

Using mobile phones to fight HIV

Kampala: Uganda's rising HIV prevalence is forcing policy-makers to look for inventive ways of educating people about the virus. Their latest tool is mobile phone technology, whose rapid growth has provided an avenue that could potentially reach millions with messages.

Text to Change (TTC), an NGO that uses a bulk short message service (SMS) platform for HIV/AIDS education, recently partnered with the AIDS Information Centre in Uganda (AIC) and Celtel, a local mobile phone network, to pilot a project in western Uganda aimed at communicating knowledge about the disease and encouraging subscribers to volunteer for HIV testing.

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