

Improving HIV Outcomes through Health Communication

March 26, 2014
9:00 – 10:00 EDT



HEALTH
COMMUNICATION
CAPACITY
COLLABORATIVE

What is health communication?

The role of communication across the HIV/AIDS Continuum of Care

HC3 Webinar

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USAID
FROM THE AMERICAN PEOPLE

What is communication?

Crosscutting discipline with roots in many fields

Fundamental to individual, group and organizational behavior

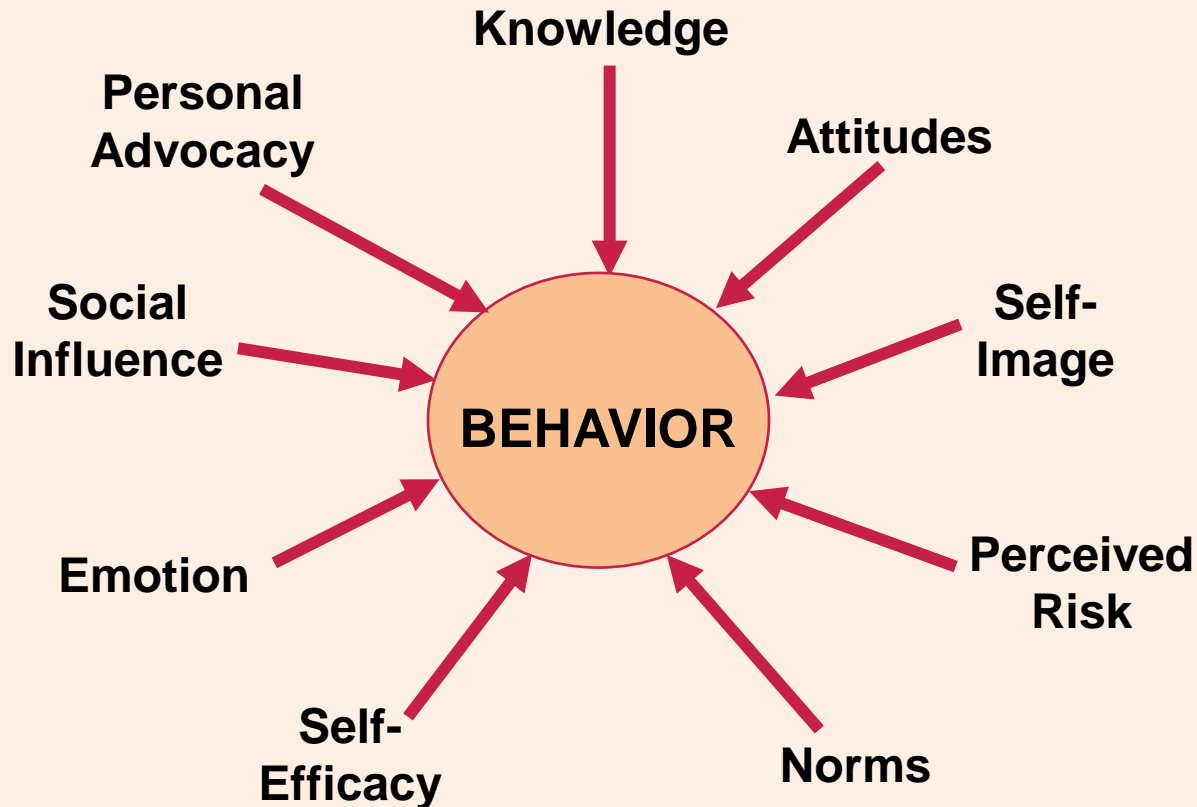
What is communication?

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



Implies
simultaneous
effect of all
influences.

Implies that
communication
can affect all of
these factors.

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

**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

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 is affected by communication?

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.

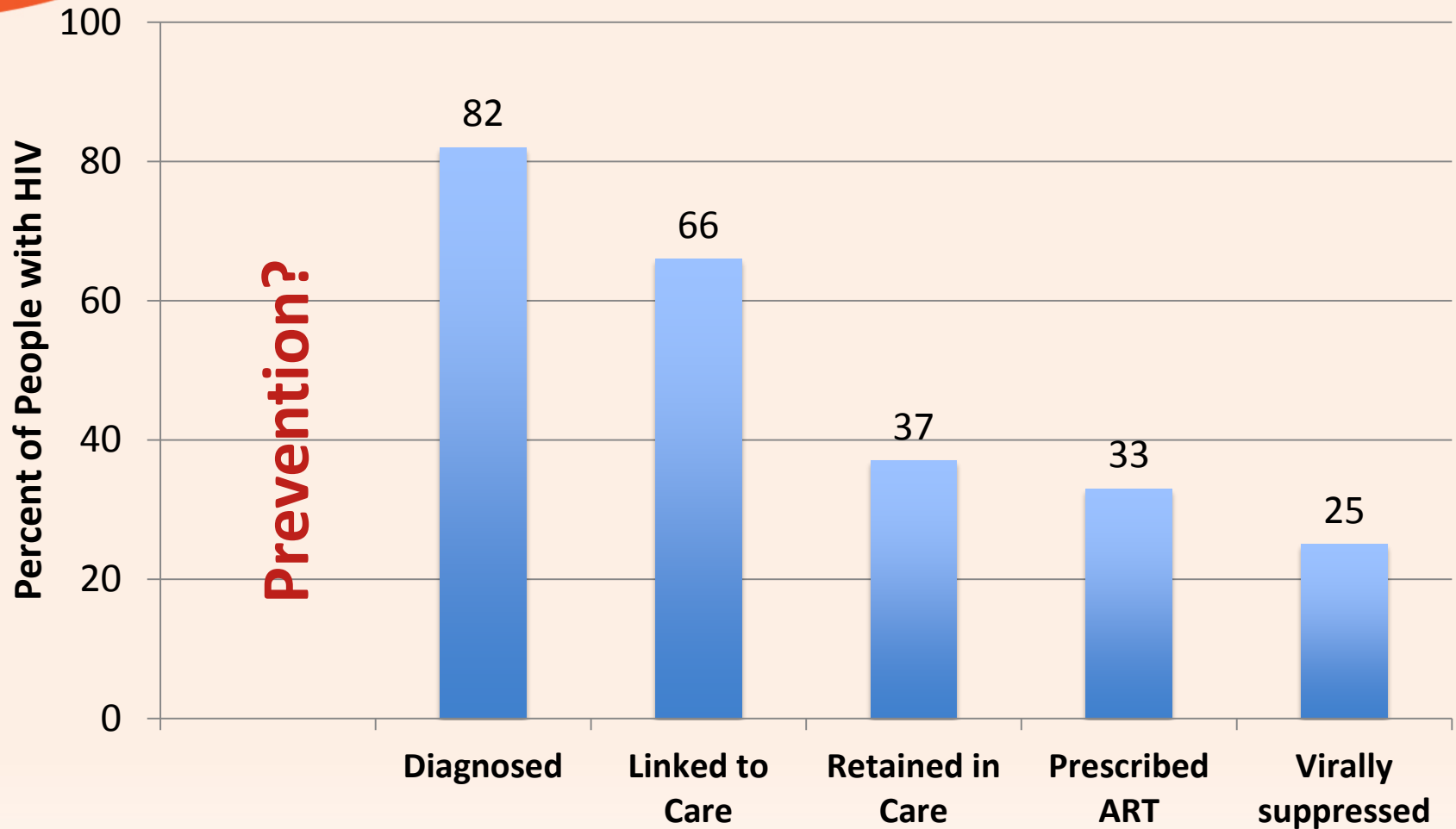
One-to-one

– Conversation, phone
call, IM chat,
counseling

One-to-many

– Lecture, broadcast,
advertising, PR

Continuum of Care



<http://aids.gov/federal-resources/policies/care-continuum/>

Roles for communication across the Continuum of Care?

	Stages of the Continuum of Care					
	Pre-diagnosis		Post-diagnosis			
Functions of communication	Preventing infection	Getting tested	Linking to care	Staying in care	Getting ART	Maintaining low viral load
Information: 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	✓			✓	✓	✓

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.

QUESTIONS