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Media Communication in HIV/AIDS and STI: Young people's perspectives

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Primary Health Care Nurses have an important role to educate young people about Sexually Transmitted Infections (STIs), and Human Immunodeficiency Virus (HIV) infections in their unique position to provide sexual health services through their own nursing consultations. It is important for nurses to know which media and methods are used more by young people to get information and learn about STIs and HIV. Although a variety investigations regarding the effectiveness, means of dissemination, and the needs of young people for information pertaining to HIV/AIDS and STIs, little attention has been paid to develop a better understanding of young people's practice and preferences for using media to access such information in Australia. There is a gap in focusing on the potential of social media related to the health of adolescent and young adults, who are nearly universal social media users but difficult to engage with health and relatively low healthcare utilizers.

The main aim of this research is to explore young people's preferred method/medium of communication about HIV/AIDS and STIs, and the factors determine these preferences. A total of 177 completed questionnaires were obtained from young adults aged 18-28 years doing a web-based questionnaire survey. The ANOVA and T-tests were utilized

to explore the associations between participants' choices of information source, accessibility, effectiveness, attractiveness, and their socio demographic variables.

The results revealed that, while electronic media are popular, very accessible, and considered by young people to be both effective and interesting media for obtaining information about HIV/AIDS and STIs, the use of these media for disseminating this information to young people is limited. Health promotion planners, nurses and policy makers need to pay more attention to the types of media utilized and the kinds of information disseminated in relation to educating young people about HIV/AIDS and STIs.

Speaker Biography

Kazrm Razaghi has completed his PhD in 2010 from the University of Sydney, Australia. He is the lecturer in Nursing of Western Sydney University, Australia. He has been working in clinical settings as a Registered Nurse, health education provider, academic, research coordinator, and course coordinator in nursing and health field for about 23 years. He also has a few publications in peer reviewed journals. He has been serving as a reviewer board member of reputed Journals and international conferences. Research interest: nursing education, health promotion, behavioral and social determinants in health, nursing leadership and management.

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