



Queensland University of Technology
Brisbane Australia

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More than deficit approach: how to develop animated video resources to enhance HIV health literacy of diverse migrant populations in Australia

S. Remata, S.N. Istiko, A. Ndayizeye, M.E.V. Moreno, V. Kirunda, O. Hollingdrake, R. Osborne, J. Hou, B. Abell, A. Mullens, Z. Gu, J. Debattista, D. Vujcich, R. Lobo, G. Parma, C. Howard, J. Durham

Background

Heterosexuals from Sub-Saharan Africa, gays, bisexuals and men who have sex with men from Asia and South America are identified as priority migrant populations for Australian HIV information and services.

Current health promotions rely on deficit models that do not highlight the capacities of key migrant communities to reflect on HIV health information at different levels.

Methodology

The study utilised a critical HIV health literacy approach and peer researchers to conduct a series of interviews and focus group discussions, data analysis, video scenario and script formulation, video promotion and dissemination, and monitoring and evaluation.

Additional feedback was also sought from a consortium of academe and industry researchers, and a professional digital service provider was also hired to convert each scenario into a suit of animated videos.

Results

Six short animated videos were created. Each video portrayed thematic conversations within and across the priority migrant populations. The videos unpacked specific challenges in how migrant communities access, appraise and apply HIV health information and covered issues including HIV stigma, language barriers, and navigating health systems.

The study also highlighted that: 1) Epidemiological and ethno-national-based groupings do not always represent how migrants engage with HIV health information; 2) Health messaging must achieve a balance between realism and aspirational to promote change in socio-cultural norms that stigmatise sex and HIV; 3) Employing government and other institutional information channels are likely to enhance message credibility; and 4) Linguistic exchanges and barriers are negotiated differently depending on contexts.

Conclusion

Health promotional resources must consider the relational and contextual aspects of engaging with information to effectively enhance the HIV literacy of diverse migrant populations in Australia.



data gathering



analysis and conceptualisation



community validation



video development



promotion and dissemination



monitoring and evaluation

SCAN HERE TO
CHECK OUT
THE VIDEOS

