

**AIDS
2020**

23RD INTERNATIONAL AIDS CONFERENCE

VIRTUAL

6 - 10 JULY 2020

Bringing PrEP closer to home: Why diversifying service models matters

AVAC, PATH, International AIDS Society (IAS)



Taking PrEP online: Project PrEP in South Africa

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Overview of Project PrEP

The goal of the project is to contribute to a decrease in the incidence of HIV among AGYW (age 15-24) in South Africa.

The aims of the project are to strengthen demand, uptake and retention for comprehensive prevention services including oral PrEP:

Increase accessibility of PrEP for eligible AGYW population (15-24) in project implementation areas

- Develop strategies to identify AGYW at highest risk
- Test various demand creation strategies
- Test different HIV screening/testing mechanisms

Demonstrate effective delivery models and appropriate use of PrEP amongst adolescents

- Reach over 600 000 AGYW and initiate 6640
- Access AGYW through public facilities
- Offer, initiate and retain AGYW on PrEP

Generate and disseminate evidence on the use of PrEP in real life settings

- Learn about how to deliver HIV prevention services, PrEP specifically, to AGYW
- Gather evidence on cost-effective and successful service delivery mechanisms and interventions
- Inform future scale up by NDoH of PrEP provision

Building blocks of Project PrEP

Pre COVID-19

	PrEP Screening, initiation and early follow-up (0-3 months)				PrEP continuation (+3 months)	
	Community engagement and demand creation	Screening	PrEP initiation visit	Initial follow-up	PrEP refill	Routine clinical follow-up
WHEN <i>Service frequency</i>	Prior to project launch and ongoing throughout	1 st visit	1 st visit	Month 1	Every month	Month 4 & 7
WHERE <i>Service location</i>	Project clusters with a focus on reaching communities where they are	In-clinic & mobile clinic	In-clinic & mobile clinic	In-clinic & mobile clinic	In-clinic & mobile clinic	In-clinic & mobile clinic
WHO <i>Service provider</i>	Project staff with the support of CBOs	Clinic (DoH) & mobile team	Clinic (DoH) & mobile team	Clinic (DoH) & mobile team	Clinic (DoH) & mobile team	Clinic (DoH) & mobile team
WHAT <i>Service package</i>	Stakeholder engagements, community dialogues, community radio, outreach, youth VIP parties	PrEP, HIV prevention – integrated SRH	PrEP, HIV prevention – integrated SRH	PrEP, HIV prevention – integrated SRH	Medication pick-up	PrEP, HIV prevention – integrated SRH
HOW <i>Digital innovation</i>	Social media: Facebook, Twitter, Instagram, websites, chat bot	Social media driver	Social media driver	WhatsApp, telephone	WhatsApp, telephone	WhatsApp, telephone

NDoH guidance on PrEP provision during COVID-19

Providing prevention services for persons at increased risk for HIV infection (Highlights)

Managing New Clients

- Social mobilization activities curtailed but demand creation for PrEP continues
- New clients should not be denied these services.

Managing existing clients

- Provided with at least 2 month's supply of pre-packed medication (if available stock permits).
- Collection can be arranged at alternative pick up points in the community, where possible
- Ongoing/routine support for continued use telephonically/WhatsApp/SMS.
- Appropriate COVID-19 infection control and prevention protocols observed at all times.

Continued support for capacitation of health facilities for implementation of PrEP

- Partners continue to support PrEP implementation and capacitation of facility staff through available online & offline tools

Monitoring and Reporting

- Partners continue to capture PrEP and related data and comply with reporting requirements during this period.

Adaptations made to Project PrEP in light of COVID-19

Online strategy: Intensified measures for reach and engagement

- Intensified engagement, information and monitoring of online platforms:
 - Social media budget doubled
 - MyPrEP chat bot, Sister Unathi, updated with COVID-19 information to support client Q&A both on Facebook and myprep.co.za.
- Demand Creation site staff trained and equipped to deal with outreach and service delivery
- Developed role specific job aids to assist integrated PrEP, ART and COVID-19 messaging and social mobilization
- All online communication geared towards driving clients to either Project PrEP-supported facilities or reaching out to ascertain a need for medication drop-off or collection
- Clients presenting at clinics or outreach spots, especially AGYW, are identified and moved to small group discussions and a focus on 1-to-1 interactions that lead to HIV testing, PrEP initiations and SRH needs.

DEMAND CREATION OFFICERS & PEER NAVIGATORS: GUIDANCE

Staying safe while providing services during COVID-19

Reaching more AGYW... you've got this!

You! Covid-19 has certainly made an impact on how we get our work done! A big obstacle is getting adolescent girls and young women (AGYW) the SRH and HIV services they need. That is our job, right? Lucky for us, we have amazing teams like you on the ground. We salute you for the hard work you're doing during this tough time.

So... how do we carry on making an impact? How do we carry on reaching AGYW with PrEP and SRH services? Here are some practical tips and guidelines that you have helped us with. Remember, it's important to try new things, to go where you haven't gone before and reach the AGYW you haven't reached before. Make this your mission! Your actions now are what's building an HIV-free generation.

COVID-19 Reminder: The do's and don'ts

- Keep a 1.5-meter distance from your clients – and remind them to social distance.
- Wash hands regularly with soap and water, or a 70% alcohol-based sanitizer.
- Wear your mask! And try not to touch it.
- Don't touch your face!
- Don't let clients enter the queue or the clinic with food or drinks.
- If someone has symptoms (fever, tiredness, sore throat, dry cough, shortness of breath) or complains of them, ask them to call the COVID hotline on 0800 029 999 or to WhatsApp 1# to 060 0123456 and do the risk assessment check.

Hey KZN team!! Time to step up Sphe, Lindy, Ntombi & Bongani!

WHAT YOU NEED TO DO:

AGYW already at clinics! While you are at Lancer's Road and Pinetown Clinics, actively look for AGYW at the clinic and engage every single one of them. Make sure you have a meaningful conversation about HIV prevention and SRH services with all of them – you never know who is desperate to hear your message!

WhatsApp and Face-2-Face: You already have a whole network of young women on PrEP, reach out to every one of them, asking to bring at least one friend (preferably more) with to their next visit.

NEW, SAFE outreach spots: Time to find new outreach spots where you can engage smaller groups in a safe manner, like CBO offices, shopping malls, student accommodation, spots close to high schools. Remember to keep sending your schedules so we can post these to social media. Hang posters in areas like malls/ petrol stations with information on when and where the SRH and PrEP services will be available.

Outreach at CBOs: Work with YouthGate and other CBOs to facilitate small groups for PrEP/SRH discussions and initiations at their CBO premises. Ensure you prepare for an afternoon of health talks, safe space discussion and really understanding who needs your services most.

Ensure social distancing! Wherever you provide services, always ensure that social distancing is front of mind. Use markers to indicate how far people need to be apart.

My PrEP
Published by Nakita Roma Sheobalak [?] - June 4 at 10:00 AM

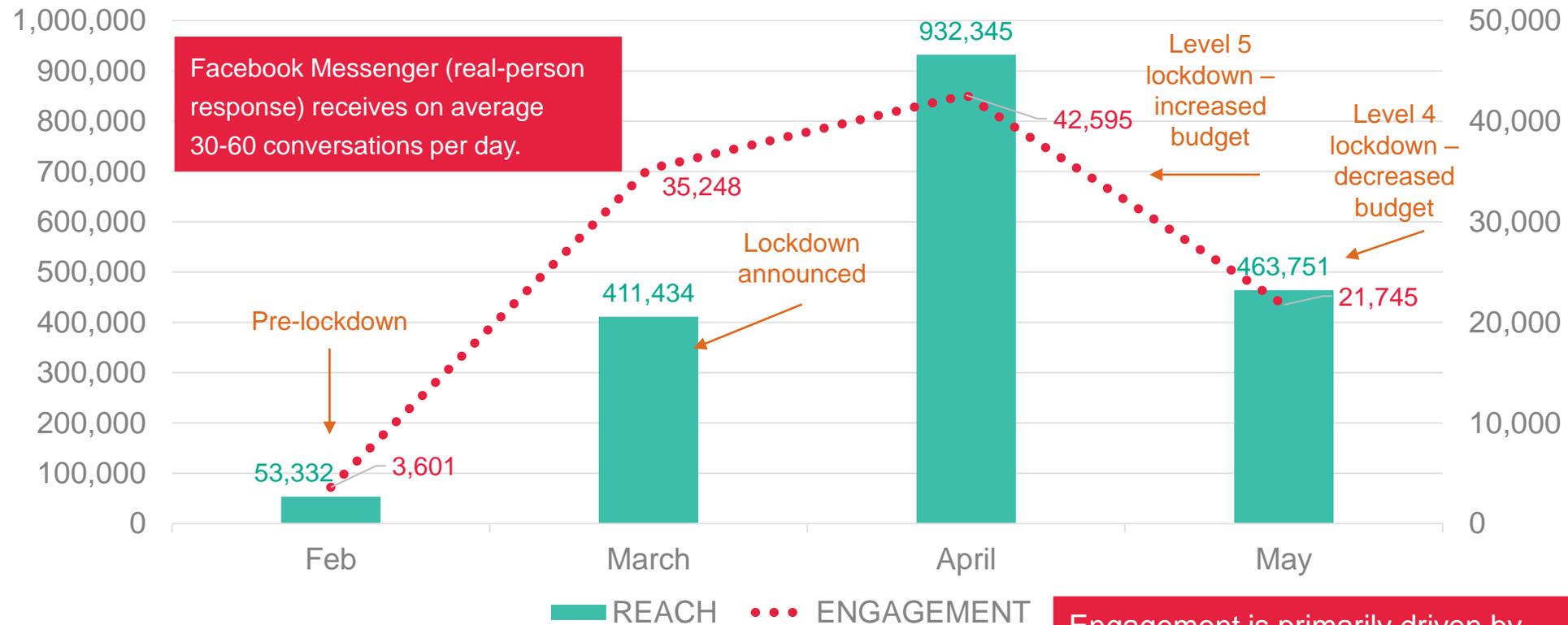
PrEP offers more than 90% protection from contracting HIV. Get all your PrEP questions answered by chatting to Sister Unathi on www.myprep.co.za or inbox My PrEP

HI! YOU CAN ASK ME QUESTIONS ABOUT PrEP

13,830 People Reached 1,261 Engagements [Boost Again](#)

Online reach and engagement trends during lockdown

MyPrEP Social media: Facebook, Twitter, Instagram



Currently, the chat bot living on MyPrEP Facebook page and website has approx. 5 000 conversations per month with a 85% positive feedback rate – dependent on boosting budget!

Engagement is primarily driven by users reaching out to the project which demonstrates online interest:

Building blocks of Project PrEP

**Post
COVID-19**

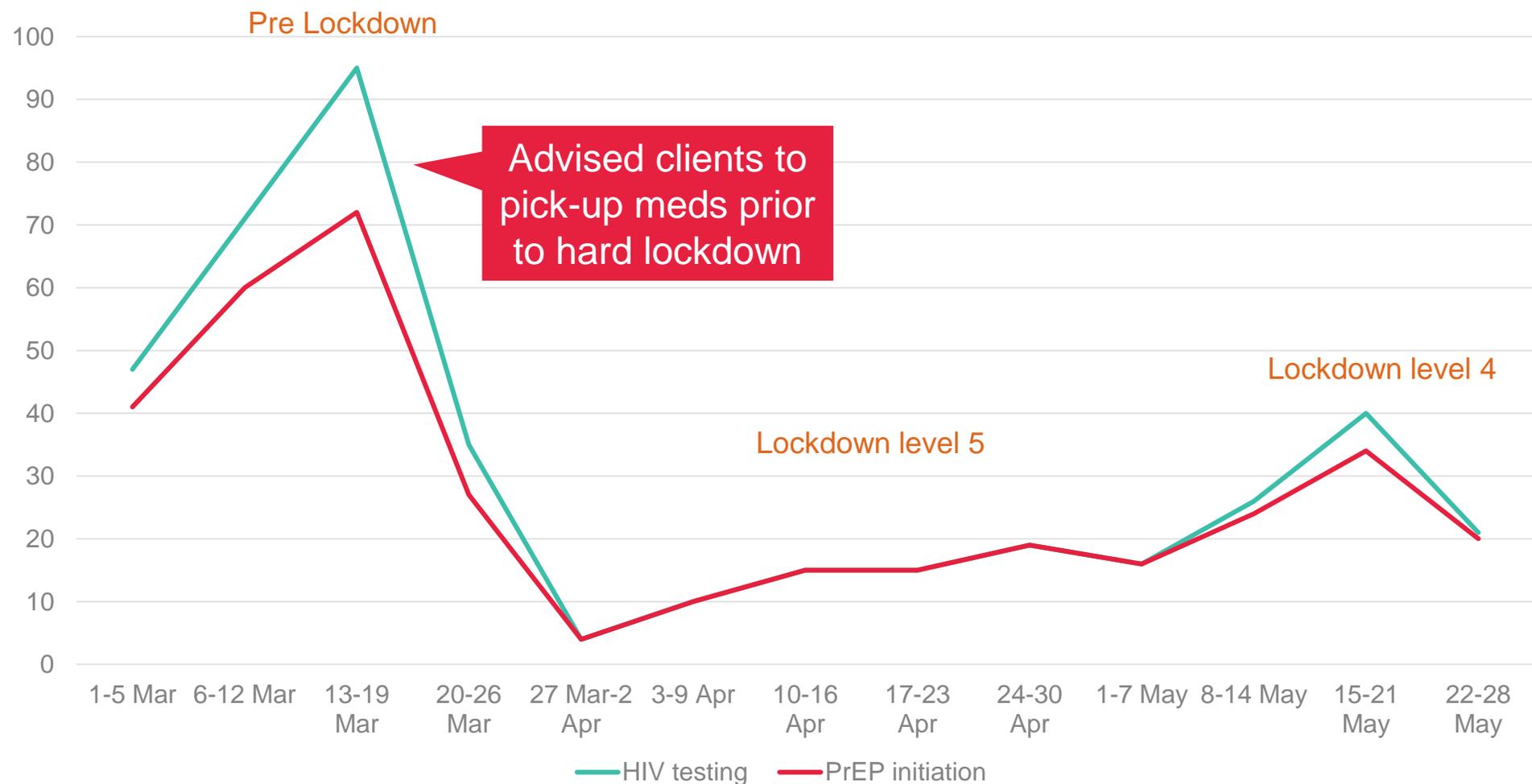
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WHERE <i>Service location</i>	<ul style="list-style-type: none"> • Mobile clinic near clinic / Mobile outreach • Min in-clinic 	<ul style="list-style-type: none"> • Mobile clinic near clinic / Mobile outreach 	<ul style="list-style-type: none"> • Mobile clinic near clinic / Mobile outreach 	<ul style="list-style-type: none"> • Home deliveries • Remote location set up for pickup and drop off • Community spots convenient to AGYW 	<ul style="list-style-type: none"> • Mobile clinic • Remote location set up for pickup and drop off • Community spots convenient to AGYW 	<ul style="list-style-type: none"> • Mobile clinic near clinic / Mobile outreach • Min in-clinic
WHO <i>Service provider</i>	<ul style="list-style-type: none"> • Mostly mobile team • Some clinic (DoH) 	<ul style="list-style-type: none"> • Mostly mobile team • Some clinic (DoH) 	<ul style="list-style-type: none"> • Mostly mobile team • Some clinic (DoH) 	<ul style="list-style-type: none"> • Mobile team 	<ul style="list-style-type: none"> • Mostly mobile team • Some clinic (DoH) 	<ul style="list-style-type: none"> • Mostly mobile team • Some clinic (DoH)
WHAT <i>Service package</i>	Stakeholder engagements, community radio, outreach,	PrEP, HIV prevention – integrated SRH	PrEP, HIV prevention – integrated SRH	PrEP, HIV prevention – integrated SRH	Medication pick-up	PrEP, HIV prevention – integrated SRH
HOW <i>Digital innovation</i>	Doubled social media efforts, chat bot updated	Mobile clinic schedule boosted on social media	Mobile clinic schedule boosted on social media	Intensified WhatsApp, telephone	Intensified WhatsApp, telephone	Intensified WhatsApp, telephone

Programmatic data

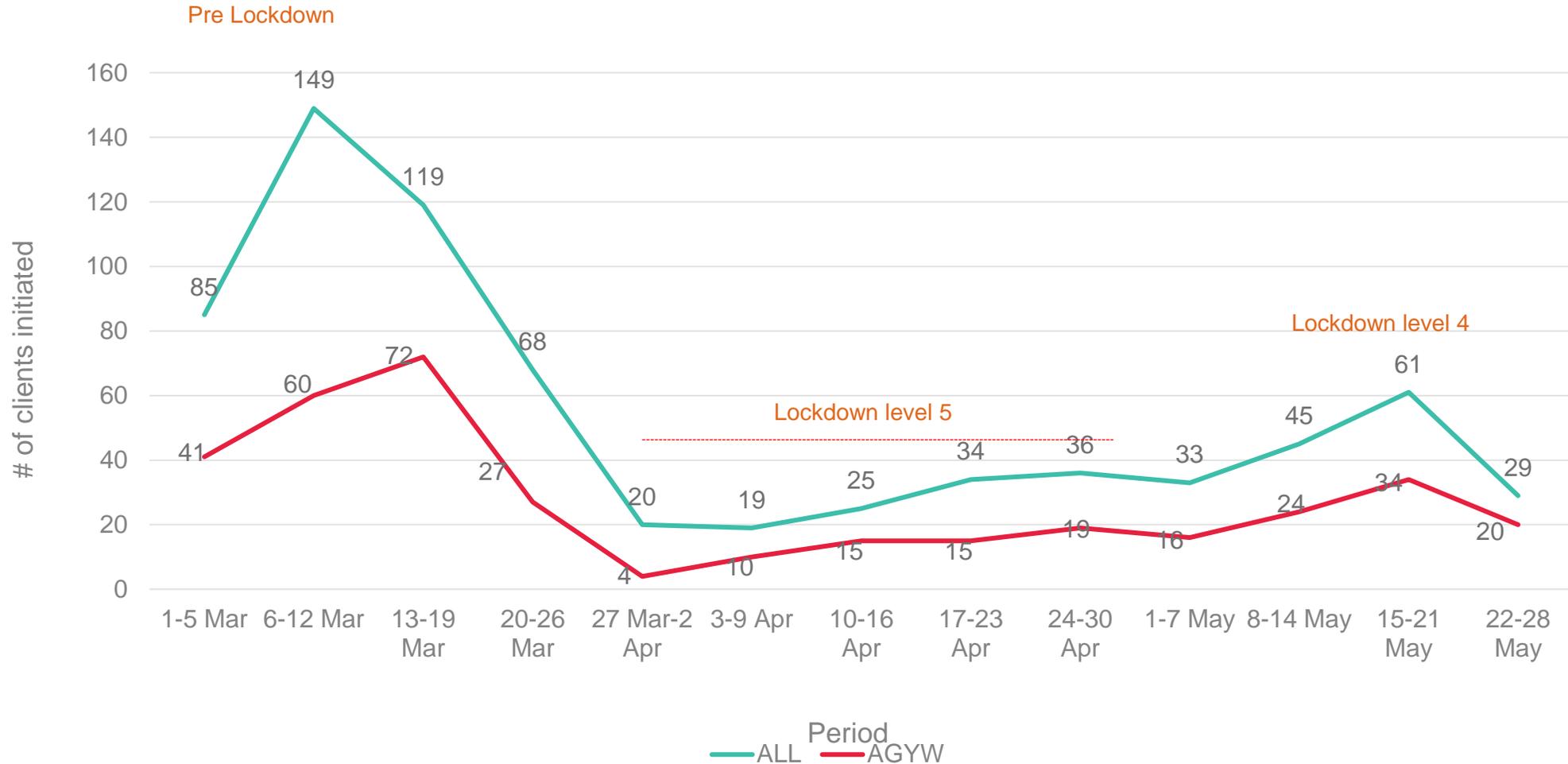
Project PrEP

AGYW tested and initiated on PrEP

March-May 2020, including during COVID-19 lockdown

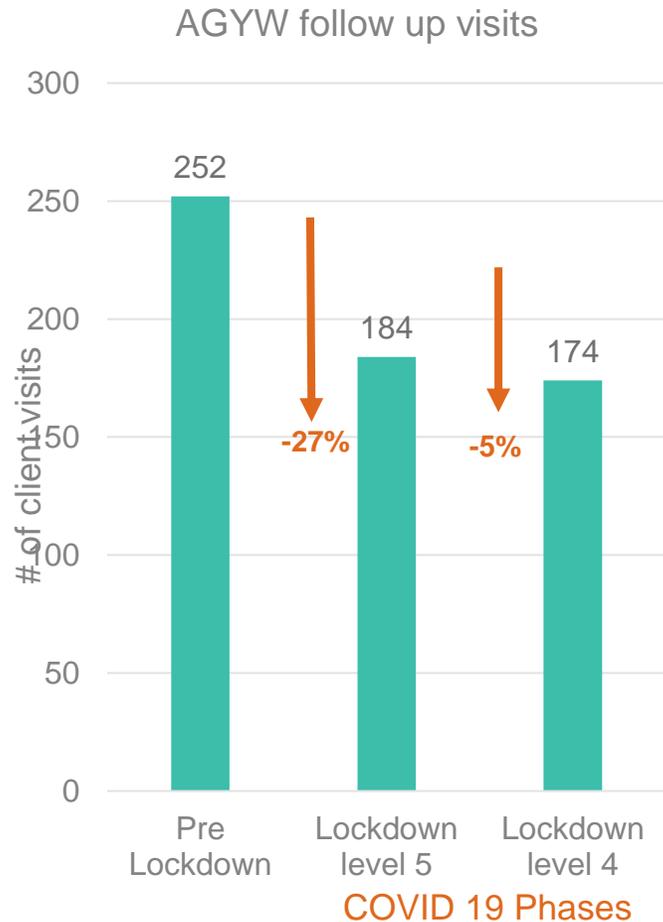


PrEP Initiations: All vs AGYW before and during national lock down

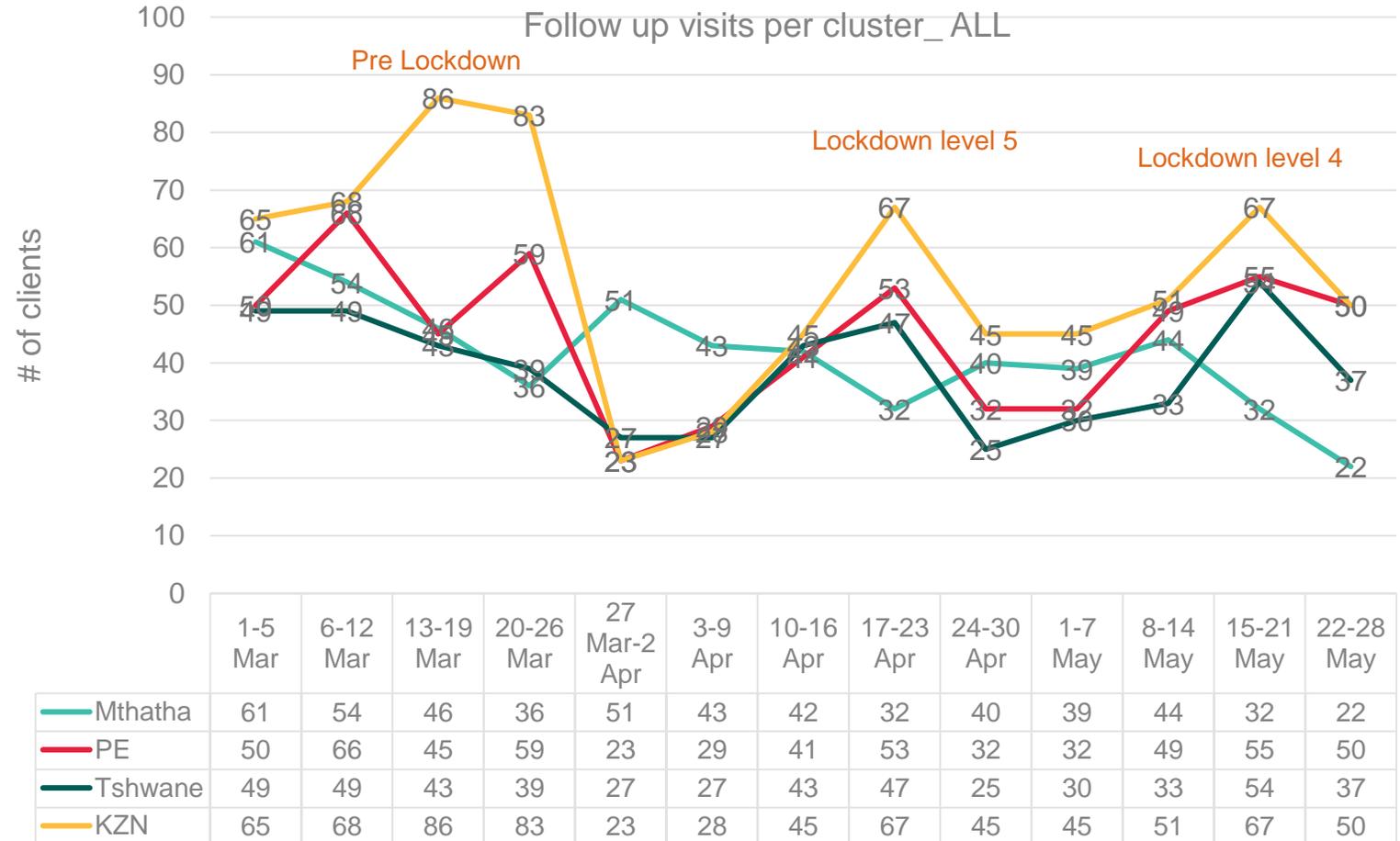


PrEP follow up visits: Mar-May 2020

AGYW

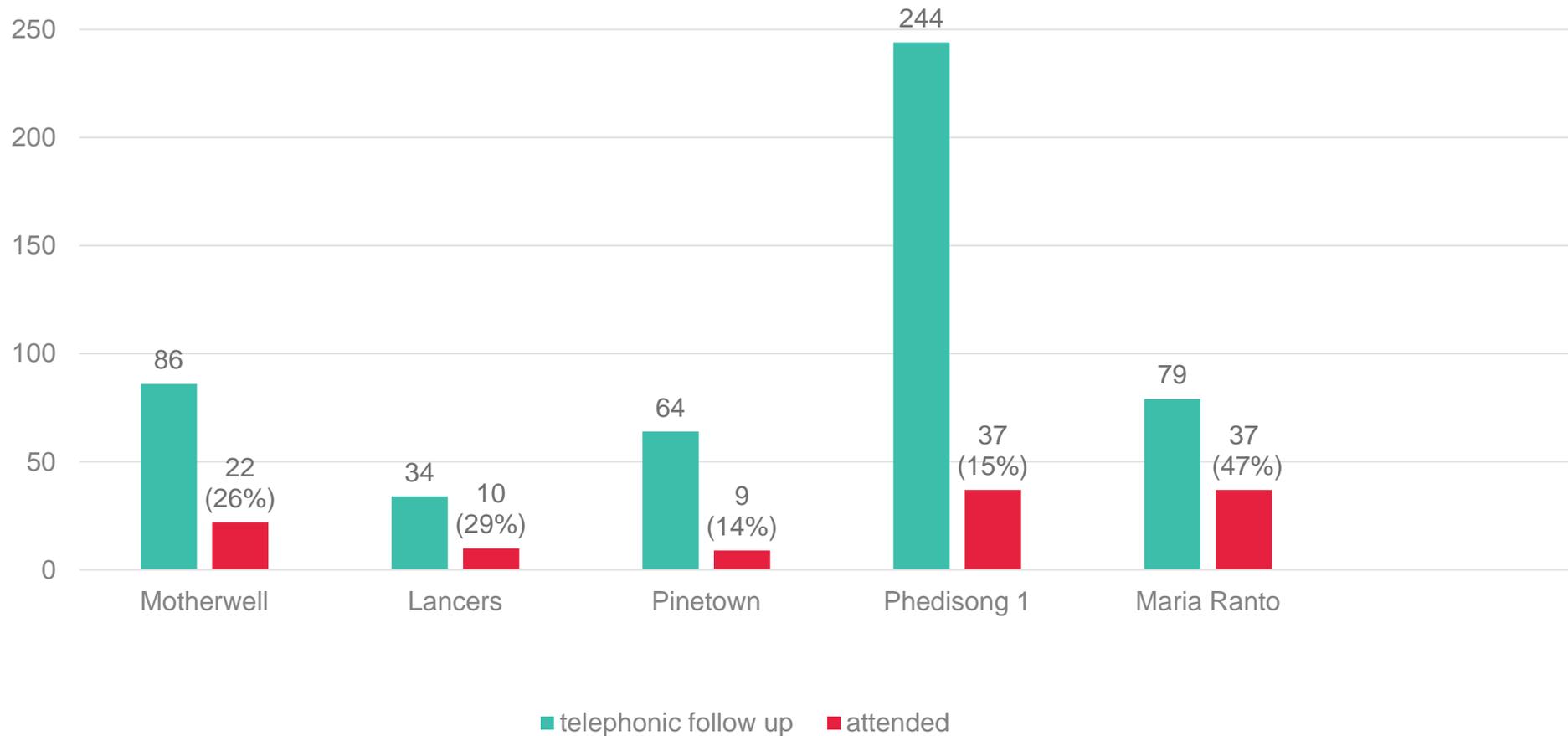


ALL



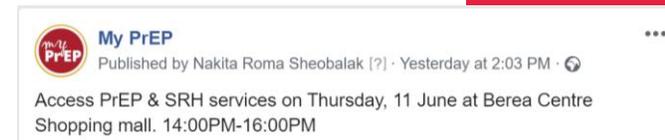
PrEP continuation, by site

Intensified telephonic follow up helped to assist with continuation



Key learnings and challenges over lockdown

- Online platforms needed to be leveraged
- Initiation and continuation were seriously affected by initial lockdown phase 5 (hard lockdown)
- Projects need to pivot rapidly respond to changing situations
- Communication is key when pivoting
- Intensified telephone follow-ups and decentralized approaches proved successful in bringing clients into services and keeping them coming back
- Integrated service delivery can continue and there is a demand for services



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Thank You