

Using the media partnership for reducing stigma and discrimination among young MSM and TG at higher risk of HIV exposure in Cambodia

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The major issues of stigma and discrimination continue to hinder access services for young MSM and TG in Cambodia. Even wherein services have been scaled up, access for them as young people is restricted by age of consent policies or approaches that are not friendly to young MSM and TG in many cases. Early this 2013, National AIDS Authority with financial and technical support from UNESCO in Cambodia initiated the Media Partnership for reducing stigma and discrimination among young MSM and TG at high risk of HIV exposure. In this regards, we have engaged media agents, writers and publishers in the national HIV response mechanism with the hope that future society is more sensitized to the specific behavior and needs of Young MSM and TG, which will contribute to the zero discrimination pillar of the three zeros strategy. An intensive training workshop on HIV/young MSM and TG was provided to media agents, writers and publishers. A media and advocacy material such as IEC materials, posters and brochures were designed to support the courses and other related advocacy events in order they have been well understood. An annual media competition that aims to put issues related to HIV and young MSM and TG on the public agenda and to improve the overall standard of journalism on those issues is started. The lead media professionals started increasing their understanding about situation of young MSM and TG and national responses to reduce stigma and discrimination, address HIV infection and other related well-being development issues among them by starting to write articles and case studies. There are at least three articles and case studies which are posted in the newspapers and magazines. There is a story of young MSM and TG lives regarding HIV/AIDS, stigma and discrimination is broadcasted on televisions every quarterly. The building partnership with media agents is quite significance because media really play main role in gathering different information to public. In addition, the understanding of media agents about nature of young MSM and TG and their HIV vulnerability is crucial in order for them to disseminate the right information to audiences.

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