



Routine Viral Load Demand Creation

Presentation by
ZNNP+: 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
- Routine Viral Load Demand Creation is one of the key issues that ZNNP+ focus on in its work



Structure of the Campaign

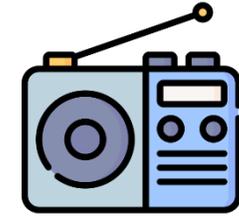
- The campaign was implemented by ZNNP+ and the young people's network Zimbabwe Young Positives (ZY+)
- Campaign materials were developed and deployed targeting the intended groups
- Feedback sessions were then conducted to understand the results of the campaign from the recipients of care's perspective

Target Groups

Young People Living
with HIV (YPLHIV)

Men Living with HIV
(MLHIV)

Platforms used



Platform

Reach

Peer Support

1420 (600 ALHIV, 820 MLHIV)

Whatsapp

425 (90 MLHIV and 100 ALHIV reacted mainly by acknowledging the message and being proactive on their next clinical visit)

Radio

15700 (120 reacted)

Outcomes



Strengthened peer support in access to routine viral load and results understanding

Recipients of Care in meeting are requesting for new information on viral load

Personal Stories



“There has been improved access to routine viral load results especially for those that would have been send to wrong health facilities. The network of peer educators helped locating them” (YPLHIV)

“My peers are now requesting for information on viral load each time we meet. I am getting opportunities to share my knowledge with them. We need for informational materials” (YPLHIV)

“My peers helped me with important information on routine viral and now I can explain the difference with CD4 count.” (MLHIV)

Campaign Materials




**Viral load
tell me how
my medication
is working**

#ViralLoad - test is life











Contact Us: ZNNP+ 28 Divine Road Milton Park, Harare. **Kutabila Platform Call Centre: 08080441**
Website: www.znnp.org **Tel:** +263 774 151 276 **Email:** info@znnp.org [@znnpinfo](https://twitter.com/znnpinfo) [f@znnpinfo](https://www.facebook.com/znnpinfo)



**Request a viral load test
or result to know
how your medicines are working.**



TOLLFREE
Kutabila Platform Call Centre:
08080441









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Let us know our
viral load for the
health of our
families.

Our families
matter let us
be productive.



#ViralLoadTestIsLife









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END



Thank You!