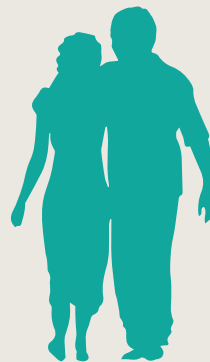


# Health Communication Makes an Impact on HIV Testing & Counseling



Interpersonal communication and counseling related to HIV can lead to measurable increases in HIV testing.



In Zambia, those from communities with increased capacity and high levels of community action for health were **twice as likely** to have undergone HIV testing and know the results than those in communities with low levels of community action for health.<sup>1</sup>

A four-country study showed frequent communication and conversations about HIV doubled or tripled the likelihood that an individual had been tested.<sup>3</sup>



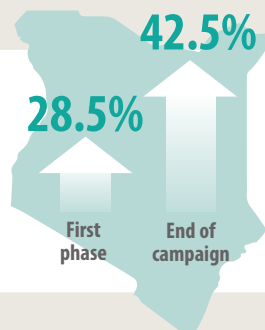
Community-based and mass media campaigns can increase the number of people being tested for HIV



In Malawi, those exposed to community-based activities as well as a mass media campaign designed to increase HIV testing and condom use were

**1.4x** more likely to get an HIV test.<sup>2</sup>

In Kenya, a national four-year campaign promoting testing services used radio and TV with celebrity spokespersons among other materials led to increases in HIV testing.<sup>4</sup>



<sup>1</sup> Underwood, C., Boulay, M., Snetro-Plewman, G., Macwan'gi, M., Vijayaraghavan, J., Namfukwe, M., & Marsh, D. (2012). Community Capacity as Means to Improved Health Practices and an End in Itself: Evidence from a Multi-Stage Study. *International Quarterly of Community Health Education*, 33(2), 105-127.

<sup>2</sup> Kaufman, M. R., Rimal, R. N., Carrasco, M., Fajobi, O., Soko, A., Limaye, R., & Mkandawire, G. (2014). Using social and behavior change communication to increase HIV testing and condom use: the Malawi BRIDGE Project. *AIDS Care*, (ahead-of-print), 1-4.

<sup>3</sup> Hendriksen, E. S., Hlubinka, D., Chariyalertsak, S., Chingono, A., Gray, G., Mbwanbo, J., ... & Coates, T. J. (2009). Keep talking about it: HIV/AIDS-related communication and prior HIV testing in Tanzania, Zimbabwe, South Africa, and Thailand. *AIDS and Behavior*, 13(6), 1213-1221.

<sup>4</sup> Marum, E., Morgan, G., Hightower, A., Ngare, C., & Taegtmeier, M. (2008). Using mass media campaigns to promote voluntary counseling and HIV-testing services in Kenya. *AIDS*, 22(15), 2019-2024.