What Is Health Communication and How Does It Affect the HIV/AIDS Continuum of Care?

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Center for Communication Programs, BSPH

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What is communication?

Crosscutting discipline with roots in many fields

Fundamental to individual, group and organizational behavior
What is communication?

Communicate, v.
1. To make known; impart.
2. To have an interchange, as of ideas.
3. To express oneself in such a way that one is readily and clearly understood.
4. To be connected.

From the Latin: communicare, to make common.
Ideation theory of health communication

Cleland & Wilson, 1987; Kincaid et al., 2013

Knowledge

Attitudes

Self-Image

Perceived Risk

Norms

Emotion

Self-Efficacy

Social Influence

Personal Advocacy

BEHAVIOR

Implies simultaneous effect of all influences.

Implies that communication can affect all of these factors.
WHAT KIND OF MOTHER COULD GIVE HER BABY HIV?

AN UNTESTED ONE.

HIV is one thing you don’t have to pass along to your child. Because now there are treatments to avoid it. But you must get tested early.

Live long. Live strong. Get tested.
Call now for free, confidential help.

HIV? GET TESTED 410.685.0525
MARYLAND AIDS ADMINISTRATION / DHMH
FIRST CALL FOR HELP

USAID FROM THE AMERICAN PEOPLE
Functions of communication

Communication has diverse functional purposes, including:

– To inform
– To persuade
– To connect with others
– To express and maintain culture & social structure
Who should we communicate with?

Individuals
- parents, children, lovers, service providers, community leaders, policymakers

Groups
- families, peer networks, workgroups

Organizations
- health services, companies, professional associations, faith communities, NGOs, commercial advertising agencies, government agencies
Forms of communication

Images
  Nonverbal/visual

Sounds
  Oral

Words
  – Written

Face-to-face
  – In person

Mediated
  – Print, TV, radio, telephony, mobile, film, computer, etc.

One-to-one
  – Conversation, phone call, IM chat, counseling

One-to-many
  – Lecture, broadcast, advertising, PR
Continuum of Care

Percent of People with HIV

Prevention?

- Diagnosed: 82%
- Linked to Care: 66%
- Retained in Care: 37%
- Prescribed ART: 33%
- Virally suppressed: 25%

http://aids.gov/federal-resources/policies/care-continuum/
Roles for communication across the Continuum of Care?

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Facilitating access to and processing of messages

#### Persuasion:
Motivating behavior and overcoming resistance

#### Social connection:
Seeking and providing social support

#### Social structure:
Creating/maintaining a supportive environment
New York City Health Department

Prevention

Promotion of testing
# New York City Health Department

## Linking to care

[Website Screenshot]

### HIV Care Network Partners

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<tr>
<th>Partner</th>
<th>Address</th>
<th>Phone</th>
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<tr>
<td>Adolescent Health Center</td>
<td>312 W 93rd Street, New York, NY 10123</td>
<td>212-423-3000</td>
</tr>
<tr>
<td>African Services Committee</td>
<td>429 West 127th Street, New York, NY 10027</td>
<td>212-222-3862</td>
</tr>
<tr>
<td>Aids.gov</td>
<td>Rm 443 H, 200 Independence Ave, S. W. Washington, D.C. 20201</td>
<td>800-458-5231</td>
</tr>
<tr>
<td>AIDS Service Center</td>
<td>41E 11th Street, New York, NY 10003</td>
<td>212-645-0875</td>
</tr>
<tr>
<td>Alianza Dominicana</td>
<td>245 West 138th Street, New York, NY 10031</td>
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### Announcements

- Events Calendar
- Free Summer Meals for Kids
- Fresh Food Box Program
- New Program: Business Development Center
- Register for Summer Programming!
- Safe Space Network
New York City Health Department

Staying in care

HIV Care Coordination Tools

This resources section has information, tools, and other educational materials for HIV-related health care, housing, and supportive service providers. It also offers key documents to assist Ryan White (Part A) funded Care Coordination programs and other medical case management or care coordination providers for the purpose of care coordination for HIV-infected persons.

Current Care Coordination Program Manual and Tools

Program Manual and other tools are intended as a reference for medical case management or care coordination providers for the purpose of care coordination for persons living with HIV/AIDS (PLWHA). These documents are also necessary for Ryan White (Part A) funded Care Coordination Programs per the terms of the contract solicited through the Core Coordination Request for Proposal.

- Care Coordination Forms Guide (PDF)
- Care Coordination Program Manual (PDF)
- Index of Care Coordination Program Manual Appendices (PDF)
Living with HIV

Watch Stu on ‘Disclosure’ and ‘Wrapped or Raw’ or Nic’s ‘Day 5 Living with HIV Journal’ videos. Scroll down to be transferred to additional resources:
Conclusion

• Communication as process, not product
• Role of communication at multiple levels: individual, group, organizational and societal
• Different potential roles across the continuum of HIV/AIDS prevention and care