Routine Viral Load Demand Creation

Presentation by
ZNNP+: Zimbabwe
Introduction

• Zimbabwe National Network of People Living with HIV (ZNNP+) is the national network of people living with HIV.
• Advocacy-based organization that serves the interests of people living with HIV (PLHIV) and ensure their rights are respected.
• The organization has a national reach with structures at national and sub-national levels
• Routine Viral Load Demand Creation is one of the key issues that ZNNP+ focus on in its work
Structure of the Campaign

- The campaign was implemented by ZNNP+ and the young people’s network Zimbabwe Young Positives (ZY+).
- Campaign materials were developed and deployed targeting the intended groups.
- Feedback sessions were then conducted to understand the results of the campaign from the recipients of care’s perspective.
Target Groups

Young People Living with HIV (YPLHIV)

Men Living with HIV (MLHIV)
<table>
<thead>
<tr>
<th>Platform</th>
<th>Reach</th>
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<tbody>
<tr>
<td>Peer Support</td>
<td>1420 (600 ALHIV, 820 MLHIV)</td>
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<tr>
<td>Whatsapp</td>
<td>425 (90 MLHIV and 100 ALHIV reacted mainly by acknowledging the message and being proactive on their next clinical visit)</td>
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<tr>
<td>Radio</td>
<td>15700 (120 reacted)</td>
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Outcomes

Strengthened peer support in access to routine viral load and results understanding

Recipients of Care in meeting are requesting for new information on viral load
“My peers helped me with important information on routine viral and now I can explain the difference with CD4 count.” (MLHIV)

“My peers are now requesting for information on viral load each time we meet. I am getting opportunities to share my knowledge with them. We need for informational materials.” (YPLHIV)

“There has been improved access to routine viral load results especially for those that would have been send to wrong health facilities. The network of peer educators helped locating them” (YPLHIV)
Campaign Materials

ZNNP+: Towards inclusive HIV response
Thank You!