RVLT # CAMPAIGN IN MALAWI

Presentation

By

The Malawi Network of Religious Leaders Living with/Personally Affected by HIV/AIDS

3rd March, 2022
Presentation Outline

• Project overview
  ✓ Background
  ✓ Target audience
  ✓ Platforms

• Outcomes/Achievements
  ✓ Reach
  ✓ What worked well

• Changes/Impact stories
• Lessons learnt
• Challenges and Recommendations
RVLT Hash-Tag Campaign In Malawi

• The RVLT campaign was done from June to November 2021
• Lead by MANERELA+ in collaboration with COWLHA and Y+
• Target audience were: WLHIV; YPLHIV and Religious Leaders
• Social media platforms prioritized: Watsapp; Peer Educators/Support and facebook
• Spill Over Platforms: Radio; Support groups and teen clubs; Posters/Flyers and Text messages

• # Be Healthy Know your Viral load!
• Viral load matters to women because they are pillars to their family and society # Know your viral load!
• It is important to know my viral load as it informs me how well the treatment is working # be healthy # get tested!
• As a leader it is my duty to mobilize my congregants for viral load testing # Know your viral load # achieve your dreams
Achievements/Outcomes

• The campaign helped increase peoples (RoC) knowledge on RVLT
• Increased understanding of RVLT guidelines (when; where; how and interpretation of results)
• Introduced the concept and understanding of U=U to the PLHIV community
• Motivated RoC to seek VL testing and demand for their results
• Helped promote Treatment adherence among RoC to achieve viral suppression

<table>
<thead>
<tr>
<th>People Reached with Campaign</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Watsapp</td>
<td>4308</td>
</tr>
<tr>
<td>Facebook</td>
<td>3616</td>
</tr>
<tr>
<td>Peer Support</td>
<td>3715</td>
</tr>
<tr>
<td>WLHIV</td>
<td>4118</td>
</tr>
<tr>
<td>YPLHIV</td>
<td>5045</td>
</tr>
<tr>
<td>Faith Leaders</td>
<td>2926</td>
</tr>
<tr>
<td>Total</td>
<td>12089</td>
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Lessons Learnt

• Social media platforms for communication and raising awareness work well during the Covid Pandemic (Elite/ Urban and rural)

• Facebook and Wats app are ideal platforms for reaching out to the Youth/ YPLHIV

• Peer led support through mentor mothers/ peer educators/ changes agents create a deeper connection in reaching out RVLT campaign messages to the target audiences as most of the target audience were comfortable asking questions and sharing their experiences with their peers.

• Most of the Target audience were not aware of U=U until the campaign and there is a misconception on the definition of U=U hence the need to do more on this

• Working in collaboration with other partners within the PLHIV sector helped to reach more people (using already existing structures: CSO social media platform/ Faith based structures etc)
Challenges and Recommendations

• Covid 19
  ✓ Affected availability of RVLT services at facilities
  ✓ Limitations in Physical meetings/mobilisation activities (Support groups)
• Most of the PLHIV clients are not aware of the guidelines on RVLT as such they feel less empowered to demand and go for RVLT/access results.
• Duration and resources
• Delayed Launch of U=U messaging by MoH

• There is need for continued engagement of Recipients of care as well as HCWs on issues of RVLT
• Continued Capacity building for recipients of care so that they are fully empowered to demand RVLT and access results
• MoH to fast track the launch of U=U and create awareness to RoC
• MOH and other service delivery partners to ensure availability of RVLT services amidst the Covid 19 pandemic (Scale up RVLT testing Labs)
• HCWs ensure timely and thorough communication of RVLT results
Emmanuel Mkuliwa  People living with HIV and Dating site

Our adherence might be 100%,, everything might seem to be working all good but we must not forget to go for Viral Load tasting... It’s good to know,, good for our own health.

You and 4 others

5

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Pretty Sibanda
How do we test viral load

on Thu  Like  Reply
Pictorial Focus of the RVLT # Campaign
Pictorial Focus of RVLT # Campaign