

**The Role of Social Marketing in Reducing HIV/AIDS Infection in Tanzania
A Case Study of Population Services International (PSI) Tanzania, Arusha
By**

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The study about the role of Social Marketing in reducing HIV/AIDS infections in Arusha. The main objective of the study to assess the role of social marketing in reducing HIV/AIDS infection in Arusha. The specific objectives were: to determine the status of social marketing in Arusha. to determine social marketing techniques applied in combating HIV/AIDS in Arusha and to determine the contribution of social marketing in reducing HIV/AIDS in Arusha. The study used cross-section research design and was conducted in Arusha city taking PSI as a case study. The study found that there were about 125 NGOs operating in Arusha in various interventions related to HIV/AIDS. The study found that less youth and women are involved in social marketing organization in the fight against HIV/AIDS with only 17% and 28.2% respectively being involved. The study further showed that out of five techniques of social marketing only three were mostly used in the fight against HIV/AIDS in Arusha. The study recommended the inclusion of youth in the decision-making processes on techniques that has to do with social marketing. The other recommendation was that the number of women should be increased in the social marketing organizations that fight HIV/AIDS. Study also recommended the establishment of collaborative strategies among NGOs working on HIV/AIDS in Arusha to bring about synergy and avoid duplication of work. Lastly the study recommended that NGOs should train more experts who can be capable to apply all the techniques of social marketing in the field.