focus:** Preventing HIV/AIDS Infection  
**Total Length of Call-In Show:** 60 minutes

<table>
<thead>
<tr>
<th>Segment</th>
<th>Description</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Theme music</td>
<td></td>
<td>30secs</td>
</tr>
<tr>
<td>Introduction</td>
<td>Focus of today’s program “preventing HIV/AIDS infection”</td>
<td>2mins</td>
</tr>
<tr>
<td></td>
<td>Provide overview of the show (i.e. expert interview with XX, audience call-in section)</td>
<td></td>
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<tr>
<td></td>
<td>Include 1 or 2 “Interesting Facts” on HIV</td>
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<tr>
<td></td>
<td>Quote or thought of the week</td>
<td>1 min</td>
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<tr>
<td></td>
<td>Music interlude</td>
<td>3mins</td>
</tr>
<tr>
<td>Expert Interview</td>
<td>Introduce discussion topic and background the HIV expert.</td>
<td>10mins</td>
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<tr>
<td></td>
<td>Start interview using 1 to 2 questions from supplied list.</td>
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<tr>
<td></td>
<td>Reinforce key message “To carry and use a condom at all times”</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Music interlude</td>
<td>3mins</td>
</tr>
<tr>
<td>Vox Pop</td>
<td>Play recorded “Vox Populi” – Voice of the People</td>
<td>5mins</td>
</tr>
<tr>
<td></td>
<td>Reaction from expert/s to Vox Pop</td>
<td></td>
</tr>
<tr>
<td>Expert Interview Cont.</td>
<td>Continue interview with Expert asking 1 to 2 questions from supplied list.</td>
<td>10mins</td>
</tr>
<tr>
<td></td>
<td>Music interlude</td>
<td>3mins</td>
</tr>
<tr>
<td>Call-In Segment</td>
<td>Take questions from callers. Expert should respond to questions.</td>
<td>10mins</td>
</tr>
<tr>
<td></td>
<td>Music interlude</td>
<td>3mins</td>
</tr>
<tr>
<td>Call-In Segment</td>
<td>Take questions from callers. Expert should respond to questions.</td>
<td>5mins</td>
</tr>
<tr>
<td>Wrap Up</td>
<td>Ask expert what they thought of the show?</td>
<td>10mins</td>
</tr>
<tr>
<td></td>
<td>Summarize key learnings</td>
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<tr>
<td></td>
<td>Reinforce the key message</td>
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</tr>
<tr>
<td></td>
<td>Thank experts and audience for participating</td>
<td></td>
</tr>
<tr>
<td>Signature Tune</td>
<td></td>
<td>30secs</td>
</tr>
</tbody>
</table>