

# HIV Testing Services Demand Creation Strategy



## Building new pathways to increase HIV Testing Services uptake in South Africa

### BACKGROUND

In line with the National Strategic Plan (NSP) for 2017-2022, and the drive to reach the 90-90-90 targets, the Department of Health launched the Cheka Impilo Wellness Campaign Strategy which focuses on HIV, TB, STIs, Diabetes and Hypertension. This campaign seeks that all stakeholders from the South African National AIDS Council (SANAC) work together in achieving the NSP and 90-90-90 goals.

In order to increase the demand for HIV Testing Services, there is a need to identify more innovative ways to reach people and to increase the number of people who test and receive care and treatment services, including those who may not see themselves as at-risk for HIV. Reaching these people is a priority under the Cheka Impilo campaign, and thus LiveMoya was appointed in September 2020 to produce a HIV Testing Services Demand Creation Strategy.



### OUTPUT

**PART 1: The HTS Demand Creation Strategy**  
This provides the approach to create HTS Demand as it relates to the Cheka Impilo campaign in South



**PART 2: PRIMER Manual**  
This provides practical advice and tools on how to implement the Strategy

#### TARGET AUDIENCE



The Cheka Impilo campaign is intended to reach those prioritised in the Cheka Impilo strategy, namely:

- » AGYW: 15-24 years
- » Men: 15 years and above
- » Key and vulnerable populations for HIV, TB and STIs identified in NSP 2017-2022
- » Under-tested women and children
- » Adults 40 years and older

And specifically, these populations that are found within the high burden districts.

#### STRATEGY: CORE CONCEPTS



- » Flexible yet focused
- » Creation of archetypes
- » Demand and supply
- » People deliver health services
- » COVID-19 opportunities and barriers

#### STRATEGY: CAMPAIGN STRUCTURE

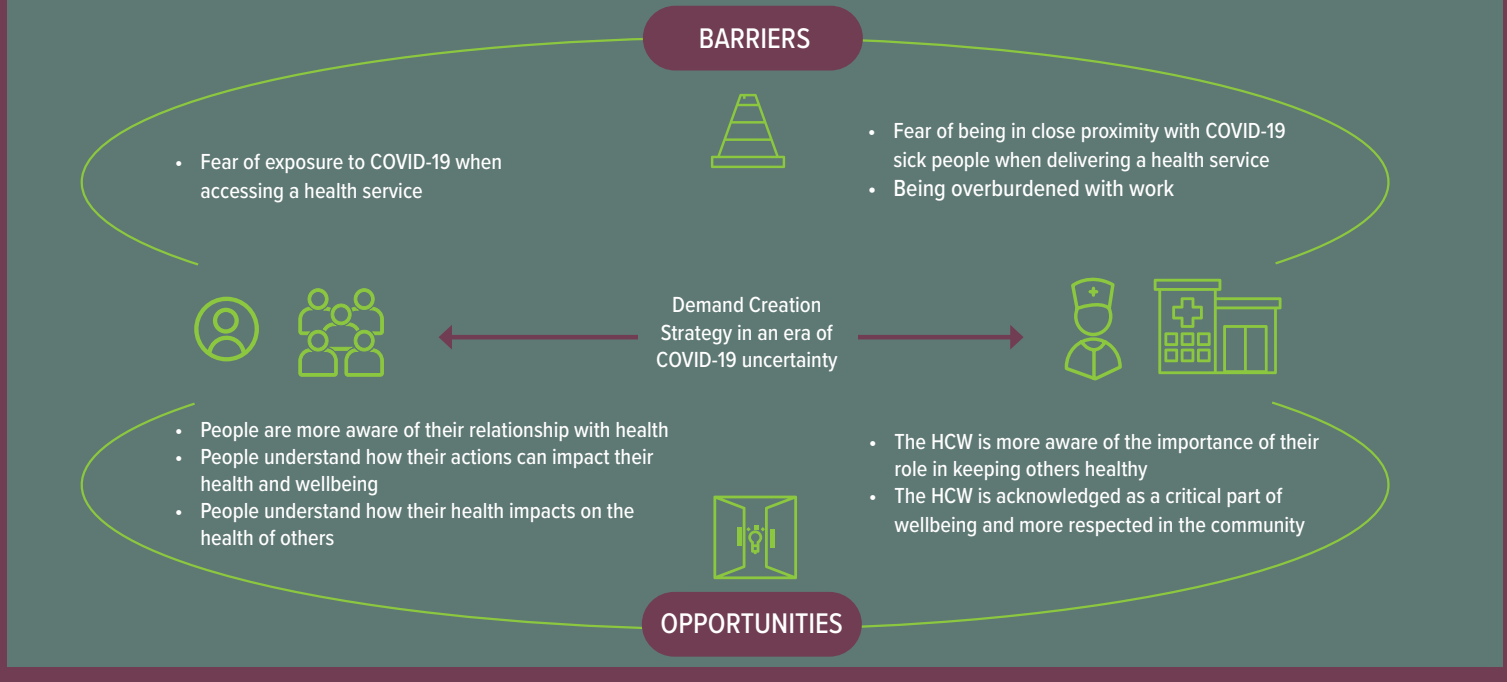


- » Targets
- » Timebound
- » Leadership
- » Multi-sectoral
- » Infrastructure



In summary, the HTS demand creation strategy addresses:

- The archetype
- Who is part of a key or vulnerable population
- Who receives health services from a Health Care Worker
- Who is part of the health system
- All of the above, taking place in an environment of COVID-19



### DEMAND SIDE

#### STRATEGY: DEMAND CREATION



Demand generation activities should take place at two levels:

1. The overarching campaign reaching a national audience and driven by high level profiling; which is supported by
2. Focused and tailored campaigns for a highly specific target audience

Alongside the existing messaging the additional tagline and call to action across all target audiences is:

**"Wellness start with me..."**

This call can be adapted to target audiences, including HCW, depending on desired use, providing flexibility yet continuity in the messaging.

**"My partner's wellness starts with me..."**

**"My family's wellness starts with me..."**

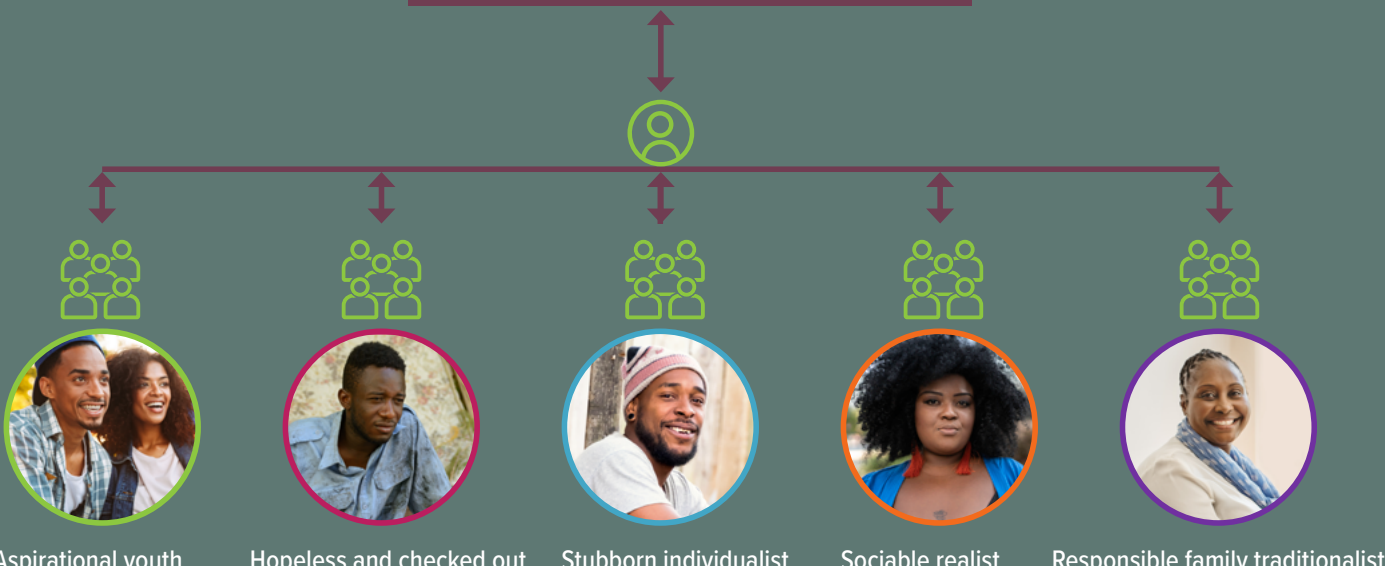
**"Community wellness starts with me..."**



### The creation of archetypes

The key strategy innovation was the creation of archetypes. Creative and messaging should be directed towards selected archetypes.

- Demographics
- Cultural and social norms
- Personality
- Media preferences
- Testing status, preferences & perceptions
- Risk profile
- Attitudes



### SUPPLY SIDE

#### STRATEGY: DELIVERING SUPPLY SERVICES



- » The Strategy addresses thematic issues that emerged on the Supply Side.
- » Promotion of Index (injecting, family and sexual contacts)
- » Promotion of HIV self-screening
- » Guidelines on National Quality Assurance for HTS (reliable, efficient and effective)
- » Promotion of improved linkages to HIV prevention services for people testing HIV-negative in community- and facility-based HTS
- » Community Service Delivery
- » Getting HIV prevention commodities to people
- » Screening and testing for COVID-19 and its link to HIV, TB, and STIs screening and testing
- » The strengthening of partnerships between government departments and allocated sectors



### PRIMER MANUAL

The PRIMER Manual contains the practical tools to implement tailored campaigns within the overarching Cheka Impilo campaign.

**P** \_\_\_\_\_ PLANNING  
**R** \_\_\_\_\_ STAKEHOLDER RELATIONSHIP MANAGEMENT  
**I** \_\_\_\_\_ IMPLEMENTATION  
**MER** \_\_\_\_\_ MONITORING, EVALUATION AND REPORTING

- MODULE 1:** Determining your campaign target audience
- MODULE 2:** Setting targets
- MODULE 3:** Approach
- MODULE 4:** Channels for your Demand Creation Campaign
- MODULE 5:** Location of Demand Creation Campaign Activities
- MODULE 6:** The Timing of a Campaign
- MODULE 7:** Costing your Demand Creation Campaign
- MODULE 8:** The Demand Creation Team
- MODULE 9:** Stakeholder Relationship Management
- MODULE 10:** Implementing your Demand Creation Campaign
- MODULE 11:** Monitoring, Evaluating and Reporting on your Demand Creation Campaign

#### TEMPLATES



The full strategy and PRIMER Manual can be accessed on the SANAC website: [www.sanac.org.za](http://www.sanac.org.za)

This project was executed by LiveMoya | [www.livemoya.com](http://www.livemoya.com)

