Review of Literature
Mass media has been reporting HIV/AIDS cases and discussing other issues related to HIV/AIDS for a long time. Just as it took some time for the society to understand the implications of HIV/AIDS, mass media also took its time to conceive media strategies free of bias. As one look back at the history of media reports related to HIV/AIDS one can see that the nature of press coverage has undergone a dramatic change. Past experiences with public health campaigns suggests that mass media in isolation have little effect on health related behaviour and have to be combined with other elements for a campaign to be successful. They can however be useful in increasing public awareness. Since 1986, HIV/AIDS campaign have run gamut from hard sell dramatic techniques, such as those in Australia and UK, to the soft sell, even light hearted approach in some Scandinavian countries. Many of the initial AIDS awareness campaigns in a number of countries were evaluated in 1988, the general outcome of these campaigns has been an increase in the public awareness of the AIDS problem, but failed to change HIV/AIDS related lifestyles other than in certain communities with high risk behaviour, where the campaigning has been intensive and carefully concentrated. Studies indicated that when seeking to increase the knowledge of HIV/AIDS without adequately catering for effects on fear and tolerance, education strategies may be directly responsible for psychological boomerang, effects opposite to those intended.

Primary Studies

Sero surveillance studies in India from mid-1980’s revealed only intermittent cases of HIV only in the high risk groups, later studies showed spread at rate paralleled only in Africa. One survey of college students in Mumbai and Pune revealed significant misconceptions about
HIV and its transmission\(^1\) surveyed prostitutes, attendees of STD clinic and OPD patients in Vellore and found that only 30% had heard of HIV/AIDS. Other studies also targeted only selected populations such as naval personnel\(^1\). With the increasing number of HIV infection and AIDS related deaths running into thousands each day world over. To get a comprehensive insight into the magnitude of the AIDS epidemic and various related aspects accelerating its fast spread.

The article ‘AIDS related information exposure in the mass media and discussion within social networks among married women in Mumbai’ deals with fact that married women are at high risk of acquiring HIV infection in India. A survey was conducted among 350 married women in Mumbai; it was found that a majority had acquired information about AIDS from mass media, especially Television. It was showed that 87% of women who knew of AIDS had been exposed to AIDS related information in the mass media. It was studied that increased frequency and duration of AIDS messages on Television will have a positive influence an AIDS knowledge in this group\(^5\).

The article ‘College student’s perceptions of sources of information about AIDS’ discusses public communication campaign and social marketing literature and to identify principles for developing effective AIDS education prevention efforts. In the study, it was investigated college students perceptions of (1) the credibility and likelihood of using a variety of interpersonal media and institutional sources of information about AIDS; 2) the sources that have provided them with the most information about AIDS; and 3) the relationship among those perceptions\(^6\).

A survey based research paper ‘Teenager’s beliefs about AIDS education and physician’s perceptions about them’ analysed family physician’s responses to a questionnaire based in part, on the health belief
model are compared with teenager’s responses about their knowledge, health beliefs, and preferred format and method of learning about AIDS. Results indicate that family physician’s predictions about teenager’s knowledge and beliefs about AIDS are not always accurate; but except when physicians underestimate the teenager’s perceived obstacles to AIDS prevention, the data suggest that physicians would be effective in teaching teenagers about AIDS.

The study ‘AIDS: sources of information and public opinion in Norway’ deals with three issues related to public opinion in Norway. These are, the importance and credibility of HIV/AIDS information sources; changes or intended changes of sexual behaviour because of fear of HIV/AIDS and attitudes towards homosexuals and the integrity of HIV infected persons. The data stem from a national interview survey conducted in 1986, and the sample is considered to be representative of the total adult Norwegian population. By far the most important sources of information related to HIV/AIDS are television, newspapers, and radio. Totally, 2% reported having changed sexual behaviour because of fear of HIV/AIDS. The youngest age group reported change (4%) and intended change (6%) more often than did the other age groups. As for the attitudes towards homosexuals, the present study indicates a slight increase in negative attitude towards homosexuals because of fear of HIV/AIDS.

‘Media awareness through regular publications’, it is a project which analyses population sensitization on HIV/AIDS using the print medium to reach the grassroot populace and the elites. Given the low level of awareness in Nigeria, especially in the rural areas, the intervention messages through media publications was developed whereby different messages were sent out in my columns every
Thursday, working in collaboration with other nongovernmental organizations (NGOs) for effective networking. The Nigeria Media Network on HIV/AIDS and Reproductive Health and Rights which comprises of journalists across Nigeria, all of whom are dedicated to comprehensive reportage of the AIDS epidemic to effect positive behavioural change. Modes of operation include organizing in-house training for media executives, educating them on the need to be sensitive to the plight of PWAs; telling them not to cast gender-biased headlines in newspapers and providing care for persons with AIDS (PWAS), as well as organizing and attending workshops and seminars, among others, while laying emphasis on prevention messages. The results were that trust was built up with media representatives and people come from far and near to receive counselling and information materials, working in collaboration with country offices of international agencies like the Joint United Nations Programme on HIV/ AIDS (UNAIDS), Family Health International/AIDS Control and Prevention (FHI/AIDSCAP) project and the World Health Organization (WHO), all these provide me with information materials on regular basis contributing to successes recorded so far. It realizes that a lot to be done in Nigeria in the area of awareness and communication strategy. Then many people still consider AIDS as a myth. This calls for intensified Information, Education and Communication (IEC) efforts, solely aimed at minimising the spread of AIDS.

The paper ‘Examining HIV-related knowledge among adults in the US’ discusses supplemental AIDS data from the 1987 National Health Interview Survey which indicates that adults in the US know the most frequent modes of HIV transmission, but lack a more comprehensive understanding of HIV and AIDS. Elements from a diffusion model were isolated to create a path analytic framework for examining the effects of
population or recipient characteristics and information sources or communication channels on HIV-related knowledge with these data. This multivariate analysis suggested that persons of lower socio-economic status, older adults, those from racial/ethnic minority groups and those living outside of metropolitan areas have slightly lower levels of HIV-related knowledge. Decomposition of the effects in the path analysis suggests that use of information sources or channels, as measured by survey data, accounts for little of the observed variation in HIV-related knowledge. The implications of the results for future research and HIV-related education are also discussed in the paper.

A study on ‘Sources of information on AIDS in Zaire and implications for programme planning’ was to determine sources of information on AIDS in Zaire and desired sources of communication for the future. Two populations were surveyed during 1987-1988: 3500 health workers (HW) of all levels throughout Zaire and 2500 employees and spouses (ES) at a commercial bank in Kinshasa. Health Workers have learned about AIDS from radio (59%), written materials (29-36%), television (TV, 28%), courses (13%) and discussions (10%). For ES, sources were radio (51%), TV (43%), written materials (11-25%) and discussions or songs (29%). For Health Workers, mass media and written materials are preferred in urban areas, courses and discussions in rural areas. Among ES, mass media and written materials are preferred by male employees, while their female spouses prefer face-to-face communication. The preferred language for Health Workers is French; among ES, male employees prefer French, and female spouses prefer Lingala, the local language in Kinshasa. AIDS education programmes should specifically consider the setting (urban/rural) and the audience including different strategies according to sex, educational level, profession and language preference.
A study ‘Systematic review of the effectiveness of mass communication programs to change HIV/AIDS-related behaviours in developing countries’ systematically examined the effectiveness of 24 mass media interventions on changing human immunodeficiency virus (HIV) related knowledge, attitudes and behaviours. The intervention studies were published from 1990 to 2004, through reported data from developing countries and compared outcomes using (i) pre- and post-intervention data, (ii) treatment versus control (comparison) groups or (iii) post intervention data across levels of exposure. The most frequently reported outcomes were condom use (17 studies) and knowledge of modes of HIV transmission (15 studies), followed by reduction in high-risk sexual behaviour (8 studies), perceived risk of contracting HIV/acquired immunodeficiency syndrome (AIDS) (6 studies), interpersonal communication about AIDS or condom use (6 studies), self-efficacy to negotiate condom use (4 studies) and abstaining from sexual relations (4 studies). The results yielded mixed results, and where statistically significant, the effect size was small to moderate (in some cases as low as 1-2% point increase). Half of the studies did show a positive impact of the mass media: knowledge of HIV transmission and reduction in high-risk sexual behaviour. Further rigorous evaluation on comprehensive programs is required to provide a more definitive answer to the question of media effects on HIV/AIDS-related behaviour in developing countries.

A Study ‘Effectiveness of AIDS Health Education Interventions among the Adolescent Population of Singapore’ was conducted to evaluate the effectiveness of existing AIDS health education interventions in Singapore amongst the adolescent population. By identifying specific target groups that lack knowledge and information regarding HIV, it is hoped that suggestions may be provided towards increasing the
effectiveness of these interventions. A cross-sectional survey using a self-administered questionnaire of randomly selected adolescents between the ages of 13 and 19 years was performed to assess their knowledge of HIV and their opinions and awareness of HIV education in Singapore. In terms of the awareness of HIV/AIDS education and information, the percentage of the subjects who could recognise any of the three commonly issued pamphlets or poster or who knew of any telephone numbers to call to receive information on HIV and AIDS was low. Less than 40% of those surveyed felt that enough awareness was being created within the public regarding AIDS. It can be concluded that most adolescents surveyed felt that they are inadequately educated regarding HIV and AIDS. The results would suggest the need for focusing more efforts on certain target groups using the appropriate media in future educational intervention.

A cross-sectional study 'Knowledge and Awareness of HIV/AIDS among Some senior secondary school students in Katsina, Nigeria' was conducted to determine the knowledge and awareness of HIV/AIDS among some senior secondary school students was undertaken in Katsina, Katsina State, Nigeria. The purpose of this study was to provide preliminary data on HIV/AIDS knowledge and awareness among young people in Katsina. A 26 item, English-language questionnaire was pilot-tested and administered to a sample of 120 students across 6 selected secondary schools, namely: Women Teachers College, Government Secondary School Kofar Yandaka, Government College Katsina, Kiddies International School and Ulal Albab Science Secondary School. The questionnaires were coded and analysed using the SPSS software. The data was then subjected to simple descriptive statistical analysis. There were fair distributions in the number of male and female respondents, 86% aged 16-20 years. 96% known what HIV/AIDS is but only 52.5% believed that HIV/AIDS has cure.
The paper ‘HIV/AIDS and the Broadcast Media in Urban Communities in Edo State, Nigeria’ examines the role of the broadcast media particularly the television medium in educating the public on Human Immunodeficiency Virus/Acquired Immune Deficiency Syndrome (HIV/AIDS) as well as caring for the HIV/AIDS infected persons in Edo State, Nigeria. It seeks to find out whether the television medium has been able to rally round government and other stakeholders support for the containment of HIV/AIDS in Benin City, Ekpoma and Auchi, the three main urban communities of Edo State. Random selection method was adopted and questionnaires were distributed to the participants and these questionnaires were analysed using simple frequency tables and percentages. The result showed that television, as a medium of mass communication has been able to raise awareness on HIV/AIDS through its various programmes, which are geared towards enlightening people about HIV/AIDS or helping the infected persons to live positively. It was also found that a partial disconnect exist between the people’s sense of awareness and sexual behaviours as could be gleaned from their attitude in terms of risky sexual behaviours indicated by the increase in HIV/AIDS infection in Edo state. Thus, this paper recommends that television programmers should explore more avenues of rallying stakeholders in the fight against HIV/AIDS.15

The article ‘HIV/AIDS and Indian youth – a review of the literature (1980 - 2008)’ provides a comprehensive overview of the situation regarding HIV/AIDS among youth in India, and explore the possible strategies that could be effective in combating the spread of this disease. India is in the grip of the HIV/AIDS epidemic, with an increasing number of infections being reported among youth, who comprise a quarter of the population but account for almost one-third of the HIV/AIDS burden. The prevalence in young women appears to be on the
rise. Although the majority of youth are aware of the disease, a number of myths and misconceptions still prevail. Furthermore, or as a consequence, a higher percentage of young males report engaging in premarital sexual activity compared with females. Even though condom awareness is fairly high, condom usage is low. Of late, sex tourism and its implications for the HIV/AIDS epidemic present an increasing concern. Indian youth appear to hold negative attitudes towards HIV testing and people living with HIV/AIDS. Although a number of preventive and control programmes and policies exist, these need further strengthening and evaluation.

A study ‘Knowledge and meaning: the AIDS education campaign in rural northeast Thailand’ points out that nearly 80% of Thailand’s population lives in the rural sector. To date, these villages have been subject to top-down dissemination of HIV/AIDS education information via the mass media and bureaucratic networks. It details an ethnographic enquiry into the impact education campaigns are having in one village in northeast Thailand. It is found that AIDS information is primarily integrated with local conceptions of sexual behaviour and commercial sex. By the early 1990s, heterosexual behaviour is a major mode of HIV transmission in Thailand. Local and international media discourse focuses on the commercial sex industry in describing the spread of the virus. However, the lack of detailed research of sexual practices in Thailand makes accurate projections of HIV transmission difficult and allows unsubstantiated claims to be made concerning typical Thai sexual behaviour. It explores the local context in which these practices are found and discusses the meanings villages attached to HIV/AIDS information. Knowledge levels and behaviour change are assessed and it is argued that community-based imperatives are essential for effective future campaigning.
The article ‘Lay health beliefs concerning HIV and AIDS: a barrier for control programmes’ revealed widespread lay health beliefs concerning HIV infection and AIDS amongst health workers and members of the general population at both lower and higher risk of infection. The beliefs were often factually incorrect and undermining to AIDS control in the field of information, education and communication (IEC). The beliefs were conveyed informally but their origins could often be traced. Local media were important sources. The beliefs were powerful, persistent and resistant to conventional educational methods. Their prevalence and type changed with time in different groups. A model of how the beliefs came to be generated is proposed and reasons suggested for their persistence and strength. An additional important group of policy and scientific beliefs were also identified amongst policy makers and scientists. It is noted that these phenomena are international and not confined to Africa.

A summary of findings ‘A series of focus groups: women, men and teens on magazines as a resource on sexual health’ was prepared for a conference sponsored by the Columbia University Graduate School of Journalism and the Henry J. Kaiser Family Foundation. In order to shed light on the use of magazines as a source of sexual health information, a series of ten focus groups with 98 participants was held in three cities in the south eastern part of US to explore, 1) how adolescents, adults aged 19-24, and adults aged 25-44 use magazines for sexual health information; 2) the use of magazines to obtain this information; 3) what participants learned from the magazines; and 4) suggestions for improved and enhanced coverage of these topics. It was found that magazines were valued for providing information in a confidential manner; that magazines provide information about HIV/AIDS, condom use, breast cancer, contraception, pregnancy, prostate cancer, and sexually
transmitted diseases (STDs); that readers want more coverage of abstinence, STD prevention, condom negotiation, and personal empowerment; and that magazine coverage of topics is credible, relevant, and appropriate. The magazines provided an important source of information for the women and the men in all age groups both through articles and through advertising. Magazine coverage provided specific information that readers could take back to their physicians or use to check the advice given by a physician. The focus group participants suggested that magazines could increase or enhance their coverage of sexual health issues by including coverage on a full range of topics, by improving the credibility of coverage, by presenting information in easy-to-read formats, and by including relevant, realistic articles. While younger participants asked for more details and facts, older readers wanted articles to be short, simple, and to the point and also found personal account stories to be most compelling.

A paper ‘Finding health and AIDS information in the mass media: an exploratory study among Chinese college students’ points out that western health officials believe that incidence of HIV infection in the People’s Republic of China is much higher than has been reported, but knowledge about the disease remains low. This paper describes a preliminary study of Chinese college students’ AIDS knowledge and beliefs and of the acceptability of mass media for AIDS education. Focus group interviews of 73 Xiamen University students showed that the students used radio more consistently than any other media and viewed magazines as the best media source of health information. However, they expressed a general distrust of the health information media offer. They possessed quite a bit of accurate information about AIDS but also harboured many inaccurate beliefs. Most felt that their personal risk from AIDS was very low because they felt distanced either geographically or
morally from those at risk. Disturbing numbers felt that fate, not individual behaviour, determines whether or not a person contracts HIV. The paper discusses the study’s implications for future research.

The study ‘AIDS: mass consciousness and mass media’ aims to investigate that mass media is the only public source of information concerning AIDS and AIDS-related topics in Bulgaria. Publications on AIDS in all kinds of media (all state owned) have been studied through content analysis. The mass consciousness about AIDS has been assessed by interviewing and garfinkeling 1257 persons from different age and social groups using standardised questionnaires. During the two years that followed the shock period (July-December 1987) the media promoted the image of the civilised, well-informed and responsible individual who knows what is dangerous. The media dealt mainly with the problems of the uninfected that face the danger of AIDS, and propagated an abstractly formulated tolerance, which contained a latent repressiveness: only monogamous sex, only marital sex. This freedom without alternatives shaped a careless, that is, irresponsible individual, who is motivated to act aggressively when the panic returns, for example, the number of HIV-positive grows to an extent likely to be dangerous for everyone. The media reflects the dictatorial pattern of social organisation. They are unable to respond adequately to the urgent AIDS-information needs. Alternatively, mass consciousness tends to modify their rigidity, and it urges either changes in media policy or new methods of disseminating AIDS information.

A survey ‘The media and AIDS: health elite perspectives of coverage’ points out that most writers assessing AIDS have been critical of the media’s coverage of this epidemic. To ascertain the views of key elites on media coverage of AIDS, the authors surveyed chief state public
health officers, chairs of legislative health committees, and directors of hospital associations. In general, these groups tended to reject criticisms that media handling of AIDS is unbalanced. Conversely, however, they also generally rate the media as not doing a good job of educating the public about AIDS. The media’s success in accurately communicating professional perspectives regarding AIDS might have accounted for their relative lack of independent influence in AIDS policy-making. The media exhibited a ‘guard dog’ role—protecting the health professional’s position, instead of an agenda setting role dictating to the decision makers what issues they should be addressing\(^2^2\).

The paper ‘Mass media for the prevention of the HIV AIDS infection in Argentina: managers of opinion’ mentions that in Argentina, the first known cases of AIDS related deaths date from 1982; the disease took the country by surprise in a badly deteriorating health system, the health policies did not find the right way and only in 1989 was a bill passed on AIDS and the possible problems of discrimination against those already ill or infected. AIDS appeared on the Argentine stage as an imported disease and as a disease of homosexuals, with a chance of spreading into the rest of the citizens by means of blood transfusions. When AIDS suddenly appeared and for a long time, the homosexuals, drug addicts and prostitutes, that is to say, those whose practices matched the idea of lifestyle were framed as risk groups. These associations were and still are the consequence of the discriminatory idea where AIDS is caught because the person wanted to catch it or neglected something. Besides, many people feel better if they think this is a problem other people have making those who suffer the disease and the ones around them to hide what is socially unacceptable. From 1989, some changes in the social response to AIDS have been observed; it appears as a problem for the heterosexual population and in those days in Argentina the
screening test was given to identify individuals indiscriminately. The use of this test was given up not because of a law but for economic problems. In the public opinion there is still a feeling of fear caused by the identification and spread of the virus, related to sexual activities, blood, drugs and death. In schools, there is still the problem of who is going to give sexual education and how to do it and when it is done, it is only limited to explaining the genitals and the menstrual cycle. They make the mistake of taking about sex to talk about HIV/AIDS and in this way they approach the subject of sexuality by means of the disease. In the last few years there has been a change which is mainly expressed in the cultural environment; the cinema, the theatre where a superficial and barely understandable treatment has given way to a more concrete method of approaching this hard reality. HIV/AIDS cases in schools are no longer the cover headlines in newspapers. In this present research the authors are trying to stress the differences existing between the concepts of information and education; to stress that the population is informed by this knowledge has not produced changes in their conduct; to describe the characteristics of the campaigns in Argentina and their impact on people. The authors point out some of the campaigns carried out and the characteristics of the populations they were intended to.

In this book 'AIDS Awareness through Community Participation, the author talks about the epidemic of HIV/AIDS. The HIV/AIDS has taken the form of epidemic and is also the leading causes of life threatening diseases such as tuberculosis, cancer, dementia and eventually death amongst the most productive and reproductive sections of the population. The book describes the broad objective to study awareness about HIV/AIDS amongst most vulnerable sections of the society using community participation approach. The sample for the study comprised of the commercial sex workers, the truck drivers and the rickshaw pullers.
Community participation was ensured at various stages of the intervention such as development of the audio-visual aids training for few members of the sample communities as peer educators as well as conducting of HIV/AIDS related outreach activities within their respective communities by the peer educators. The study depicted findings of a wider significance in terms of recognition of not merely superficial but core factors enhancing sample vulnerability of HIV/AIDS. Author's main focus is creating awareness through community participation, HIV/AIDS is undoubtedly the most devastating pandemic mankind has ever faced. Today the global community seems to be struggling as the disease rips apart the social and economic fabric of the society by killing people in prime years of their youth, rendering millions of children, orphans and shattering homes and hopes alike with remote prospect for a cure or vaccine, the challenge to contain the spread of HIV has become imperative. According to the author, although no culture or community is known to be immune to HIV/AIDS, yet certain populations are more vulnerable to the disease because of their higher risk behaviour. The book delves into the lives of the some such communities with a modest attempt to create awareness amongst them. It focuses on documenting high risk behaviour as well as in delineating factors fuelling them. A concerted effort has been made to understand various issues that can affect desirable behavioural changes in context to HIV/AIDS. The book also visualizes how community participation can be effectively used in raising HIV/AIDS awareness as well as in achieving sustainability of the programme. To stress the role played by the mass media, the ideology shown in them and the fact that these media is not always efficient enough and sometimes not well used not only because of the content shown in them but also because of the wrong application of the economic resources.
In the book ‘AIDS and Civil Society, India’s Learning Curve’, the author for the first time presented an inside view of NGO led HIV interventions on the ground. According to the author, the NGO sector is the most visible face of civil society. Society activism and NGO’s in India have till date offered the most creative and comprehensive responses to the complex challenges of the HIV/AIDS epidemic. Author’s mention that the case studies in this book are candid in the way they discuss experiments and failures, frustrations and triumphs and most importantly learning curves in relation to both disease and society. For them, the stories bring alive some of the complex social and cultural issues surrounding HIV/AIDS in the country. In a fundamental sense, the introduction, overviews and case studies in the book bring to the fore some of the most unexamined, unquestioned and resilient aspects of Indian social and cultural structure. Author’s point of view in this book that growth of an enlightened understanding about HIV/AIDS among the general public is an essential precursor for cogent public debate around the many faces of the epidemic and their linkages to larger to larger in context of economic, political and social issues. For, it is only when HIV/AIDS moves out of the margins and realms of ‘the other’ and becomes everybody’s business and concern that there will emerge as a basis for the erosion of the terrible discrimination against those affected by the disease and for public pressure for most effective policies for its control. In this book Author also focuses on six NGO interventions that have been at the cutting edge of efforts to combat the epidemic since the earliest days of the ‘virus appearance’ in the country. There are six NGO sectors in this book corresponding to the six areas in which the NGO’s work. Each NGO section begins with a short overview by the editors that lays out the principle issues pertaining to that particular area of the HIV/AIDS epidemic.
In this book ‘Answering Your Questions about AIDS’ where according to the author, the personal and social tragedy of the AIDS crisis touches virtually everyone. For those who have not yet personally known someone stricken by this dreaded disease, many celebrities have brought AIDS into our lives. For instance Actor Rock Hudson, basketball superstar Magic Johnson, Actress Sandie Church, activist Elizabeth Glasor, Film actor Anthony Perkins and his son are among the 13 million people in the world who have been infected with HIV. The book represents a sorting through of the questions people phoned into AIDS hotlines. It is the first study that tries to answer the question that you may actually have AIDS, not the question someone thinks you have. The author’s approach is that there is no such thing as a question not worth asking. The book answers American questions with the scientific information currently available.

In this book ‘HIV/AIDS Internet Information Sources and Resources’, the author talked about infection with HIV which results in a complex, chronic disease process, complicated by myriad economic, legal religious, psychological, social and spiritual factors. This chronic disease is characterised by a varied cluster of signs and symptoms that typically to diagnosis of AIDS. HIV is differentiated from other chronic disease processes by the variety of cancers and opportunistic infections commonly associated with AIDS as well as HIV related dimension and wasting on the wide variation in disease course progression and dying trajectory. According to the author information has been continues to be viewed as a key resource in preventing infection with the HIV, managing various medical complications associated with the disease, assisting with non-biomedical complexities and ultimately extending life expectancy. In this book the author highlights the information being accessible through the internet and HIV specific internet information sources and resource.
The selection reflects the breadth and depth of information available as well as the issues surrounding developing and maintaining a web presence, evaluating internet sites and locating relevant, reliable HIV/AIDS information.

The book ‘HIV/AIDS Education’ focuses upon education in context of HIV/AIDS. According to the author, education can play a vital role for preventing HIV/AIDS. He explains what type of relation should be between the teacher and a student. Teacher must have knowledge about HIV/AIDS and other STI’s and also delivers lectures to the student. According to him health education is the only means to enable people to make life saving choices for this disease, for instance, avoiding indiscriminate sex, using condoms etc. Women suffering from AIDS or who are at high risk of infection should avoid becoming pregnant since infection can be transmitted to the unborn or new born. Education and guidelines for prevention should be made available. The author also talked about text book on HIV/AIDS in primary and secondary school level. Girls are more vulnerable for our social customs and cultural values. They cannot talk about HIV/AIDS to anyone. So through education, a particular topic on HIV/AIDS can easily be understood through the books and by the teacher.
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