



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

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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



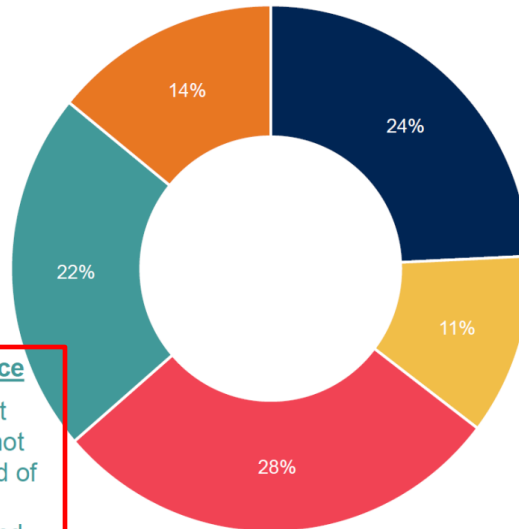
We identified a segment of ART users who could be reached by a campaign

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 ■ Segment 2 ■ Segment 3 ■ Segment 4 ■ Segment 5

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.

#icanlive

With HIV treatment

**I CAN
AGE WELL**

without passing on the virus.

With HIV treatment, you can reduce the virus in your body so much, you cannot pass it on to others. Ask your nurse or counselor about getting a viral load test!

“

*With HIV Treatment, I Can provide for
my children and watch them grow.
- Mary*

”

#ADH

#ICan

With HIV treatment

I CAN LOVE

Claim the life you want and be healthy,
happy and look great.

Take your medication today and everyday!

Itambo lochepa - thambi labwino



..Hazel | 22yrs | Luvele, Bulawayo

“

Ngamaphilisi ami aweHIV

Ngiyenelisa!

Ngithinte sixoxisane ecingweni
kumbe kuWhatsApp kunombolo ezithi
0778 643 458

”



And featured people living
with the virus



We created and adapted tools for providers, making it easier to explain viral load suppression

#ICanLive

I Take My ARVs Everyday.....

HIV has taken over the body



- HIV in the body is high.
- High risk of falling sick
- High risk of transmitting HIV.

ARVs are starting to work



- Amount of virus in the body is going down.

ARVs are controlling HIV



- Amount of virus in the body is so low you can't get sick or pass it on.

....SO THAT I REMAIN HEALTHY AND HAVE A HEALTHY SEX LIFE.

#ICAN

YOUR ROADMAP TO UNDETECTABLE

You've been diagnosed with HIV.
Where do you go from here?
Follow our roadmap to help you live well with HIV.



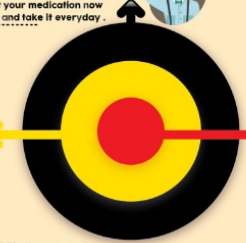
For more information contact your nearest health facility

© iCan-Model

VIRAL LOAD EXPLAINER

Not looking good, but we can fix this!
If you start your medication now and take it everyday.

Great, Good work almost there
Let's continue taking medication and you can become undetectable.



Congratulations,
By taking your pills everyday, you are now undetectable.

Keep taking your pills everyday and stay healthy. You can not become HIV through sex. You also reduces the risk of transmitting HIV during pregnancy or breast-feeding.

- >1000 copies/ml = Viraemia/High VL (Needs more support)
- 200 - 999 copies/ml = Detectable viral load a.k.a Low-level Viraemia (Needs support)
- <200 copies/ml = Suppressed (the ideal)

"You can have your first viral load test a month after you begin treatment. Be sure to remind your provider and ask to get the results."

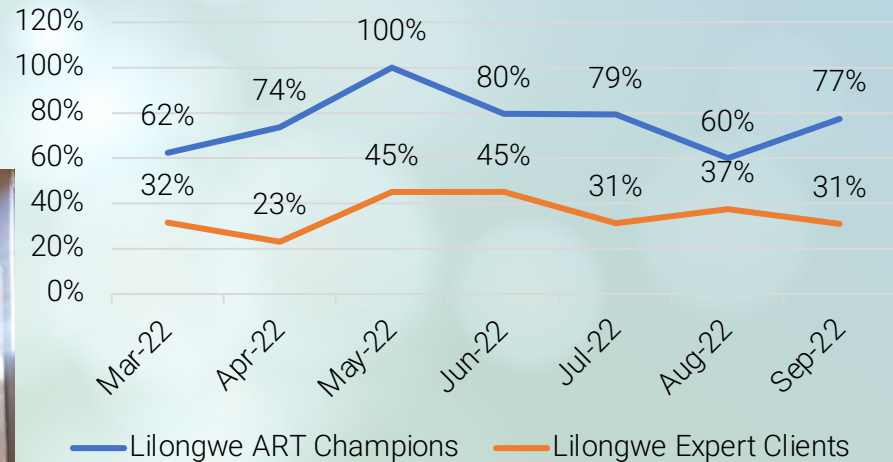
Learn more at: [iCan-Model](#)





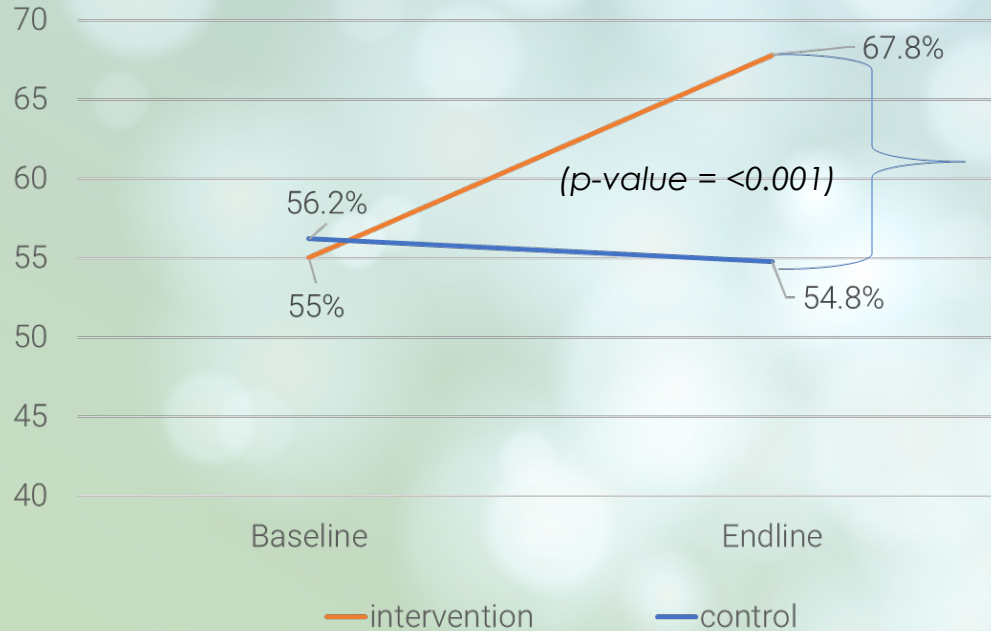
We trained “expert clients” to be ART Champions and helped hundreds return to care

**Patients Returned to Care
Champions vs Expert Clients
(Mar–Sept 22)**





We increased knowledge that ART prevents transmission

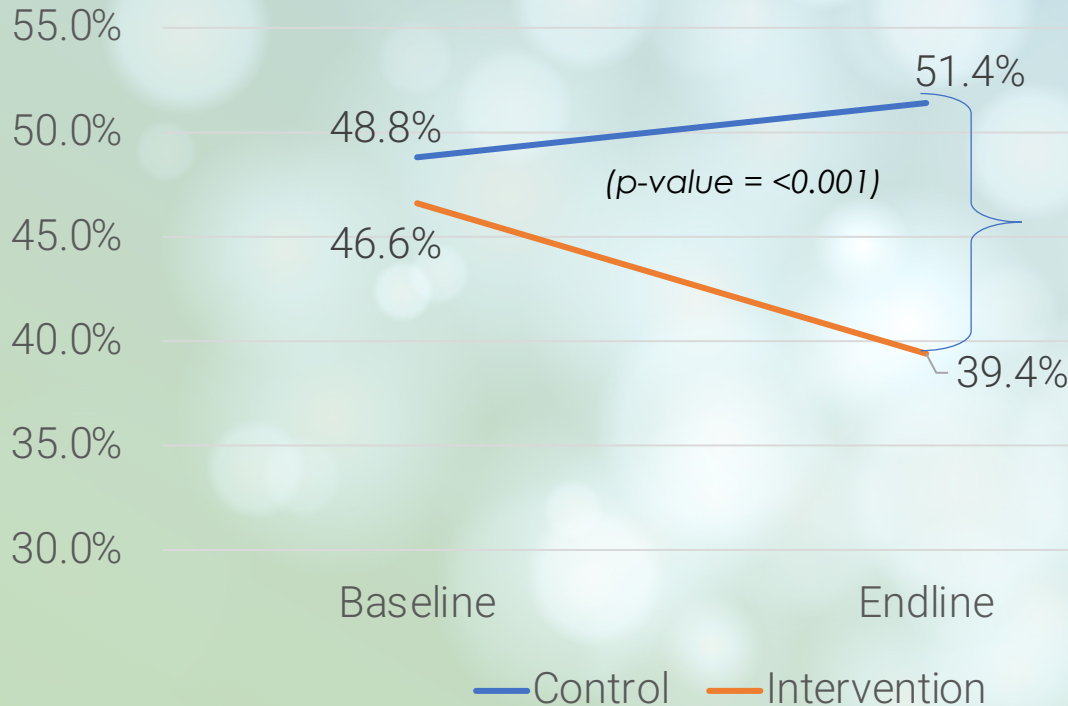


They said if you see a bottle, with too many red beads it means virus will be too much in your body. But as you are on treatment you notice that the bottle has some black beads and less of the red beads - it means you are taking your medication well and the virus is suppressed. Even when you have unprotected 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

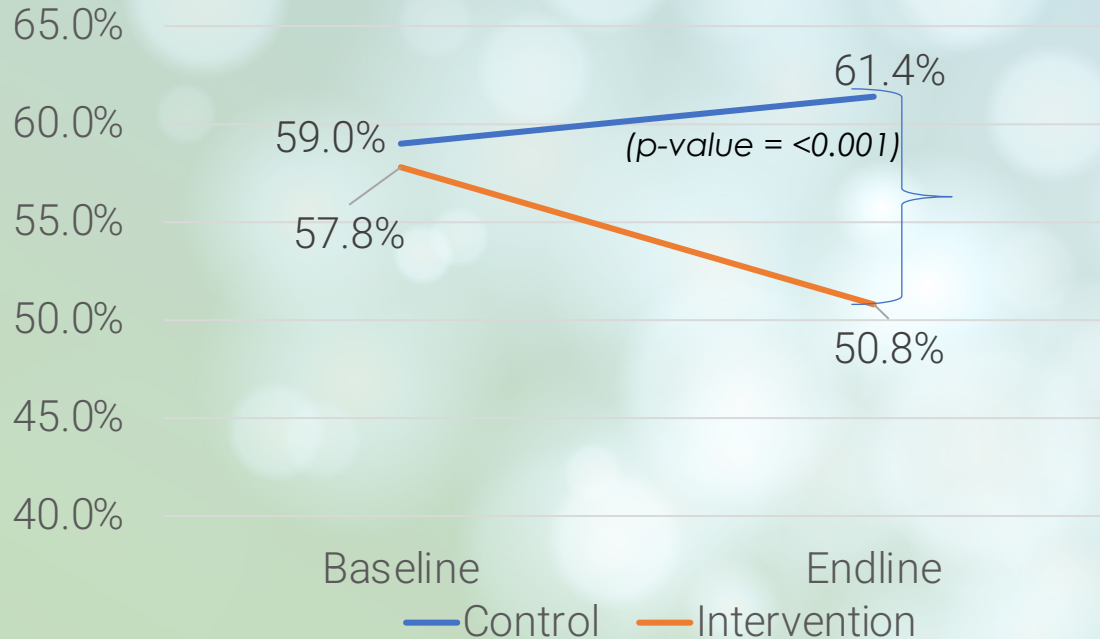


Yes, the community has accepted me well. I participate in programs that are done in my community and I am free.

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

#ADHERENCE2023



THANK YOU

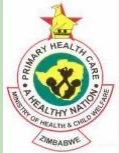
Key Partners



BILL & MELINDA
GATES foundation

Johnson & Johnson

Government & CSO Partners



prevention
access
campaign



Implementing Team

