

Validating the Fact that Effective Information Packaging and Dissemination is a Strong Tool to Mitigate the Effects of HIV/AIDS in Selected African Countries

S. M. Kang'ethe¹ and Patrick Ajibade²

*¹Department of Social Work, University of Fort Hare, Alice, P.B. X1314,
Eastern Cape, 5700, South Africa*

*²Department of Library and Information Science, University of Fort Hare, Alice, P.B. X1314,
Eastern Cape, 5700, South Africa*

E-mail: ¹<skangethe@ufh.ac.za>, ²<ajibadep@ufh.ac.za>

KEYWORDS HIV/AIDS. Cultural Friendly. Engendering. Globalization Friendly. Youths

ABSTRACT Consensually, qualitative HIV/AIDS information, its effective packaging and dissemination constitute some of the invaluable and formidable paths to a successful HIV/AIDS response. The aim of the paper is to discuss the various dynamics underpinning effective information packaging and dissemination with examples drawn from selected African countries. The study adopted a desktop review literature to assess, debate and critic existing information pertaining to packaging and dissemination of HIV/AIDS. The findings have the following underpinnings associated with effective information packaging: strengthening information packaging, increasing information packaging prowess, promotion of information policy on HIV/AIDS, strengthening information governance and its management, and inextricability between information packaging and HIV/AIDS. The article makes the following recommendations to engender HIV/AIDS information dissemination messages: packaging to be both youth and globalization friendly and both the government and the private sector to work in tandem to ensure a well-packaged information and dissemination process, if the war against HIV/AIDS is to be won.