

**SA Provincial Counseling and Testing week
3 – 8 November 2008**

Dr Thembisile Xulu, Right to Care

HIV Implementers' Meeting- Namibia 2009

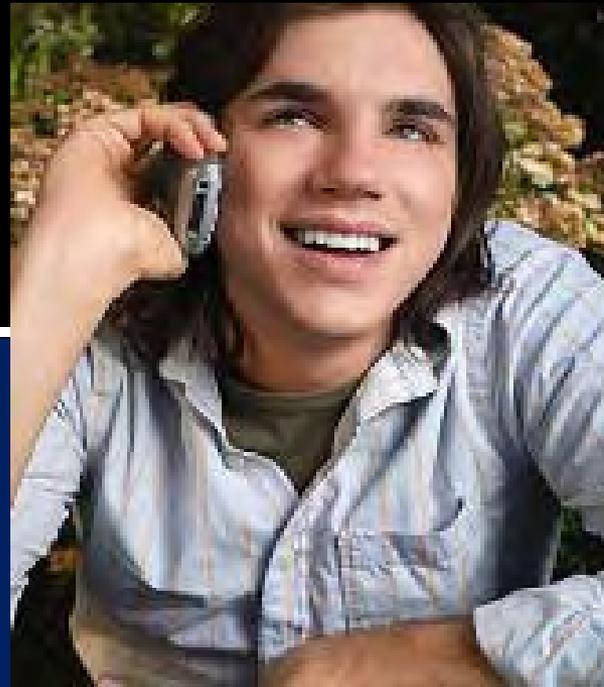
Leonie Selvan Communications, Right to Care and
Society for Family Health



A MAN KNOWS

Objective:

To increase HIV testing awareness and HIV testing rates amongst men



SA DOH National Strategic Plan for HIV & AIDS for 2007-2011

Objective 5.2: Increase uptake of VCT

First intervention listed under this goal:

“ Increase the number of adults who have ever had an HIV test, with a **focus on men.**”

Why target men?

- In South Africa 5.7 million people are living with HIV ¹
- Estimated about 25% of South African men know their status ²

Why are men not testing?

- Sufficient awareness of HIV
- Main reasons are fear and stigma
- Reasons are emotional not rational

¹ SA HIV Antenatal Survey 2007

² South African National HIV Prevalence, HIV Incidence, Behaviour and Communication Survey, 2005.

The Concept

- Targeted men aged 25 - 35
- Used emotions to connect with men

“A MAN KNOWS”

- Followed by hard hitting lines that encouraged men to get tested

A MAN KNOWS

...that knowledge is power over HIV

...he can be HIV infected and still live a healthy life

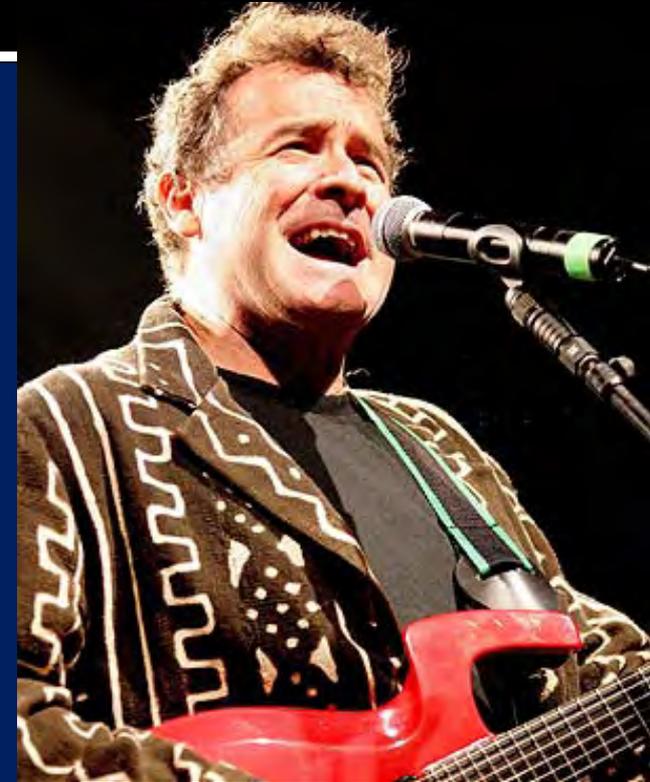
...that a man must know his own truth

...that courage makes him a man

...he must face his fear in order to triumph

Campaign Elements

- Radio live reads, adverts
- Live radio crossings to testing sites
- Posters, flyers, banners, T-shirts, hats, buttons
- “A man knows” anthem by Johnny Clegg
- Elements tailored per province
- SMS line- text HIV& postal code for nearest testing site
- Testing hotline- toll free, where to test, ongoing counselling and referral



PRE- IMPLEMENTATION

Pre - Implementation

- Target set at 30 000 to be tested in 6 days
- Decisions made on:
 - Target group
 - Provinces, 5 included for convenience i.e. Northern Cape, Gauteng, Kwa-Zulu Natal, Eastern Cape and Mpumalanga
 - Marketing strategy
 - Implementation and M&E plans
- Joint responsibility with shared target but roles needed clarification

Consultations

- Consultations initially done with National DoH, commitment received.
- Letters of support were obtained from the 5 provinces
- Testing partners that fell outside above borders and expressed interest were NOT excluded.
- Corporates were also approached
 - 13 participated

Quality Assurance

- With help of DOH, CDC and USAID we identified ESTABLISHED testing partners in each province
- Tools utilized:
 - Pre event site assessment forms
 - Daily statistics form
 - 2 lab technicians, evaluation forms
- Provinces briefed on site support visits:
 - Supply chain management
 - Quality of counseling
 - Referral of HIV infected clients
 - Data management and reporting

IMPLEMENTATION

Implementation

- Kicked off with a media launch held in Johannesburg- attended by government representatives, testing partners.
- Testing started on the 1st day in all participating provinces
 - 308 sites
 - 40% Rural, 60% urban
 - DOH Clinics & Hospitals, Colleges, Taxi ranks, Malls, Squatter camps, Prisons, Churches, Companies
- Site support visits also started on the first day

Responding to the challenge



Men waiting to be tested



Informed consent and Pre-test counselling

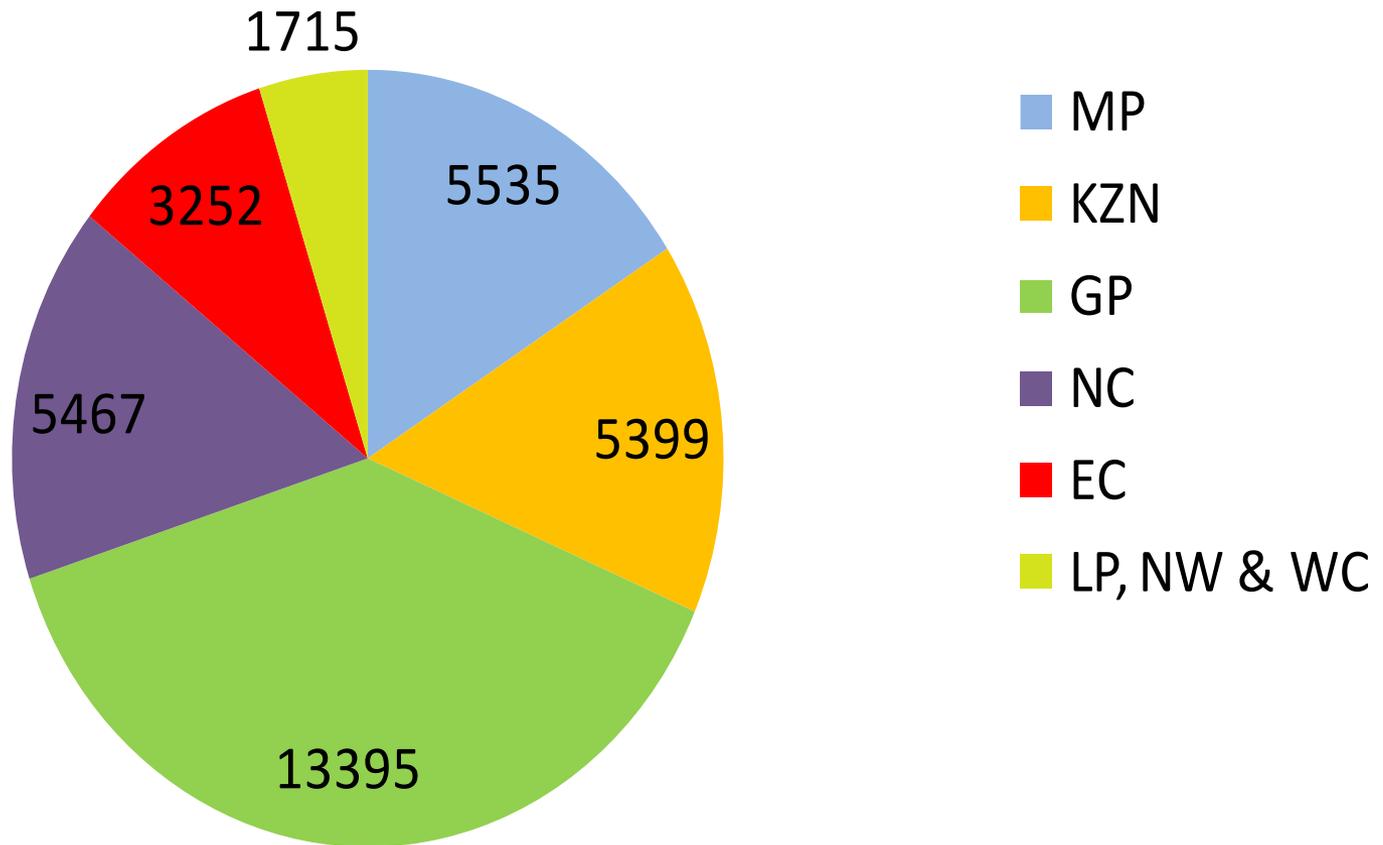


RESULTS

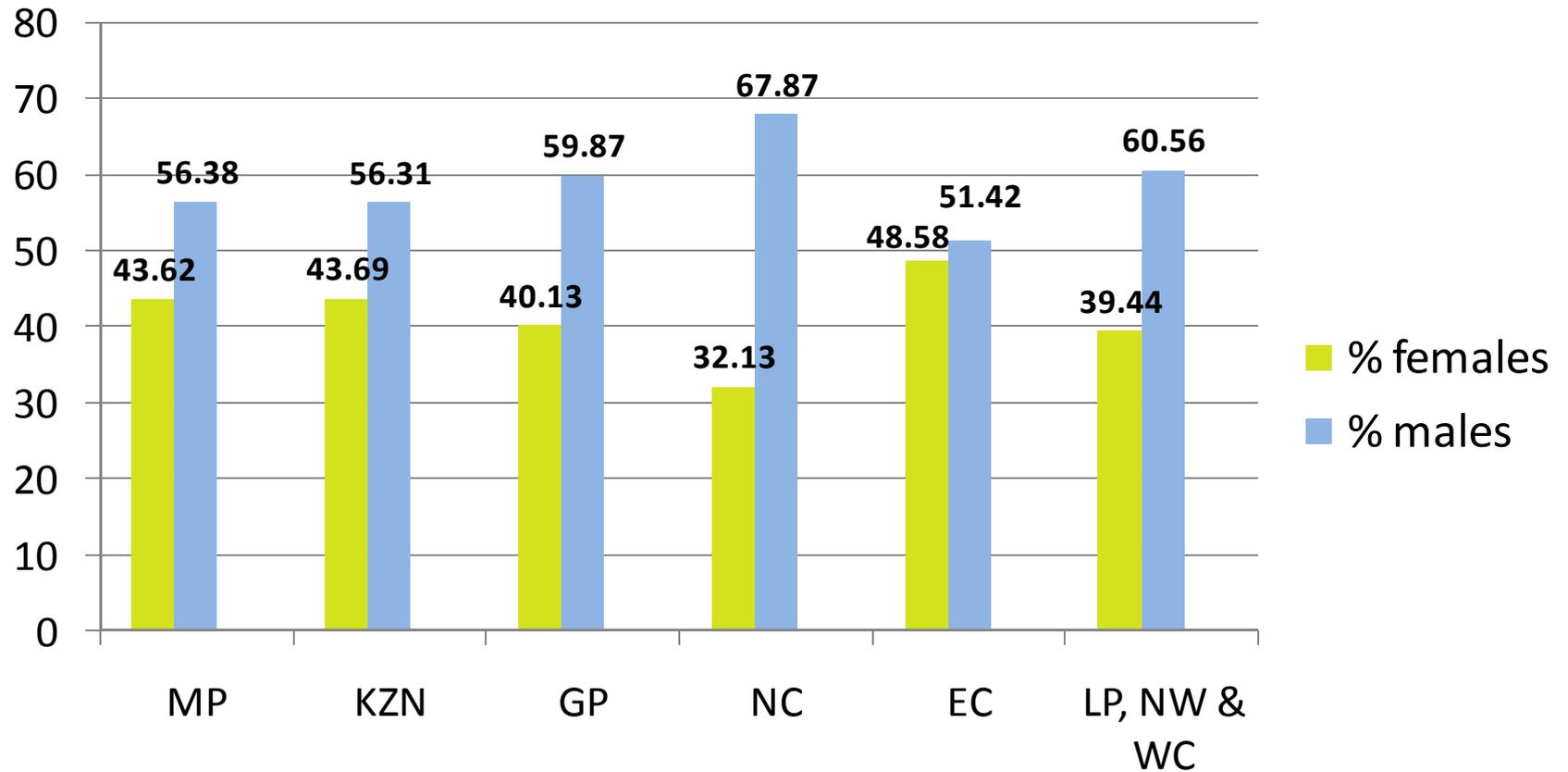
Clients tested

- A total of 34 763 clients were tested in 6 days
- This exceeded the set target by 15.9%
- About 59.2% were men
- Overall HIV prevalence of 16.5%
- About 14.5% of the men tested positive
- About 18.4% of the women tested positive

Total Counselling and Tested per Province



Males Vs Females



Increased uptake of CT during Testing Week Month

Month	COMMUNITY BASED VCT	
	Total VCT	Total POS
Oct-08	3,006	830
Nov-08	8,645	1,635
Dec-08	3,321	780

Increased uptake: 2 DoH Hospitals in Gauteng & Northern Cape

	Helen Joseph Hospital		SPRINGBOK	
Month	Total VCT	Total POS	Total VCT	Total POS
Oct-08	719	311	3	0
Nov-08	1003	444	74	4
Dec-08	483	345	5	0

Challenges

- Coordinating 3 NGOs with different organizational cultures
- Managing testing partners with different CT protocols
- 308 sites, ONLY 17 site support
- Delays: Marketing materials and data reporting due to lack of infrastructure
- Referrals were managed according to specific site protocols and successful referrals not tracked

Recommendations

- Driven by national government with high level of political commitment
- Dedicated central project management staff with auxiliary provincial support
- 6 to 8 months planning time
- Site visits should be made to ALL sites
- Adequate training for partners to minimize loss to initiation
- Greater involvement of corporates

“A MAN KNOWS”- JOHNNY CLEGG



Acknowledgements

- National and Provincial DoH for their support
- PEPFAR for the funds that made this possible
- CDC and USAID for their support throughout
- The testing partners who did the actual work
- The corporates that came on board
- The clients that came forward for testing in response to this campaign

Thank you

National
Department of
Health



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Right
to care

TREATING AIDS SERIOUSLY



Disclaimer: This presentation is made possible by the support of the American people through the United States Agency for International Development (USAID). The contents are the sole responsibility of Right to Care, Society for Family Health, Leonie Selvan Communications, and do not necessarily reflect the views of USAID or the United States Government.