BINDURA UNIVERSITY OF SCIENCE EDUCATION

FACULTY OF SOCIAL SCIENCES AND HUMANITIES

The Effectiveness of **HIV/AIDS Awareness**

Campaigns by NGOS **. Case Study of Chitu**

ngwiza Ward 17.

By

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ABSTRACT

The purpose of this study was to evaluate the effectiveness of HIV/AIDS awareness campaigns conducted by NGOs in Chitungwiza Ward 17, Zimbabwe. The research aimed to identify gaps in current initiatives and recommend strategies for improvement. A qualitative case study methodology was employed, utilizing purposive sampling to select 20 participants, including NGO officials, activists, academics, and community members. Data were collected through in-depth interviews and semi-structured questionnaires, focusing on participants' experiences and perceptions of awareness campaigns. Key findings revealed varying levels of awareness regarding HIV transmission and prevention among residents. While most participants demonstrated a basic understanding of the virus, misconceptions persisted. Campaigns effectively addressed critical issues such as stigma reduction, youth education, and the promotion of safe practices. However, significant challenges were identified, including funding limitations, societal stigma, and misinformation, which hindered the effectiveness of outreach efforts. The study concluded that despite the positive impact of current campaigns, sustained engagement and comprehensive strategies are required to enhance community participation and education. Recommendations include increasing community involvement in campaign planning, securing diverse funding sources, leveraging local influencers to reduce stigma, and utilizing technology for broader outreach. Continuous education initiatives and robust monitoring and evaluation systems are essential for adapting strategies based on community feedback.

DECLARATION

I, Natasha Maruve (B210081B), hereby declare that this dissertation is the result of my own research and study, except to the extent indicated in the acknowledgments and references included in the body of the paper, and that it has not been submitted in part or in full for any other degree to any other university.

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Student Name **Signature** **Date**

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Dr. J. Kurebwa ....07/09/2025........................

Chairperson **Signature** **Date**

DEDICATION

I dedicate this work to my father.

ACKNOWLEDGEMENTS

I would like to express my heartfelt gratitude to my siblings for their dedication and support. I would also like to thank my friends for their support during my studies.

I would also like to express my heartfelt gratitude to my supervisor, Dr. Chipaike for his assistance during my studies.

LIST

CDC - Centers for Disease Control and Prevention.

GCN - Girl Child Network.

NGO - Non-Governmental Organization.

PAHO - Pan American Health Organization.

PSI - Population Services International.

UNAIDS - Joint United Nations Programme on HIV/AIDS.

WHO - World Health Organization.

ZIMSTAT - Zimbabwe National Statistics Agency.

ZNAC - Zimbabwe National AIDS Council.

ZNNP - Zimbabwe National Network of People Living with HIV.

LIST

TABLE

CHAPTER

1.0

1.1 Background of the study

HIV/AIDS has been a global public health issue for decades. According to UNAIDS (2022), approximately 38 million people were living with HIV worldwide in 2021. While significant progress has been made in treatment, prevention remains critical to curb new infections (UNAIDS 2022). Awareness campaigns have been widely implemented across all regions. In sub-Saharan Africa, community-based interventions seek to address socio-cultural barriers and promote behaviour change (WHO 2021). However, success varies between settings. In Asia, campaigns have strengthened but rising infections in key populations highlight the need for innovative strategies (UNAIDS 2022). Latin America has seen mixed results from mass media drives. Tailored prevention for at-risk groups is now prioritized (PAHO 2022). Even in developed nations, certain communities experience disproportionate impact and this necessitates targeted education (CDC 2022). Sustained awareness is challenged by evolving contexts. Younger generations are less susceptible to traditional methods while digital platforms introduce new risks (UNAIDS 2022). Stigma and legal barriers also limit outreach in many places.

Africa remains most heavily affected by the global HIV/AIDS pandemic. In 2021, over 67% of new global infections occurred in sub-Saharan Africa (UNAIDS 2022). Countries in southern Africa have faced especially severe epidemics. The national adult prevalence has exceeded 20% in the past (AVERT 2022). Drivers of HIV transmission in Africa are complex. Poverty, gender inequalities and mobility have hampered pr

evention (WHO 2021). Certain cultural practices such as multiple concurrent partnerships also increase risk (Katz et al. 2018). Additionally, limited health services and stigma have constrained testing and treatment uptake in the past (UNAIDS 2022). In response, community-led awareness campaigns have been critical. Stakeholders have sued methods like edutainment and champion mobilization to try and promote behaviour change (WHO 2021). As treatment access expands, combination prevention is now emphasized (AVERT 2022). However, evolving contexts challenge sustained prevention. Urbanization separates communities from traditional influence while digital media introduces new risks (Katz et al., 2018). Younger generations also require novel engagement strategies (UNAIDS 2022).

HIV/AIDS has been a major public health issue in Zimbabwe for decades. According to the Zimbabwe National Statistics Agency (ZIMSTAT), HIV prevalence among adults aged 15-49 years remains high at 12.6% nationwide (ZIMSTAT, 2022). However, prevalence varies significantly across regions. Chitungwiza, a high-density suburb located south of Harare, has consistently reported HIV prevalence above the national average (ZIMSTAT, 2022). Within Chitungwiza, Ward 17 has been identified as a hotspot with prevalence of over 15% (ZIMSTAT, 2022). Over the years, various awareness campaigns have been implemented in Ward 17 to curb the epidemic. NGOs such as Chipangano ChaVaida and Salvation for Community Development (SCD) have led campaigns using community meetings, door-to-door education, and information distribution (Mudimu, 2023). However, new infections continue to arise especially among youth. This indicates that existing efforts may not be adequately addressing drivers of the epidemic in this community (ZIMSTAT, 2022). Barriers such as poverty, gender nor

ms, limited healthcare access and mobility have been reported to hamper prevention (Mudimu, 2023). In that regard, reducing mortality, prevention remains a challenge. Sustained awareness is needed yet campaign strategies have not been reviewed to address the Ward's evolving context. As the epicenter of the epidemic shifts within Chitungwiza, renewed focus on hotspots can optimize resource use. This study aims to evaluate recent campaigns in Ward 17 to identify gaps and recommend data-driven improvements. Findings may help streamline prevention programs to curb rising infections in high-risk communities.

1.2 Purpose of the Study

To explore the effectiveness of recent HIV/AIDS awareness campaigns in Chitungwiza Ward 17.

1.3 Statement of the Problem

HIV infection rates remain high in some PARTS OF Zimbabwe. Civil society groups face obstacles like poverty, stigma and treatment access that hamper prevention efforts. The challenges faced by HIV/AIDS awareness campaigns globally include barriers such as poverty, stigma, limited access to healthcare services, and societal attitudes (Gonese et al., 2020). These obstacles hinder the effectiveness of campaigns in preventing new infections. There is therefore a need to promote behaviour change across different regions and communities. The effectiveness of HIV/AIDS awareness campaigns by NGOs varies significantly across regions due to a multitude of challenges (Gonese et al., 2020). In sub-Saharan Africa, poverty, gender inequalities, limited healthcare access, and cultural practices pose significant barriers to prevention efforts (Gonese et al., 2020). In Asia, rising infections among key populations necessitate inno

vative strategies to combat the epidemic. Also, Latin America struggles with mixed results from mass media campaigns. This highlights the need for tailored prevention approaches for at-risk groups. Even in developed nations, communities facing stigma and lack of access require targeted education to mitigate the impact of HIV/AIDS (Mudimu, 2023). The evolving landscape of younger generations and digital platforms further complicates sustained awareness efforts. It is therefore crucial to address these diverse challenges comprehensively to enhance the impact of HIV/AIDS awareness campaigns globally.

1.4 Objectives of the Study

1. Assess awareness levels regarding HIV transmission and prevention among residents

2. Evaluate how campaigns incorporated local needs and barriers to impact behaviour

3. Identify challenges facing campaign organizers in Ward 17

4. Recommend strategies to strengthen future awareness programs

1.5 Research Questions

1. What is the general awareness of HIV among residents as a result of past campaigns?

2. How did campaigns address specific issues in Ward 17 compared to other areas?

3. What obstacles did organizers face in planning and implementing campaig

ns?

4. What can be improved in future campaigns based on effectiveness and res

ident feedback?

1.6 Assumptions of the Study

1. Existing campaigns aimed to educate residents but local factors may have

limited their reach and success in Ward 17.

2. The spread of HIV / AIDS in the study area remains a challenges despite ef

forts to quell the number of new infections.

3. Stakeholders are facing diverse challenges in combating the spread of HIV

/ AIDS.

1.7 Significance of the Study

The study has the potential to benefit policymakers. It will provide valuable ins

ights into the effectiveness of HIV/AIDS awareness campaigns in Chitungwiza Ward

17. Policymakers can make informed decisions to optimize resource allocation. They

can also design targeted prevention programs to reduce infection rates. Additionally, t

he academic community can benefit from this research. This is because it contribute

s to the existing literature on health communication strategies and HIV awareness ca

mpaigns. Community members can gain valuable information on HIV transmission a

nd prevention. This can help them make informed decisions about their health and w

ell-being. The study aims to have a meaningful impact on public health initiatives an

d support the overall well-being of the community.

1.8 Delimitations of the Study

This study will focus solely on HIV/AIDS awareness campaigns and prevention efforts within Chitungwiza Ward 17. The study will not explore other health issues or diseases to maintain a clear and specific research scope. Delimiting the study to this particular area and topic will allow for a more in-depth analysis.

1.9 Limitations of the Study

Data collection was tough because of the sensitive nature of the topic. Some respondents were hesitant to share about the matter. There were also time constrains when data was collected.

1.10 Definition of Keywords

Awareness campaign - A public health initiative to disseminate information aimed at educating communities about a health issue and promoting prevention (AVERT, 2021).

Prevention - Actions taken to avoid transmission or acquisition of HIV. These include correct condom use, voluntary medical male circumcision, pre-exposure prophylaxis and abstinence from high risk activities (Gonese et al., 2020).

Behavior change - Modifying individual actions and social norms to reduce risky habits and adopt preventative measures (AVERT, 2021). This requires understanding transmission routes and prevention methods.

HIV/AIDS - A virus that weakens the immune system and without treatment. It develops into Acquired Immunodeficiency Syndrome. It can be transmitted through contact with certain bodily fluids (Gonese et al., 2020).

Stigma - A strong negative attitude held by communities towards people and issues associated with a health condition (Gonese et al., 2020). It can discourage prevention, testing and treatment due to fear of discrimination.

1.11 Chapter Outline

Chapter 1 was an introductory chapter.

Chapter 2 provided a review of the literature related to the topic. It will also explain theories.

Chapter 3 provided an overview of the research design and methodology.

Chapter 4 presented the findings of the study.

Chapter 5 gave concluding remarks.

CHAPTER

2.0

2.1 Introduction

The understanding of stigma theory plays a pivotal role in comprehending the complex social dynamics surrounding the social dynamics related to the virus. Stigma is characterized by negative attitudes and discriminatory behaviours towards individuals living with HIV. It has profound implications on their mental, physical health, and social well-being. This chapter delves into the theoretical framework of stigma theory. It explores its historical roots, societal impact, and implications for HIV prevention and treatment. Furthermore, it examines the critical role of NGOs in Zimbabwe in conducting outreach programs, targeted campaigns, and utilizing community-based approaches. These programs are meant to enhance access to HIV/AIDS services and support. This chapter aims to shed light on the importance of addressing stigma, fostering community engagement, and promoting behavioral changes to combat the spread of HIV/AIDS effectively.

2.2 Theoretical Framework

2.2.1 Stigma Theory

According to Ismail et al. (2022) stigma theory is a crucial concept in understanding the social dynamics surrounding HIV/AIDS. It is rooted in the negative attitudes, beliefs, and behaviours towards individuals living with HIV. These often leads to discrimination and marginalization. This stigmatization can have profound consequences on the mental and physical health of those affected. It also has impact on their social relationships and access to care (Ismail et al., 2022). One of the key aspects of st

igma theory for HIV is its historical origins. The early years of the HIV/AIDS epidemic saw widespread fear, misinformation, and prejudice towards individuals living with the virus (Ismail et al., 2022). This fear was fuelled by societal attitudes towards marginalized populations such as injecting drug users, and sex workers. This is because they were disproportionately affected by the epidemic. As a result, people living with HIV faced discrimination in healthcare settings, employment, and social interactions (Muvhringi, 2022). Moreover, the impact of stigma theory on HIV prevention and treatment cannot be overstated. Stigmatizing attitudes and behaviours create barriers to testing, treatment adherence, and disclosure of HIV status. This can lead to delayed diagnosis, poor health outcomes, and increased transmission of the virus. Addressing stigma and discrimination is therefore essential in the global fight against HIV/AIDS (AVERT, 2021).

2.3 HIV Campaigns in Chitungwiza

There are various NGOs operating in Chitungwiza with the aim of addressing HIV/AIDS related issues. As an example, AIDS Youth Network engages in campaigns against drug use and the spread of HIV. These initiatives mostly target youths. AIDS Youth Network actively engages in campaigns aimed at combating drug use and the spread of HIV (PEPFAR, 2021). Their particular focus is on reaching young people. They recognise that youths are often at higher risk due to factors such as peer pressure and lack of awareness. Therefore, the Trust employs a variety of strategies, including educational workshops, peer-to-peer outreach, and community events (PEPFAR, 2021). These initiatives vital information about the dangers of drug use. They also focus on the importance of HIV prevention in order to create safe spaces for young individuals

to discuss their concerns and seek support. The Girl Child Network (GCN) is dedicated to empowering girls by providing them with essential education, advocacy, and health initiatives that focus on reproductive health and HIV prevention (PEPFAR, 2021). GCN equips girls with the knowledge and skills necessary to make informed decisions about their bodies and health. The organization conducts workshops and community outreach programs that raise awareness about reproductive rights and the importance of HIV prevention. It addresses the specific challenges faced by girls in their communities.

2.4 Outreach and Access

NGOs play a vital role in conducting outreach programs. They help raise awareness about HIV/AIDS and provide access to testing, treatment, and support services in Zimbabwe. These initiatives are essential in reaching vulnerable populations. These communities sometimes face barriers to healthcare services. These include youth, women, and marginalized communities (Chingwaru & Vidmar, 2018). NGOs utilise community-based approaches to ensure that their campaigns are accessible to those most in need. These campaigns are approached using various methods.

2.4.1 Targeted Campaigns

NGOs often tailor their campaigns to specifically target vulnerable populations. It is recognized that different groups may have unique needs and challenges related to HIV/AIDS. As stated by Chingwaru and Vidmar (2018) campaigns for youth focus on promoting safe sex practices. On the other hand, campaigns for women may emphasize gender-specific issues like prevention of mother-to-child transmission (Chingwaru & Vidmar, 2018). NGOs customise these interventions in order to effectively eng

age with diverse communities. They also aim to address specific concerns related to HIV/AIDS. Furthermore, targeted campaigns by NGOs may involve collaboration with local community leaders, healthcare providers, and other stakeholders. This helps to ensure that interventions are culturally sensitive and relevant. By working closely with members of the target population, NGOs can gain insights into their needs and prefer ences. This allows for the development of tailored strategies that resonate with the c ommunity (Muvhringi, 2022). NGOs tailor their workshops and seminars to cater to di fferent audiences. These are groups such as youth, women, people with disabilities, a nd other key populations affected by HIV/AIDS. By customizing the content, format, a nd delivery methods to meet the unique needs and preferences of each group, NGOs ensure that educational programs are culturally sensitive, linguistically appropriate, a nd engaging (Muvhringi, 2022). This personalized approach enhances the effectivene ss of the workshops and seminars in reaching and resonating with diverse communit y members.

2.4.2 Community-Based Approaches

NGOs in Zimbabwe employ community-based approaches to effectively enga ge with local populations. They also aim to build trust, and enhance access to vital in formation and services related to HIV/AIDS. By leveraging the expertise and networks of local leaders and community structures, NGOs can establish meaningful connectio ns with the community. They can also identify unique needs, and tailor their initiative s for maximum impact (Chibango, 2020). As an example, workshops and seminars o ften provide interactive learning experiences, such as role-playing activities, group dis cussions, and live demonstrations. These are meant to engage participants and reinf

orce key messages effectively (Chibango, 2020). Through hands-on exercises and int eractive sessions, NGOs create a supportive environment where individuals can ask q uestions, share experiences, and learn from their peers (Chibango, 2020). This partici patory approach enhances knowledge retention and promotes behaviour change by e ncouraging active participation and collaboration among participants.

2.4.3 Utilizing Local Leaders

NGOs collaborate with influential local leaders, such as traditional chiefs, religi ous figures, and community elders. Their aim is to gain credibility and acceptance wit hin the community. These partnerships help NGOs access hard-to-reach populations, dismantle misinformation and stigma surrounding HIV/AIDS. They also promote posi tive behaviour change (Muchabaiwa & Mbonigaba, 2021). Involving respected comm unity leaders in awareness campaigns and outreach activities can disseminate accur ate information and encourage community members to seek testing and treatment se rvices (Muchabaiwa & Mbonigaba, 2021). The Grassroot Empowerment Initiative part ners with traditional chiefs in rural communities to conduct HIV/AIDS awareness cam paigns. It also promotes health-seeking behaviours among community members. Ho pe for the Future works closely with religious leaders to deliver educational workshop s on HIV prevention and stigma reduction within churches and mosques (Muchabaiw a & Mbonigaba, 2021).

2.4.4 Empowering Community Structures

NGOs work with existing community structures, such as women's groups, yout h organizations, and neighbourhood associations. They work to create a support syst em for individuals affected by HIV/AIDS. These community-based networks provide a

safe space for open discussions, peer support, and access to resources (Yonko et al., 2024), This fosters a sense of belonging and solidarity among community members. By empowering these structures, NGOs can strengthen community resilience and improve health outcomes for those living with HIV/AIDS. Women's Action Group facilitates support groups for women living with HIV/AIDS, offering counseling, skills training, and advocacy services to empower them to lead healthy and fulfilling lives (Yonko et al., 2024). Youth Connect engages local youth organizations to conduct peer-led outreach activities and sexual health education campaigns targeting young people at higher risk of HIV infection.

2.4.5 Enhancing Trust and Access to Information

They can also use community-based approaches to establish trust and credibility among community members. This leads to increased participation in awareness campaigns, testing programs, and treatment initiatives. They can involve local stakeholders in the planning and implementation of projects. The can also ensure that interventions are culturally appropriate, linguistically sensitive, and responsive to the specific needs of the community (Gumede et al., 2024). This approach not only improves access to information but also fosters a sense of ownership and sustainability within the community. The Friendship Trust collaborates with village health workers to provide door-to-door HIV testing and counselling services (Gumede et al., 2024). This ensures that individuals receive accurate information and access to care in remote areas. NGOs such as the Zimbabwe National AIDS Council (ZNAC) organize workshops and seminars in collaboration with local healthcare providers and community leaders to deliver comprehensive HIV/AIDS education (Muvhiringi, 2022). These programs cover a

wide range of topics, including modes of transmission, prevention methods (such as condom use and pre-exposure prophylaxis), the importance of regular testing, and available treatment options (Muvhiringi, 2022). By equipping individuals with accurate and up-to-date information, workshops and seminars empower them to protect themselves and others from HIV infection.

2.5 Use of Multimedia

NGOs in Zimbabwe harness the power of multimedia platforms, including radio, social media, and print materials. These are used to disseminate crucial information about HIV/AIDS and engage a wider audience in awareness campaigns. By leveraging these diverse communication channels, NGOs can reach individuals across various demographics and geographic locations. This can raise awareness and promote prevention strategies while reducing stigma associated with the virus.

2.5.1 Radio Campaigns

NGOs like the Population Services International (PSI) collaborate with local radio stations to broadcast targeted messages about HIV/AIDS prevention, testing, and treatment. According to Ngaragari et al. (2024) these radio campaigns often feature public service announcements, interviews with healthcare professionals, and testimonials from individuals living with HIV/AIDS. They aim to provide accurate information and dispel myths and misconceptions. Ngaragari et al. (2024) further states that the wide coverage and accessibility of radio make it an effective medium for reaching both urban and rural populations. This ensures that vital information reaches diverse communities across Zimbabwe. As an example, the Zimbabwe National Network of People Living with HIV (ZNNP+) partners with local radio stations, such as Star FM and ZiF

M Stereo (Muvhiringi, 2022), They broadcast educational segments on HIV/AIDS prevention and treatment options (Muvhiringi, 2022). These radio campaigns feature testimonials from HIV-positive individuals who share their personal journeys and experiences. This helps to reduce stigma and increase awareness within the community.

2.5.2 Social Media Engagement

NGOs actively utilize social media platforms, such as Facebook, Twitter, and WhatsApp, to engage with a younger audience and promote interactive discussions about HIV/AIDS. They create engaging posts, videos, infographics, and live sessions to amplify their reach (Yonko et al., 2024). They also drive conversations, and encourage behaviour change among online users (Yonko et al., 2024). Social media campaigns enable NGOs to connect with a tech-savvy and digitally engaged demographic. This fosters a virtual community committed to raising awareness and combating HIV/AIDS stigma. The Center for Sexual Health and HIV/AIDS Research (CeSHHAR) utilizes social media platforms like Facebook and Twitter to engage with youth populations and promote safe sex practices ((Gumede et al., 2024). By creating interactive quizzes, live Q&A sessions with experts, and sharing informative infographics, CeSHHAR actively reaches a younger audience and fosters open discussions about HIV prevention and sexual health (Gumede et al., 2024).

2.5.3 Print Materials Distribution

NGOs distribute informative print materials, such as posters, brochures, and pamphlets, in healthcare facilities, community centers, and public spaces. These use these media to supplement their awareness campaigns. As stated by Nhamo et al. (2022) these materials serve as tangible resources that individuals can reference for accur

ate information on HIV/AIDS transmission. They can also learn about prevention methods, and available support services. By providing accessible and visually appealing print materials, NGOs ensure that key messages are reinforced and retained by community members who may not have access to digital platforms. The Zimbabwe AIDS Prevention and Control Project (ZAPP) distributes visually engaging posters and brochures in clinics, schools, and community centres across the country (Nhamo et al., 2022). These print materials provide essential information on HIV/AIDS transmission routes. They also emphasise the importance of regular testing, and where to access healthcare services. By making these materials readily available, ZAPP ensures that individuals have access to accurate information and resources to make informed decisions about their health.

2.6 Behavioral Change

NGOs in Zimbabwe are at the forefront of promoting behavioural change to combat the spread of HIV/AIDS by encouraging safe practices such as condom use and regular testing. They use targeted campaigns and community engagement efforts. These aim to empower individuals to adopt preventive behaviours that can lead to a reduction in new infections and improve overall health outcomes (Makurumidze, 2021).

2.6.1 Promotion of Condom Use

NGOs like PSI Zimbabwe conduct comprehensive campaigns that promote the consistent and correct use of condoms as a key strategy for preventing the transmission of HIV and other sexually transmitted infections (Makurumidze, 2021). These campaigns involve the distribution of free condoms and educational workshops on con

dom negotiation skills. They also emphasise the promotion of condom-friendly envir

onments in social settings (Chingwaru & Vidmar, 2018). By normalizing and encoura

ging condom use, NGOs aim to increase protective behaviors among individuals eng

aging in sexual activities. This is particularly relevant among high-risk populations.

2.6.2 Encouraging Regular Testing

NGOs such as the Zimbabwe National Family Planning Council (ZNFPC) advo

cate for regular HIV testing. This is as an essential component of HIV prevention and

treatment. Through community-based testing drives, awareness campaigns, and mob

ile testing units, ZNFPC encourages individuals to know their status, seek early diagn

osis, and access appropriate care and support services (Makurumidze, 2021). They re

duce barriers to testing and promote the benefits of early detection. They empower in

dividuals to take proactive steps towards their health and well-being.

2.6.3 Reduction on New Infections

The promotion of safe practices, including condom use and regular testing, ha

s a direct impact on reducing new HIV infections in Zimbabwe. NGOs create awarene

ss aimed at changing attitudes, and empowering individuals to adopt preventive beh

aviours. This helps contribute to a decrease in transmission rates and improves the o

verall health outcomes of communities affected by HIV/AIDS (Chingwaru & Vidmar, 2

018. Their efforts promote behavioural change. They also play a crucial role in preven

ting the further spread of the virus and enhance the quality of life for individuals livin

g with HIV.

2.6.4 Implementation of Peer Education Programs

Organizations like the Zimbabwe National Network of People Living with HIV (ZNNP+) have established peer education programs that train volunteers from key populations. These key populations include as sex workers, and young people who end up becoming peer educators (Makurumidze, 2021). These individuals receive comprehensive training on HIV prevention, stigma reduction, counselling skills, and community outreach techniques. Peer educators are uniquely positioned to deliver culturally sensitive and tailored messages that resonate with their peers (Makurumidze, 2021). This can ultimately leading to positive behaviour change.

2.6.5 Impact on Attitudes and Behaviours

Peer education models have demonstrated significant impacts on changing attitudes and behaviours related to HIV/AIDS in Zimbabwe. These programs use personal connections, empathetic support, and relatable experiences. Peer educators can address misconceptions, dispel myths, and promote preventive practices such as condom use, regular testing, and treatment adherence. By leveraging peer influence and social networks, NGOs can effectively reach individuals who may otherwise be hesitant to engage with formal healthcare services, (Nhamo et al., 2022). This creates a ripple effect of positive change within communities

2.6.6 Sustainability and Community Empowerment

Peer education models not only drive immediate behaviour change but also contribute to long-term sustainability and community empowerment. They help by building capacity within local communities and fostering a sense of ownership over health promotion initiatives. Peer education programs create a lasting impact that extends b

eyond the duration of specific projects. Empowering individuals to take charge of thei

r health and well-being through peer-led education fosters resilience (Nhamo et al., 20

22). It also fosters self-efficacy, and a collaborative approach to addressing the chall

enges of HIV/AIDS (Nhamo et al., 2022).

2.7 Challenges Faced

One of the enduring challenges in HIV/AIDS prevention efforts in Zimbabwe is

the pervasive stigma and discrimination. These continue to hinder open discussions,

testing rates, and access to care for individuals living with or affected by the virus (G

umede et al., 2024). Despite extensive awareness campaigns, the deep-rooted stigma

surrounding HIV/AIDS poses significant barriers to effective prevention and treatmen

t initiatives. This perpetuates fear, misconceptions, and prejudice within communitie

s.

2.7.1 Stigma and Discrimination

Stigma and discrimination contribute to a climate of silence and secrecy arou

nd HIV/AIDS, making it difficult for individuals to openly discuss their status, seek tes

ting, and access essential healthcare services. Fear of judgment, rejection, and social

ostracism often deters individuals from disclosing their HIV status. This leads to to d

elayed diagnosis, poor treatment adherence, and increased vulnerability to transmissi

on (Gumede et al., 2024). Additionally, stigma can undermine prevention efforts by pe

rpetuating myths, misinformation, and distrust in healthcare systems, further exacerb

ating the spread of the virus.

2.7.2 Cultural Barriers

In Zimbabwe, traditional beliefs and practices pose significant challenges to the acceptance of HIV/AIDS education and prevention methods. This creates barriers to changing perceptions and influencing behaviours in communities affected by the virus. Makurumidze (2021) asserts that deeply rooted cultural norms, rituals, and taboos shape individuals' attitudes towards health, illness, and sexuality. This impacts the effectiveness of HIV/AIDS interventions and awareness campaigns led by NGOs in the country. Makurumidze (2021) further states that traditional beliefs often influence perceptions of illness, causation of disease, and attitudes towards healthcare practices in Zimbabwean communities. Stigma associated with HIV/AIDS is sometimes rooted in cultural beliefs that view the virus as a punishment or a result of immoral behaviour. This leads to discrimination, social exclusion, and reluctance to seek testing or treatment (Makurumidze, 2021). Traditional healers, spiritual leaders, and community elders play influential roles in shaping health-seeking behaviours. They may perpetuate myths or misconceptions about HIV/AIDS that hinder prevention efforts.

2.8 Research Gap

Evaluating the long-term effectiveness of the outreach programs and community-based approaches implemented by NGOs in Zimbabwe is essential to understanding the sustainability and scalability of these initiatives. By assessing the impact of these programs on community engagement, behavioural changes, and HIV/AIDS stigma reduction over an extended period, valuable insights can be gained for future interventions and policy development in Zimbabwe's HIV/AIDS prevention and treatment landscape. Analysing the challenges, lessons learned, and best practices from the impl

ementation of these initiatives is crucial for enhancing the fight against the spread of the virus in the country.

2.9 Summary

In summary, the literature review and theoretical framework presented in this c hapter highlight the multifaceted nature of stigma theory in the context of HIV/AIDS. By tracing its historical origins and analysing its impact on healthcare disparities, soc ial interactions, and access to services, it becomes evident that stigma significantly h inders efforts in prevention, testing, and treatment of HIV. The vital role of NGOs in Zi mbabwe in overcoming stigma through targeted campaigns, community-based appro aches, and collaboration with local leaders underscores the importance of engaging diverse populations and promoting trust and access to information. Moving forward, addressing stigma, enhancing community resilience, and empowering individuals aff ected by HIV/AIDS are essential steps in the global fight against the epidemic. Throu gh concerted efforts, advocacy, and sustainable interventions, we can strive towards a future free from discrimination, promoting inclusivity, and ensuring equitable acces s to healthcare for all individuals affected by HIV/AIDS.

CHAPTER

3.0

3.1 Introduction

This chapter outlines the research design and methodology that guided the inv estigation into the effectiveness of HIV/AIDS awareness campaigns by NGOs in Chit ungwiza Ward 17. This study employed a case study research design. This allowed f

or an in-depth examination of the complex phenomenon within its real-world context. The research was conducted through a qualitative lens. It utilised the interpretive paradigm to capture the subjective experiences and perspectives of key stakeholders involved in HIV/AIDS awareness efforts. The chapter also details the sampling approach, data collection methods, data analysis techniques, and ethical considerations. These were implemented to ensure the reliability, validity, and integrity of the research findings.

3.2 Research Philosophy

The research used the interpretive paradigm as the philosophical outlook of the study. According to Schwandt (2019) the interpretive paradigm is a philosophical approach to research that focuses on understanding the subjective experiences, meanings, and interpretations of individuals within their social context. It emphasizes the importance of exploring how people make sense of their world and how their unique perspectives shape their behaviours and interactions. The interpretive paradigm aims to uncover the deeper meanings and underlying patterns in human actions and experiences through qualitative methods such as interviews, observations, and textual analysis (Schwandt, 2019). The advantage of using the interpretive paradigm is that it acknowledges the complexity of human behaviour and interactions within social contexts (Schwandt, 2019). This allows researchers to capture the nuanced and diverse perspectives of individuals. By using qualitative methods, such as in-depth interviews and observations, researchers can gather rich and detailed data that provide insights into the lived experiences and meanings of participants (Schwandt, 2019). This paradigm encourages researchers to reflect on their own biases, assumptions, and interpretatio

ns. It promotes transparency and self-awareness throughout the research process. That is why the paradigm was used in the study.

3.3 Research Methodology

To complement the research design and paradigm, the research used qualitative research methods. According to Creswell and Poth (2018) qualitative research methods encompass a variety of approaches used to explore and understand social phenomena, human behaviours, and experiences through non-numerical data collection and analysis. Creswell and Poth (2018) highlight that this method focuses on generating in-depth insights into the meanings, interpretations, and perspectives of individuals within their natural context. Qualitative research is characterized by its emphasis on subjective interpretations, context-specific data, and the richness of human experiences (Creswell & Poth, 2018). Qualitative research methods involve strategies such as conducting open-ended interviews with participants to gather detailed information about their thoughts, feelings, and experiences (Creswell & Poth, 2018). One advantage of qualitative research methods is their ability to provide rich and detailed insights into the complexities of human behaviour and experiences. By using techniques such as in-depth interviews, observations, and focus groups, researchers can capture the nuances, emotions, and unique perspectives of participants (Merriam & Tisdell, 2016). This depth of understanding allows researchers to explore the intricacies of social phenomena and gain a holistic view of the subjects under study. Another advantage of qualitative research methods is their flexibility and adaptive nature. Researchers have the freedom to adjust their methods, approaches, and focus areas based on the emerging findings and developments within the study (Merriam & Tisdell, 2016). This flexibili

ty enables researchers to explore unexpected themes, follow new lines of inquiry, and adapt their strategies. This helps to ensure a comprehensive analysis of the data. This adaptability enhances the richness and depth of the research findings, leading to a more nuanced and thorough understanding of the research topic.

3.4 Research Design

Research design is a systematic plan that outlines the overall structure and approach of a research study. It is the blueprint that guides researchers in conducting their investigation in a logical and organized manner (Merriam & Tisdell, 2016). Research design encompasses various elements such as the research question, hypothesis, data collection methods, sampling techniques, and data analysis procedures (Merriam & Tisdell, 2016). The research followed a case study research design. As stated by Creswell and Poth (2018) a case study research design is a qualitative research method that focuses on an in-depth examination of a specific case. This could be an individual, group, organization, event, or community. This approach allows researchers to explore complex phenomena within their natural settings and contexts (Creswell & Poth, 2018). This provides detailed insights into the intricacies of the case being studied. One key advantage of case study research design is its ability to provide rich, detailed, and context-specific data that can lead to nuanced and in-depth findings (Merriam & Tisdell, 2016). It allows researchers to capture the complexity of real-life situations and examine the interplay of various factors within a specific case. In addition to providing rich and detailed insights, another advantage of case study research design is its flexibility and adaptability (Merriam & Tisdell, 2016). Ward 17 in Chitungwiza was the focus of the study.

3.5 Population and Sampling

3.5.1 Population

The population of the study refers to the entire group of individuals, cases, or elements that the researcher is interested in studying and drawing conclusions about (Palinkas et al., 2021). It represents the larger group from which a sample is drawn and to which the study's findings are intended to be generalized. The population of the study comprised of all the stakeholders in HIV awareness campaigns in Chitungwiza. That includes NGOs, Activists, Academics, Youths and Vulnerable groups.

3.5.2 Sampling

A sample of 20 participants were selected for the study. Purposive sampling shall the used to select respondents. Purposive sampling is a non-probabilistic sampling technique in qualitative research where researchers intentionally select participants or cases based on specific criteria that are relevant to the research question and objectives (Palinkas et al., 2021). Unlike random sampling, purposive sampling involves the deliberate selection of individuals who possess the characteristics, experiences, or perspectives that are most relevant to the study (Palinkas et al., 2021). This method allows researchers to target specific groups or individuals who can provide valuable insights and in-depth information related to the research topic. This enhances the richness and depth of the study findings. The sample comprised of 5 academics, 5 NGO officials, 5 activists and 5 from community members.

3.6 Data Collection Instruments

3.6.1 In-depth Interviews

In-depth interviews were used as primary data collection tools. As highlighted

by Seidman (2019) in-depth interviews are a qualitative research method that involves conducting detailed, open-ended conversations with participants to gather rich and comprehensive information. This can be about their thoughts, experiences, beliefs, and perspectives. During in-depth interviews, researchers ask probing questions to explore the participant's responses in depth, allowing for a thorough examination of their attitudes, behaviours, and emotions related to the research topic. This method aims to elicit detailed and nuanced responses from participants, providing researchers with a deeper understanding of the complexities and intricacies of the subject under study (Seidman, 2019). One advantage of using in-depth interviews in research is the opportunity to gather rich and detailed data from participants (Seidman, 2019). Through open-ended questions and probing techniques, researchers can elicit comprehensive insights into the thoughts, experiences, and perspectives of participants. This depth of information allows for a nuanced analysis of the research topic. It can uncover hidden layers of understanding that may not be captured through other data collection methods.

3.6.2 Semi-Structured Questionnaire

Semi-structured questionnaires were also utilised in the study as a collection method. Semi-structured questionnaires are a qualitative research tool that combines both closed and open-ended questions (Cheung, 2021). This allows respondents to provide specific answers while also offering the flexibility to elaborate on their thoughts and experiences. This format enables researchers to gather rich, detailed information while maintaining a degree of structure for ease of analysis. semi-structured questionnaires allow for a fluid conversation between the researcher and the respondent (Che

ung, 2021). While the researcher has a set of predetermined questions, respondents can express their views in their own words, providing deeper insights into their perspectives (Cheung, 2021). Additionally, semi-structured questionnaires allow for adaptation during the data collection process. Researchers can adjust the wording of questions, add new questions based on emerging themes, or explore unexpected responses in more detail (Cheung, 2021). This flexibility is particularly useful in exploratory research or studies where the research questions may evolve during the data collection phase.

3.7 Data Analysis

Qualitative data analysis was used in the study. Qualitative data analysis is a method used to make sense of non-numerical data collected during qualitative research (Creswell & Poth, 2018). This process involves systematically organizing, interpreting, and drawing meaningful insights from the raw data. It is helpful to answer research questions and uncover patterns, themes, and trends within the data (Creswell & Poth, 2018). Qualitative data analysis allows researchers to explore the richness and depth of qualitative data, identify key findings, and develop a deeper understanding of the phenomenon being studied.

3.8 Reliability and Validity

Reliability in research refers to the consistency and stability of measurement or data collection methods (Tobin & Begley, 2021). It reflects the extent to which a study's findings are replicable and dependable, regardless of who conducts the research or when it is conducted. To achieve reliability, the researcher established clear research protocols. It is also imperative to document all aspects of the research process, inclu

ding data collection, coding, and interpretation, to track decisions and facilitate trans parency in the research findings (Tobin & Begley, 2021). Validity in qualitative researc h refers to the extent to which the study accurately represents the phenomenon being studied and measures what it claims to measure (Tobin & Begley, 2021). To ensure v alidity in qualitative research, researchers can employ various strategies to enhance t he credibility and trustworthiness of their findings. One key approach is to establish t he credibility of the research findings by using multiple data sources, methods, and re searchers to triangulate the data and corroborate the results (Tobin & Begley, 2021). B y comparing and contrasting data from various perspectives, researchers can strengt hen the validity of their conclusions and minimize the risk of bias or misinterpretatio n.

3.9 Ethical Considerations

This study adhered to ethical considerations. The researcher obtained a permi ssion letter before conducting the research. Informed consent was obtained from all participants. They were provided with detailed information about the study's purpose. Participants were informed that their participation is voluntary and that they have the right to withdraw from the study at any time.

3.10 Chapter Summary

The study adopted a qualitative approach rooted in the interpretive paradigm, emphasizing stakeholders' subjective experiences. Data collection relied on in-depth i nterviews and semi-structured questionnaires, ensuring a comprehensive understandi ng of the topic. Purposive sampling was used to include diverse perspectives from N GO officials, activists, academics, and community members, which enriched the stud

y. Ethical considerations, such as informed consent and confidentiality, were addressed, ensuring participants' rights were respected. Data was analysed qualitatively to identify themes and patterns critical to the campaigns' evaluation.

CHAPTER

4.0

4.1 Introduction

This chapter presents the findings of the study, focusing on the effectiveness of HIV awareness campaigns in Chitungwiza Ward 17. Through a comprehensive analysis of respondent feedback, this chapter will explore key themes related to the frequency of campaigns, the specific issues addressed and the obstacles faced by organizers. Furthermore, it will highlight suggested improvements that can enhance future initiatives. By examining these aspects, the chapter aims to provide valuable insights into the current landscape of HIV awareness efforts, ultimately contributing to the development of more effective public health strategies.

4.2 Respondent Information

4.2.1 Interview Response Rate

Table 4.1 Interview Response Rate

	Expected	Responded	Response Rate
NGO Officials	5	5	100%
Activists	5	5	100%
Community Members	5	5	100%
Academics	5	5	100%