



The Health Communication Partnership and HIV/AIDS

AN INTEGRATED APPROACH TO HIV/AIDS

The Health Communication Partnership (HCP) strengthens public health in developing countries through strategic communication programs. HCP's HIV/AIDS programs are designed to create supportive environments, promote more effective health services, and influence behavior change at the individual and community level. HCP bases its integrated approach to HIV/AIDS on proven and evidence-based program design, promising innovations, and the development of new strategies and models.

COMPREHENSIVE HIV/AIDS COMMUNICATION STRATEGIES

Recognizing the important role that integrated, comprehensive, and strategic communication programs can play in responding to the global epidemic, HCP develops and implements the communication components of regional and country-based programs focused on primary prevention, treatment and care, and mitigation of the impact of HIV/AIDS on individuals and communities such as stigma reduction. HCP recognizes the key role that both community members and people living with HIV/AIDS play in responding to the epidemic and is committed to ensuring meaningful participation in communication planning, design, implementation, and evaluation. HCP approaches include:

- designing comprehensive communication strategies
- using entertainment-education
- advocacy for structural/social change
- linking community-based approaches to mass media
- improving interpersonal communication, voluntary counseling/testing, and outreach
- harnessing new information and communication technologies to develop interactive media such as telephone hotlines, web-based products, and distance education
- establishing peer education systems
- promoting life-skills education in schools and communities and through various community-based media
- scaling up community-based interventions
- using state-of-the-art communication research and evaluation design and methodologies

GUIDING PRINCIPLES FOR HIV/AIDS COMMUNICATION

HCP relies on the following principles when designing and implementing HIV/AIDS communication programs:

- Emphasize participation, collaboration, and consensus building
- Strengthen local capacity
- Link communities to improved services
- Address both individual behavior change and social change
- Achieve cost-effectiveness
- Base programs on evidence and promising innovations

HCP is committed to bringing communication programs to scale so they can reach large sectors of the population by becoming part of integrated national strategies to fight HIV/AIDS.

Based at:

WORKING GLOBALLY

The following is a sampling of HCP's ongoing HIV/AIDS communication programs in Africa, Asia, and Latin America:

- Ghana: A national “ABC” (abstinence, be faithful, condom use) program now focused on compassion for those living with AIDS
- India: Design of a large-scale, comprehensive program to reduce HIV transmission and stigma in Maharashtra State
- Namibia: Community-based programs to prevent mother-to-child transmission, an integrated prevention program, and the establishment of a national HIV/AIDS resource center
- South Africa: State-of-the-art entertainment-education approaches to provide technical assistance for groundbreaking television programming and new techniques involving journalists as partners
- Southern Africa: A regional project to reach high-risk mobile populations such as truck drivers and migrant workers that cross borders and spread HIV
- Haiti: A faith-based initiative to reach young people with comprehensive prevention approaches
- Programs also underway in Honduras, Mozambique, Nigeria, and Tanzania

The Health Communication Partnership



Center for Communication Programs

in partnership with:



University of North Carolina's Carolina
Population Center at Chapel Hill



Tulane University's School of
Public Health and Tropical Medicine

Also partnering with HCP is a unique group from the developing world, private commercial sector, the educational media field, and the faith-based world. To see a complete list of these “southern” and “global joint programming” partners, go to www.hcpartnership.org.

For more information contact: hcpinfo@jhucpp.org



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