

## Tool 3

# Communication and Community Mobilisation

## Raise awareness and gain community support for Treat All

1. **Develop a Treat All campaign strategy and brand to communicate the new treatment policy.**
2. **Establish partnerships with community leadership, organisations and positive role models to inform communities and dispel myths and misconceptions about HIV testing and treatment.**
3. **Utilise health service infrastructure to positively influence behaviour to access early HIV testing and treatment.**
4. **Incorporate a variety of promotional materials and message dissemination platforms into communication strategy.**
5. **Meaningfully involve People Living with HIV (PLHIV) in mobilisation, awareness raising and linking clients to HIV services.**

Effective communication represents a key ingredient in the national HIV and AIDS response. To achieve the ambitious goal of **90-90-90**, strategic communication is required to mobilise key populations, educating and encouraging individuals to take the important steps to get tested for HIV and promote enrolment of HIV positive clients into care and HIV treatment services.



**hiv**  
**treatment**  
**NOW** Get On  
Stay On  
Live On

**HIV Treatment is available to everyone who is HIV positive.  
Take Action Now!**

The Treat All learning phase emphasized that clear and consistent messages are needed to support community members to understand that all populations and age groups are now eligible for treatment, if HIV positive. Generating demand for HIV testing care and treatment services under Treat All requires effective communication with communities and involved PLHIV in the process.

**This tool provides some practical guidance on communicating the Treat All policy and mobilising communities for early HIV treatment.**

## 1. Develop a Treat All campaign strategy and branding to communicate the new treatment policy

Strategically designed awareness and outreach efforts are necessary to communicate the Treat All policy shift to the diverse sectors of a community and stimulate awareness of the Treat All program. A campaign strategy and brand is developed by:



- **Clearly outlining the specific, measurable objectives** - the selected objectives will influence the choice of media, creative strategy, overall budget, and lead times
- **Defining the target audience** - consider defining primary (the group of people you intend to reach) and secondary (additional groups who may be reached) target audiences
- **Outlining the specific messages** - these messages should be short, simple and catchy

The table below highlights key components of the 'Treat All' Campaign which are recommended to be replicated at Provincial/District/Site Level for the further roll out of MOHCC 2016 Guidelines.

<b>Aim of Treat All Campaign</b>	<b>To increase the number of HIV positive clients initiated on ART</b>
<b>Campaign Target</b>	<b>Primary Target:</b> newly diagnosed HIV positive individuals, already diagnosed HIV positive individuals on pre-ART, HIV positive individuals not yet enrolled in care or initiated on treatment
	<b>Secondary Target:</b> Community based organisations, community volunteers, traditional, religious and community leadership, adolescents, family members and partners. These have an influence on the primary target group
<b>Campaign Slogan and Key Message</b>	<b>HIV Treatment is now available for everyone who is HIV positive.</b> <b>Get On, Stay On, Live On</b>
<b>Message Themes</b>	<b>Get On:</b> Promoting HIV testing and counselling as the first step to ensuring 90 % of PLHIV know their status and get on treatment, if HIV positive
	<b>Stay On:</b> Emphasis is on adherence to HIV treatment, with the expectation that ART can keep PLHIV healthy for many years.
	<b>Live On:</b> When People Living with HIV adhere to their treatment, they can live a normal life. Having a healthy mind and healthy living can improve the overall well-being of PLHIV, allowing them to lead a normal life

## 2. Utilise district and facility-based health services to positively influence behaviour to test and access HIV treatment early

- Sensitise **all personnel at the health facility** (nurses, doctors, primary counsellors, pharmacists, administrators, data capturers, general hands and cleaners), as well as members of the Health Centre Committee (HCCs), Village Health Workers, and local community stakeholders on Treat All key messages and behaviours to be promoted.
- Consider using **all available opportunities/platforms**, such as monthly nurses' meetings, HCC meetings, VHW meetings, Outreach services, and other community events to integrate messages and sensitise stakeholders.
- Strengthen/re-emphasise **counselling messages** to motivate PLHIV to make the right decision to get on treatment.

### 3. Establish partnerships with community leadership, organisations and positive role models to inform communities and dispel myths and misconceptions about HIV testing and treatment

As part of the Treat All roll out, it is important that health facilities can inform their catchment population/communities by:

- Utilizing **existing socially accepted community-based structures/ organisations and community leadership** to highlight the availability and accessibility of HIV treatment for everyone who is HIV positive.
- Linking Treat All campaign activities with **larger issues that are capturing the public agenda**, e.g., local gatherings, commemorations such as World AIDS Day.
- Encouraging **interaction and feedback from community members** by utilising community platforms where people are comfortable to ask questions and seek clarification on Treat All.



*Traditional and community leaders during Treat All learning phase sensitisation activities*

### 4. Consider a communication strategy that incorporates a variety of campaign promotional materials and message dissemination platforms

**Localised campaigns:** Conduct community-level, grassroots campaign activities which target hard to reach populations (those living long distance from health services, communities most impacted by HIV) using a variety of strategies. These may include:

- Roadshows
- Community theatre
- Community media
- Engaging positive role models



*Treat All T-Shirts: promotional materials should include messages in local languages*



*Delivering key messages at Treat All roadshow*

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**Media engagement:** Utilise local and national media to communicate the Treat All Policy Shift, including Public Service Announcements, News Media Outreach, Social Media and press statements to educate the media as they can play a leading role in providing accurate information and influencing other target groups and stakeholders.



**HIV Treatment is available to everyone who is HIV positive. Take Action Now!**

- Know your HIV status - Get tested today!
- If HIV negative- learn about prevention strategies to suit your lifestyle
- If HIV positive -seek early HIV treatment
- If living with HIV and not yet on HIV treatment, visit your clinic TODAY!

**Remember to:**

- Always take your ARVs at the right time, in the right dose as prescribed by your health care worker
- Keep all clinic appointments, even when you feel well
- Tell a Friend- encourage others to be tested and seek early HIV treatment

**Get on. Stay on. Live on.**

"Getting into care and on treatment has helped us learn more about HIV and how to live well with the virus. This has not only helped us live longer, but gave us an opportunity to live a healthier life."  
**Ishamael and Patricia Mupesa**



**Promotional materials:** Consider developing posters, palm cards, t-shirts and banners with key messages to increase visibility of the Treat All campaign.

## 5. Involve People Living with HIV in mobilisation, awareness raising and linking clients to services

Treat All provides a unique opportunity to support PLHIV to know their HIV status and link them to lifelong treatment early. Strategies are required to motivate people to test early and engage in care when one still feels well.

- Support PLHIV to act as **facility-based volunteers/peer mobilisers** who can support mobilisation for HIV testing and linkage to care and treatment.
- PLHIV are more likely to **relate to clients concerns**, supporting clients at the facility, conducting group education for HIV testing and counselling, and highlighting the benefits of the Treat All initiative.
- Drawing on their personal experience, PLHIV have the **potential to motivate individuals newly diagnosed** and provide appropriate support and information on living with HIV and being on treatment.

The strength of PLHIV lies in their ability to provide real testimonies on the benefits of getting tested and accessing treatment early.

Involvement of PLHIV in provision of information, sharing experiences and supporting linkages to testing and treatment can help facilities minimise missed opportunities for offering HIV testing and counselling services to every client and linking positive clients into care.

**Annex IV:** provides samples of patient information, education and communication (IEC) tools used by OPHID and partners to educate communities on Treat All.



**Tool 6: ART Counselling and Patient Preparedness** for more tips on how communication between health care providers and clients can be improved for ART.



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