GETTING THE MEDIA MIX RIGHT: HIV LAY AND SELF-TESTING AMONG MSM & TRANSGENDER WOMEN IN VIETNAM

DR. KIMBERLY GREEN PATH

July 21, 2018
No conflicts of interest to declare
MEDIA MONOTONE: HIV TESTING PRE-2016

LOW AND STEADY ANNUAL HIV TESTING UPTAKE AMONG MSM

HIV TESTING ONLY AVAILABLE IN PUBLIC FACILITIES

SOURCES: UNAIDS. HIV INVESTMENT CASE, HANOI, VIETNAM, 2015; MOH, HSS+ RESULTS 2015 & 2016, HANOI, VIETNAM, 2017
M E D I A I N S I G H T S ...

89%  
Of MSM owned a smart phone

98%  
Had at least one social media account (80% had Facebook)

66%  
Used the internet to seek HIV information; were more likely to want to opt for HIV self-testing

74%  
Said they sought their sex partners online

NEW MEDIA, NEW REACH

- Estimated 330,000 MSM in Vietnam
- 26% of whom are considered reachable through traditional HIV interventions
- Need for better segmenting and more nuanced media/reach

MEDIA ECOSYSTEM
SEGMENTED MEDIA ECOSYSTEM

+ INTEREST-BASED ADVERTS OUTSIDE OF FOCUSED PLATFORMS
RIGHT MEDIA, RIGHT REACH
MSM LAY AND SELF-TESTING UPTAKE

December 2015 – May 2018

HIV Lay Testing

HIV Self-Testing
NEW, YOUNG & AT RISK HIV-TESTERS

55% of MSM seeking HIV lay or self-testing said they first heard about the service through Facebook.

24 Median age of MSM and TGW seeking HIV lay and self-testing (15-27 years).

54% of MSM seeking HIV lay and self-testing were NEW HIV testers.

MSM seeking HIV lay or self-testing through social media were more likely to have HIV.
THANK YOU TO...

**MSM & TGW CBOS/SOCIAL ENTERPRISES:** LIGHTHOUSE, G-LINK, G3VN, ALOBOY, M4M, COLOR OF LIFE, VUOT SONG, SMILE, V-SMILE, SHP, KID’S SUN, LOVE BOY, SUC MOI, SONG TRE, NIEM TIN XANH, I GIRLS, WE ARE STUDENTS

**MOH/VAAC:** DR. NGUYEN HOANG LONG, DR. PHAN THI THU HUONG, DR. PHAM DUC MANH, DR. HOANG DINH CANH

**PRIVATE SECTOR:** MTV, GRINDR, HORNET, BLUED, T&A OGILVY, ABBOTT/ALERE, ORASURE, DUY ANH

**USAID VIETNAM:** MS. NGO MINH TRANG, MS. NGUYEN THI MINH HUONG, DR. JOHN EYRES, MS. MEI MEI PENG

**PATH:** DR. JOHANNES VAN DAM, DR. VU NGOC BAO, MS. TRAN THI THAM, DR. NGO VAN HUU, MS. DOAN HONG ANH, MR. VIET DUNG, MR. BAO AN

**WHO:** DR. NGUYEN THUY THI VAN
LESSONS LEARNED FROM SOCIAL MARKETING OF PREP FOR YOUNG WOMEN IN SOUTH AFRICA

CONNIE CELUM, MD, MPH
UNIVERSITY OF WASHINGTON

July 21, 2018
CONFLICT OF INTEREST

- I have received Truvada from Gilead sciences for research projects
- Member of scientific advisory board, Merck
From formative work to PrEP demand creation among young African women

• Young women have multiple demands on attention

• Are tired of hearing about HIV and negative HIV prevention messages

• Have aspirations

• Prefer images to lots of words

• Goal was to develop brief motivational video to capture their interest, with brochures providing more information about PrEP
Iterative process for going from insight generation to a creative brief

3P study (Bekker & Celum), in collaboration with McCann Global Health
This idea pairs rich imagery of young Masi women with a simple series of affirmations that will normalize PrEP by embedding it near more familiar phrases of encouragement.
WE ARE THE GENERATION

Instead of looking at HIV avoidance as an individual activity, we reframe it as a social movement, one with a heart at its center and a simple, social, inspiring call to action.

3P study (Bekker & Celum), in collaboration with McCann Global Health
PrEP demand creation video for young African women

3P study (Bekker & Celum) in collaboration with McCann Global Health
Brochures about PrEP for South Africa

A PILL A DAY HELPS KEEP HIV AWAY

How does PrEP work?
PrEP is an antiretroviral pill, Truvada, which helps HIV negative people stay negative. When taken regularly, PrEP has been shown to reduce the chance of getting HIV by more than 90%. You should take PrEP every day to be sure you are protected against HIV. When the medicine is in your blood, it will stop HIV from taking hold and spreading in your body. If you want to protect yourself against STIs and have extra HIV protection, use condoms. If you want to prevent pregnancy, use contraception.

THIS IS MY MOMENT
I AM MY OWN WOMAN.
I AM IN CONTROL.
I AM PREPARED
FOR TODAY, FOR THE FUTURE.
FOR LIFE'S TWISTS AND TURNS.
I AM PrEPPEP

PREP CAN STOP HIV.
IT'S UP TO EACH OF US TO DO OUR PART.

#HIVregeneration
SPREAD THE WORD. NOT THE VIRUS.

PREP IS A NEW WAY TO PROTECT YOURSELF FROM HIV.
TAKEN EVERY DAY, IT HELPS YOU STAY HIV FREE. #getPrEPPEP

3P study (Bekker & Celum), in collaboration with McCann Global Health
They why, how, and what of PrEP

PrEP IS A NEW PILL THAT HELPS PREVENT HIV. IF YOU TAKE PrEP AND HAVE SEX WITH SOMEONE WITH HIV, IT CAN KEEP THE VIRUS FROM INFECTION YOUR BODY.

WHY TAKE PrEP?

PEOPLE MAY TAKE PrEP FOR A FEW DIFFERENT REASONS THAT MAY CHANGE OVER TIME. HERE ARE SOME OF THEM:

“I use PrEP because I don’t want someone else’s behaviour to decide whether or not I get infected.”

“With PrEP, I am in charge of my health and I feel more confident.”

“I’m lucky I didn’t get HIV, but I’d rather not rely on luck any more.”

“Since I don’t always use condoms, it is great to know I’m still protected.”

“Even though we are in a relationship, we don’t tell each other everything... Sometimes my partner isn’t in the mood to use condoms. With PrEP I know I’m protected.”

“We use condoms but my partner might be HIV positive. Taking PrEP gives me peace of mind because I am more protected.”

WHAT TO KNOW ABOUT PrEP?

‘PrEP’ stands for pre-exposure prophylaxis against HIV. It’s like a birth control pill: if you take it every day, you won’t fall pregnant. If you take PrEP every day, you won’t get HIV. Like all medications, there are some things to keep in mind:

• PrEP is not a morning after pill and cannot prevent infection if taken right before or after having sex.

• You need to take PrEP every day for a week before you are protected against HIV. If you take PrEP every day, you will have 90% protection against HIV.

• You should only use PrEP if you are HIV negative. HIV positive people need to take ARTs for treatment against HIV.

• PrEP is not a pill you need to take for the rest of your life. You take PrEP while you are at risk—like when you have a partner who hasn’t been tested or a partner who has HIV.

WHAT TO EXPECT WHEN TAKING PrEP?

• Studies have proven that PrEP is very safe.

• About 1 out of 10 people have symptoms such as nausea in the first few weeks after starting PrEP, which are usually mild and go away.

• You need to test for HIV before starting PrEP to make sure you don’t have HIV.

• You’ll need to come for check-ups and refills every three months.

CONTACT

To find out more about PrEP studies, visit the DTHF Emavundleni Research Centre (Corner Drive, Crossroads) or phone 021 386 0063
Evaluation of demand creation & PrEP interest

- **320 women in Cape Town consented to survey & watched video** (average age of 20)

- **71% strongly liked the video** (7-10 on 10 point scale)

- **69% definitely or somewhat interested in taking PrEP**
  - Women interested in PrEP were more likely to have a primary sexual partner, shorter partnership duration, and be a person who generally takes risks

- **200 women enrolled in 3P PrEP cohort as of March 2018**
  - 11% who viewed the video in household survey enrolled in 3P
  - 18% of the 200 women who enrolled in 3P PrEP cohort had seen video through the household enumeration

- Feedback from women helped get message, images & channels right

- Be realistic about impact from a single strategy
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MTV SHUGA: A MEDIA MIX APPROACH
GEORGIA ARNOLD,
MTV STAYING ALIVE FOUNDATION,
MTV SHUGA: DOWN SOUTH

July 21, 2018
No conflicts of interest to declare
IT'S TIME TO BEGIN AN INCREDIBLE JOURNEY
8,622,999 Commuters.
Taxi Ranks

1,300,500 High School Learners.
Graphic Novels

1 Million Impressions on Social Media.
MSI Activations

1,200 Youth Attended Per Week.
Cinema Showings
4 MILLION
YOUTUBE VIEWS

2.1 MILLION
SABC1 (PER WEEK)

350,000
PEER-ED REACH, YOUTH IN SA

“SEEING REGGIE IN MTV SHUGA AND REALISING THAT I AM NOT ALONE IS SUCH A RELIEF”
CONFLICT OF INTEREST

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CAMPAIGN STRUCTURE

MULTI-LEVEL INTERVENTION

Intervening at interpersonal, community, and mass-media levels creates an environment that is conducive to behavior change.
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IPC
Trained communicators will meet with individuals in target communities to discuss the benefits of LPG
THE MICROSITE

https://upgradetogas.org.ng/
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