

Modeling SMS Campaign to create demand for HIV Testing and Counselling targeting young people in Lusaka and Chongwe districts “Zambia U-Report”

Summary

Proposed HTC Testing Target	3,730 U-reporters based in Lusaka and Chongwe (age > 10; about 75% are young people aged 10-24 years)
Intervention District	Lusaka District
Proposed Intervention period	24 days (June 20 th - July 13 th 2013)
Proposed Interventions	<ul style="list-style-type: none"> • Two-way interactive SMS counseling triggered by an SMS/HTC intervention package periodically delivered to Ureporters. • Free of charge SMS and Confidential SMS counseling and referral to nearest HTC site.
Proposed Intervention locations	Lusaka province, Lusaka and Chongwe districts
Proposed Key Intervention strategies	<ul style="list-style-type: none"> • Notification SMS about campaign • Polling baseline HTC uptake • Promotion of U-report through (radio and Schools) • SMS Intervention package • Post-campaign polling.
Measurement of Impact	<ul style="list-style-type: none"> • 25% increase of proportion of Ureporter reporting knowing their HIV status at post campaign poll compared to baseline.

Background and Justifications:

HIV counseling and testing is ultimately the entry to HIV prevention, treatment and care; and SRH services. About 24.3% of Zambians (15-49) have tested for HIV in the past 12 months and know their HIV status. Although the percentage of young people aged 15-24 who tested for HIV and know their status increased from 7% in 2005 to 33.6% in 2009, this remains insufficient to reach the goal of 70% defined in the National AIDS Strategic Framework of Zambia (NASF 2011-2015). More innovative strategies to create demand for HCT are warranted.

The Government of Zambia through MCDMCH, in collaboration with the UN is modeling ‘Universal HTC Campaign at District level HIV Testing and Counseling (HTC)’ in five selected districts, to inform future national level planning for HTC.

The Zambia U-Report SMS platform will be used as an innovative strategy to create demand for HTC among adolescents, young people and young adults who are registered in the programme. This SMS platform provides individualized SMS counseling in ways that respect confidentiality and privacy and link Ureporters

with the nearest service delivery point. The free SMS platform targets 150,000 young people in Lusaka (100,000) and Copperbelt (50,000) provinces. Since it was launched in December 2012 about 8,000 Ureporters have already join the community.

Desired behavioral change and targets for the HTC campaign.

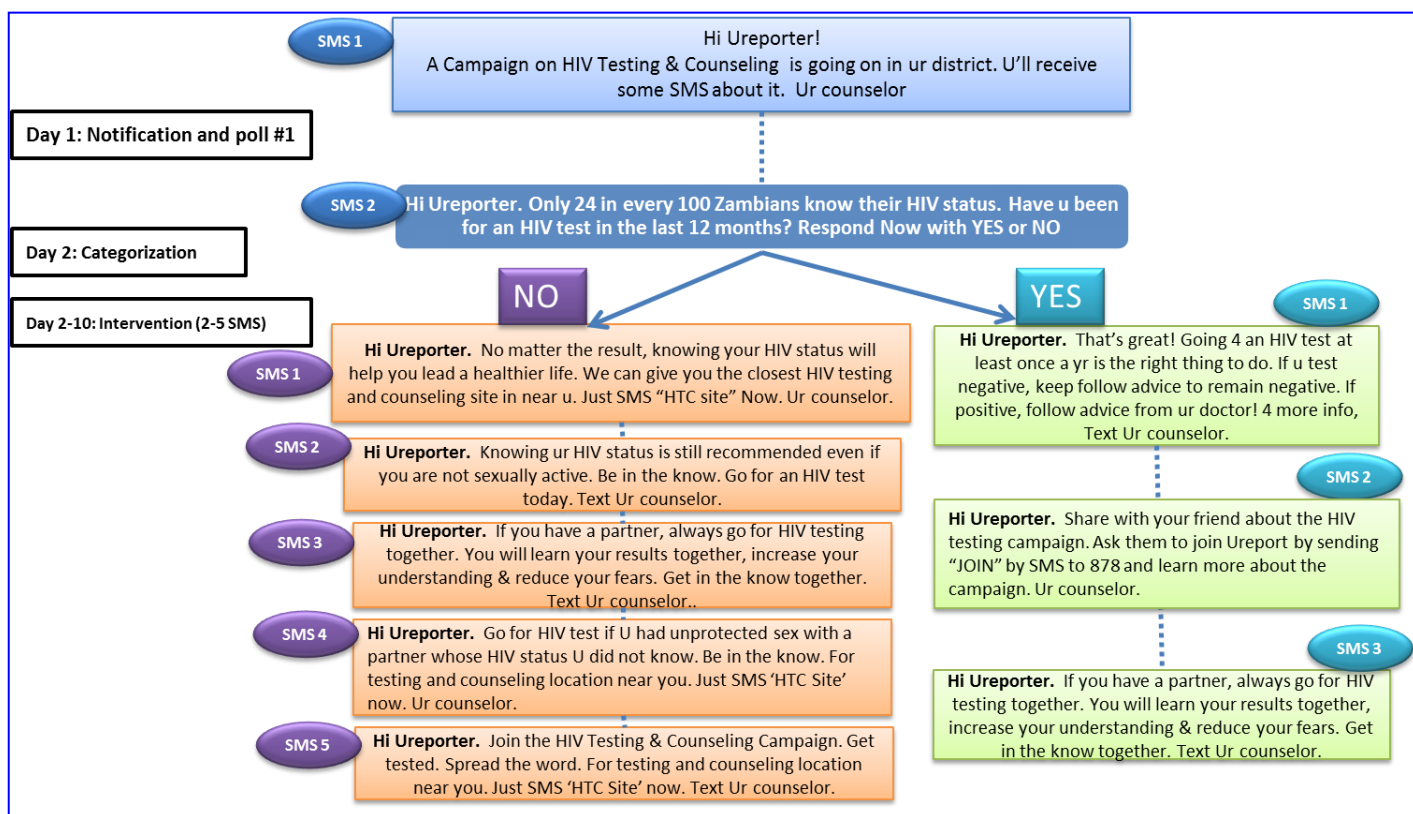
- To increase uptake of HTC among 3730 Ureporters in Lusaka and Chongwe districts using a free and confidential SMS two-way interactive active with ongoing support from counselors.

SMS contents and delivery strategies

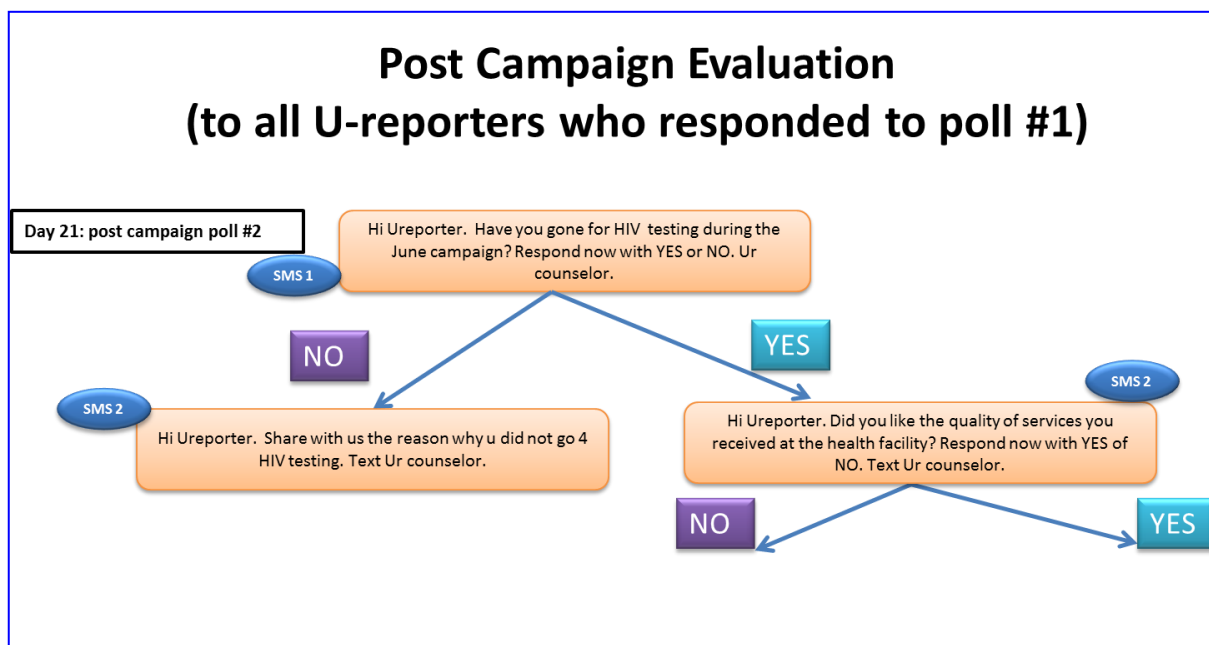
Messages were informed by the National HIV/AIDS Communication and Advocacy Strategy (2011-2015) and will be delivered through the U-report SMS platform. Messages will be sent every two-day at 15h30 pm.

Stages of change toward HTC uptake	Targeted results from SMS communication/	Content of SMS
Notification SMS to all Ureporters:		
<ol style="list-style-type: none"> Hi Ureporter! A Campaign on HIV Testing & Counseling is going on in ur district. U'll receive some SMS about it. Ur counselor. Hi Ureporter. Only 24 in every 100 Zambians know their HIV status. Have u been for an HIV test in the last 12 months? Respond Now with YES or NO 		
Group 1: U-reporter responds NO. (Stages: Pre-contemplation, contemplation, Preparation for Action)	<ol style="list-style-type: none"> Awareness about HIV status Understanding of HIV risk behaviour Understanding of benefits of knowing HIV status 	<ol style="list-style-type: none"> Hi Ureporter. No matter the result, knowing your HIV status will help you lead a healthier life. We can give you the closest HIV testing and counseling site in near u. Just SMS "HTC site" Now. Ur counselor. Hi Ureporter. Knowing ur HIV status is still recommended even if you are not sexually active. Be in the know. Go for an HIV test today. Text Ur counselor. Hi Ureporter. . If you have a partner, always go for HIV testing together. You will learn your results together, increase your understanding & reduce your fears. Get in the know together. Text Ur counselor. Hi Ureporter. Go for HIV test if U had unprotected sex with a partner whose HIV status U did not know. Be in the know. For testing and counseling location near you. Just SMS 'HTC Site' now. Ur counselor. Hi Ureporter. Join the HIV Testing & Counseling Campaign. Get tested. Spread the word. For testing and counseling location near you. Just SMS 'HTC Site' now. Text Ur counselor.
Group 2: U-reporter responds YES. (Stage: Maintenance of behavior)	<ol style="list-style-type: none"> Reminded about option based on HIV test outcome. Reminded about need for couple testing and repeating HIV test annually. 	<ol style="list-style-type: none"> Hi Ureporter. That's great! Going 4 an HIV test at least once a yr is the right thing to do. If u test negative, keep follow advice to remain negative. If positive, follow advice from ur doctor! 4 more info, Text Ur counselor. Hi Ureporter. Share with your friend about the HIV testing campaign. Ask them to join Ureport by sending "JOIN" by SMS to 878 and learn more about the campaign. Ur counselor Hi Ureporter. If you have a partner, always go for HIV testing together. You will learn your results together, increase your understanding & reduce your fears. Get in the know together. Text Ur counselor.

SMS/HTC Campaign algorithm



Post Campaign Evaluation (to all U-reporters who responded to poll #1)



Monitoring and Evaluation

The following performance indicators will be reported:

Measurement of Impact	<ul style="list-style-type: none">• 25% increase of proportion of Ureporter reporting knowing their HIV status at post campaign poll compared to baseline.
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Primary Outcome Indicator:

1. **Overall Proportion of Ureporters who declared to have tested for HIV and know their HIV status** (measured at baseline and post campaign SMS poll)
 - Adolescents 10-14, Male and Female
 - Adolescents 15-19 Male and Female
 - Young adults 20-24 Male and Female
 - Adults >25 Male and Female.
 - By District: Lusaka and Chongwe.
2. **Proportion of Ureporters who declared to have tested at endpoint among those who responded NO at baseline**
 - Adolescents 10-14, Male and Female
 - Adolescents 15-19 Male and Female
 - Young adults 20-24 Male and Female
 - Adults >25 Male and Female.
 - By District: Lusaka and Chongwe.
3. **Proportion of Ureporters who declared to have tested at endpoint among those who responded YES at baseline**
 - Adolescents 10-14, Male and Female
 - Adolescents 15-19 Male and Female
 - Young adults 20-24 Male and Female
 - Adults >25 Male and Female.
 - By District: Lusaka and Chongwe.

Secondary Outcome indicators:

1. **Response rate (participation rate) at baseline and endpoint poll**
 - By Age
 - By Sex
 - By district
2. **Proportion of Ureporters who engaged with counselors through SMS at least once during the HTC campaign**
 - By Age
 - By Sex
 - By district
 - HTC status at baseline
3. **Average SMS sent by Ureporter during the HTC campaign**
 - By Age
 - By Sex
 - By district
 - HTC status at baseline
4. **Total number of SMS traffic (sent and received) during the HTC campaign**
 - By Age
 - By Sex
 - By district
 - HTC status at baseline