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HIV TREATMENT
AND PREVENTION
ADHERENCE



Adherence 2017

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WhatsApp as a tool to support recently diagnosed gay men with HIV in Peru

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INTRODUCTION



Peru

- Epidemic concentrated among gay and bisexual men (**12%**); TW (**30%**)
- Only **40%** of PLWHA on HAART
- Mobile Internet → fastest growing segment of the market (Latin America)
- Peru: High use of Smartphones (**70%** of penetration)



Via Libre

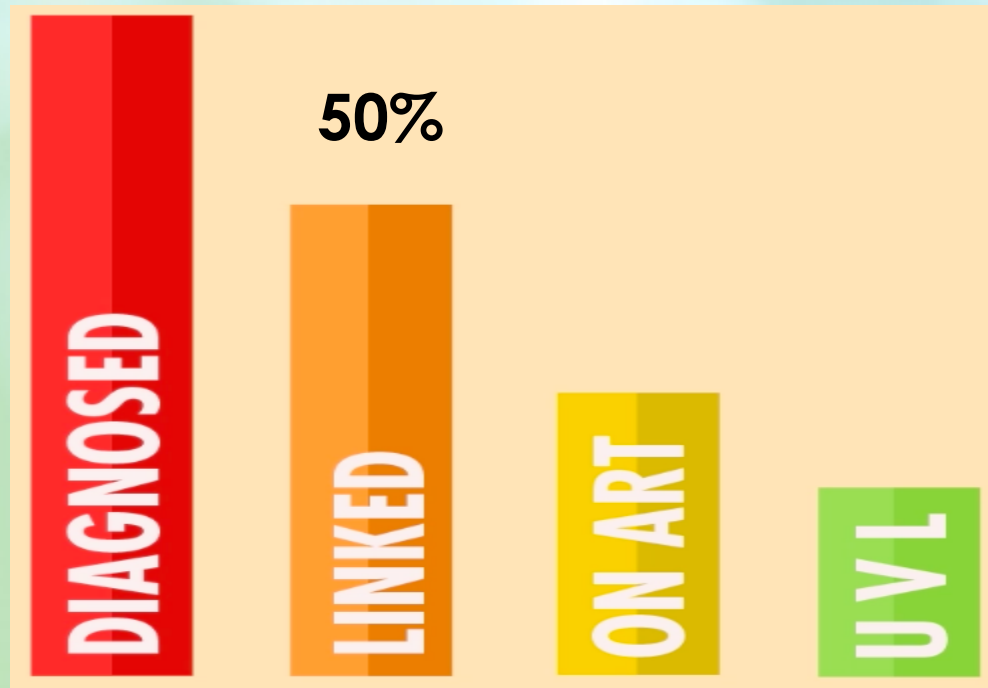
- NGO, 27 years, HIV & sexual health
- Research and integrated services
- **9%** of diagnosis of HIV of the country
- **5%** of treated PLWHA in the country
- ICTs...





HIV continuum of care

2nd appointment





Objective

Increase linkage





DESCRIPTION

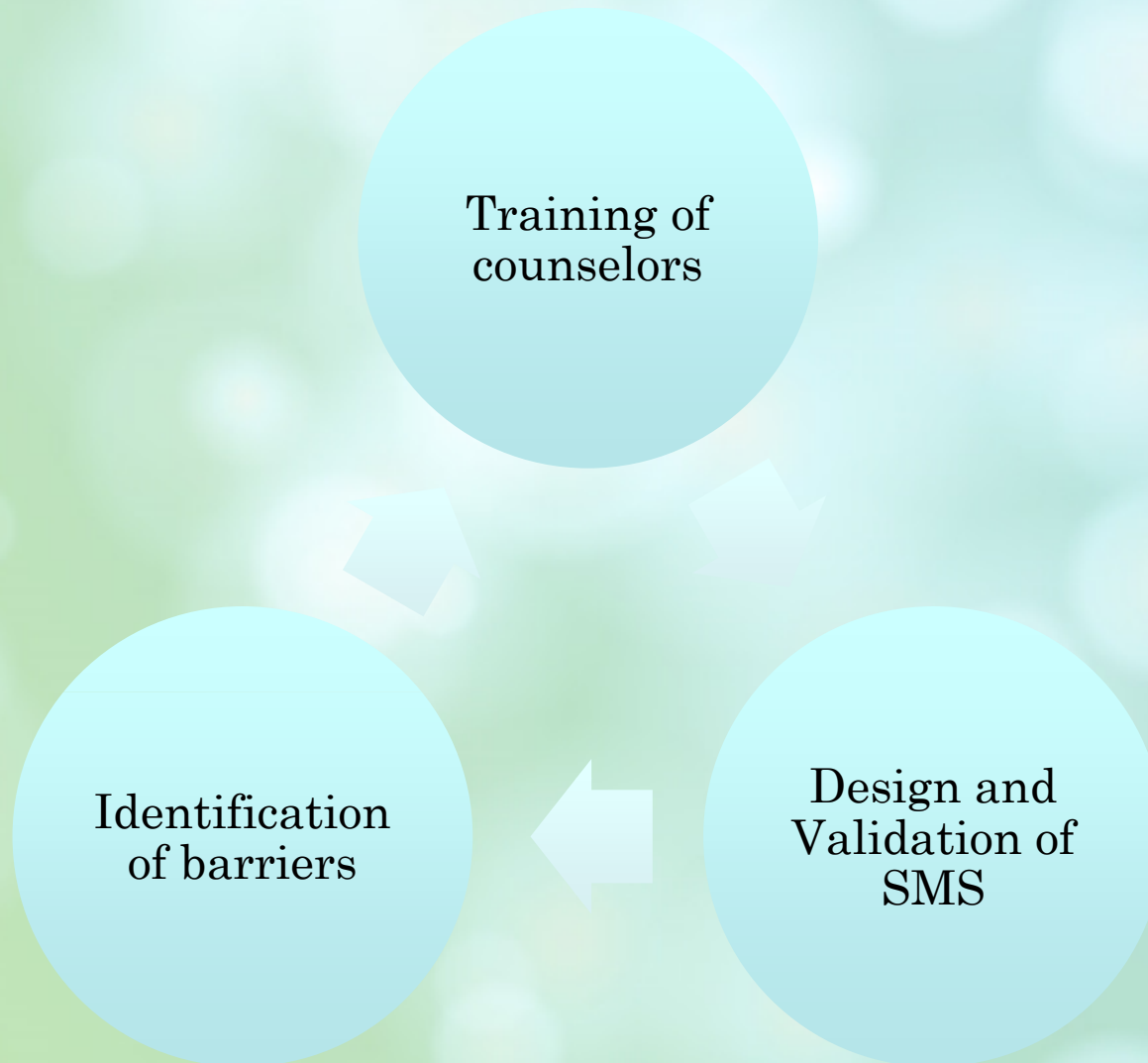


Participants

- ✓ >17
- ✓ Male
- ✓ Diagnosed in the last 3 months
- ✓ Randomized: 40 intervention; 40 SOC
- ✓ Main outcome: Linkage at 60 days



Procedures





Identification of barriers

- Interviews (barriers):
 - Emotional support
 - Acceptance of the diagnosis
 - Promoting changes in lifestyles (new start)
 - Benefits of treatment
 - Negative perception of medication
 - Stigma
 - Logistics (appointments, etc.)
- Design and validation of SMS (IMB)



Training of counselors

- HIV knowledge
- Barriers
- Language (neutral, simple, etc.)
- Communication (social media/mobile)
 - 2 way text messaging
- Pilot (role playing)

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LESSONS LEARNED



Results

- Participants in the intervention arm were more likely to be linked to care within 60 days, though not significantly (83% vs. 64%)
- Highly accepted
- Qualitative analysis (published) → coping behaviors, mental/physical symptoms (→ > training of counselors)



Implementation challenges

- Lack of trained counselors (**crucial**)
- Organizing focus groups with positive gay men to validate the messages (→ interviews)
- Low initial enrolment rate due to fear of loss of confidentiality (→ neutrality, no massive, role playing)

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RECOMMENDATIONS



Scaling - up

- Since may 2016 at regular service of VIA LIBRE (manual)
- > 250 participants being followed-up
- 75% accepts the new strategy
- 25% more of linked (after and before)...more points to be analyzed later...
- **Important:** continuous training of counselors...



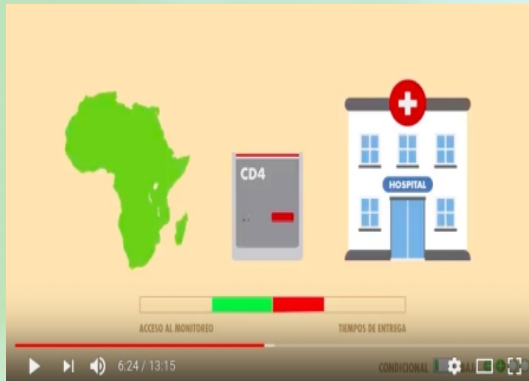
Training of counselors

- 1 counselor reached >>>>> clients
- Continuous
- Updates
- Simple format and language
- **Tools:** e-learning, mobile app → piloted by *VIA LIBRE* and the *International HIV/AIDS Alliance*



Tools for counselors

E-learning



- ✓ YouTube channel
- ✓ Open

Mobile app



- ✓ Android
- ✓ Alpha version
- ✓ Training and follow-up



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