

Behaviour Change Communication for HIV Prevention in Barbados - A Proposal for Strategy

2007. 48 p.

Description:

The following five-year behaviour change communication strategy proposes a plan to achieve a shift in behaviour adoption that is required if a change in the progress of the epidemic is to be achieved. The plan proposes a deliberate and focused approach to behaviour change intervention planning and implementation that: i) Acknowledges that behaviour change (like behaviour development) is a process and that the process needs to be given time and enabled/ supported at every stage with appropriate communication elements (including the interpersonal) to produce the necessary results; and ii) Recognizes that the behaviours (in this case, sexual, health seeking, partner selection, and others) of each individual are influenced as much by the individual's age, educational level, value system and other individual/personal factors as by that individual's external environment – his home, school, church, workplace, the national policies and laws, social norms and values, etc. iii) Ensures a coherent link between the components and communication elements of each intervention – whether advocacy, skill building, social mobilisation, programme communication, service delivery or policy change – so that each reinforces and is reinforced by the other. The proposed approach focuses on the individual (to provide skills, attitudes and knowledge) while enabling that individual to adopt and maintain the desired behaviour(s) by providing supportive social (peer group, home, health system, church); policy (health care, human rights, access to quality sexual education); legal (access to services, protection of human rights); and work environments. In addition, because of the level of difficulty experienced in getting adults to adopt new behaviours, as well as the individual and societal health and other benefits of having young persons adopt the HIV prevention behaviours, a parallel focus of the strategy is on getting children and youth to adopt the desired behaviours.

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