

## Message framing to promote HIV testing

Stage of Change	Strategies to Support Behavior change		
<p><b>1. Pre-Contemplation</b> Clients do not see the importance of HIV testing.</p> <p><i>“I don’t need to be tested because I don’t have any symptoms.”</i></p> <p><i>“I am not at risk.”</i></p> <p><i>“I don’t think I am at risk of HIV infection.”</i></p>	<p><b>1.1.1. Survey clients' knowledge and understanding of HIV and its transmission.</b></p> <p><b>Provide information:</b></p> <ul style="list-style-type: none"> <li>HIV is a blood-borne disease that is transmitted through blood, semen, and vaginal fluid.</li> <li>Some people have been infected with HIV for years without any symptoms while others, with weakened immune systems, have symptoms of opportunistic infections.</li> </ul> <p><b>1.1.2. Discuss the effects of HIV infection on health:</b></p> <p><b>Provide information:</b></p> <ul style="list-style-type: none"> <li>HIV infection weakens the immune system over time, making the body more vulnerable to opportunistic infections and certain cancers.</li> <li>Untreated HIV can progress to AIDS, a late stage of the infection where the immune system is severely compromised, leading to life-threatening illnesses.</li> <li>HIV can cause various symptoms such as fever, fatigue, weight loss, and opportunistic infections as the virus attacks immune cells.</li> <li>Chronic HIV infection can impact overall health by increasing the risk of cardiovascular diseases, neurological issues, and other complications.</li> </ul>	<p><b>1.2. Help clients assess their chances of being exposed to HIV.</b></p> <ul style="list-style-type: none"> <li>Discuss the four principles of HIV transmission. (ESSE, QQR<sup>2</sup>)</li> </ul> <p><b>Ask:</b></p> <ul style="list-style-type: none"> <li>Ask if any behaviors might expose the client to HIV.</li> </ul> <p><b>Provide additional information:</b></p> <ul style="list-style-type: none"> <li>Empower yourself with the knowledge that HIV can be transmitted through various sexual activities if PrEP or condoms are not used.</li> <li>Intimate practices like fisting, sharing sex toys, or engaging in anal sex without protection can inadvertently expose you to the virus, emphasizing the importance of safe practices in every encounter. By adopting consistent, safe behaviors, like PrEP and/or condoms, you actively reduce the risk and safeguard your health during intimate moments.</li> <li>Additionally, by prioritizing your own and others’ well-being by using sterile equipment can make a significant impact on preventing the spread of HIV and other infections, whether injecting drugs, hormones, fillers, or Botox.</li> <li>Your commitment to informed choices and proactive measures equips you with the tools to maintain a healthy and fulfilling lifestyle.</li> </ul>	<p><b>1.3.1. Discuss the benefits of health screenings:</b></p> <p><b>Sample phrases:</b></p> <ul style="list-style-type: none"> <li>Embrace the proactive approach of regular HIV testing if you are at risk, as it empowers you to make informed decisions about your health. Discovering your HIV status offers you the chance to take charge of your well-being, ensuring a future filled with personalized care and sound health choices.</li> <li>Experience the benefits of blood screening tests that can reveal exposure to HIV and the production of antibodies. At the same time, RNA testing can gauge the presence of HIV genetic material and determine viral replication activity. Understanding your body's response to the virus allows for tailored healthcare strategies that prioritize your health and vitality.</li> <li>Recognize the comprehensive nature of HIV testing, where a positive result involves multiple confirmatory tests to ensure accuracy and provide you with reliable information. Trust in the process, knowing that each step is designed to offer you clarity and the necessary support for your health journey.</li> <li>Appreciate the significance of additional viral load testing alongside HIV antibody</li> </ul>

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	<ul style="list-style-type: none"> <li>• Early diagnosis and effective treatment can help manage HIV, reduce the risk of complications, and improve long-term health outcomes.</li> </ul> <p><b>Ask:</b></p> <ul style="list-style-type: none"> <li>• Because STIs and share the same transmission routes, what happens if you test for STIs but don't get tested for HIV? (loss-framed)</li> <li>• Because STIs and HIV share the same transmission routes what are the benefits of also testing for HIV? (gain-framed)</li> </ul>	<p><b>Ask:</b></p> <ul style="list-style-type: none"> <li>• On a scale of 0 to 10, where 0 is no possibility of exposure to HIV, and 10 is a very high possibility of exposure to HIV, how would you rate your risk of exposure? Why do you think this is your level of risk?</li> <li>• What behaviors might expose you to HIV infection? (loss-framed)</li> <li>• What behaviors can help you prevent HIV infection? (gain-framed)</li> </ul>	<p>results for an accurate diagnosis, underscoring the importance of receiving holistic care that prioritizes your well-being. By remaining proactive and engaged in the testing process, you equip yourself with the knowledge needed to make informed choices and maintain your health at its best.</p> <p><b>1.3.2. Ask questions that will help users move to the Contemplation Stage.</b></p> <ul style="list-style-type: none"> <li>• Have you considered exploring more about HIV and testing to enhance your understanding?</li> <li>• Exploring HIV testing can not only detect any undisclosed infections but also grant you early access to treatment. Immediate intervention can bolster your wellness, shielding you from potential risks of further infections.</li> <li>• How do you envision the potential health benefits of undergoing testing today shaping your well-being?</li> </ul>
<p><b>2. Contemplation</b> The client sees the importance of HIV testing but has not decided whether to test or not.</p> <p><i>“Yes, I am concerned that I may have been exposed to HIV and have not been tested, but...”</i></p>	<p><b>2.1. Find out why they are still hesitant/propose alternatives:</b> Identify why the client is reluctant to change.</p> <ul style="list-style-type: none"> <li>• Rest assured that your privacy and confidentiality are paramount in HIV testing. Your personal information remains secure and undisclosed unless you choose to share it. Upholding strict confidentiality is a standard practice in our services, ensuring your peace of mind and trust in our commitment to</li> </ul>	<p><b>2.2. Talk about the advantages &amp; disadvantages of testing:</b> Find barriers for the client to reconsider to help them make decisions more easily.</p> <ul style="list-style-type: none"> <li>• What do you think are the advantages and disadvantages of getting tested for HIV?</li> <li>• What do you think are the advantages and disadvantages of not getting tested for HIV?</li> </ul> <p><b>Examples of gain framed messages</b></p>	<p><b>2.3. Identify and strengthen motivation:</b> <b>Sample phrases:</b></p> <ul style="list-style-type: none"> <li>• Treatment will not have any effect on your body or work. Most people Most people can carry on with their jobs and their usual activities without any problems.</li> <li>• Up to two weeks after infection, some people show symptoms of acute infection, such as headache, fatigue, fever, rash, sore throat, and swollen lymph nodes. The symptoms are no</li> </ul>

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<p><i>"Yes, I think the test might be useful, but I worry that people will think I'm sexually promiscuous or do drugs."</i></p> <p><i>"I'm worried about what the test results will be. If it is positive, how easy will it be to access treatment?"</i></p>	<p>safeguarding your sensitive data. Your confidentiality is non-negotiable and a key aspect of our service provision.</p> <ul style="list-style-type: none"> <li>Have peace of mind knowing that the costs of HIV testing and treatment are already covered by the health insurance benefits for Thai citizens, enabling you to focus on your well-being with confidence and assurance.</li> </ul>	<ul style="list-style-type: none"> <li>A blood test can detect HIV exposure and the presence of antibodies.</li> <li>If a single HIV antibody test is positive, it is not enough to determine whether you are infected. The results will be confirmed with two additional tests.</li> <li>HIV testing prompts individuals to consider preventive measures or treatment initiation promptly.</li> <li>Early treatment will reduce the risk of opportunistic infections and promote overall health maintenance.</li> </ul> <p><b>Examples of non-gain framed messages</b></p> <ul style="list-style-type: none"> <li>Testing to learn your HIV status can cause anxiety but, if you don't test, you won't know your status, but your anxiety will remain.</li> </ul> <p><b>Examples of loss framed messages</b></p> <ul style="list-style-type: none"> <li>If you have been exposed but aren't tested, you will not know if you have HIV. Even if you don't have any symptoms, the virus may be in your body damaging your immune system.</li> <li>Because HIV develops slowly, you may not notice any unusual symptoms. If left untreated, it can destroy your immune system and allow opportunistic infections to attack your body.</li> </ul>	<p>different from other infections, and not everyone has symptoms. Therefore, people who have this virus in their body, may not know they are infected unless they get tested.</p> <ul style="list-style-type: none"> <li>It makes sense to get tested regularly for HIV. Knowing your viral status can help plan for prevention or to start treatment early. Early treatment of HIV can help achieve Undetectable = Untransmittable (U=U) status.</li> <li>Early HIV treatment can keep your immune system strong to prevent opportunistic infections and thereby keep you healthy.</li> </ul>
<p><b>3. Determination / Preparation</b></p> <p>The client makes the decision to have an HIV test and prepares for the test.</p>	<p><b>3.1 Provide support for the client's decision to test.</b></p> <ul style="list-style-type: none"> <li>Planning to get tested for HIV shows your commitment to your well-being. You're on the right track!"</li> </ul>	<p><b>3.2 Explain sample collection and the testing process.</b></p> <ul style="list-style-type: none"> <li>Preparation for HIV testing includes giving a blood or saliva sample, a simple step towards knowing your status and</li> </ul>	<p><b>3.3 Explain the possible test results and the importance of re-testing if in the window period.</b></p> <ul style="list-style-type: none"> <li><b>Negative result:</b> A negative HIV test result signals that, at the time of testing,</li> </ul>

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<p><i>“Yes, I would like to have the HIV test.”</i></p> <p><i>“Yes, I would like to know my HIV status.”</i></p>	<ul style="list-style-type: none"> <li>Preparing for an HIV test is a powerful step towards knowing your status, taking control of your health and making informed decisions for a healthier future.</li> <li>As you prepare for an HIV test, remember that knowledge is power. Taking this step shows your determination to stay healthy and informed. Keep up the positive momentum!</li> <li>Your determination to get tested sets you on the path to empowerment and peace of mind. Keep up the great work in preparing for this important step towards a healthier future.</li> <li>By preparing for testing, you're prioritizing your health and well-being.</li> <li>Preparation is key! Getting ready for an HIV test showcases your commitment to staying healthy and informed. You're making a proactive choice that can positively impact your life.</li> </ul>	<p>taking control of your health. Let's take a look at how these samples are collected. Get ready to provide a sample knowing you're making a proactive choice for your well-being.</p> <ul style="list-style-type: none"> <li>Your health matters to us. If your initial blood test shows a reactive result, we perform two more tests to confirm the result, guaranteeing you have the correct information to make informed decisions about your well-being. Your commitment to certainty paves the way for a healthier future. We prioritize your health and provide you with the most accurate results possible.</li> <li>Your well-being is our priority. In the event of a reactive saliva test result, we recommend a follow-up blood test for confirmation. This additional step ensures the utmost accuracy in determining your status, empowering you with reliable information to guide your health decisions. Your readiness to verify results through a blood test demonstrates your proactive approach to safeguarding your health. Trust in our comprehensive process as we strive to provide you with the most precise and reliable results possible.</li> </ul>	<p>no HIV antibodies or virus were found in your blood. This outcome is cause for celebration, indicating you are currently not infected with HIV. However, in the window period after potential exposure, re-testing is essential for precise confirmation.</p> <p>Maintaining this negative status is a reason to keep up the good work! Remember to practice safe behaviors like using PrEP, condoms, and getting tested regularly. Your proactive approach to health is setting the stage for a future filled with informed choices and well-being.</p> <ul style="list-style-type: none"> <li><b>Indeterminate result:</b> An indeterminate HIV test result means that the test did not clearly show whether the person is positive or negative for HIV. This can occur if the individual has been recently exposed to HIV or is in the acute phase of infection, where the body is still producing antibodies against the virus. Additionally, other health issues or medical conditions can also impact the accuracy of the test results, leading to an unclear outcome. In such cases, further testing is necessary, which may involve retesting in 2 weeks to allow adequate time for antibodies to develop or referring the person for testing for HIV antigens to provide additional clarity about their HIV status.</li> </ul> <p>If your HIV test result is indeterminate, don't panic. This doesn't provide a</p>

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		<p><b>3.4 Help move the client from the Determination/Preparation Stage to the Action Stage.</b></p> <p>Congratulations on taking the crucial step towards HIV testing by preparing yourself for the process. Your proactive approach exemplifies your commitment to your health and well-being. As you transition from preparation to action, remember that getting tested is a powerful tool for empowerment and peace of mind. By proceeding with the test, you're not only prioritizing your health but also taking charge of your future.</p>	<p>definitive positive or negative status and may require further testing. While uncertainty can be unsettling, it's crucial to remain calm and follow up according to the options available to you. Your willingness to seek clarity and understanding in this situation shows your commitment to your health and well-being.</p> <ul style="list-style-type: none"> <li>• <b>Positive Result:</b> A positive HIV test result means that the test has detected the presence of HIV antibodies or the HIV virus in your blood. This indicates that you have been infected with HIV. If your HIV test returns a positive result, remember that knowledge is power. By knowing your status, you can take proactive steps to manage your health effectively. Use this information to make informed decisions for your health and well-being.</li> </ul> <p>Also, remember, same-day antiretroviral treatment for HIV is available here, offering immediate care and support upon diagnosis. By starting treatment promptly, you'd be taking a vital step toward managing your health effectively and empowering yourself to stay healthy, thrive, and continue pursuing your dreams with confidence.</p>