

4<sup>th</sup> International Conference on

# HIV/AIDS, STDs and STIs

October 03-05, 2016 Orlando, Florida, USA

## An examination of HIV and AIDS campaign in South Africa towards eliminating stigmatization

**Simon Kang ethe**

University of Fort Hare, South Africa

The fight against the HIV and AIDS pandemic in South Africa has proved difficult because of the state of stigmatization that the pandemic has ushered in. The objective of this paper is to discuss the undesirable effects of stigmatization and possible measures to address the phenomenon in South Africa. The paper has used extensive review of literature to generate debates and discourses on stigmatization. Findings indicate that stigmatization is still pervasive and prevalent due to communities being subjected to different and conflicting truths on HIV and AIDS from both traditional and the bio-medical practitioners; poor policy and campaign conceptualization at nascent stages of the campaign making the disease looks mysterious and fearful and inadequate community education on stigma and stigmatization. The paper recommends increased political goodwill, massive community mobilization and sensitization campaigns especially on stigma and stigmatization, benchmarking the campaign strategies with other model countries that have tackled stigma and taking advantage of South Africa's idol personalities in the campaign who have overcome stigmatization.

### Biography

Simon Kang ethe is currently working as a Professor at University of Fort Hare, South Africa.

SKangethe@ufh.ac.za

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