

Lesotho TB, HIV, Aids campaign

Lesotho's Health Education Department has launched a campaign to raise health awareness about TB, HIV and Aids awareness, using a Z-card information booklet to reach communities across the country.



Z-cards

According to Lesotho's chief health educator, Khabiso Byron Ntoampe, the Z-card's were distributed to Lesotho's general public via various means, including parliamentarians, senators, government ministries, non-governmental organisations, district administrators, TB and HIV and AIDS stakeholders, health facilities, churches and mosques, hotels and private businesses.

"The feedback we keep on receiving is 'we need more of that material'," said Ntoampe.

"The Z-card was preferred to traditional print media because all the information relating to the two diseases was compressed into one card. It is very attractive and small enough to fit in one's wallet. The Z-card is economical because it contained all of the information presented in many different posters, pamphlets, guidelines, booklets and stickers; and lastly it reached a wider circulation than what traditional media reached," he added.

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