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Media-NGOs

MEDIA AND NGOS NEED TO FIND WAYS ON HOW TO DISSEMINATE SENSITIVE INFORMATION

KUALA LUMPUR, July 26 (Bernama) -- The Malaysian media and non governmental organisations (NGOs) need to find ways on the best way to disseminate information regarded as a taboo to the local community.

Malaysia AIDS Council president Datuk Paduka Marina Mahathir said they need to find ways to channel sensitive information especially those relating to sex and human anatomy.

"Everybody has complained about it but nobody is sitting down and formulating strategies on how to do it. Perhaps, there is a need for a partnership between media company and NGOs like us on how to approach people, especially on sexual issues," she told reporters after the morning session of the Asia Pacific Inter Regional Seminar on Reproductive and Sexual Health here today.

She said the environment in this country did not allow the subject to be talked openly.

"It is difficult to convince people, especially the young generation that talking about it openly is not the same as promoting or encouraging," she said.

Marina said that what is important is to give true information to the people.

Meanwhile, the Prime Minister's wife Datin Seri Dr Siti Hasmah Mohd Ali said it was vital to adopt a positive and healthy attitude towards the problem of the complexities of the epidemic of HIV/AIDS.

"We can no longer sweep problem under the carpet of social, cultural, religious or economic constraints and barriers and we need to address them openly and objectively," she said.

She said the best way to move forward in Asia Pacific would be to share the strategies that could work.

Dr Siti Hasmah said they also need to harness the benefits of research and field experiences to energise efforts to combat the problems and to scale inventions and initiatives.

-- BERNAMA

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