

AIDS Prevention: Consensus and dissension regarding the meaning of messages

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Aim: In Western Europe, HIV/AIDS prevention has been based on the provision of information intended to lead the public to voluntarily adapt their behaviour so as to avoid the risk of virus transmission. Whether conveyed in a written or oral form, the messages of prevention are essentially verbal. Sociolinguistic research confirms that, even within a given culture, the meaning attributed to lexical items varies. It was hypothesised that understandings of the terms used in HIV/AIDS prevention in French-speaking Switzerland would vary, and research was undertaken to identify the level and nature of this variation both between and among those who transmit (prevention providers) and those who receive (the public) the messages.

Method/issue: All HIV/AIDS prevention material available in French-speaking Switzerland in 2004 was assembled and a corpus of 50 key documents identified. Two series of lexical items were generated from this corpus: one composed of technical terms potentially difficult to understand, and the other, of terms used in everyday language with implicit, and therefore potentially variable, meaning. The two lists of terms were investigated in qualitative interviews in stratified purposive samples of the general public (n=60) and prevention providers (n=30), using standard socio-linguistic methodology. A further quantitative study (CATI) in the general population (17 – 49 yrs.; n=500) investigated understandings of 15 key prevention terms found in the qualitative research to have been associated with high levels of dissension.

Results/comments: Selected aspects of the results will be presented. In illustration: meanings attributed to the different terms in both the public and the providers varied. For example, when a relationship is described as “stable”, this may be understood as implying exclusive sexual relations or long duration, with an interaction between the two traits; the term “sexual intercourse” may or may not be used to refer to oral sex; “making love” may or may not necessarily include an act of penetration; the pre-ejaculate is qualified by some as sperm, and by others not... Understanding of frequently used “technical” terms in prevention was far from universal; for example, around only a half of respondents understood the meaning of “safer sex”. Degree of understanding of these terms was linked to education, whereas variability in meaning in everyday language was not linked to socio-economic variables.

Discussion: Findings indicate the need for more awareness regarding the heterogeneity of meaning around the terms regularly used in prevention. Greater attention should be paid to the formulation of prevention messages, and providers should take precautions to ensure that the meanings they wish to convey are those perceived by the receivers of their messages. Wherever possible, terms used should be defined and meanings rendered explicit.



Research Day

January 17, 2008
César Roux Auditorium

Regenerative Medecine

Unil

UNIL | Université de Lausanne

Faculté de biologie
et de médecine



CHUV RESEARCH DAY 2008
Thursday, January 17th, 2008
“Regenerative Medicine”

08:30 Presentation of the 2008 Research Day
Professor Ivan Stamenkovic, Vice Dean for Research

08:45 **Keynote
speaker 1**



Professor Philippe Menasché
Department of Cardio-Vascular Surgery
Hôpital Européen G. Pompidou, Paris
“Promises and pitfalls of skeletal myoblast therapy”

09:30 **Coffee & Posters**

10:30 6 short talks

12:00 **Keynote
speaker 2**



Professor Giulio Cossu
Stem Cell Research Institute, Milano
“Towards a cell therapy for muscular dystrophy”

12:45 **Lunch, Coffee & Posters**

14:00 **Keynote
speaker 3**



Professor Michele De Luca
Department of Biomedical Sciences, Modena
Epithelial Stem Cell Research Centre, Venice
“Epithelial stem cells and regenerative medicine”

14:45 6 short talks

16:15 **Coffee & Posters**

17:00 **Keynote
speaker 4**



Professor Lior Gepstein
Dept of Physiology & Biophysics, Technion – Haifa,
Israel
*“Myocardial Regeneration by Human Embryonic
Stem Cells”*

17:45 Poster Prizes Ceremony

18:00 **Apéritif & Buffet**

ATTENDANCE IS FREE - NO REGISTRATION IS NECESSARY

NOTE: Posters will be displayed from
Wednesday January 16st early morning to Friday January 18th early morning.

12 short talks

Schedule	Names, departments	Titles
Morning		
10h30 - 10h45	Boris Hinz Laboratoire de biophysique cellulaire - EPFL	<i>"The myofibroblast - friend and foe in tissue regeneration"</i>
10h45 - 11h00	Matthias Lutolf Laboratoire de cellules souches et bioengineering - EPFL	<i>"Bioengineering artificial stem cell niches".</i>
11h00 - 11h15	Corinne Kostic Unité de thérapie génique et biologie des cellules souches – Hôpital Ophtalmique	<i>"Gene therapy preclinical studies for Leber congenital amaurosis"</i>
11h15 - 11h30	Anne Zurn Chirurgie expérimentale - CHUV	<i>"Delayed peripheral nerve priming improves regeneration of sensory axons into the spinal cord following dorsal root injury."</i>
11h30 - 11h45	Meta Djojsubroto Unité de thérapie génique et biologie des cellules souches – Hôpital Ophtalmique	<i>"Increased chromosomal aberrations and transformation of adult mouse retinal stem cells"</i>
11h45 - 12h00	Paola Bonfanti Chirurgie expérimentale - CHUV & Laboratoire de dynamique des cellules souches - EPFL	<i>"Thymic epithelial cells have skin potency"</i>
Afternoon		
14h45 - 15h00	Dominique Pioletti Laboratoire de biomécanique en orthopédie - EPFL	<i>"In Vivo evaluation of human fetal cells as allogenic cell source for tissue engineering"</i>
15h00 - 15h15	Mikaël Martino Laboratoire de médecine régénérative et de pharmacobiologie - EPFL	<i>"Controlling mesenchymal stem cells response to biomaterials with recombinant integrin- specific fibronectin fragments"</i>
15h15 - 15h30	Dela Golshayan Néphrologie et Centre de Transplantation d'organes - CHUV	<i>"Mechanisms of Allograft rejection and tolerance in transplantation"</i>
15h30 - 15h45	Jonathan Bloch Médecine Interne - CHUV	<i>"Spleen derived vascular progenitor cell transfer restores metabolic and vascular insulin sensitivity in high-fat diet insulin resistant mice"</i>
15h45 - 16h00	Marc-Etienne Roehrich Cardiologie – CHUV	<i>"Immunophenotypical analysis of putative cardiac progenitor cells isolated based on high ALDH activity from adult mouse and human hearts"</i>
16h00 - 16h15	Mohamed Nemir Dpt de Médecine - CHUV	<i>"Control of cardiac integrity via the Notch1 receptor pathway".</i>