

PNAC holds advocacy seminar on 'Communicating for HIV/AIDS Prevention – A Development Communication Prospective'

In view of the fact that effective prevention and control of HIV and AIDS largely depended upon effective communication of information about the epidemic but due to our cultural and social norms it is still considered as taboo in the society which result the discrimination against people living with HIV and AIDS. For this purpose it is needed to communicate authentic, reliable and right-based message about HIV and AIDS. Keeping this in view there was need to devise effective communication strategy.

In order to achieve this objective, the Pakistan National AIDS Consortium (PNAC), organized a seminar under the title 'Communicating for HIV/AIDS Prevention – A Development Communication Prospective' on March 21, 2006 at a hotel in Islamabad.

The seminar was attended by prominent experts of communication.

The purpose of the seminar was to discuss and analyze the strategies and methods which have been adopted by different organizations and national and international agencies to evaluate their effectiveness.

The seminar was attended by Dr. Asma Bukhari, Programme Manager NACP; Ms. Bettina Schunter, Prog-



PNAC arranged a seminar on 'Communicating for HIV/AIDS Prevention, recently at a hotel in Islamabad. Pictured: Dr. Asma Bhukhari addressing the participants while others are sitting on the dais.

ramme Officer on HIV/AIDS UNICEF; Fayaz Baqir, Assistant Country Representative UNDP; Dr. Nazir Mahmood, Capacity Development Specialist - DTCE, as guest and speakers and panelists. Keynote address was given by Dr. Rukhsana Kousar Chairperson, Behavioural Sciences Department, Fatima Jinnah Women University. Presentation was given by Qadeer Beg National Manager PNAC, to review the communication strategies adopted by government agencies and other social services organizations.

Discussing the various initiatives of PNAC for communicating HIV/AIDS to the general public, President of PNAC, Raja Khalid Mehmood said that our organization is committed to eliminate discrimination against PLWHAS and working in parallel to the

government to prevent the disease nationally by increasing the access to the information.

He announced the launching of the first 'Sexual and Reproductive Health Journal' which was jointly launched by National Manager NACP, Dr Asma Bhukhari and President PNAC. This journal is the part of major area of action of PNAC Com-

munication and advocacy. Addressing the seminar Dr. Asma Bhukhari discussed various methods adopted by the government agencies for conveying the message to the masses. She also replied queries on the issue made by the participants of the seminar. ■



Raja Khalid Mehmood presenting memento Dr. Asma Bhukhari.