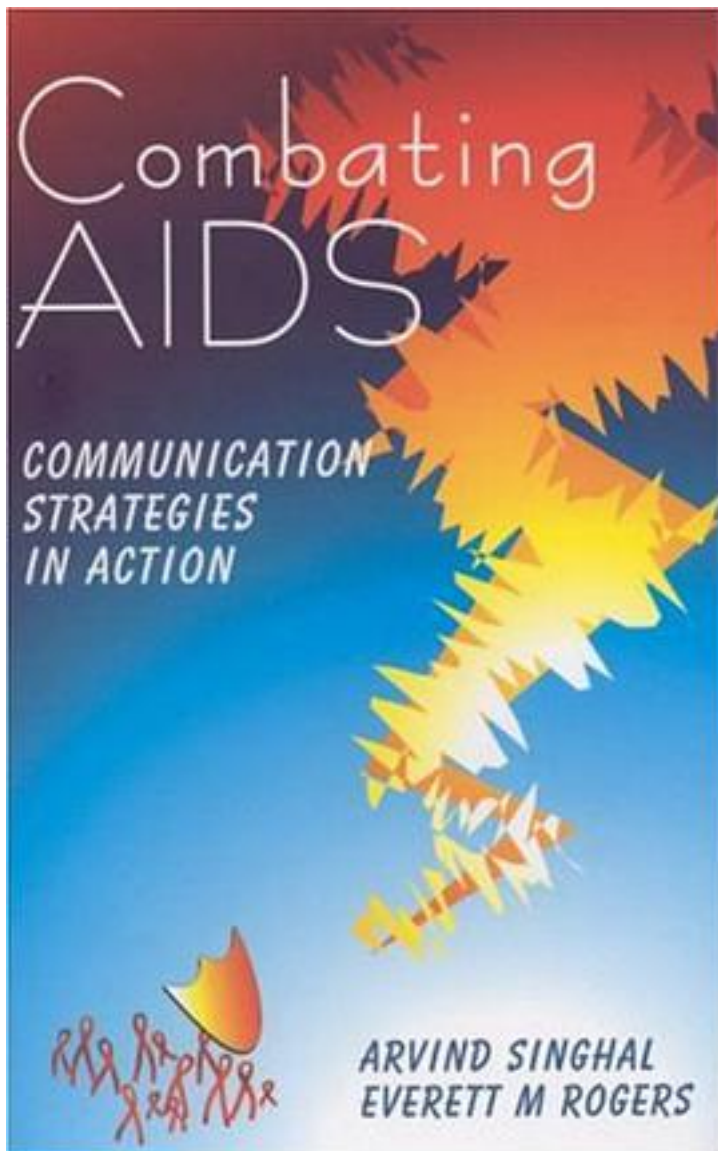


Combating AIDS



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This book was awarded the Annual Award for Distinguished Scholarly Book in Applied Communication, by the National Communication Association, USA. 'This gripping narrative not only documents the history of humankind's interaction with a clever virus, it brings to the forefront the much and understated and underused role of communication in HIV and AIDS prevention, care and treatment. Singhal and Rogers remind us that our global environment is shaped by powerful communication means and methods that, if properly harnessed, can help defeat the plague of the 21st century' - Neil McKee, Senior Technical Advisor for HIV/AIDS and Adolescent Health, Johns Hopkins University. 'This book is an important contribution to AIDS education globally. The rich and diverse cases analyze, humanize and contextualize the continuum of HIV/AIDS prevention, care and support. Researchers and practitioners will find this book most useful' - Collins Airhihenbuwa, Professor of Bio-Behavioural Health, Penn State University. 'Educating people about AIDS is one of the biggest communication challenges that we face today. This remarkable book is a must-read for anyone who wants to understand the challenges and ways to overcome it. Thorough and hopeful, this is one of those books that can actually make a difference in this world' - Emanuel Rosen, author of "The Anatomy of Buzz". 'A thoroughly readable and inspiring book by two of the world's foremost health communication experts. Accessible and personalised, it is a 'must-read' for all those interested in AIDS prevention, care and support' - Shereen Usdin, Co-Founder of the Soul City Institute of Health and Development Communication, South Africa. 'This book provides a comprehensive analysis of the strategies related to HIV/AIDS communications. It is published at a critical moment as the world increasingly realizes the role of communication in the fight against HIV/AIDS' - Rafael Obregon, Social Communication Advisor, Pan American Health Organization. 'Combating AIDS is slickly written using communicators' theories, taking the reader step-by-step through various arguments, and using repetition to ingrain them in the reader's mind' - Ritu Priya, Nature HIV/AIDS is a matter of global concern. The world is now more than 20 years into the HIV/AIDS crisis with no vaccine in sight, and relatively few effective and sustainable prevention programs. Although the rate of HIV infection and AIDS deaths has declined in the richer nations of the developed world, infection rates are soaring in developing countries. AIDS is now the leading cause of death in Africa, and the fourth leading cause of death globally. The purpose of this book is to synthesize critical lessons about effective HIV/AIDS prevention programmes, with a major emphasis on communication strategies. The authors feel that despite the growing AIDS crisis, the world is making poor use of behaviour change and communication strategies for HIV/AIDS prevention. To begin with, the role of communication strategies in HIV prevention, care and support has been grossly underestimated. Prevention is shortchanged, despite the fact that no cure for AIDS has been found, and the cost of anti-retroviral therapy is out of reach for most who need it. Many communication strategies are culturally inappropriate, so they may offend public sensitivities, which is easy to do when dealing with a sensitive topic that involves sex, stigma and death. "Combating AIDS: Communication Strategies in Action" focuses on communication strategies that could mobilize political action, target high-risk groups, and overcome stigma. The authors have also described and analyzed the value of entertainment-education strategy in HIV prevention and care, highlighting the use of popular, long-running television and radio soap operas to engage audiences emotionally and create a forum for public debate and discussion. Focusing on the work being carried out by the individuals and organizations, this book humanizes the AIDS epidemic. Interesting, informative, and readable, this unique book will be of interest to those in the field of community and public health, social medicine, social work and public policy, as well as media

professionals and voluntary agencies.

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