ART is no longer a source of worry: Insights from Malawi and Zimbabwe

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Adherence 2023 • June 11-13 • Puerto Rico
For many people, ART is HIV

And this makes ART the problem
We set out to make ART the solution

RESEARCH
RESEARCH TO UNDERSTAND ART FROM THE USER’S AND PROVIDER’S POINT OF VIEW

DESIGN
DESIGN A CAMPAIGN WITH USERS THAT FEATURES ART’S BENEFITS

PILOT
TEST THROUGH MULTIPLE CHANNELS

SCALE
CATALYZE REGIONAL LEARNING & ADAPTATION AND SCALE

STAKEHOLDER ENGAGEMENT
We identified a segment of ART users who could be reached by a campaign

**Segment 5 - Lowest adherence**
Motivated to take treatment, but treatment fatigue and practical barriers get in the way. Lack of trust in both the wider community and immediate family, which means they have a limited support network.

**Segment 4 - 2nd lowest adherence**
Apathetic towards life and feel that their life lacks meaning. They do not always prioritise their health ahead of other responsibilities. They do not perceive themselves as leaders and are typically risk averse.

**Segment 1 - Middle adherence**
Overwhelmed by life’s challenges and health is not a priority, but optimistic for a more positive future.

**Segment 2 - highest adherence**
Positive attitude towards the future and looked to as a leader. High trust in their immediate network but are more wary of the wider community.

**Segment 3 - 2nd highest adherence**
Feels confident managing HIV and has a positive outlook on life. Health is a key priority and they are proactive at managing it.
And featured people living with the virus
We created and adapted tools for providers, making it easier to explain viral load suppression.
We trained “expert clients” to be ART Champions and helped hundreds return to care.

### Patients Returned to Care

#### Champions vs Expert Clients

(Mar–Sept 22)

- **Lilongwe ART Champions**
  - Mar-22: 62%
  - Apr-22: 74%
  - May-22: 100%
  - Jun-22: 80%
  - Jul-22: 79%
  - Aug-22: 60%
  - Sep-22: 77%

- **Lilongwe Expert Clients**
  - Mar-22: 32%
  - Apr-22: 23%
  - May-22: 45%
  - Jun-22: 45%
  - Jul-22: 31%
  - Aug-22: 37%
  - Sep-22: 31%
We increased knowledge that ART prevents transmission

They said if you see a bottle, with too many red beads it means virus will be too much in your body. But as you are on treatment you notice that the bottle has some black beads and less of the red beads - it means you are taking your medication well and the virus is suppressed. Even when you have unprotected sex you cannot transmit the virus to your partner.

Percentage of people who agreed or strongly agreed with the statement:
If I'm virally suppressed, I cannot transmit HIV to my partner
We decreased HIV as a source of worry (p-value = <0.001)

Yes, the community has accepted me well. I participate in programs that are done in my community and I am free.

Percentage of people who agreed or strongly agreed with the statement: Living with HIV is a source of worry for me
And we turned ART from a source of shame into a normal part of life

"...I got inspired by what I heard from the ART Champions. I am encouraged to adhere to treatment. I want to be an ART champion in my community to offer support to my fellow people living with HIV."

Percentage of people who disagreed or strongly disagreed with the statement:
I worry that people in my community will discover I take ARVs
THANK YOU

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