

KENYA

Gloriah Kerubo

NEPHAK

16-06-2021

Implementing Partners

NEPHA-K

- *National Empowerment network of People Living with HIV in Kenya.*
- Network that unites people living with HIV and those affected by TB and HIV/AIDS through post test clubs, support groups, community based organizations, non-governmental organizations and networks.

AYARHEP

- *Ambassador for Youth and Adolescent Reproductive Health Program.*
- The organization works with and for Adolescents and young people living with HIV, and also empowers young girls with SRHR information and education.

PYWV

- *Positive Young Women Voices.*
- Advocates for issues of young women and girls (in their diversities) living with and at risk of HIV within the Nairobi slums of Dandora.

ICW – K

- *International community of women living with HIV (Kenya chapter).*
- ICW-Kenya chapter is network of women living with HIV/AIDS.

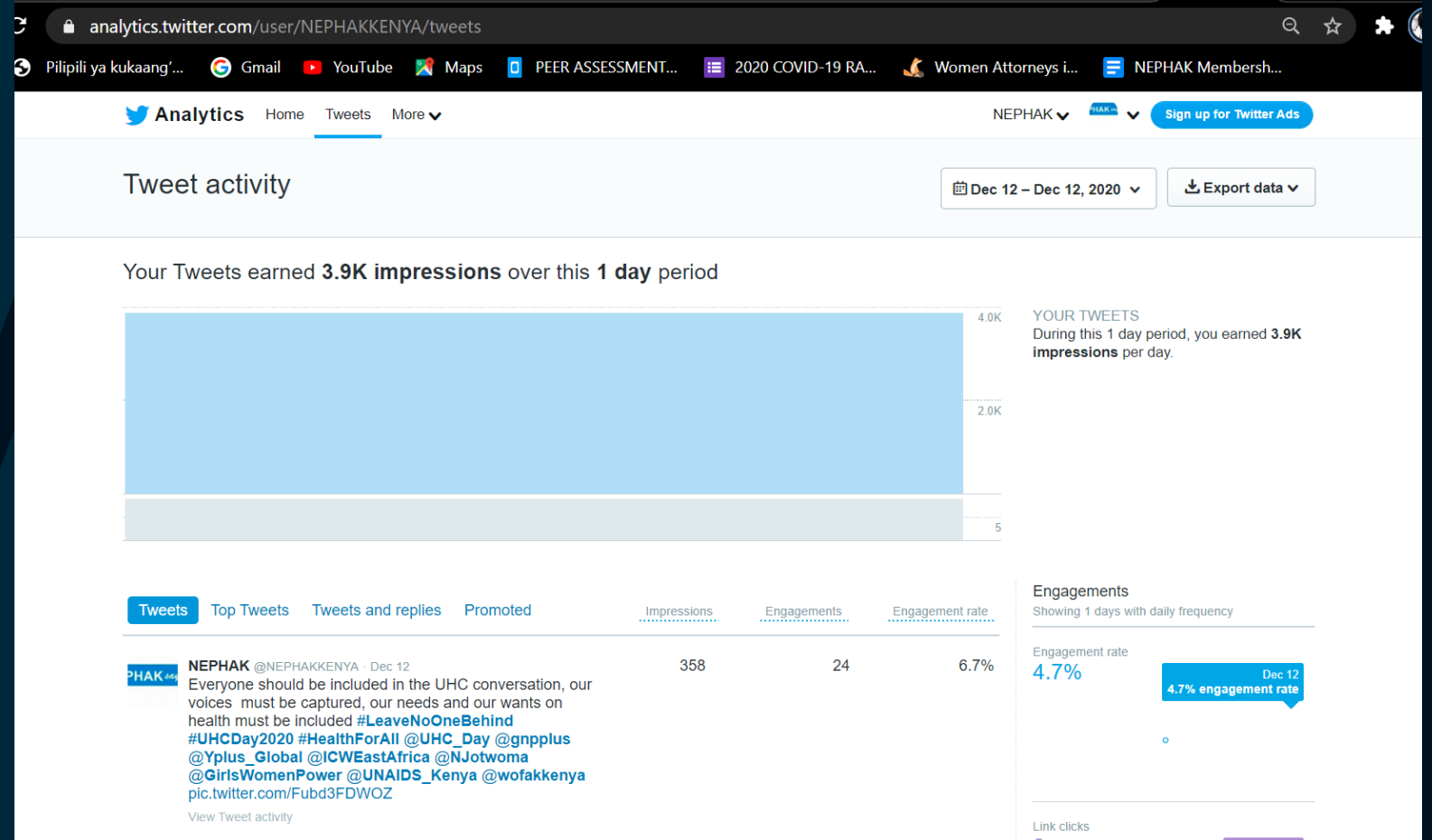
Period Of Campaign

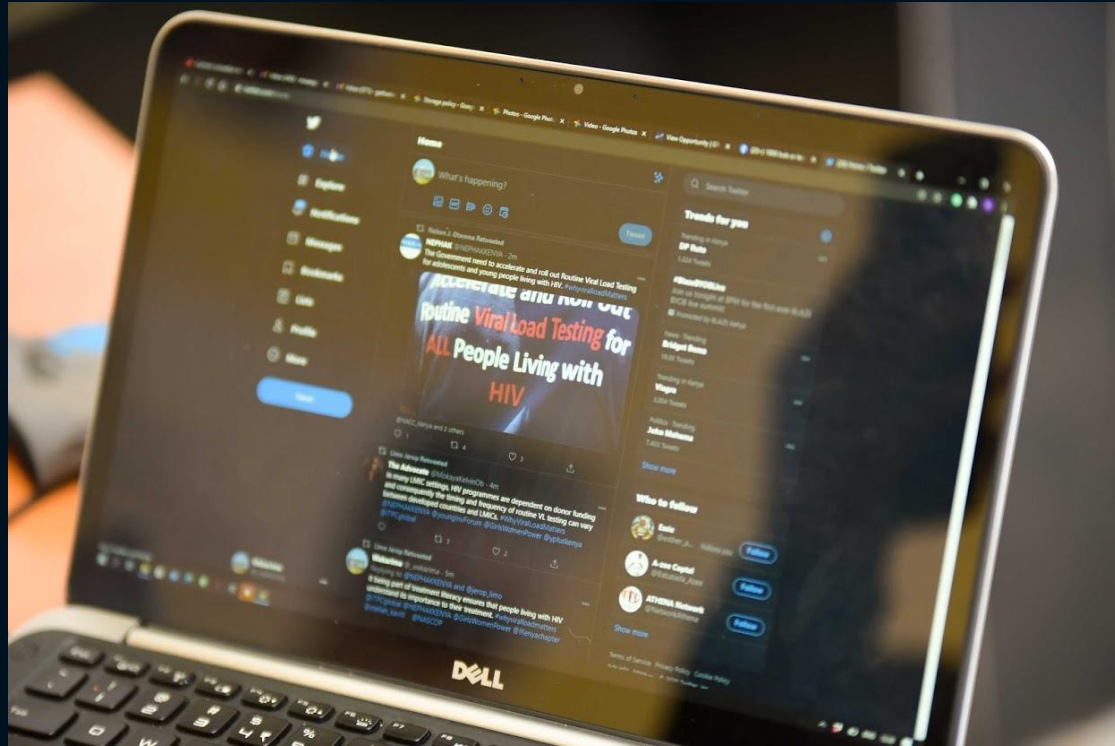
The campaign was conducted for a period of 3 months.

Activities had been aligned in order to create a greater impact for example:

Twitter chats were done in relation to the different International Events such as:

- World AIDS Day
- The UHC Day and
- The Human Rights day





Planned Activities

- Social Media Campaigns (Tweeter Chats , Facebook Live)
- Physical trainings for people living with HIV
- Media Campaigns (Radio Station)

Twitter Chats

To raise awareness and demand for investments to be made by the government and other relevant stakeholders in VL services: availability of reagents and machines to ensure timely results are given to ROC.

Use of #Whyviralloadmatters throughout the campaign.

Use of Influencers for greater impact.

Join our  *Twitter Chat*


Jerop Limo
Panelist


Mercy Wanjiku
Panelist


Zippy Gathoni
Panelist

Moderated by: @NEPHAKKENYA

BE HEALTHY
KNOW YOUR VIRAL LOAD

Tweet Using: #WhyViralLoadMatters

Thur 10TH Dec 2020 | 11am - 1 pm



Ambassador for Youth and Adolescent Rep Health Programme - Ayarhep was live.

December 16, 2020 · 🌐

Awareness on Routine Viral Load Testing



LIVE With StreamYard

Powered by
StreamYard



JEROP

0:47 / 1:22:59



43

69 Comments 14 Shares

Facebook live

This was mainly for experience sharing through lived experiences.



Training

Conducted a facility based training whose objective was to break the communication barrier on viral load testing between the clinician and the recipient of care.

ROC are able to demand for VL services.





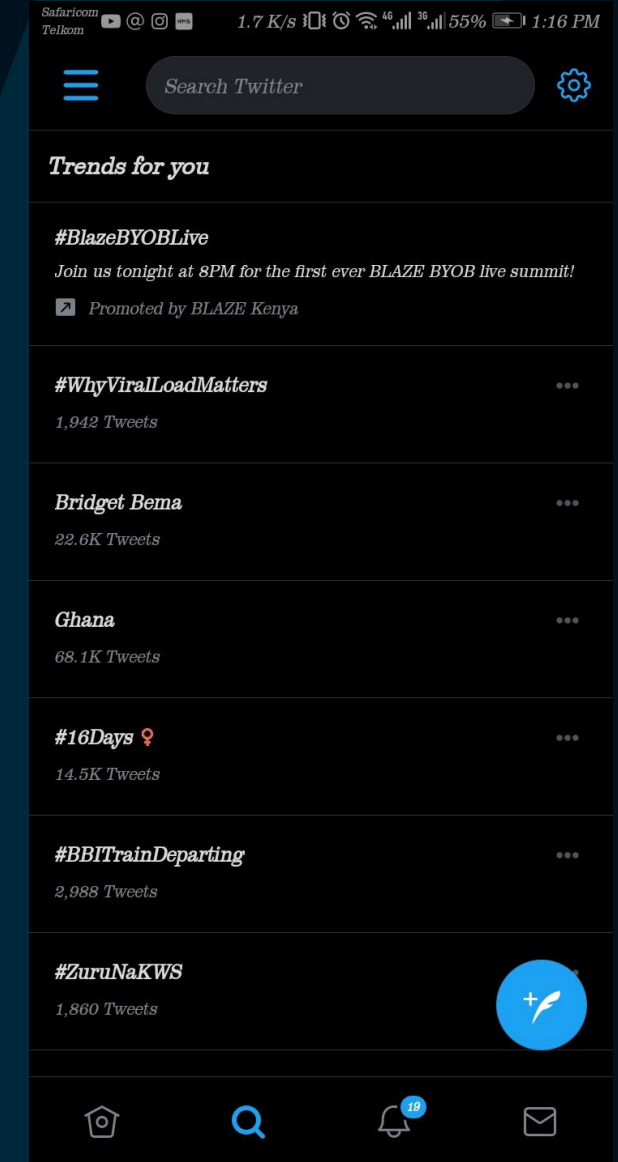
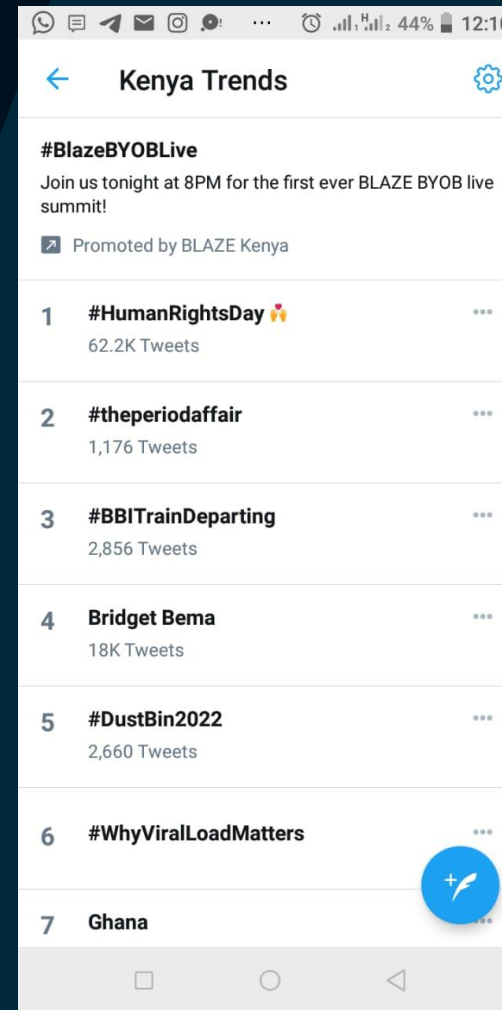
Radio Campaign

Sharing key information on viral load on Mtaani (Local) Radio station).

The radio station is popular among communities mostly those in informal settlements.

What Works

- Facebook and Twitter were the most effective platform used; it showed that greater numbers of people were reached through tweets, likes and retweets.
- The face – to – face meeting was also effective as the facilitator is about to gauge the understanding of the participants and answer any questions. This posed a challenge due to limited resources and the COVID-19 Restrictions and Guidelines that have been put in place to flatten the curve.



Observations

- There is lack of information on viral load; what it is
- Recipients of care are not aware of how often viral load should be done
- Communication gap between the health care providers and Recipients of care
- Results reporting is a gap
- Despite having guidelines; not all facilities are keen during the actual implementation of what has been set
- There is need for treatment literacy for people living with HIV

Q1 **BE HEALTHY**
KNOW YOUR VIRAL LOAD

What is viral load testing?

#WhyViralLoadMatters

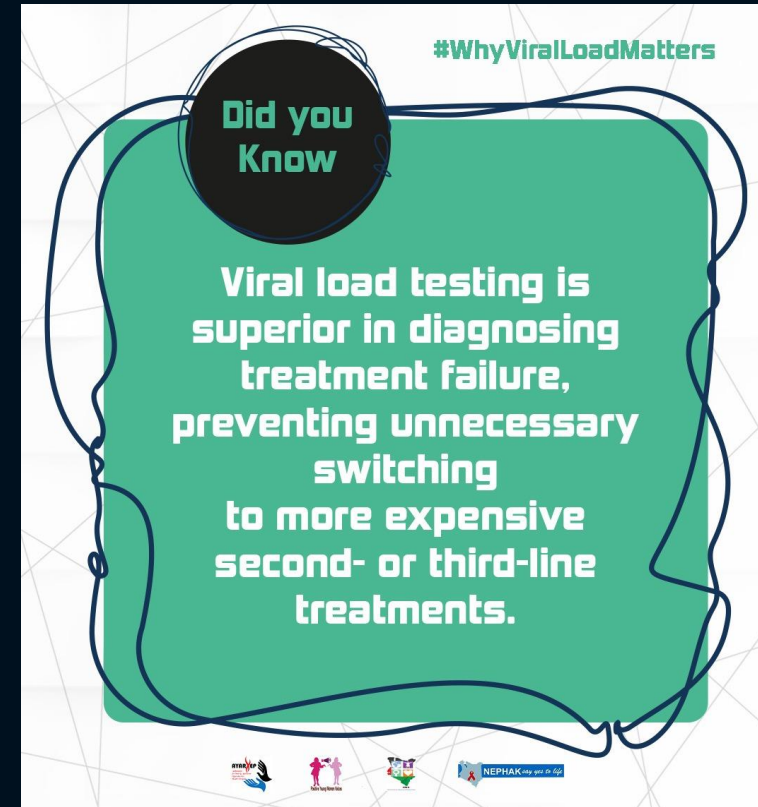
NYAR **YEP**
You are not alone
You are not alone
You are not alone

YWCA
You're Young Women Know Best

NEPHAK *say yes to life*

Way forward

- There is need for further implementation on routine viral load testing awareness and demand creation.
- There is a need for inclusion of general treatment literacy with an emphasis on routine viral load testing.
- There is a need for an even further advocacy approach towards demand creation of routine viral load commodities.
- Investments in community-based support groups as they would bridge the information gap. They serve as safe spaces for the people living with HIV.



Planned Activities



For the second phase of the project, plans to increase the impact of the campaign through the following activities

- Pre (to inform information to be disseminated) and Post Campaign Focused Group Discussions
- Social Media Campaigns – Tweeter Chat, FacebookLive
- Zoom Trainings
- Survey/polls

THANK YOU