

## HIV through the Eyes of Others: Communication Campaigns over 30 Years

M Ranmuthugala<sup>1#</sup> and R Amarasinghe<sup>1</sup>

<sup>1</sup>General Sir John Kotelawala Defence University, Sri Lanka

#madara.ranmuthugala@outlook.com

Human Immunodeficiency Virus (HIV) has existed for nearly a century. However, HIV gained notoriety as late as the 1980s, mainly due to many American homosexual men's diagnosis. It was soon stigmatised, given its sexual transmission. The media contributed to this stigmatisation; some early campaigns equated HIV with AIDS and both with death. However, a more positive note of acceptance, advocacy and lobbying can be now seen. The research aims to understand marketing and communication messages for HIV and AIDS and provides a telescopic view of the effort for 30 years since 1985. This desk review assessed the confluence between HIV and communications and the future of campaigns. The theories such as the health belief model, ABC, reasoned action, social learning/cognitive, diffusion of innovation, fear management, gender and power, agenda setting, risk perception attitude framework, risky choice and attributes, valence framing effects, framing effects, social behaviour change communication (SBCC), and empathy were identified through logical arguments to best fit the research objectives, which helped narrow literature, campaigns and platforms. The literature points to a shift to social media and argues for its effectiveness; it posits that social media, due to its availability and social component, is a preferred method for young people and even a private method that can be effectively utilised in reaching vulnerable populations. This paper expects that a detailed look at social media will help governments create content effective on those platforms, while a historical view will assist local and national policymakers in future campaigns. To this end, it analysed 58 papers from both the global North and South.

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