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

Phase 1
- Capacitation of RLs*
  - Knowledge
  - Skills
  - Attitude
  - Planning

Phase 2
- Empowerment of men
  - Messaging in church
  - Coaching of RLs
  - Champion HCW
  - Champion HIV+**

Phase 3
- Impact on population
  - Participation in HCT campaign
  - Data driven follow-up HCT
  - Linkage of HIV+ to care
  - Data driven targeting of men

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\textsuperscript{st} 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
>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

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<th>AGE GROUPS</th>
<th>NUMBER</th>
<th>POSITIVE</th>
<th>% YIELD</th>
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<td>61+</td>
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Overall, Yield highest in men 25-29, and >40 years

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<th>HTS</th>
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<th>Yield</th>
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<tr>
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<tr>
<td>Total</td>
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<td>5%</td>
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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

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