

# IS THIS JUSTICE?



## Multi-Media Campaign to Reduce Stigma Against Women Living with HIV/AIDS

### SUMMARY OF CAMPAIGN EVALUATION

#### IS THIS JUSTICE? CAMPAIGN

In February 2007, Breakthrough launched India's first multimedia campaign to bring attention to the stigma and violence faced by women living with HIV/AIDS (WLHA). The campaign was created pro bono by Ogilvy & Mather and disseminated in Hindi, Kannada and Marathi. *Is This Justice?* highlighted how discrimination combined with gender-based violence can lead to human rights violations. The campaign demonstrated how a positive status, compounded by a husband's death, often leads to a loss of rights and consequent eviction of women from marital and natal homes.

#### WHY THE CAMPAIGN

Breakthrough seeks to advance women's potential to become full participants by reducing the barriers of stigma, violence and discrimination that they face within the family.

Currently, women form 31.2% of the estimated 2.47 million people living with HIV/AIDS (NACO, 2007). More than 85% of women have contracted the infection from their husband or primary partner<sup>1</sup>. The violence and unequal treatment that women experience in interpersonal relationships increases their vulnerability to HIV/AIDS. They are more likely to contract the virus from their husbands as they cannot negotiate safe sex.

Gender thus plays a key role in the nexus between HIV-related stigma, shame, and blame experienced by WLHA in India. In most instances, women are expected

to nurse their HIV-positive husbands through their illness. WLHA often face limited access to care and treatment, denial of their rights to confidentiality, homelessness, job loss and no access to their children. 90% of WLHA are thrown out of their homes after their husbands die of AIDS<sup>2</sup>.

*Is This Justice?* built upon Breakthrough's 2005 campaign, *What Kind of Man Are You?* that drew attention to the intersection of domestic violence and the increasing HIV infection rates among married women. *What Kind of Man*

**The hard-hitting campaign won the 2007 Radio & TV Advertising Practitioner's Association of India (RAPA) Award for Best Film with a Social Message and a Bronze at the 41<sup>st</sup> Abby Awards in the Public Service, Appeals and Charity category.**

*Are You?* called on men to take responsibility for protecting women from HIV and promoted condom use among married couples. The campaign was released in seven Indian languages and reached more than 50 million people across India. The campaign won the silver and bronze medals at the Advertising Agencies Association of India (AAAI) Awards for Public Service and Political Advertising.

<sup>1</sup> 2006 NACO, UNDP, NCAER, REPORT on Gender and HIV/AIDS

<sup>2</sup> Ref: 1



Still from PSA



Sunita Kathar, Aurangabad Network of Positive People

## CAMPAIGN REACH

*Is This Justice?* was a 360-degree campaign that ran from February to April 2007 and included television, print, radio, internet and mobile messaging. The campaign focused on the states of Uttar Pradesh, Karnataka and Maharashtra, which have a combined population of 314 million. According to Television Audience Measurement (TAM) and the National Readership Survey (NRS)<sup>3</sup>, the campaign reached over 34 million people through television, 29 million through print and 18 million through radio.

Breakthrough organized three press conferences in the cities of Mumbai, Bangalore and Udupi where representatives from the state networks of positive women spoke eloquently about their challenges and their extraordinary courage in surmounting them.

## MEDIA PARTNERS



**27 National and Regional Television Channels**  
Doordarshan the National Channel, STAR Network, Sony TV, ETV and NDTV



**6 Mainline Newspapers**  
Dainik Jagran, Lokmat, Prajavani, Udayavani, Vijay Karnataka, Vijay Times



**13 Regional Radio Channels**  
All India Radio Network and Radio Mirchi



**42 Outdoor Billboards**  
Uttar Pradesh – Kanpur, Lucknow, Dehradun, and Saharanpur  
Maharashtra – Aurangabad  
Karnataka – Udupi

## CAMPAIGN EVALUATION

Breakthrough commissioned an independent research and evaluation agency, Prastut Consulting, to help identify the primary human rights concerns of WLHA before the campaign in order to help effectively tailor the campaign, and then measure its impact. Prastut worked in three cities – Kanpur in the northern state of Uttar Pradesh, Udupi in the southern state of Karnataka, and Aurangabad in the western state of Maharashtra – to assess the forms in which WLHA experience discrimination and stigma at the individual, family, and community levels. These cities have roughly equivalent characteristics in terms of industrialization, migration, and other economic and demographic factors.

The three stages of research and analysis included Formative Research and Needs; Baseline Research (pre-campaign); and Endline Research (post-campaign).

The Baseline Research assessed the interplay between gender, HIV status and women's rights, to ascertain the magnitude of their vulnerability and identify stigma indicators. The Endline Research, conducted after the campaign, sought to assess the reach and impact of the Breakthrough campaign and measure changes in knowledge and attitudes towards WLHA against the Baseline stigma indicators.

Both quantitative and qualitative tools were used for conducting research. In the Baseline and Endline, structured questionnaires and focus group discussions were held with the general community and people living with HIV/AIDS respectively. The Endline Research included 1,125 people divided equally among males and females across Kanpur, Udupi and Aurangabad.

<sup>3</sup> TAM measures the number of people who have watched a program. NRS measures ownership, listenership and readership, pertaining to TV, radio and print. It is a common industry currency of estimates that is used widely.



Stills from PSAs

## RESEARCH FINDINGS

The Endline Research found statistically significant positive changes in two key indicators:

- Ⓜ There is a 22% decrease in the number of people who feel it is necessary for a woman to stay with her HIV-positive husband. She should have the choice to leave him. In the Indian context this decrease is significant, as it is usually considered the duty of the wife to stand by her husband under all circumstances.
- Ⓜ There is a 10% decrease in the number of people who blame a woman for not satisfying her husband sexually.

Focus group discussions supported the quantitative data.

The community acknowledged the following important realities faced by women:

- Ⓜ Women cannot negotiate safer sex (4% increase from Baseline to Endline)
- Ⓜ Women are subject to domestic violence (8% increase)
- Ⓜ Women are treated unjustly after their husbands' deaths

## COMMUNITY RESPONSES

*This campaign tells us that women have not been given the right to residence. After their husbands' deaths, nobody takes care of the wives and children. In fact the rest of the family ostracizes them.*

-SEC\* B female, Udupi

*"They should give her all the rights that are hers. They should stop blaming her for bringing the infection to her husband by stating that she is immoral...people should not associate this infection with sexual route of transmission only."*

- SEC B female, Aurangabad

*"In all the ads the man is at fault but nobody says anything to the man...instead women are exploited. Women do not have an equal status in society and this is very deep-rooted in our country, especially in North India... There is a saying also 'Dhor, Garwar, Shudra, Pashu aur Nari, yeh sab tadan ke adhikan' (Idiots, Illiterates, Untouchables, Animals and Women...they deserve to be beaten)."*

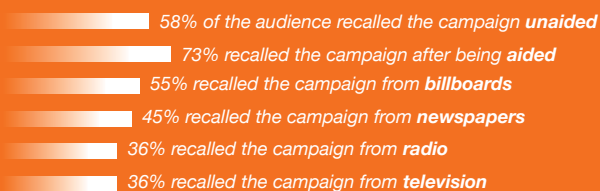
- SEC B male, Kanpur

*"We know of some women who have been thrown out of their houses. Some of them were not allowed to enter specific parts of the house...these women had acquired this infection through their husbands...it is not their fault...they ask us what was their mistake."*

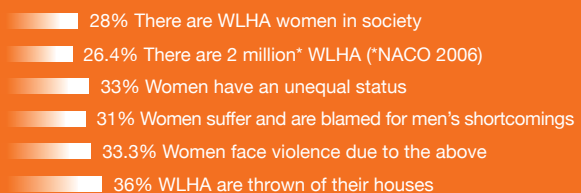
-SEC B female, Aurangabad

\*Socio Economic Class

## CAMPAIGN RECALL



Here is the summary of messages that the audience recalled without prompting:



\* Percentage of the sample surveyed in the Endline Study

## INTERVENTION

### Communication highlighted:

- Unequal status of women in society
- Domestic violence faced by women
- The discrimination faced by WLHA

## CHANGE IN KEY INDICATORS

### Shift in attitude:

- Women are unable to negotiate safer sex ( ⬆ by 10%)
- Women need family support and right to shelter ( ⬆ by 28%)
- Women are blamed for not sexually satisfying their husbands ( ⬇ by 10%)
- Women are expected to stay with their HIV-positive husbands ( ⬇ by 22%)

## RECALL OF THE CAMPAIGN

### Main messages recalled from communication:

- WLHA are thrown out of their homes (36%)
- Women have an unequal status in society (32%)
- Women face violence (33%)
- There is a growing presence of WLHA in society (28%)

The flow chart highlights the critical indicators for the Baseline and Endline, which showed significant change in knowledge and attitude. The figures mentioned the percentages but statistically significant at the 95% confidence interval.

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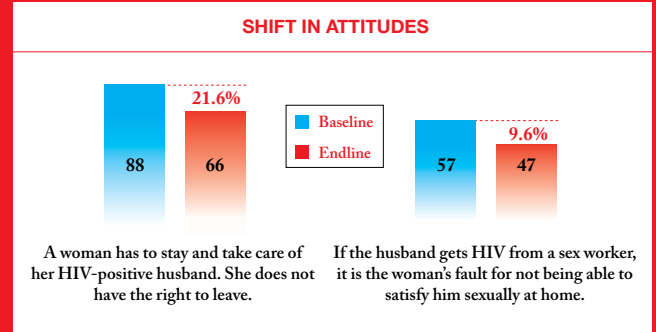


## CAMPAIGN IMPACT

The Endline Study found that *Is This Justice?* led to a significant increase in knowledge about the human rights violations faced by WLHA. The research also demonstrated a significant shift in attitudes towards these women.

*Is This Justice?* succeeded in sensitizing the community about the unequal status of women and how it is linked to the violence they experience. They agreed that women usually get blamed for other people's mistakes and have to suffer the consequences in silence because of the fear of violence. This fear of violence is also connected to women's inability to negotiate safe sex. The aim was to enable the audience to comprehend how this vulnerability spirals in the case of WLHA.

The *Is This Justice?* campaign sensitized the community about the presence of WLHA among the general population, and their vulnerability because of domestic violence and inability to negotiate safe sex. As a result, the community



recommended family support and the right to shelter to reduce the stigma and discrimination that WLHA face.

The research also demonstrated a significant shift in the attitudes towards blaming the woman for the infection and the need for her to take care of her spouse through his illness.

*Is This Justice?* was the first media campaign to address stigma and discrimination against WLHA in India. The campaign successfully increased awareness about the violence faced by WLHA and also brought about a change in attitude towards discrimination against women, their ability to negotiate safe sex and other issues within marriage, and the need for family support.

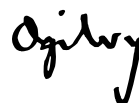
Breakthrough will continue building its human rights education efforts to remove barriers to women's full participation in society. We hope that *Is This Justice?* will constitute an important step towards greater care and support for WLHA within the family.

## ABOUT BREAKTHROUGH

Breakthrough: building human rights culture is a non-profit organization that promotes values of equality, justice and dignity. Breakthrough works towards transforming public attitudes and practices using education, media and popular culture. Breakthrough currently conducts human rights education programs in India and the United States – the worlds' two largest democracies.



## PARTNERS



FORD FOUNDATION

Learn more at [www.breakthrough.tv](http://www.breakthrough.tv)

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