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.¹

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

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.²

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.⁴