

**42<sup>nd</sup> ABU Programming Committee Meeting**  
Bali, Indonesia – 21 November, 2008

**BALI DECLARATION ON HIV/AIDS**

The ABU General Assembly

**Considering**

- 1) that ABU members recognise that as broadcasters they have a responsibility to provide the audiences of the Asia-Pacific with knowledge and information to improve people's lives;
- 2) that the HIV/AIDS epidemic is a threat to humankind and an urgent impediment to the future prospects and wellbeing of all our nations, undermining our efforts to build social capital and strong economic systems in our countries;
- 3) that broadcast media have a critical role to play in the fight against HIV/AIDS and that Asian broadcasters can make a very important contribution to HIV/AIDS information dissemination, awareness, behaviour change, prevention, care and support in our countries;
- 4) that this is also an opportunity for ABU members to reaffirm our common humanity and to strengthen our bonds with one another.

**The ABU General Assembly Declares**

- 1) that ABU members resolve through our companies to expand public knowledge and understanding about HIV/AIDS;
- 2) that ABU members intensify efforts to combat HIV/AIDS by ensuring that our organisations at all levels understand HIV/AIDS as a developmental, national and corporate priority;
- 3) that ABU members prioritise the integration of HIV/AIDS-related messaging and information across radio, television and all new media platforms, and all programme genres;
- 4) that ABU members devote substantial and increased radio and television broadcast airtime in both peak and shoulder periods and utilise new media for all HIV/AIDS-related communication and programming including public service announcements;
- 5) that ABU members produce programmes that reduce stigma and discrimination;
- 6) that ABU members [agree to keep the ABU apprised of all programming aired](#)
- 7) that ABU members consult with HIV/AIDS stakeholders including national and local governmental institutions, NGOs, and people living with HIV/AIDS to enhance their capacity and resources to produce research-driven programming and, in turn, evaluate and monitor the effectiveness of their efforts so that their contributions to combating HIV/AIDS can be improved;
- 8) [that ABU members will review their commitment at ABU's 2009 General Assembly.](#)

## **Background**

During the past quarter century, more than 60 million people worldwide have become infected with HIV, the virus that causes AIDS, and 25 million have died.

With its vast communications assets, mass media represent a formidable force in the fight against HIV/AIDS – both in stemming its spread and reducing stigma against people already living with the disease through a more informed public. HIV is preventable. Yet, gaps in public awareness and knowledge about HIV/AIDS continue to exist in every region of the world. By working in partnership with media, information can be spread faster than the disease.

By incorporating HIV-themed content across platforms, media can open channels of communication and foster discussion about HIV/AIDS. From targeted PSAs, to news and public affairs reports, to original programming, to HIV-themed storylines incorporated into popular TV sitcoms and dramas, media can deliver lifesaving messages.