

The Role of journalism in AIDS interventions: a challenge to scientists and journalists collaboration

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ABSTRACT

AIDS emerged in Thailand less than a decade ago. The rapid epidemic spread wake the whole nation up to the encroaching major health and socio-economic problems. The lack in effective medical prevention and treatment methods put great weight on the behavioural interventions. It also signals the urgency of informing and educating the public correctly and timely. The experience on public communication of knowledge related to HIV infection and AIDS in Thailand demonstrated two major contentions on correct holistic comprehension and the dilemma of dual impacts, the desirable and undesirable outcomes, that occurred in tandem. Among the obvious example was the impact of fear of the HIV infection that generates the positive reduction of risk behaviour and the negative social rejection simultaneously. The close collaboration of journalists and scientists is needed to develop the effective communication that carries a minimal counterproductive impact. The collaboration will probably have to be fostered by the dedication to public welfare and the sacrifice of personal interest. To deliver an effective public communication of knowledge on HIV infection is a real challenge to the technical integrity and ideology of journalists as well as scientists.

Key words: Journalism, Role, Aids interventions.

The First World Conference of Science Journalists, "Science and communication-Pursuit of science in service of humanity-". Organized by the UNESCO, Japanese Organizing Committee of the First World Conference of Science Journalists and the National federation of UNESCO Associations in Japan. Tokyo, Japan, November 10-13, 1992.