“Meet the ARV Team”: Developing Visual Storytelling Tools for Maternal Disclosure in the Pediatric HIV/AIDS Cohort Study

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BACKGROUND

In the U.S., the majority (70%) of women with HIV/AIDS have a child under the age of 10, and disclosure of their HIV status to child is one of the top three concerns cited by mothers living with HIV. Yet the rate of maternal disclosure is low, with a median rate of 41%. In PHACS, maternal disclosure to children is a key factor in the enrollment and retention of PHACS youth participants. With the unique approach of the study, the issue of maternal HIV disclosure is of critical importance.

CONCLUSION

PHACS’ use of audience-centered health communication and visual storytelling is one that other studies can adopt to reexamine research priorities and communication needs from the perspectives of key audiences and patient partners. The “Meet the ARV Team” resources engage multiple audiences from the very beginning until the very end. Engaging multiple audiences from the very beginning until the very end. The end user is not the only important audience to target (remember stakeholders, key audiences, non-users, etc.). Engage multiple audiences from the very beginning until the very end. The end user is not the only important audience to target (remember stakeholders, key audiences, non-users, etc.). Engage multiple audiences from the very beginning until the very end. The end user is not the only important audience to target (remember stakeholders, key audiences, non-users, etc.). Engage multiple audiences from the very beginning until the very end. The end user is not the only important audience to target (remember stakeholders, key audiences, non-users, etc.). Engage multiple audiences from the very beginning until the very end. The end user is not the only important audience to target (remember stakeholders, key audiences, non-users, etc.). Engage multiple audiences from the very beginning until the very end. The end user is not the only important audience to target (remember stakeholders, key audiences, non-users, etc.). Engage multiple audiences from the very beginning until the very end. The end user is not the only important audience to target (remember stakeholders, key audiences, non-users, etc.). Engage multiple audiences from the very beginning until the very end. The end user is not the only important audience to target (remember stakeholders, key audiences, non-users, etc.). Engage multiple audiences from the very begins...