



Protect yourself. Protect others.

# Customizing Demand Creation Approaches by Population: Marketing HIV testing appropriately

**Reaching 90-90-90 Part I: Best Practices and  
Innovations in HCT and Linkage Innovations**  
30 November 2015, Southern Sun, Pretoria



# Community Media Trust

Community Media Trust (CMT) is a national NGO that has been **producing and implementing HIV/AIDS and related health education materials** since 1999, under the *Siyayinqoba Beat It!* brand, and through our Outreach and Media programmes

*“Protect Yourself. Protect Others*



Our **objective** is to provide scientific information in a way that is easy to understand, in order to **empower individuals and communities** to take an active part in managing & improving their health through promoting health seeking behaviour and increasing the demand for and uptake of health services.



# Methodology: A Media Cascade

## MASS MEDIA



## COMMUNITY MEDIA



## FACE-TO-FACE

TV: Magazine talk show, PSA campaigns – national  
Radio: PSA campaigns – national and regional  
Social Media: Facebook page dealing with teen pregnancy  
Print: Media Engagement and Print PSAs

Community TV: PSA campaigns, re-runs of Siyayinqoba  
Community Radio: Live Talks Shows and PSA campaigns  
Print: Media Engagement, reversion stories to print  
Outdoor Media: Branded taxis  
IEC materials: Information flyers, posters

Door-to-door Campaigns  
Community Dialogues  
Open Days  
Clinic Sessions  
Training

- Network with NGOs, CBOs, Govt Departments and Community & Regional Media Platforms
- Aim to build **health literate communities** – supporting behaviour change and driving the demand for and uptake of health services



**Link to care and therefore impact on health outcomes**

# *Siyayinqoba Beat It!* - Mass Media Best Practices

- Tells stories of real people – resonates with the lives and challenges of people in SA to inspire and motivate them to take action- “*I can do this*”
- HCT as a theme throughout the series – different target audiences
- Results from the NCS showed *Siyayinqoba* programming had a positive impact on HCT. Those with high exposure to *Siyayinqoba* discussed HIV testing with their friends and their partners and were more likely to have tested with their sexual partners.
- SABC rated season 8 of *Siyayinqoba Beat It!* the **2nd best performing educational show** in South Africa



**“Real people. Real Stories.”**

# Making Use of Community Media

## Community Media

- A variety of platforms to reach target audiences
- More affordable cost
- More localised and nuanced messaging in local language



## Radio

- **Live talk shows** on community radio stations. Community Journalists find stories from local community which are used to highlight topic being discussed. Opens up platform for engagement and dialogue with people who call in / SMS / Whatsapp
- Public Service Announcements
- Call to action to take up HCT and where can access HCT services



## Print Media

- Stories from radio are re-versioned to print, and in vernacular and printed in **community newspapers**
- Positive feedback from editors – people asking where is their weekly **Siyayinqoba** article

## Outdoor Media

- Branded Taxis





# Interpersonal Communication

## Social mobilisation

- Door to door campaigns – linked with household testing
- Large open day awareness events – HCT services on site
- Community Dialogues – HCT services on site



## Innovative options to reach different target audiences

### Taxi Ranks targeting workers / commuters / stall owners

- Wide range people reached including foreign nationals.
- HCT / STIs / Family Planning services & referrals
- Mobile health services

### Hair salons

- Engage with women
- Provision of HCT in back rooms at salons or mobiles in street



# Interpersonal Communication

## Innovative options to reach different target audiences

### Imbizos

- Work together with LACs and local partners.
- Platform for dialogues with men and women.
- PMTCT/ HCT services at women's event
- HCT / MMC and Men's Health at men's event



### Schools

- Negotiate with principles for education and services
- Helps to have support of DBE
- Good uptake with services on site / just outside school grounds



### Churches

- Successful interfaith event
- HCT and MMC services
- But also had challenges with churches that preach faith healing

# IEC Materials – appealing to different audiences

Testing is the first step to planning your future - with or without HIV.



**We are all at risk**

- Everyone has sex.
- You need to protect yourself and your sexual partner.

Testing is the first step to planning your future - with or without HIV.



**We are all at risk**

- Everyone has sex.
- You need to protect yourself and your sexual partner.

I think I'm  
**PREGNANT**

WHAT DO I DO NOW?



Hi, my name is Nobuhle. I am living positively with HIV. I have just had a baby - he is HIV negative. Let me tell you how.



**KNOW YOUR STATUS.  
TEST FOR HIV.**

**Know your status.  
Test for HIV.**



**iKAPA CARES**

Better Health Together

**HIV Counselling and Testing (HCT) and family planning services are now available at an iKapa Cares outlet near you. See overleaf for more details.**

A test will cost you no more than R60.

Trained nursing sisters will provide the services in private and comfort, using quality supplies made available by Western Cape Government Health.

Appointments can be made for a time convenient to you and confidentiality is assured.

For more information about the cost and details of your closest iKapa Cares outlet, send a free 'Please call me' to 079 035 5861.

—❤—

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BETTER TOGETHER.

# Linkage to HCT Services

- Acknowledge all the service delivery partners CMT works with – DOH (DOH, Clinics, PEPFAR partners, local CBOs etc.)
- Track referrals made to HCT service providers
- Need good feedback and willingness to share aggregated data to enable evaluation of the effectiveness of the demand creation activities on uptake of services
- Developed a “Linkage to Care” form which is sent to each service provider and active follow up to get responses

**GET TESTED.  
GET TREATED.**

# Marketing HCT

**Benefit of a national symbol for HCT – the 2010 HCT campaign with**

**Understanding different target audiences and the need for tailored messaging**



AM RESPONSIBLE

**Understanding barriers to HCT and responding / addressing them**

- Fatigue
- Not wanting to know status
- Stigma and discrimination

**Offer of other services – for example:**

- At open day events SASSA, Home Affairs are also on site
- HCT as a package with testing for NCDs
- HCT and STI services
- HCT as part of MMC
- HCT and Family Planning services through PPP with Western Cape Govt Health and private pharmacies

# Bringing it all together





SOUTH AFRICANS AND AMERICANS  
IN PARTNERSHIP TO FIGHT HIV/AIDS

# PEPFAR



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