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Titolo	Changing the course of AIDS : peer education in South Africa and its lessons for the global crisis // David Dickinson ; foreword by Charles Deutsch
Pubbl/distr/stampa	Ithaca, : ILR Press, 2009
ISBN	0-8014-5850-1
Edizione	[1st ed.]
Descrizione fisica	1 online resource (272 p.)
Collana	The culture and politics of health care work
Disciplina	362.196/979200968
Soggetti	AIDS (Disease) - South Africa Peer counseling - South Africa Change (Psychology) - Health aspects - South Africa Occupational health services - South Africa Health education - South Africa
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	"Empowered with information I have influenced a lot of people" : the quest for behavioral change -- "People are dying, but they don't listen when we tell them" : the corporate response to HIV/AIDS in South Africa -- "For the love of people" : peer education as a response from below -- Backstage social divisions -- Slipping out of order -- To speak with one voice -- Social space, leadership, and action : peer education and behavioral change.
Sommario/riassunto	Changing the Course of AIDS is an in-depth evaluation of a new and exciting way to create the kind of much-needed behavioral change that could affect the course of the global health crisis of HIV/AIDS. This case study from the South African HIV/AIDS epidemic demonstrates that regular workers serving as peer educators can be as—or even more—effective agents of behavioral change than experts who lecture about the facts and so-called appropriate health care behavior. After spending six years researching the response of large South African companies to the epidemic that is decimating their workforce as well as South African communities, David Dickinson describes the promise of this grassroots intervention—workers educating one another in the workplace and

community—and the limitations of traditional top-down strategies. Dickinson's book takes us right into the South African workplace to show how effective and yet enormously complex peer education really is. We see what it means when workers directly tackle the kinds of sexual, gender, religious, ethnic, and broader social and political taboos that make behavior change so difficult, particularly when that behavior involves sex and sexuality. Dickinson's findings show that people who are not officially health care experts or even health care workers can be skilled and effective educators. In this book we see why peer education has so much to offer societies grappling with the HIV/AIDS epidemic and why those interested in changing behaviors to ameliorate other health problems like obesity, alcoholism, and substance abuse have so much to learn from the South African example.
