Social communication for health medical prevention

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Abstract (300 word limit)

Statement of the Problem: The communication on HIV has been particularly complex since its inception. This depends on the implications in terms of individual perception of the message; from the consequences on the social and health behavior of the community; from the cultural direction on the level of acceptance of those who are affected by the virus. In Italy, as regards the dissemination of results and medical-scientific information, we find data that are not always fully positive. The research objectives are two: the first, relating to prevention, is the definition of a methodology for designing a social communication campaign, with a "recall function", through which to propose to the public opinion a theme of fundamental importance for the community, to broaden the "conversation social"; the second, concerning the breaking down of the stigma against people affected by the virus, is to develop a methodology for planning cultural re-orientation campaigns. Methodology & Theoretical Orientation: Based on medical and scientific data and statistical surveys on the methods of infection, provided by the medical staff of the Department of Health Sciences of the University of Genoa, the contents of the information project for prevention were defined; through surveys based on the "hermeneutical dialogue", direct information was collected on specific population groups, to identify their knowledge about the prevention and social perception of the topic. The analysis of the data made it possible to identify in adolescents the main target of the project "Communicating HIV" articulated, in fact, in two thematic lines: "Prevention" and "No stigma". Findings: The students on whom the project has been tested (university and middle school students) have learned to use the acronym HIV “without fear”, and to know the transmission routes of the virus and the methods of prevention. Conclusion & Significance: Communication campaigns must support a change in behavior on the part of new generations (do not come into contact with biological fluids); recognize the relational conflict (I need the other, but I protect myself); promote self-care (I protect myself). Communication campaigns should lead to an increase in the number of HIV tests, increase the demand for information, increase the sale of condoms.

Image



Figure 1: Alice Ciliberto, Giovanna Tagliasco, Annapaola Vacanti, logo and poster designed for the research “Being Positive: No Stigma”, 2016.

Recent Publications

1. Bistagnino E, Castellano A (2016) Being Positive. Strategie e linguaggi per la comunicazione dell’HIV 9788897752769.
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3. Bistagnino E (2017) Immagini e immaginazione per la comunicazione sociale all’infanzia. Icone e metafore tra realismo visivo e significati simbolici 978-3-03842-681-3.
4. Bistagnino E (2017) Being Positive. 01 La comunicazione delle emergenze sociali 9788891762528.
5. Falcidieno ML (2016) Strategie metodi e processi per la comunicazione di pubblica utilità 9788897752769.
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Biography

Enrica Bistagnino is Associate Professor of Design at the Department of Architecture and Design of the Polytechnic School of the University of Genoa. She teaches Graphics in the Degree Course in Product and Nautical Design, and Videography in the degree course in Product and Event Design.

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Notes/Comments