

## COMMUNICATION STRATEGIES IN PREVENTION AND CONTROL OF HIV AIDS

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### Abstract

*This paper gives an account of an illustrative report that explored the job of willful associations in conveying HIV/AIDS in Tirunelveli. It likewise explored the Knowledge, Attitude and Practice of the occupants in Tirunelveli with respect to HIV/AIDS counteraction. The reason for the examination is to investigate the communication systems in anticipation and control of HIV/AIDS. Likewise, it was to distinguish the current level of the Knowledge, Attitude and Practice in Tirunelveli and the spaces of shortfall. This part momentarily depicts the setting of the examination, the reason and the meaning of the investigation just as the investigation question. It finishes up with the conversation on the association of the paper.*

**Keywords;** *Communication, HIV, AIDS*

### Introduction

The right to wellbeing is a crucial piece of our common freedoms and of our comprehension of a day to day existence in pride. As indicated by Boven, three parts of the right to wellbeing have been cherished in the global instruments on basic freedoms: the announcement of the right to wellbeing as a fundamental common liberty; the remedy of principles pointed toward meeting the wellbeing needs of explicit gatherings of people; and the solution of available resources for executing the right to wellbeing (Boven, 1979). The right to the pleasure in the most noteworthy achievable norm of physical and psychological well-being, to give it its full name, is not new. Globally, it was first expressed in the 1946 Constitution of the World Health Organization (WHO), whose prelude characterizes wellbeing as "a condition of complete physical, mental and social prosperity and notmerely the shortfall of sickness or illness". The introduction further expresses that "the satisfaction in the most elevated achievable norm of wellbeing is one of the basic privileges of each person without qualification of race, religion, political conviction, monetary or social condition."

The 1948 Universal Declaration of Human Rights additionally referenced health has part of the right to a sufficient way of life (craftsmanship. 25). The right to wellbeing was again perceived as a basic freedom in the 1966 International Covenant on Economic, Social and Cultural Rights. From that point forward, other worldwide basic freedoms deals have perceived or alluded to one side to wellbeing or to components of it, like the right to clinical consideration. The right to wellbeing is pertinent to all States: each State has endorsed something like one global basic liberties settlement perceiving the right to wellbeing. Additionally, States have subscribed to ensuring this directly through worldwide affirmations, homegrown enactment and policies, and at global meetings. As of late, expanding consideration has been paid to one side to the most noteworthy feasible norm of wellbeing, for example by basic liberties arrangement checking bodies, by WHO and by the Commission on Human Rights (now supplanted by the Human Rights Council), which in 2002 made the order of Special Rapporteur on the right of everybody to the most noteworthy achievable norm of physical and psychological wellness. These drives have explained the idea of the right to wellbeing and how it tends to be accomplished.

### **Good Health: An Indicator of Development**

Great wellbeing is viewed as an establishment of advancement. Better wellbeing is a key to human bliss and government assistance. Notwithstanding our age, sexual orientation, socioeconomic or ethnic foundation, we believe our wellbeing to be our generally fundamental and fundamental resource. Wellbeing before abundance is an old axiom that can be handily concurred by seeing at the association between medical affliction and destitution in agricultural nations. Chronic sickness and illness are currently perceived as hindrances to financial development in non-industrial nations. Better wellbeing additionally gains a significant commitment to monetary headway, as sound populaces live more, will be more useful, and save more. Many variables impact wellbeing status and a country's capacity to give quality wellbeing administrations to its kin (Lennock&Ehrenpreis, 2003). Services of wellbeing are significant entertainers, however so are other government divisions, contributor associations, common society gatherings and networks themselves. For instance: interests in streets can further develop admittance to wellbeing administrations; swelling targets can oblige wellbeing spending; and common help change can set out open doors - or limits - to employing more wellbeing laborers. WHO's work on 'Wellbeing and advancement' endeavors

to figure out these mind boggling joins. It is worried about the effect of better wellbeing on advancement and neediness decrease, and then again, with the effect of improvement strategies on the accomplishment of wellbeing objectives. Specifically, it intends to assemble support across government for more significant levels of interest in wellbeing, and to guarantee that wellbeing is focused on inside generally financial and advancement plans. In this specific circumstance, 'wellbeing and advancement' work upholds wellbeing arrangements that react to the requirements of the least fortunate gatherings. WHO likewise works with givers to guarantee that guide for wellbeing is satisfactory, compelling and designated at need wellbeing problems(WHO, 2018).

### **COMBATTING HIV/AIDS AS MILLENNIUM DEVELOPMENT GOAL:**

The Millennium Development Goals (MDGs) were the eight global improvement objectives for the year 2015 that had been set up after the Millennium Summit of the United Nations in 2000, following the reception of the United Nations Millennium Declaration. Every one of the 191 United Nations part states around then, and something like 22 global associations, resolved to assist with accomplishing the next Millennium Development Goals by 2015:(Wiki, 2018):

1. To annihilate outrageous neediness and appetite
2. To accomplish general essential schooling
3. To advance sexual orientation correspondence and engage ladies
4. To lessen youngster mortality
5. To work on maternal wellbeing
6. To battle HIV/AIDS, jungle fever, and different illnesses
7. To guarantee natural supportability
8. To foster a worldwide association for improvement (WHO, 2018)

The Millennium Development Goals are a United Nations drive. Every objective had explicit targets, and dates for accomplishing those objectives. At the point when the thousand years improvement objectives (MDGs) were contrived, AIDS, jungle fever and tuberculosis killed roughly 6 million individuals every year. World pioneers felt it was basic to have an objective devoted to handling this lethal threesome. HIV, jungle fever, and different infections straightforwardly and by implication sway food and nourishment security, rustic turn of events, and farming efficiency. Simultaneously, hunger and food and nourishment weakness

can expand weakness to illness. In such manner, Millennium Development Goal 6 has three targets:

1. To stop by 2015 and have begun to invert the spread of HIV/AIDS
2. To accomplish worldwide admittance to treatment for HIV/AIDS for those who need it by 2010
3. To have stopped and begun inversion of the frequency of intestinal sickness and other significant illnesses by 2015(MDGMonitor, 2016)

### **HIV/AIDS: A SERIOUS HEALTH ISSUE**

HIV/AIDS (Human Immunodeficiency Virus/Acquired Immunodeficiency Syndrome) is an extreme medical problem in from one side of the planet to the other. No fix has been found for the scourge at this point. It is assessed by the Joint United Nations Program on HIV/AIDS and the World Health Organization (UNAIDS &WHO, 2017) that the quantity of individuals living with HIV overall is roughly 36.7 million toward the finish of 2016. Of these, 2.1 million were kids (<15yers old)33.4 million. HIV keeps on being a significant worldwide general medical problem, having asserted in excess of 35 million lives up until now. In 2016, 1.0 million individuals passed on from HIV-related causes all around the world. There were around 36.7 million individuals living with HIV toward the finish of 2016 with 1.8 million individuals turning out to be recently tainted in 2016 internationally. 54% of grown-ups and 43% of youngsters living with HIV are presently getting long lasting antiretroviral treatment (ART). Worldwide ART inclusion for pregnant and breastfeeding ladies living with HIV is high at 76% (WHO, HIV/AIDS, 2017). The WHO African Region is the most influenced locale, with 25.6 million individuals living with HIV in 2016. The African district likewise represents right around 66% of the worldwide absolute of new HIV contaminations. HIV contamination is regularly analyzed through quick demonstrative tests (RDTs), which recognize the presence or nonappearance of HIV antibodies. Frequently these tests give same-day test results, which are fundamental for same day analysis and early treatment and care. Key populaces are bunches who are at expanded danger of HIV regardless of plague type or nearby setting. They include: men who have intercourse with men, individuals who infuse drugs, individuals in detainment facilities and other shut settings, sex laborers and their customers, and transsexual individuals (WHO, HIV/AIDS, 2017).The shame and separation towards individuals living with HIV/AIDS is high among wellbeing laborers just as

everybody. Information and explicit data plays a significant part in HIV/AIDS avoidance and the wellbeing laborers have a focal obligation in anticipation, care and treatment. In this way, survey information and perspectives towards individuals living with HIV/AIDS among all inclusive community. Acquired data can be utilized to coordinate instructive projects.

### **HIV AND AIDS IN INDIA**

India has the third biggest HIV plague on the planet. In 2016, HIV predominance in India was assessed 0.3%. This figure is little when contrasted with most other center pay nations but since of India's enormous populace (1.324 billion) this compares to 2.1 million individuals living with HIV. Around the same time, an expected 62,000 individuals passed on from AIDS related diseases. Generally speaking, India's HIV scourge is dialing back, with a 32% decrease in new HIV contaminations (80,000 out of 2016), and a 54% decrease in AIDS-related passings somewhere in the range of 2007 and 2015. The HIV scourge in India is driven by hetero sex, which represented 87% of new contaminations in 2015. In any case, the pestilence is concentrated among key influenced populaces, for example, sex laborers. The weaknesses that drive the pestilence are diverse in various pieces of the country. The three states with the most noteworthy HIV pervasiveness (Manipur, Mizoram, Nagaland) are in the east of the country. A few states in the north and upper east of the nation have additionally detailed rising HIV commonness. The first instance of HIV in Quite a while were analyzed in Chennai, Tamil Nadu in 1986 (Pembrey, 2009).

At this point, HIV/AIDS have spreaded widely all around the country. As per Gopalakrishnan (2010), it is assessed that the quantity of individuals living with HIV/AIDS in India is 2.5 million. As indicated by NACO (2009), the general HIV pervasiveness among grown-ups (15 years or above) is 0.34% in India. This might appear to be a low rate, but since the populace in India is so enormous, 1.173 billion (Central Intelligence Agency, 2010) it is among the main three nations with the most noteworthy number of HIV cases, close by South Africa and Nigeria (Gopalakrishnan, 2010). Belz et.al. (2009) composes that admittance to ART (Antiretroviral Therapy) is as yet restricted in India, particularly in poor provincial regions. Presently, under 20% individuals who fit the bill for treatment with ART are getting it. Despite the fact that the overall information about HIV/AIDS and how the infection is communicated is expanding, a few examinations recommend that the information about Anti Retroviral Therapy (ART) is still low among the Indian populace (Solomon et.al. 2008,

Chakrapani et.al, 2009 Belz et.al, 2009, Chakrapani et.al, 2010). Information about ART influences the degree to which HIV positive people look for treatment. As indicated by NACO (2009), the predominance in Tamil Nadu 2007 among antenatal center participants was 0.25%. The HIV commonness among men who engage in sexual relations with men was 6.6% and the predominance among female sex laborers was 4.68%. The commonness among infusing drug clients was just about as high as 16.8%, which is the third most elevated rate out of all detailing states in India (Pembrey, 2009).

### **Voluntary Organizations In Hiv/Aids Communication, Prevention And Control**

In light of their capacity to all the more effectively offer types of assistance to high-hazard gatherings, nongovernmental associations (NGOs) and deliberate associations will assume a critical part in any fruitful HIVAIDS avoidance program. Since HIV is regularly communicated through conduct considered private or untouchable, government wellbeing authorities struggle arriving at the influenced bunch. Yet, NGOs and willful associations, which have a long record of inclusion in the field of wellbeing and social government assistance, have a few benefits over government offices: 1) they have rich experience working at the local area level 2) their self-governing nature permits them to react all the more rapidly 3) they approach underestimated bunches 4) they for the most part work with the objective gatherings to raise their confidence 5) they can go about as an extension between the local area and the public level 6) they regularly utilize imaginative strategies and 7) their technique for activity takes into account cost-adequacy. Besides, NGOs and deliberate associations can pick their own spaces of contribution as indicated by their practicality, past experience, and needs. NGOs and deliberate associations can be instrumental in giving data on HIV contamination and AIDS to general society especially to unique objective gathering populaces - the youthful, ladies of regenerative age, whores, and intravenous medication clients.

Moreover, NGOs and willful associations can work in approach promotion, in giving preparing to various gatherings, in giving advising and other help to those influenced by HIV, in screening gave blood, and in focusing on AIDS patients. However offering an extraordinary vehicle for battling the pandemic, NGOs and deliberate associations should defeat a few snags, including absence of government backing, and absence of assets and assets (Seghal, 1991). Mercer et.al portrayed the job of nongovernmental associations



(NGOs) in AIDS anticipation around the world, features effective NGO projects, evaluates NGO qualities and shortcomings, and gives proposals to supporting crafted by NGOs. While NGOs fluctuate in their degree, all offer a devotion to a bunch of social qualities that directs their authoritative missions.

In industrialized countries, NGOs set up patterns for AIDS avoidance and treatment, including the focusing of instructive materials to explicit gatherings, peer schooling, and expanding admittance to trial drugs. In the creating scene, NGOs have been quick to react to the pestilence, elevating admittance to guiding and medical services to individuals with AIDS. Mercer et al featured the qualities of NGOs that, NGOs can react rapidly, address questionable issues, arrive at the local area all the more rapidly and successfully, arrive at minimized gatherings, and assemble neighborhood assets (Mercer et al, 1991). The fundamental section entryway to the United Nations for the NGO people group is ECOSOC Resolution 1996/31 taking proper plans to carry out the arrangements of Article 71 of the UN Charter. It formalizes the consultative connection among NGOs and the UN Economic and Social Council and its auxiliary bodies, basically the UN meaningful commissions (Commission on Human Rights, Commission on the Status of Women, Commission on Sustainable Development, and Commission on Science and Technology for Development, among others). When conceded the ECOSOC status (accreditation), NGOs can assign delegates to UN gatherings (registration). The goal gives the structure to the getting consultative status permitting NGOs to take an interest in the work of the UN. (CoNGO, 2006). The WHO can make game plans for meeting and collaboration with NGOs to complete its worldwide wellbeing function as is introduced in Article 71 of the WHO Constitution. The WHO has two types of relations with NGOs, formal and casual. Formal relations between the WHO and NGOs, known as true relations, are accessible just to the NGOs that meet the standards laid out in their "Standards Governing Relations with Nongovernmental Organizations" though any remaining relations, including working relations, are considered informal. Official relations status with the WHO starts gradually through commonly helping acts and a long haul and closer relationship is framed between the two gatherings.

The standards determine the destinations of WHO's cooperation with NGOs and gives the structure inside which WHO and public, territorial and global NGOs might team up. Affirmation of NGOs into true relations status must be chosen by the Executive

Board(CoNGO, 2006). Index II of the UNAIDS and Nongovernmental Organizations Guidelines, The inclusion of common society in UNAIDS work has been especially significant in managing the HIV/AIDS pandemic. NGOs are gainful to crafted by UNAIDS through their experience, their best practice, and their capacity to carry out programs and scatter data. To advance this significant inclusion, UNAIDS looks for associations with associations that work with the less officially coordinated pieces of society however with whom UNAIDS experiences issues working with itself(CoNGO, 2006).). So it is truly unavoidable to contemplate the job of willful associations in battling HIV/AIDS. Additionally the exercises gained from the communication methodologies utilized in counteraction and control of HIV/AIDs by deliberate associations are exceptionally pertinent for the future wellbeing drives.

## **OBJECTIVES**

1. To study the role of voluntary organizations in communicating HIV/AIDS at the grass roots level in Tirunelveli.
2. To explore the communication strategies used by voluntary organizations in HIV/AIDS communication.

## **RESEARCH METHODOLOGY**

To address the reason and points of the examination successfully, triangulation designin incorporating both subjective and quantitative was settled on. The exploration configuration involves (1) contextual investigation and (2) Survey. At leastthree contextual investigations on HIV/AIDS communication were done to get top to bottom foundation information on the point. Contextual analysis research alludes to "an exact request that examines a contemporary wonder inside its genuine setting". Contextual investigation is best used to comprehend complex social and authoritative issues. Two willful associations in Tirunelveli who are working in the space of HIV/AIDS Communication procedures were picked as the contextual investigations. The contextual analyses were chosen based on importance and pertinence to the investigation. The issues for the contextual analyses were chosen from Tirunelveli since the exploration was done with regards to willful associations in Tirunelveli. They were contextual analysis 1-Dissemination of wellbeing content by video innovation contextual investigation 2 - . the Positive public organization society and contextual analysis 3 - the



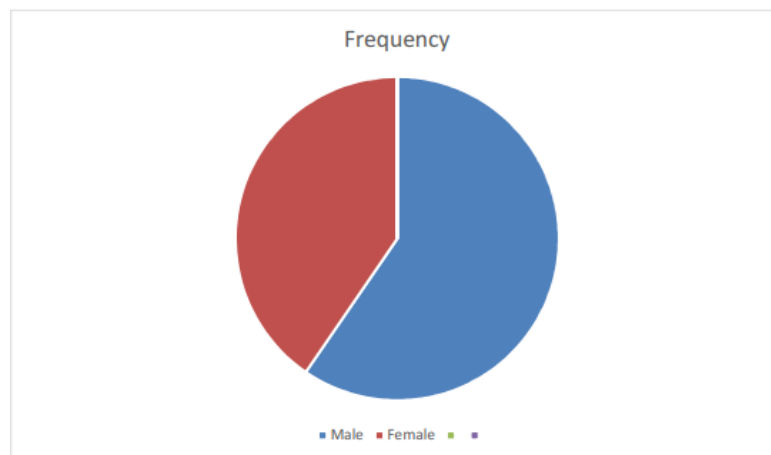
communication techniques of Arumbugal Trust A quantitative cross sectional populace overview was directed in Tirunelveli city. It was done to evaluate HIV/AIDS-related information, attitudes, and rehearses among everyone in Tirunelveli city. This investigation is done to comprehend the job of intentional associations on their insight, mentalities and works on with respect to HIV/AIDS. During July 2011, a cross-sectional investigation of KAP toward HIV/AIDS was led among people matured 19 to 49 years living in the Tirunelveli city with a populace of around 41 million individuals. Around 440 examples were picked by separated irregular examining strategy.

### DATA ANALYSIS

Over the most recent thirty years, wellbeing communication depends on diversion schooling design. Wellbeing messages are effectively gotten a handle on by the majority when the wellbeing data is blended in with diversion content. TV dramas, music recordings, plays, people music, and movies have tended to significant medical problems, for example, medication and liquor misuse, sexual obligation, oral rehydration treatment, disease screening and therapy, family arranging, and HIV/AIDS counteraction. Prevalently short movies and narrative movies are utilized widely in HIV/AIDS communication. Various examinations by the researchers all throughout the planet like Igarthua et al., Vaughan, Everett Rogers and Arvind Singhal ceaselessly stress the achievement of film design in HIV/AIDS communication. For this situation study the scientist follows the utilization of short movies in HIV/AIDS communication all throughout the planet. A center gathering study and exploratory technique are consolidated in the investigation. Aftereffects of the investigation show that film can be a powerful method for expanding HIV/AIDS-related information, raising worries about HIV/AIDS, and advancing the reception of HIV/AIDS counteraction rehearses.

**Table 1.1 GENDER PROFILE OF RESPONDENTS**

Gender	Frequency	Percent
Male	28	60
Female	19	40



**Figure 1.1 GENDER PROFILE**

## CONCLUSIONS

PPWS communication methodologies incorporate relational communication, putting together wellbeing camps, public gatherings, road theaters, guiding and preparing for parental figures, sharpening gatherings for strict pioneers, school superintendents and assessment pioneers. PPWS confronted hardships in imparting HIV/AIDS. Affecting positive individuals as volunteers is exceptionally helpful in battling disgrace and generalizations. Powerful utilization of relational communication assists with building affinity with the local area and help planning. Likewise they focus more on satisfying the mental necessities of PLWHA by making guardians and care groups. They find hard to cause individuals to comprehend the logical realities of HIV/AIDS. Neediness, shame and segregation are different difficulties in imparting HIV/AIDS.

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