

ABSTRACT

In Spite of considerable efforts and resources by government and NGOs to preventing the spread of HIV/AIDS in Kenya, little seems to have been achieved. While awareness is generally high, it is clear there is a gap between information and behavior change that must be bridged. This paper attempts to address this issue using the bridge model of behavior change. It first discusses the challenges that are the 'valley' between information and behavior change, then examines the planks that can be used to surmount the challenges, creating a bridge between the two 'banks'.