

# To awareness and education in general.in this

[Business](#), [Strategy](#)



To this very day that this thesis was written, it has been thirty-five years since the discovery of AIDS but its origins continue to puzzle doctors and scientists. In the Business Process Outsourcing (BPO) sector, as it is stigmatized that those call center agents are more prone to contract the virus called the Human Immunodeficiency Virus (HIV).

The researcher hypothesizes that the main reason HIV is rampant is due to the lack of awareness and education in general. In this study, the basic educational awareness of HIV and its modes of transmission will be evaluated through a questionnaire on how aware are male call center agents of the virus. The researcher will only focus on male respondents due to the prominence of HIV/AIDS cases in Men having Sex with Men (MSM). Looking back to the early twentieth century in Africa, events that triggered the emergence of HIV/AIDS and its traces and development into the most dramatic and destructive epidemic of modern times. The first transmission was from chimpanzees to man and then how urbanization, prostitution, and large scale medical campaigns intended to stop tropical diseases combined to disastrous effect to fuel the spread of the virus from its origins in Léopoldville to the rest of Africa, the Caribbean and ultimately worldwide (Pepin, 2011). This is an important new perspective on HIV/AIDS and on the lessons that must be learnt if we are to avoid another pandemic in the near future (Pepin, 2011). Around the world, the youth are at the center of the HIV epidemic, half of all HIV-infected people are aged 15 to 24 years (Monasch, 2006).

According to the Inter-Agency Task Team on HIV and Young People, Southeast Asia and the Pacific region have the second highest prevalence of

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HIV with an estimated 1.27 million young people (in 2007) living with HIV and many factors increase the vulnerability of young people to HIV but lack of knowledge has been identified as one of the leading factors (Anderson, 1997). While many channels exist through which information can be provided to young people (Kirby, 2005), interventions through the education sector have been implemented throughout the world to reach a large number of young people easily (Thomson, 1999). Studies indicated that the school-based HIV/AIDS education campaigns can result in lots of changes in knowledge and attitudes that affect sexual behaviour of the youth, leading to an increase in the use of condom and the decline in sexual health problems, such as unwanted pregnancy, sexually transmitted infection, and abortion (Kinsler et al. 2007). Of the estimated 40 million persons who are currently infected with HIV worldwide, 7.1 million live in South and South-East Asia and in 2001, the epidemic claimed the lives of 435 000 persons in this region (UNAIDS/WHO, 2001).

Low HIV prevalence in this area still results in lots of infections as this region includes highly populated countries such as China, India, Indonesia, and the Philippines, therefore, it is important to implement health promotion and disease prevention programs to stop the epidemics in countries where HIV prevalence is still low and has not yet progressed as a national threat or a threat to public health safety just like what happened in Africa before.

According to Dr. Angelie Azcuna Collera (2017) who is an International Relations major and a professor at the University of Science and Technology of Southern Philippines: "The Human Immunodeficiency Virus and Acquired Immunodeficiency Syndrome is endemic worldwide. HIV continues to be a

major global public health issue, having claimed more than 36.7 million lives so far and in 2016.” Today, 1.

1 million people died from HIV-related causes globally, while approximately 36.7 million people living with HIV at the end of 2016 with 2.1 million people becoming newly infected with HIV in 2016 globally (World Health Organization’s HIV/AIDS Fact Sheet, 2016). Thus, according to Jundy Intao (2016) A case manager and counselor from the Department of Health: “ To prevent HIV/AIDS, the DOH has been advising the people to observe the ‘ ABCDE’ campaign.

The campaign stands for Abstain from sex, be faithful to your partner, consistently use condoms, do not use illegal drugs, and educate yourself. In addition, as part of ‘ educating one’s self’.” According to Marvin Ted Membreve (2016) who is a case manager and counselor for the Save the Children Foundation:” We encourage those who practice unprotected sex with different partners, or have partners having sex with different partners, MSMs, those who have history of sexually transmitted disease before, engaged in IDU or transmitted with unsure blood source, to seek the free HIV testing in the nearest Social Hygiene Clinics nationwide for voluntary testing and counselling.” In this study, the basic HIV awareness and its modes of transmission will be surveyed to male call center agents.

The researcher will only focus on male respondents due to the prominence of HIV/AIDS cases in Men having Sex with Men (MSM). The result of this study will evaluate the level of awareness of the HIV/AIDS campaign strategy of the Department of Health in Region - X.