

Abstract theme: *Health Communication - the way to increased equity in health?*

Communication in many different forms used to boost health, and municipalities make such a great effort to meet people and talk in a language that can be understood by citizens. But what expectations can we afford to have the effect of the various forms of communication? What determines eg on campaigns reduces or increases social inequality in health? What does our public health perspective, articulations and concepts in relation to space and inclusion of all groups - especially in a health literacy perspective?

Title: HIV, does it affect me?

A study on knowledge, attitudes and sexual behavior among people 16 - 84 years.

Type of presentation: Oral presentation

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Keywords: HIV, knowledge, discrimination,

Background: Sweden have a National Strategy on HIV, aids and other infectious diseases. One of the main goal is to limit the consequences of these infections for society and the individual. Data has been gathered eleven times since 1987 on the population's knowledge, attitudes and behavior regarding both risk factors, factors linked to HIV infection and how people deal with the fact that HIV exists in society. A nationwide information campaign about effective HIV treatment was performed in 2015.

Will it make a difference?

Theoretical framework and method: A survey has been sent out to a randomized sample from the population registry for every survey. The 2016 survey is comprising 30.000 individuals aged 16-84. The sample is stratified by age groups, sex and six geographical regions. The Statistics Sweden are responsible for the data collection performed in October and November 2016. A failure analysis will be conducted. During the years a total of 21.159 persons have answered.

Results: A report from the 2016 survey will be publish by the Public Health Agency of Sweden during late spring of 2017. Knowledge has previously been low among the public about antiretroviral drugs and their effects on infectiousness and only 15 percent in the 2007 and 2011 surveys believed that treatment means that you infect less. Over time fewer and fewer say that they definitely or probably should avoid close contact with a colleague or classmate with HIV. But still, in 2011, every fifth person reported that they will avoid close contact. Younger people under 20 is, in this regard, more unsettled than older. There are still prejudices against people with HIV eventhough there has been changes over time. In 2011, 4 out of 10 report that those who are infected with HIV "should abstain from sexual intercourse." The corresponding percentage in 1987 was 6 out of 10. Has it changed in 2016?

Significance for research, policy or practice going forward: HIV and STI exist in society. How can the knowledge about effective treatment be known among the public and will that reduce stigma and discrimination.

Key references:

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<http://www.hivdag.se/> webpage for information campaign directed to the public 2015

<https://www.folkhalsomyndigheten.se/hivdag/> webpage directed to professionals 2015

