

# Developing Materials on HIV/AIDS/STIs for Low-Literate Audiences

***path***

Program for Appropriate Technology in Health



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PATH is an international, non-profit, nongovernmental organization whose mission is to find and implement solutions to critical health problems, especially those affecting women and children. PATH is widely recognized for its collaborative work with local and international partners and its success in building and sustaining public- and private-sector partnerships. PATH shares knowledge, skills, and technologies with governments and nongovernmental partners in low-resource settings around the world. For PATH, “appropriate” technologies and interventions are those that meet critical health needs in an affordable and culturally acceptable manner. PATH is based in Seattle, Washington, and has 20 program offices in 12 countries. As part of this global network, the Washington, D. C., office advances PATH’s mission through its special focus on reproductive health and behavior change communication.

FHI, a non-profit, nongovernmental organization, has been at the forefront of educating and helping communities cope with the effects of HIV/AIDS since 1986. Today, FHI’s Arlington, Virginia-based Institute for HIV/AIDS is the world’s largest provider of international HIV/AIDS programming. With a staff of 360 in more than 40 countries throughout Africa, Asia, Latin America, the Caribbean, and Europe, FHI operates a range of comprehensive programs addressing both prevention and care. FHI technical experts and program managers identify what is needed in a particular country, provide state-of-the-art interventions, tailor programs to local needs, and advocate for compassionate, realistic, appropriately resourced responses. The organization’s programs expand care and support for people affected by HIV/AIDS, advance life-saving HIV policies, prevent and treat sexually transmitted infections (STIs), provide voluntary counseling and testing (VCT), design behavior change interventions, link contraception and HIV prevention, maximize the private-sector response to AIDS, and research solutions to infectious disease transmission and treatment.

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## Acknowledgements

This manual is based on two prior PATH publications: *Developing Health and Family Planning Materials for Low-Literate Audiences: A Guide* (1989 and 1996), by Margot Zimmerman, Nancy Newton, Lena Frumin, and Scott Wittet, and *Immunization and Child Health Materials Development Guide* (2001), by Elizabeth Younger, Carol Hooks, Scott Wittet, and Heidi Lasher. Staff of FHI's AIDS Control and Prevention (AIDSCAP) Project and IMPACT project used PATH's 1996 Guide in various international field projects, but found that local staff always asked why the illustrations and examples referred only to family planning programs. Many concepts in the field of STIs—including HIV and AIDS—are very difficult to convey to non-literate and low-literate audiences.

The specific focus of this new publication is on developing print materials for programs to use to reduce the incidence of STIs, including HIV/AIDS. The methodology for preparing materials for low-literate populations has been simplified, based on user feedback. These same techniques can also be adapted and used to develop audiovisual or print materials for almost any population group.

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