

Summary of Independent Study conducted on the Implementation and Impact of the ABMP

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In February and March 2008 a study was conducted on the implementation of the African Broadcast Media Partnership Against HIV/AIDS and its impact in a select number of participating broadcast companies. The research took place in seven African countries (Kenya, Madagascar, Mozambique, Nigeria, Senegal, Swaziland and Tanzania) with 18 broadcasting companies and 36 external stakeholder organisations surveyed.

Key findings of the study are as follows:

1. Implementation of the key ABMP objectives across sample companies

The surveyed broadcasting companies are meeting most of the five ABMP objectives. Seventeen out of 18 broadcasters indicated that the ABMP caused an increase in the amount of HIV/AIDS programming they are putting on air.

2. Perceived benefits and challenges of participation in the ABMP

The ABMP has succeeded in creating a pan-African value-adding platform from which most of the broadcasters in the sample are benefiting. For many of the broadcasters a key benefit has been their introduction to new creative approaches to HIV/AIDS messaging and reporting, which they say has deepened their understanding of how to appeal to viewers and has increased their audiences.

3. View of ABMP and production of company content

The ABMP core content (the YOU campaign, *Imagine Afrika* and the pilot radio edu-dramas) was well received in all seven countries and was aired by all the broadcasters in the sample. The YOU campaign received widespread acclaim both from broadcasters and from external stakeholders. Respondents commented favourably on its production quality, its appeal to a wide range of age groups, and for being a call to action.

4. Institutional opportunities, limitations and prospects for sustainability

The sampled broadcasters experience financial constraints in extending the range of local productions on HIV/AIDS. No revenue was generated through the flighting of the core content supplied by the ABMP. However, most said that their company management is very supportive of the ABMP and see this as key to sustaining the initiative.

5. Impact assessment

Five key impacts emerged: learning about HIV/AIDS and about innovative approaches to HIV/AIDS programme production; collaboration; increased broadcasting of HIV/AIDS programmes; targeting youth; and increasing viewership. Most of the respondents also indicated that the *Imagine Afrika* reality show and the YOU campaign had made a positive impact on the target audiences, especially youth.

Suggestions and recommendations

- A. Respondents suggest localisation of content as the key means of strengthening the ABMP core content. Two strategies are proposed: using local or common regional languages and producing the programmes within a local context, introducing local personalities into dramas and drawing on local experiences. The key objective is to help the target audience identify more readily with the messages and facilitate easier acceptance.
- B. Respondents indicate that the ABMP could improve its impact by strengthening training and providing financial assistance for programme production to member broadcasters.

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