

Communications framework for HIV/AIDS. A new direction

Geneva: UNAIDS, 1999. 100 p.

Organizations:

UNAIDS

University of Pennsylvania

Description:

The Joint United Nations Programme on HIV/AIDS (UNAIDS) responded to the increasing epidemic of HIV/AIDS by initiating a participatory research process conducted through five consultative workshops to examine the global use of communications for HIV/AIDS prevention, care and support. This document describes the findings and recommendations of consultations on ways to make HIV/AIDS communication considerably more effective in Africa, Asia, Latin America and the Caribbean. The major findings were that five domains of context are virtually universal factors in communications for HIV/AIDS preventive health behavior: government policy, socioeconomic status, culture, gender relations and spirituality.

Links:

[📄 Communications framework for HIV/AIDS. A new direction](#) [1]

Themes:

[National AIDS responses](#) [2]

Resource types:

[Toolkits and practical guides](#) [3]

Keywords:

[AIDS education](#) [4]

[communication](#) [5]

[communication policy](#) [6]

[culture](#) [7]

[gender](#) [8]

[government policy](#) [9]

[mass media](#) [10]

Languages:

[English](#) [11]

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Links

- [1] http://data.unaids.org/Publications/IRC-pub01/JC335-CommFramew_en.pdf
- [2] https://hivhealthclearinghouse.unesco.org/library/search/_all_/theme/national-aids-responses
- [3] https://hivhealthclearinghouse.unesco.org/library/search/_all_/type/toolkits-and-practical-guides
- [4] https://hivhealthclearinghouse.unesco.org/library/search/_all_/keyword/aids-education
- [5] https://hivhealthclearinghouse.unesco.org/library/search/_all_/keyword/communication
- [6] https://hivhealthclearinghouse.unesco.org/library/search/_all_/keyword/communication-policy
- [7] https://hivhealthclearinghouse.unesco.org/library/search/_all_/keyword/culture
- [8] https://hivhealthclearinghouse.unesco.org/library/search/_all_/keyword/gender
- [9] https://hivhealthclearinghouse.unesco.org/library/search/_all_/keyword/government-policy
- [10] https://hivhealthclearinghouse.unesco.org/library/search/_all_/keyword/mass-media
- [11] https://hivhealthclearinghouse.unesco.org/library/search/_all_/language/english