

Table of Contents

Acknowledgments	xi
------------------------------	-----------

Chapter One

Engaging the Power of Prayer	1
Situating this Project	3
The Black Church	4
Health and the Black Community	7
The Balm in Gilead	8
Research Methodology	9
Ethnography and Participant Observation	10
In-Depth Interviews	11
Content Analysis	12
Data Collection	12
Aims of this Text	14

Chapter Two

Within the Rafters: The Black Church AIDS Movement	17
Social Movements	18
Leadership	22
The Movement Begins	27
The Balm in Gilead	31
Conclusion	34

Chapter Three

Sex, Drugs, and the Holy Ghost: The AIDS Identity in the Context of the Black Church	37
AIDS and Its Stigmatized "Sick-Role"	38
Constructions of AIDS as an Illness and a Disease	39
AIDS and Stigma	42
AIDS—Them Versus Us	44
AIDS and the Black Church	48

Drug Use.....	50
Sexuality.....	58
Black Churches Confront AIDS	61
AIDS Identity.....	63
Conclusion	65

Chapter Four

Framing for the Church: AIDS Facts.....	67
The Social Construction of Science and Medicine.....	68
Science	69
AIDS Facts	72
“Frames” and AIDS	76
The Balm in Gilead’s “Facts”	78
Reframing the Facts	79
Conclusion	89

Chapter Five

Selling Disease: Social Marketing and Its Application to AIDS Awareness within the Black Church.....	91
Marketing Social Behaviors	93
Marketing AIDS.....	95
The Balm in Gilead “Sells” AIDS	99
Reaching the Audience	109
Social Marketing Drawbacks	116
Conclusion	120

Chapter Six

Tending the Flock: The Black Church AIDS Movement Continues and This Book Concludes	123
Contributions	124
Social Movement Theory	125
Sociology of Health and Illness	126
Social Marketing	128
The Social Construction of a Social Problem	130
Policy Concerns.....	132
Funding	132
Faith-Based Initiatives.....	134
Public Health Concerns	138
The Black Church Continues the Movement	139
Conclusion	142

Appendix A	145
Appendix B	147
Notes	151
Bibliography	161
Index	181