Support LabCOP country teams in developing strategies for a hashtag campaign to improve viral load demand creation and uptake
– Phase 2 Implementation

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OBJECTIVES

- Develop tailored community-led communication campaigns to raise awareness and create demand for routine viral load testing in countries

- Develop a monitoring and evaluation plan for measuring the impact of the campaign

- 6 countries: DRC, Kenya, Malawi, Sierra Leone, South Sudan, Zimbabwe
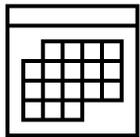
- Phase II of the campaign that ran from July – November 2021, after Phase I October – December 2020

Supporting Campaign Continuation

Provide two virtual orientation, reflection and recap sessions → Develop new messaging and streamline target groups → Redevelop Communications Plans → Implementation → Develop a monitoring and evaluation plan for measuring the impact of the campaign

OUTPUTS:
- Revised Communication Plan
- Indicator Tracking sheets
- Campaign materials (e.g. messages, flyers, videos, etc)\
- Post campaign assessments

Overview

Country	Target audience							Target media							Greatest reach (audience)	Greatest reach (media)
	MN	WM	YU	EM	KP	RL	SMI	WA	FB	TW	PE	VM	RD	BS		
Democratic Republic of Congo	☑	☑	☑	☑				☑	☑	☑	☑				PLHIV	Facebook
Kenya	☑	☑	☑		☑		☑		☑	☑		☑			Youth	Twitter
Malawi		☑	☑			☑		☑	☑		☑				Youth	WhatsApp
South Sudan	☑	☑	☑						☑		☑		☑		Women	WhatsApp
Sierra Leone	☑	☑		☑	☑			☑	☑		☑		☑	☑	Women	Radio
Zimbabwe	☑		☑					☑			☑		☑		Men & Youth	Radio

Target audience: MN=Men living with HIV, WM= Women living with HIV, YU= Youth, EM=Expectant mothers, KP= key populations, RL= religious leaders, SMI= Social media influencers
Platforms: WA= WhatsApp, FB=Facebook, TW=Twitter, RD=Radio, IN=Instagram, PE= Peer educator, VR= Virtual Meeting

Democratic Republic of Congo (DRC)

- The campaign was led by the national network of people living with HIV, Union Congolaise des Organisations des PVVIH (UCOP+), and other implementing partners continued their focus on adult and young PLHIV and pregnant women.

- The campaigns messages were disseminated, in **French and Lingala**, through **WhatsApp, Facebook, Twitter and Instagram**.

- To build cohesiveness across the partner online platforms, the hashtag **#ConnaitreMaChargeVirale** was used.

- A total of **19,164 people** were reached across all platforms.

- The message that got the widest reach: "***Une CV indétectable rassure ton avenir; d'où l'importance de connaitre sa CV***" **("an undetectable viral load secures your future, hence it is important to know one's viral load")**

- As was observed in Phase I, demand for viral load testing was generated but stockouts in lab reagents were observed in the health facilities accessed by informed recipients of care.

CONNAIS-TU TA CHARGE VIRALE ? CELA EST BON POUR TON AVENIR.
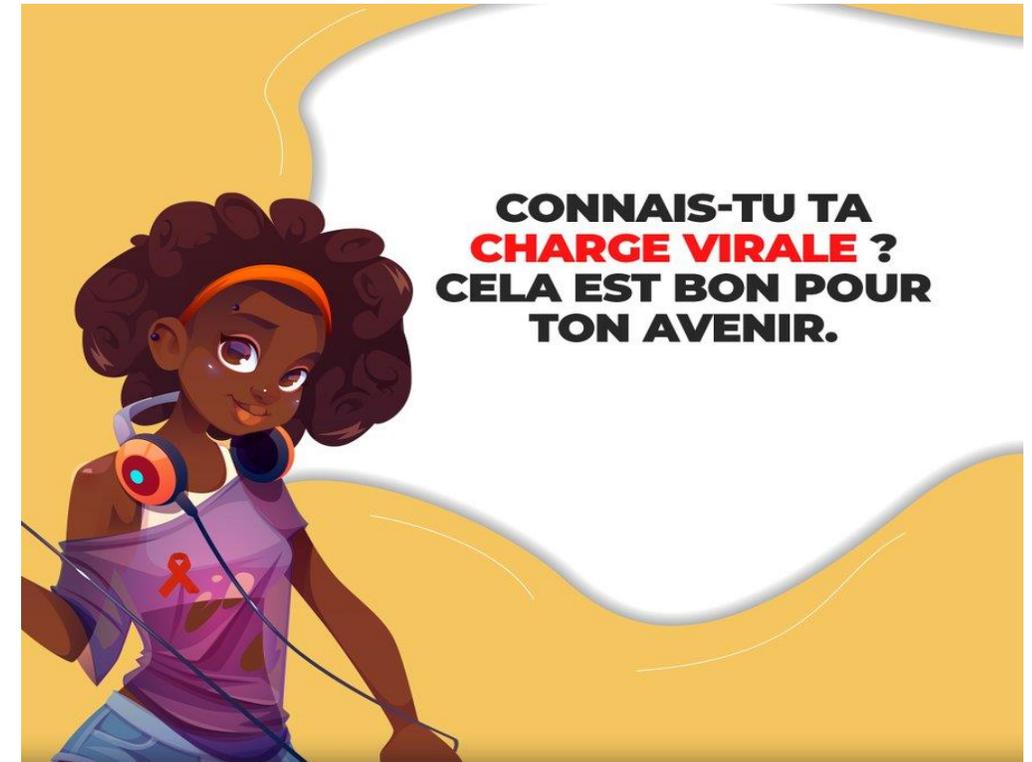
Kenya

- A coalition composed of NEPHAK, AYARHEP and PYWV, carried out a campaign aimed at people living with HIV, social media influencers and key population groups.

- Messages were delivered through **Facebook Live, Twitter Chat and Zoom sessions** and **Twitter Chats and Facebook Lives** were held in August and October 2021, using the hashtag, #knowmyviralload.

- NEPHAK community members took part in protests calling on the health ministry to ensure the restoration of multi-month dispensing of ARVs and for viral load testing to be restored; it was halted in 2020 due to lack of reagents and the latter has not yet been fully restored.

- A total of **10, 394 people were reached** through the Facebook, Twitter and virtual meeting channels, with Twitter reaching the most people (9,010).

- Using the recently launched **undetectable=untransmittable campaign,** to leverage the campaign messages about the importance of viral load in knowing one is undetectable.

- As before, due to its success, the campaign hashtag was occasionally hijacked on Twitter by other non-related parties and required close monitoring. Additionally, while the social media campaigns were successful, disparities in reaching the grassroot and rural areas remain.

Young People , Relationship and Adherence online CHAT
Jerop Limo Moderator | Daisy Murunga Panelist | Jerry Kitiabi Panelist
Gloria Kerubo Panelist | Zippy Gathoni Panelist | Brian Panelist
Tuesday 31st AUG | AT 11:00-1:00PM
#JichanueNaAYARHEP
| AYARHEP

VIRAL LOAD TWITTER CHAT
For U=U to work, Viral Load has to be done
FRI 8TH OCT 2021 10AM-12PM
#KnowMyViralLoad
HOSTED BY @AYARHEP_KENYA

Sierra Leone

- Led by NETHIPS, targeted adults living with HIV, expectant mothers and key populations with their messaging.

- While the team had previously prioritized **WhatsApp, radio and in-person peer-engagement groups**, the country team added additional platforms over the course of the campaign, including **Twitter and bulk SMS—which underperformed.**

- Combined, the messages **reached a total of 16, 143 people** over the course of the campaign. Radio (estimated 5500 people) and WhatsApp (5546 people) reached the most people.

- The peer educator meetings reached a total of 3078 people, with a negligible amount reached through bulk SMS (11) and Twitter (2).

- Members of key populations (men who have sex with men and people who inject drugs) experience stigma and discrimination and struggle to disclose their identities.

Post campaign assessment

- A post-campaign survey was developed to measure the outcomes of the campaign.

- The target audience were members of the community networks as well as communities in which the PLHIV networks carry out advocacy.

- The survey was structured to assess: a) knowledge of RVLT; b) effectiveness of campaigns to increase awareness about RVLT; and c) health seeking behaviour as a result of exposure to campaigns.

- A total of 188 people were polled across all six countries.

- With the exception of 3 people, most people were exposed to the campaigns and hence comparisons between the groups for knowledge gain is not possible.

- The results provided insights on the campaign and health-seeking behaviour.

Post campaign assessment
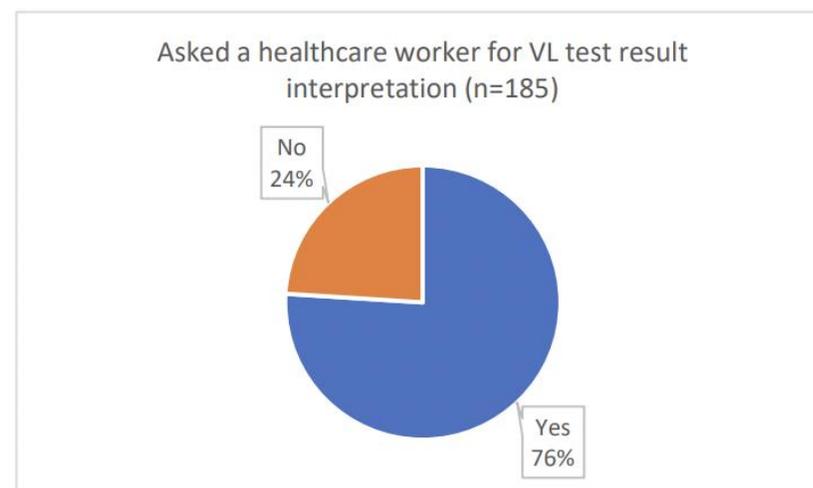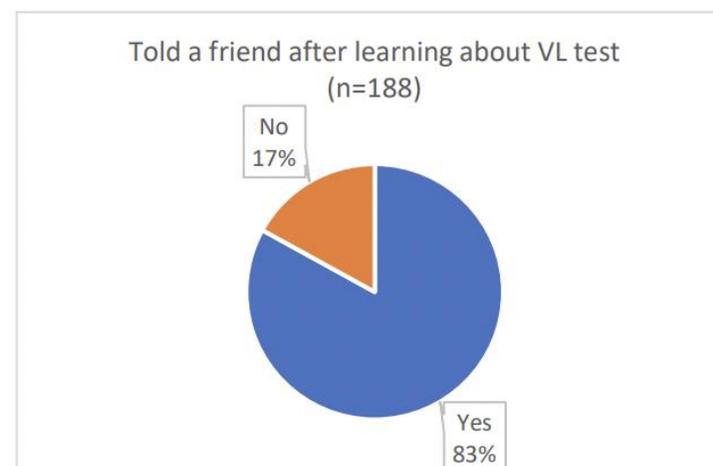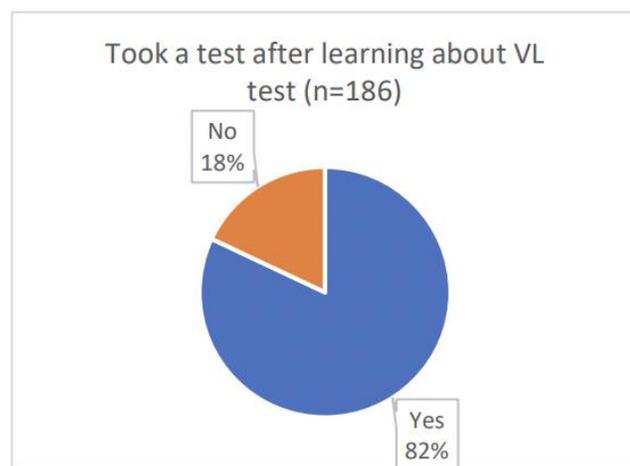
Post campaign assessment

8. Out of the new information I learned from the sources listed in Part 3 (question 1), which method/platform was the most effective or engaging in helping me to learn new information? Please check only ONE campaign platform.

- 8.6% Other. Please specify:
- 4.6% Facebook
- 10.6% Twitter
- 11.9% WhatsApp
- 1.3% SMS
- 7.9% Radio
- 1.3% TV
- 7.3% Virtual meeting/event (not connected to social media)
- 46.4% In-person/support meeting/peer educators
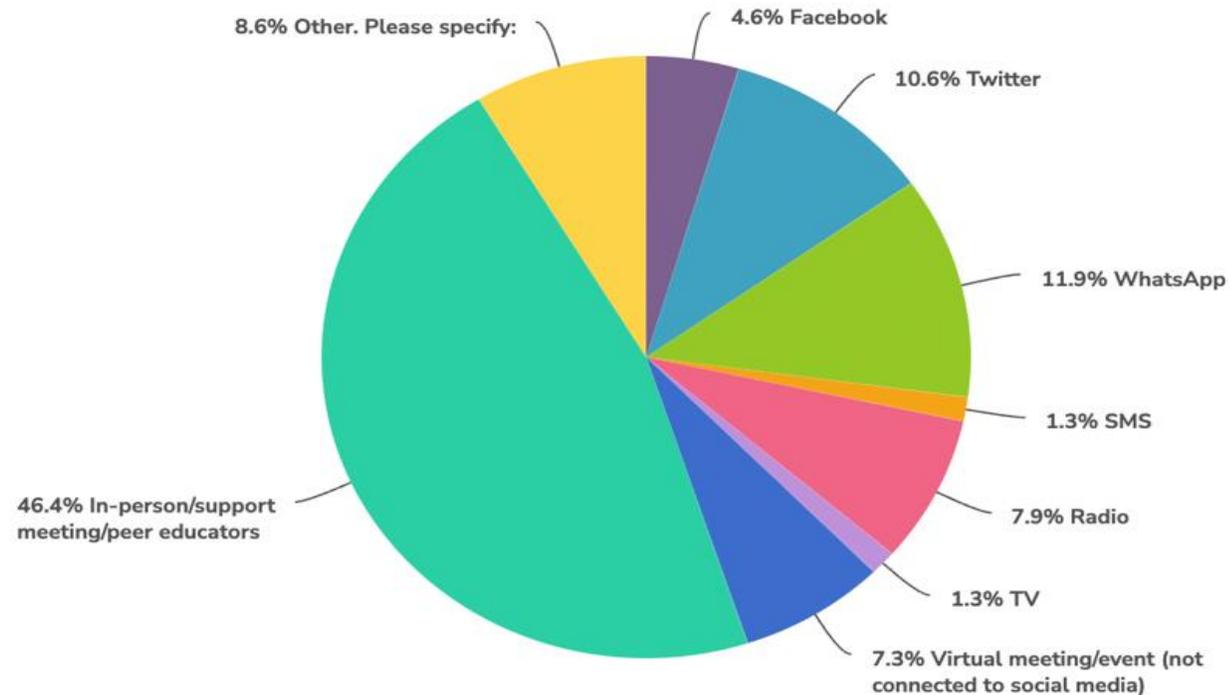
Lessons learnt

- Social media platforms such as WhatsApp, Facebook, Twitter and Instagram are useful tools in reaching a wide audience and is especially useful given COVID-19 restrictions, when in-person interactions are limited.
- The campaign audiences valued most dissemination platforms that allowed interactivity with the messaging and the opportunity to ask questions and clarifications.
- Collaborations between community organisations were strengthened as community organisations shared similar messaging and cross-posted across each other's platforms, as seen in Kenya, DRC, Malawi and Zimbabwe
- Unfortunately, as observed in phase 1, the success of campaigns was hindered by systemic barriers to viral load testing, including lab reagent stockouts, viral load machine breakdown and long turnaround times. Hence, a sustained effort is needed to address these to ensure that demand creation efforts are not in vain.
- As highlighted in Sierra Leone and Kenya, key populations face additional stigma and discrimination barriers requiring more tailored, targeted messages that take their needs into account

Key takeaways

- Country teams in Malawi and Kenya found that coupling the messaging with the **Undetectable=Untransmittable** made the campaign messaging particularly powerful.

- The campaigns in South Sudan and Zimbabwe emphasised the importance of receiving the results and understanding what they mean and not only getting a viral test.

- Social media platforms such as WhatsApp, Facebook, Twitter and Instagram are useful tools in reaching a wide audience and is especially useful given COVID-19 restrictions, when in-person interactions are limited.

- The importance of planning campaigns and choosing relevant platforms for target audiences. Twitter, for example, is a commonly used platform among young Kenyans, an observation not seen in other countries..

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