



**ANOVA**  
HEALTH INSTITUTE

# Innovative strategies to reach men: HTS campaigns at Churches and the Score4Life model



**USAID**  
FROM THE AMERICAN PEOPLE

**Prof R.P.H. Peters**  
**Dr M. Mabitsi**

# The male HIV programme gap

- Male-focused strategies essential to reach the 90-90-90 targets
- Various reasons why men not involved in care
  - Limited access to HTS (e.g. at work)
  - Limited availability of male-differentiated services
  - Lack of efficient community testing strategies
- Innovative strategies required to enhance male-engagement with HIV services



# Strategies to reach men

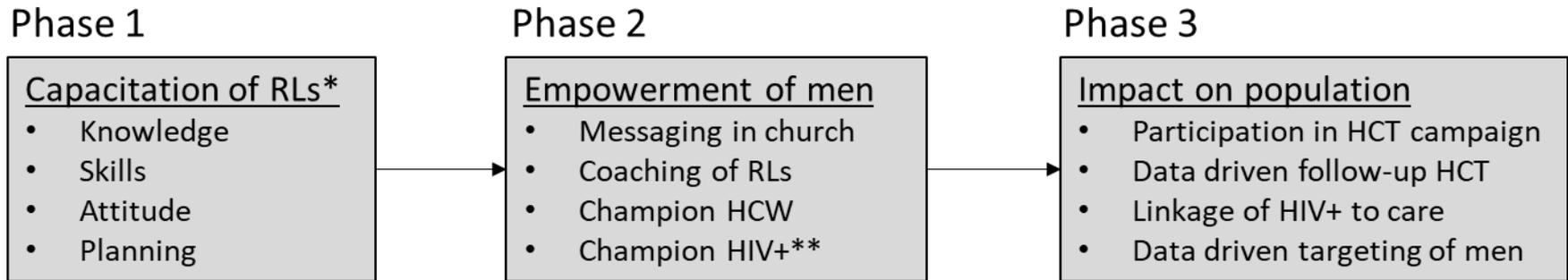
- 1. The Religion & HIV project:** Reaching men for HIV testing through capacity building of religious leaders and HTS campaign at Churches
- 2. The Score4Life project:** Reaching men through male out-of-facility testing and ART initiation

# The Religion & HIV project

- Partnership of Anova with INERELA+
- Initiated in 2016 in Mopani District; currently implemented in Johannesburg



# The Religion & HIV project



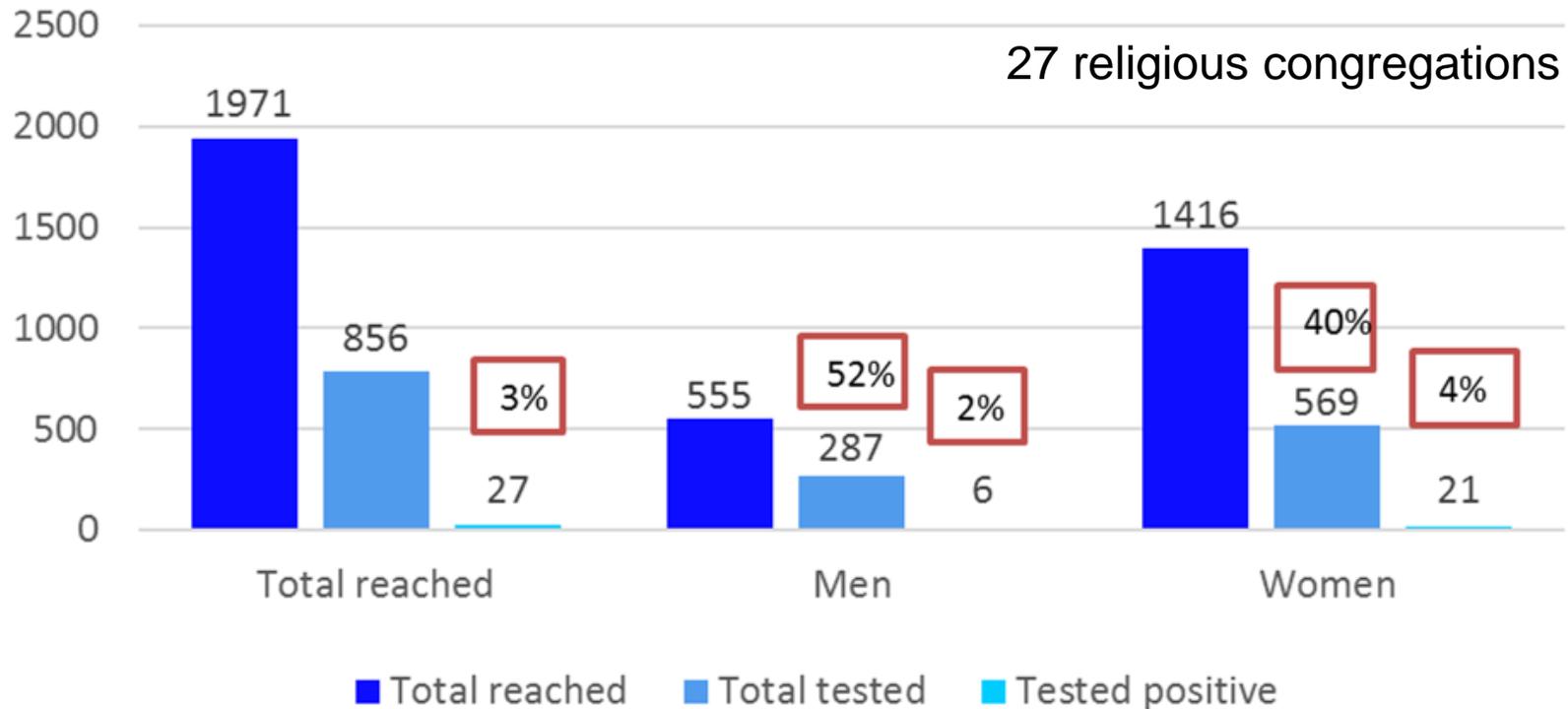
**Figure 1. Model to enhance HIV-testing by men through faith constituencies in South Africa.**

Abbreviations: RL, religious leader; HCT, HIV counselling and testing; FDG, focus group discussion

\*Knowledge is achieved by SAVE methodology, skills by messaging portfolio, attitude through discussions with role models and role play, and planning through project planning exercise.

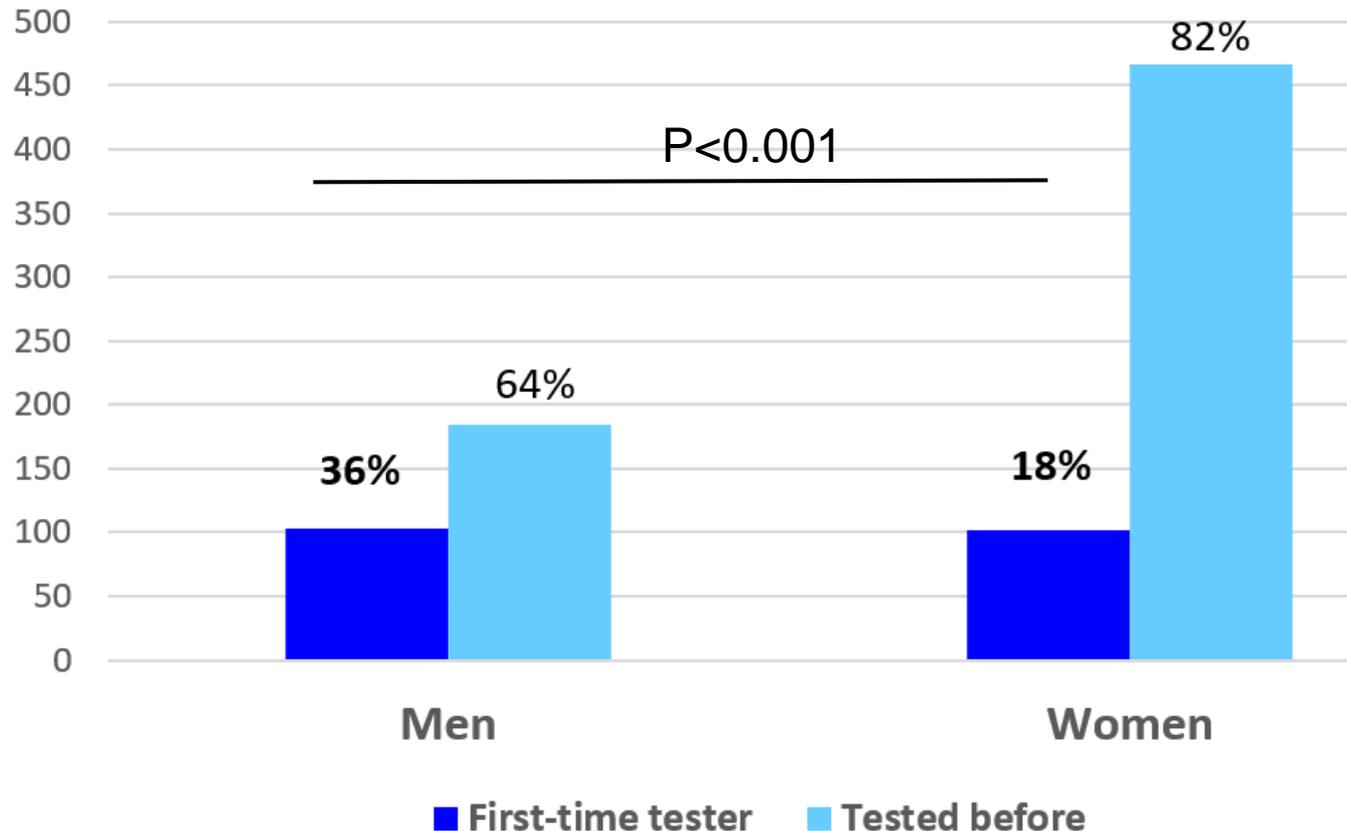
\*\*The HIV-infected champion recruited from the community is preferably male.

# High uptake of HIV testing by men at church campaigns in Mopani District



- HTS yield (3.2%): similar to other community-based testing activities in Mopani District

# High proportion of men tests for HIV for the first time during church-based HTS campaigns



- First-time testers: proportions in men and women higher than normal in this regions

## Survey results: male-focused HIV services are welcomed at religious congregations

- Religious leaders indicate a positive experience with the capacity building model
- Most men (94%) welcomed HIV services at their religious congregations
- Main reasons indicated by men to test at Church
  - Convenience
  - Inspiration by religious leader
  - Opportunity to test with partner



# Value of HTS at churches to reach men

- Model supported by the target audience
  - Roll-out in Johannesburg
- Approach that reaches the right target audience
  - Good male uptake
  - High proportion of first-time testers
- HIV testing yield similar to other community-based testing activities
  - Relatively low prevalence population?
  - Selection of low-risk testers (social stigma)
  - How about Johannesburg?



## **2. The Score4Life project: Reaching men through male out-of-facility testing and ART initiation**



# About Score4Life

- Out of facility HTS (and ART initiation) sites targeting men >21 years of age
- 1<sup>st</sup> site set up July 2016, currently two sites operating in Johannesburg district
- Sites located at male dominant areas and busy shopping centres
- Convenient operating times
- Team of mobilizers actively engaging with men in the area and nearby workplaces



**SCORE4LIFE**

**GET TESTED TODAY!**  
It's FREE, SAFE & CONFIDENTIAL

When you know your HIV status you Score4Life

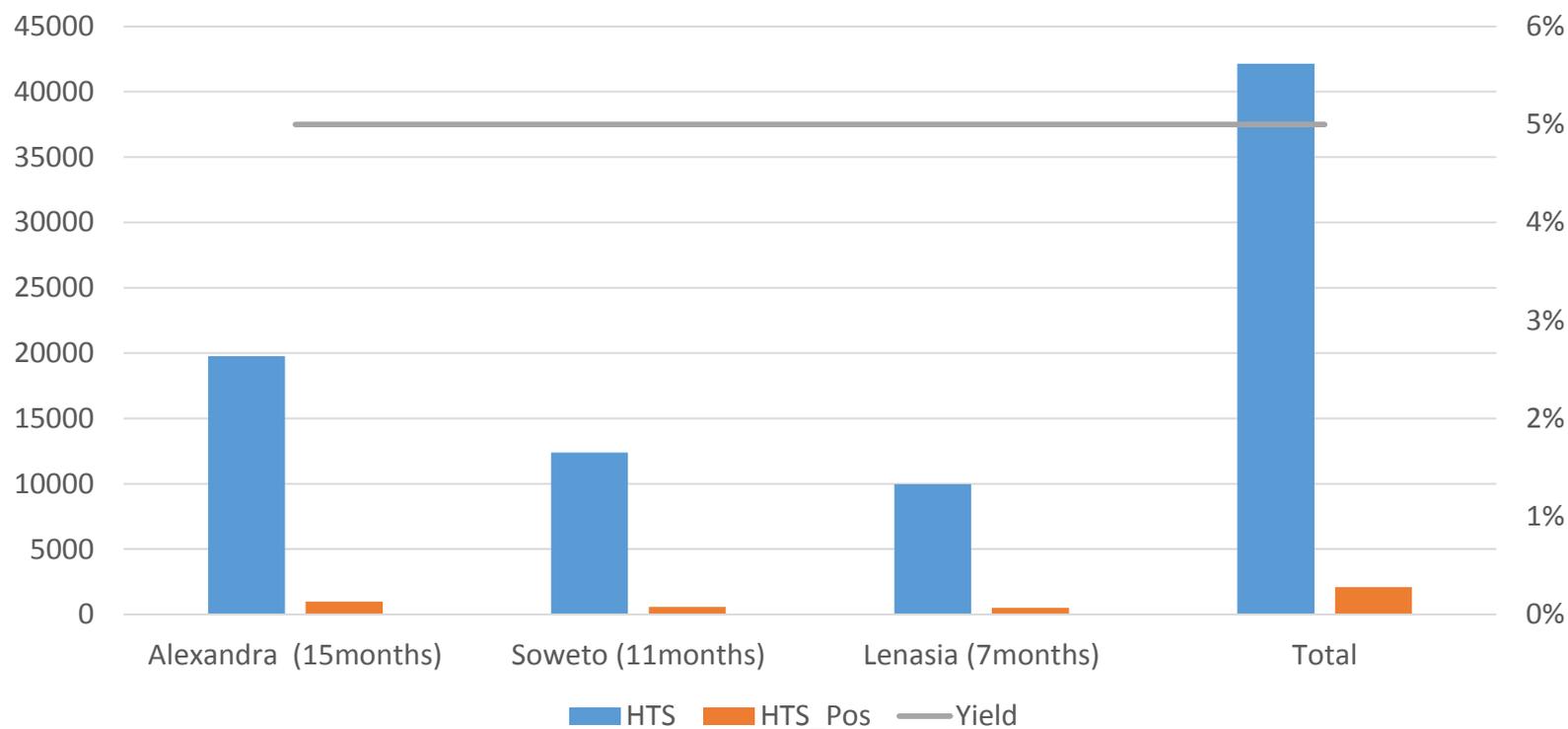
Open 7 Days A Week  
Mon - Fri: 07:00 AM - 08:00 PM  
Saturday: 09:00 AM - 05:00 PM  
Sunday: 10:00 AM - 04:00 PM

SHOP 26 ALEX PLAZA  
NEAR RUSSELLS

Men Only | No Under 21s Allowed | Proof of ID Required

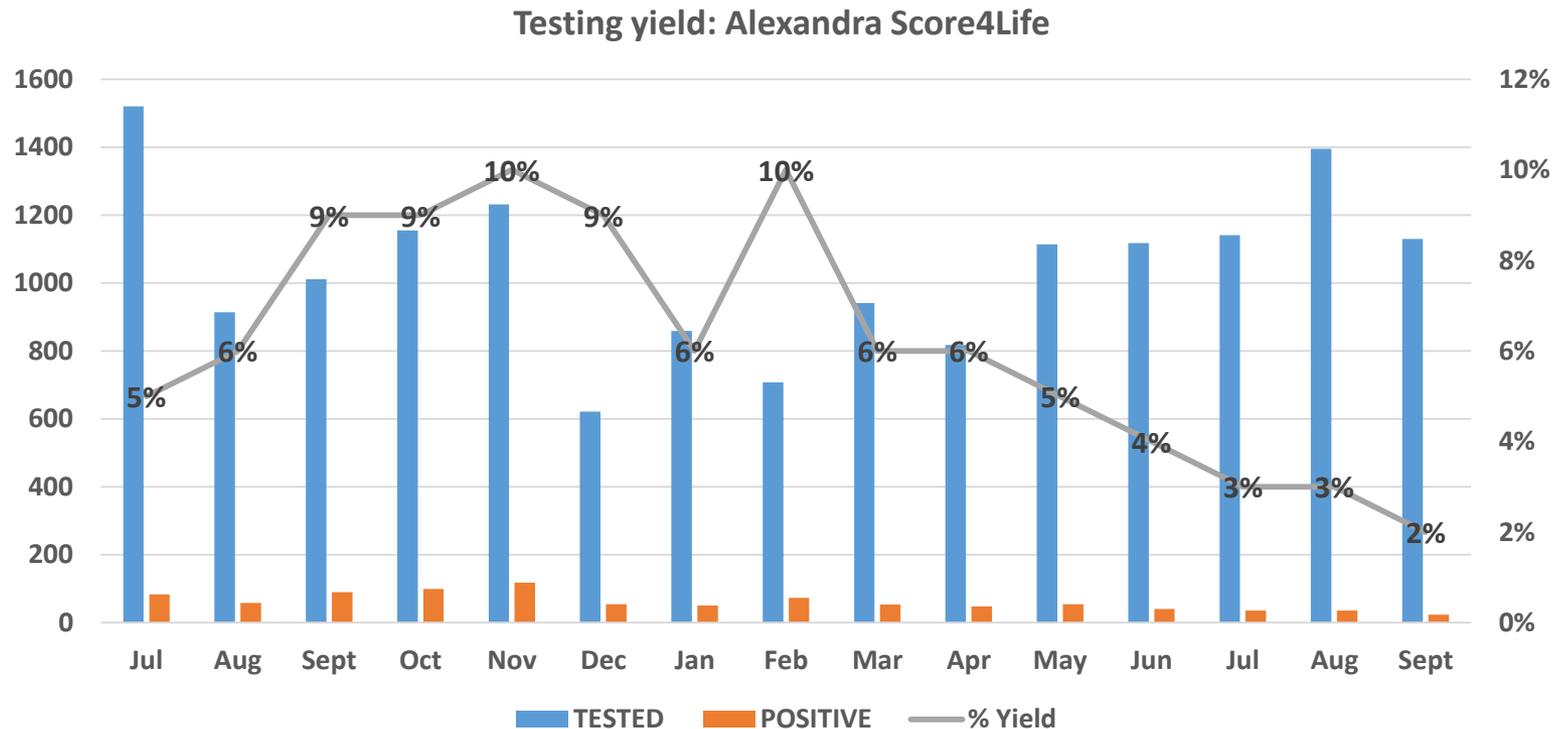
USAID ANOVA HEALTH INSTITUTE VA

# >1000 Men tested for HIV monthly at the out of facility HTS sites: Score4Life



>43 000 men tested for HIV at the Score4life sites from July 2016-April 2018

# High yield of 9-10% informed scale up



Data time period: July 16 – end September 2017

Data Source: Score4Life Database

**Total: HTS\_TST 19761, HTS\_Pos 993 (5% yield)**  
**Due to the decline in yield, this site closed end 2017**

# High yield of 10-15% in men aged 36-60 years informed scale up

JUNE 2016 – APRIL 2017			
AGE GROUPS	NUMBER	POSITIVE	% YIELD
21- 25	1034	47	5%
26 - 30	1264	73	6%
31 - 35	1635	142	9%
<b>36 - 40</b>	<b>1022</b>	<b>118</b>	<b>12%</b>
<b>41 - 45</b>	<b>713</b>	<b>128</b>	<b>18%</b>
<b>46 - 50</b>	<b>548</b>	<b>104</b>	<b>19%</b>
<b>51 - 55</b>	<b>351</b>	<b>51</b>	<b>15%</b>
<b>56 - 60</b>	<b>200</b>	<b>29</b>	<b>15%</b>
61 +	386	35	9%



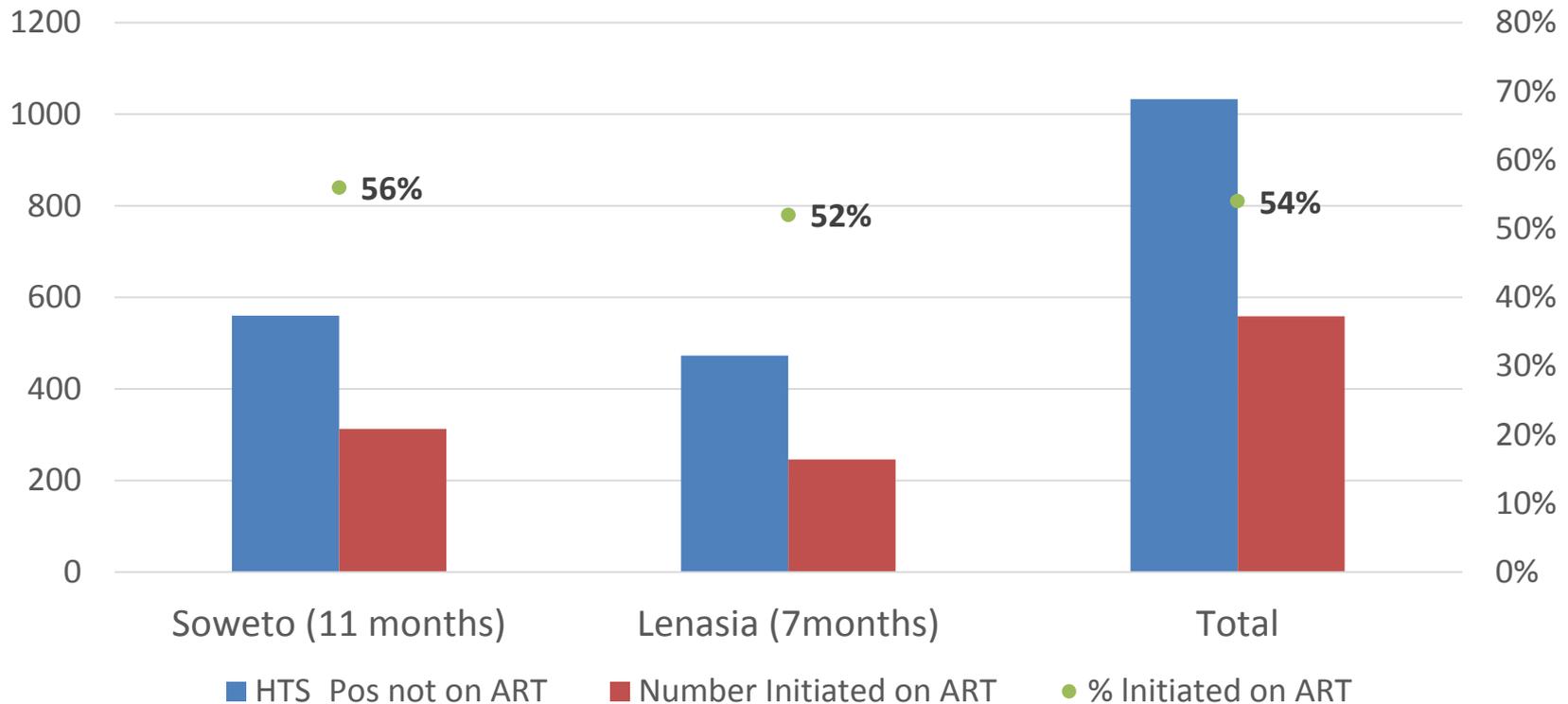
# Overall, Yield highest in men 25-29, and >40 years

Total across all sites			
Age	HTS	HTS_Pos	Yield
20-24	931	59	6%
25-29	1692	177	<b>10%</b>
30-34	15249	378	2%
35-39	10173	370	4%
40-44	4859	338	7%
45-49	3458	346	<b>10%</b>
50+	5770	413	7%
<b>Total</b>	<b>42132</b>	<b>2081</b>	<b>5%</b>

Overall HIV positivity yield of 5% similar to community testing yield in other areas Johannesburg district (Some areas have a 3% yield)

# Linkage to care 54% at out of facility HTS/ART male sites

ART initiation at Soweto & Lenasia Score4Life sites



Linkage to care more than the linkage (from community to facility for ART) seen with other community HTS strategies in the district (around 40%)

# Conclusion

- Male targeted interventions such as “Out of facility HTS services”, including provision of HTS at churches reach high numbers of men
- High yield found in men above 40 (including those >50)
- Shorter waiting times and the Score4Life site being targeted only at men attracted >50% of clients
- Linkage to care/ART initiation campaigns to be prioritised to target HIV diagnosed men not on ART

