New Media HIV Campaign for Latinos in Mississippi

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In Jackson, Mississippi, a campaign using new media promotes HIV testing and awareness in the Latino immigrant community, the Sun Herald reports. The Mississippi Immigrants Rights Alliance is using a federal grant to implement text messages, radio programs and a website to target Latinos ages 18 to 35. Critics say using the Internet to reach this population is “out of touch” since many don’t have computers. Supporters say that text messaging is the most critical component of the campaign because cell phones are prevalent in this population.

To read the Sun Herald article, click here.

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http://beta.docker.poz.com/article/HIV-Mississippi-Campaign-18646-4089