



Routine Viral Load Demand Creation

Presentation by
ZNNP+: Harare, Zimbabwe





Introduction

- Zimbabwe National Network of People Living with HIV (ZNNP+) is the national network of people living with HIV.
- Advocacy-based organization that serves the interests of people living with HIV (PLHIV) and ensure their rights are respected.
- The organization has a national reach with structures at national and sub-national levels
- The organization focus on HIV prevention, treatment and care
- Create support systems for PLHIV through the support group model and other models of peer support
- Routine Viral Load Demand Creation is one of the key issues that ZNNP+ focus on in its work
- Routine Viral Load Literacy is also done among the recipients of care



Structure of the Campaign

- The campaign was implemented by ZNNP+ and the young people's network Zimbabwe Young Positives (ZY+)
- Campaign materials were developed and deployed targeting the intended groups
- Feedback sessions were then conducted to understand the results of the campaign from the recipients of care's perspective

Target Groups

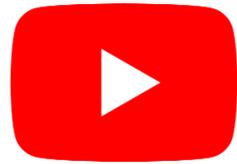
Young People Living with HIV

Men Living with HIV

Pregnant Women Living with HIV

Key Populations Living with HIV (Sex
Workers)

Platforms used



Platform

Reach

Twitter

559 Views 25 Retweets, 50 Likes

YouTube

64 Views

Website (znnp.org)

77 Views

Whatsapp

246 Views

Outcomes



It reminded them of the importance of routine viral load testing. One important aspect is that it is not only around information but also empowering them to engage with health service provider to track their viral load test results.

They can now engage with the service provider and discuss issues around viral load testing.

Personal Stories



“It was helpful getting information on routine viral load testing and its importance. We appreciate this and it is empowering as we tend to get so busy and fail to request for this important service” (SWLHIV)

“I managed to assist my peers to access and engage health providers and peer counsellors on viral load test and result interpretation” (WLHIV)

“Routine Viral Load is important for PLHIV. What is needed is to get reminders from various stakeholders and platforms since healthcare workers may be overloaded to remember this.” (YPLHIV)

“As men we take health issues for granted and we need to be reminded. At times if I do not have any health challenges, we do not see the need for viral load test or asking for the results. We are pre-occupied with hustling for money” (MLHIV)

Campaign Materials



Campaign Materials



CREATING AWARENESS FOR VIRAL LOAD TESTING

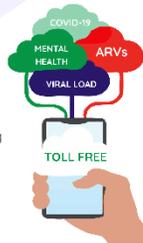


MEN LIVING WITH HIV

Viral Load Matters to Men because they are Pillars of families & society.

#KnowMyViralLoad

0776 906 943 08080441
@znnpinfo @znnpinfo
www.znnp.org info@znnp.org



CREATING AWARENESS FOR VIRAL LOAD TESTING

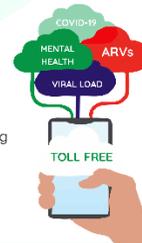


YOUNG PEOPLE

It is important to know your viral load because it tells us how well our HIV treatment is working.

#KnowMyViralLoad

0776 906 943 08080441
@znnpinfo @znnpinfo
www.znnp.org info@znnp.org



CREATING AWARENESS FOR VIRAL LOAD TESTING



KEY POPULATION

I need to know my Viral Load for the health of myself and my partners

#ForTheHealthOfMyPartners

0774 151 276 08080441
@znnpinfo @znnpinfo
www.znnp.org info@znnp.org



Plans for the Second Phase

- Target 2 subpopulations that is MLHIV and YPLHIV
- Platforms to be used:
 - Radio
 - WhatsApp
 - Peer System
 - Some materials from first phase will be used
 - Feedback meetings from targeted groups

END



Thank You!