



# Strengthening Youth-Led HIV Response in Zambia Through SMS.

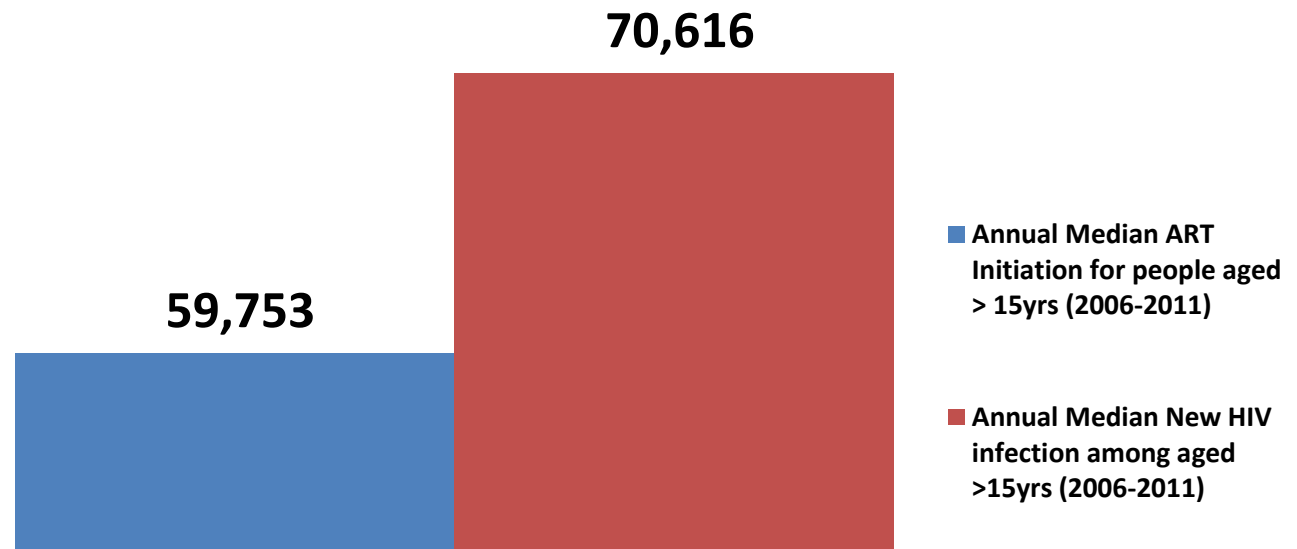


# Outline

1. **Justifications:** Refocusing on adolescents and young people.
2. **Zambia U-Report** objectives and expected results
3. **Zambia U-Report** strategy and design
4. **Zambia U-Report** opportunities, potential challenges
5. **Next steps**

# The urgency for greater refocus on HIV prevention in Zambia.

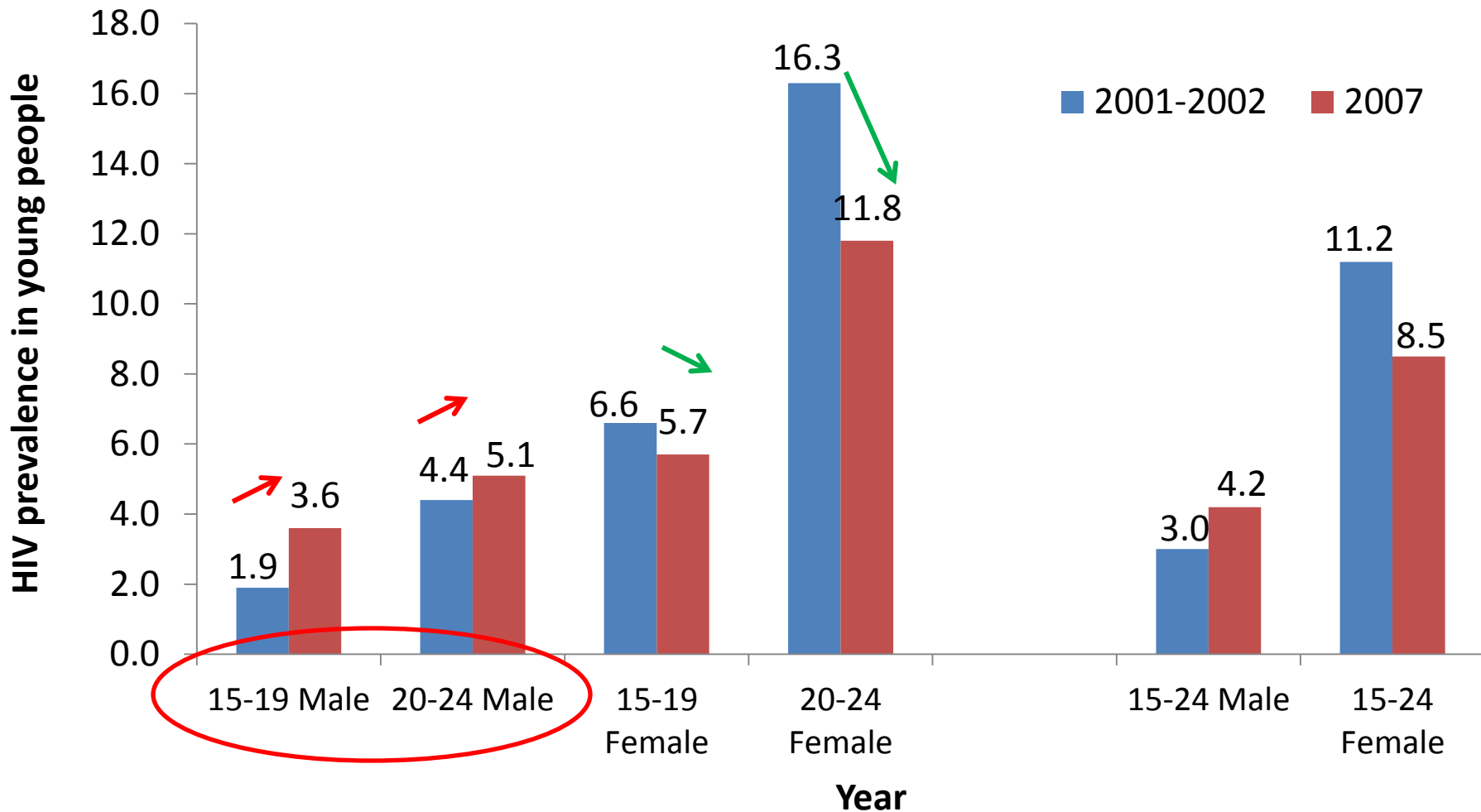
Each year, on average, for every 85 people (>15 years) enrolled on ART, there are 100 new HIV infections.



Estimate of Zambia Efficiency Ratio of annual median ART initiation vs. New HIV infection among people > 15 years in the period 2006-2011 -(Sources: UNGASS Reports 2008-2012)

# HIV prevalence in young people (15-24 years) by sex Zambia (DHS 2002-2007)

*We also need to pay attention to young boys*



# Getting to Zero New HIV infection among Youth 15-24 in Zambia?

*Need for Rethinking HIV Prevention & Treatment Continuum for young people*

**27,000**

# of new infection per year  
among young people 15-24  
– 60% among young females



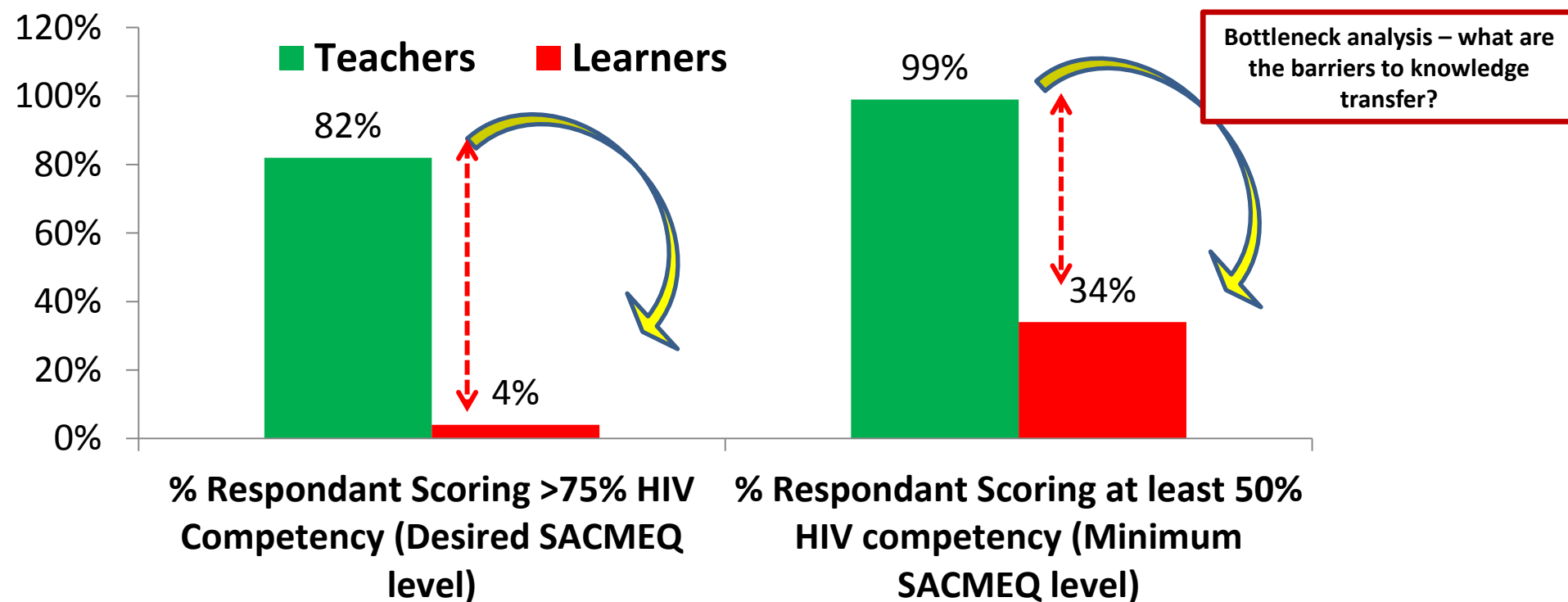
**72**

# of new infection **per**  
**day** among young people  
in Zambia

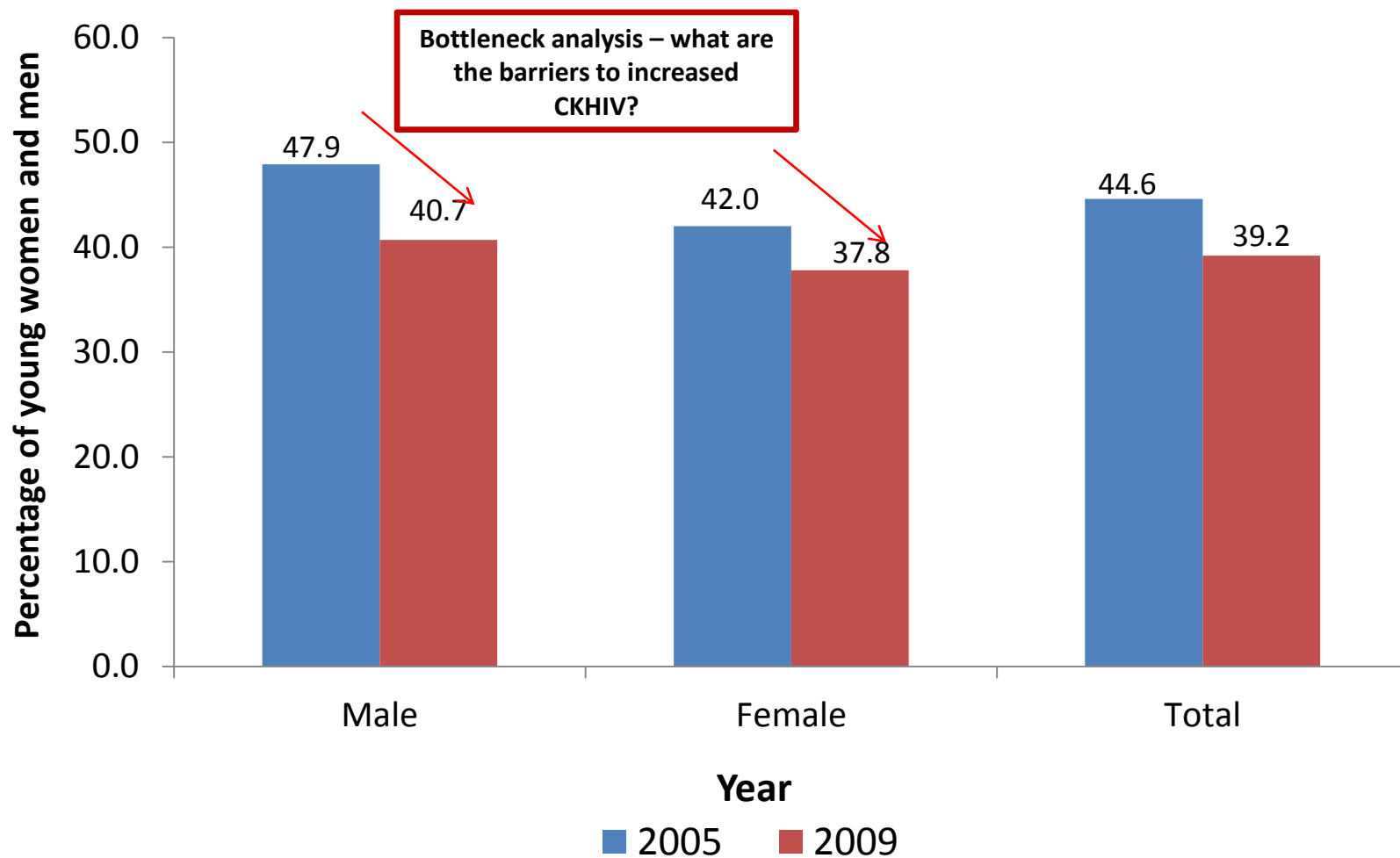
**3 HIV**  
infection per  
hour - Zambia

# Limited transfer of knowledge and skills from teachers to adolescents (12-15 yrs)

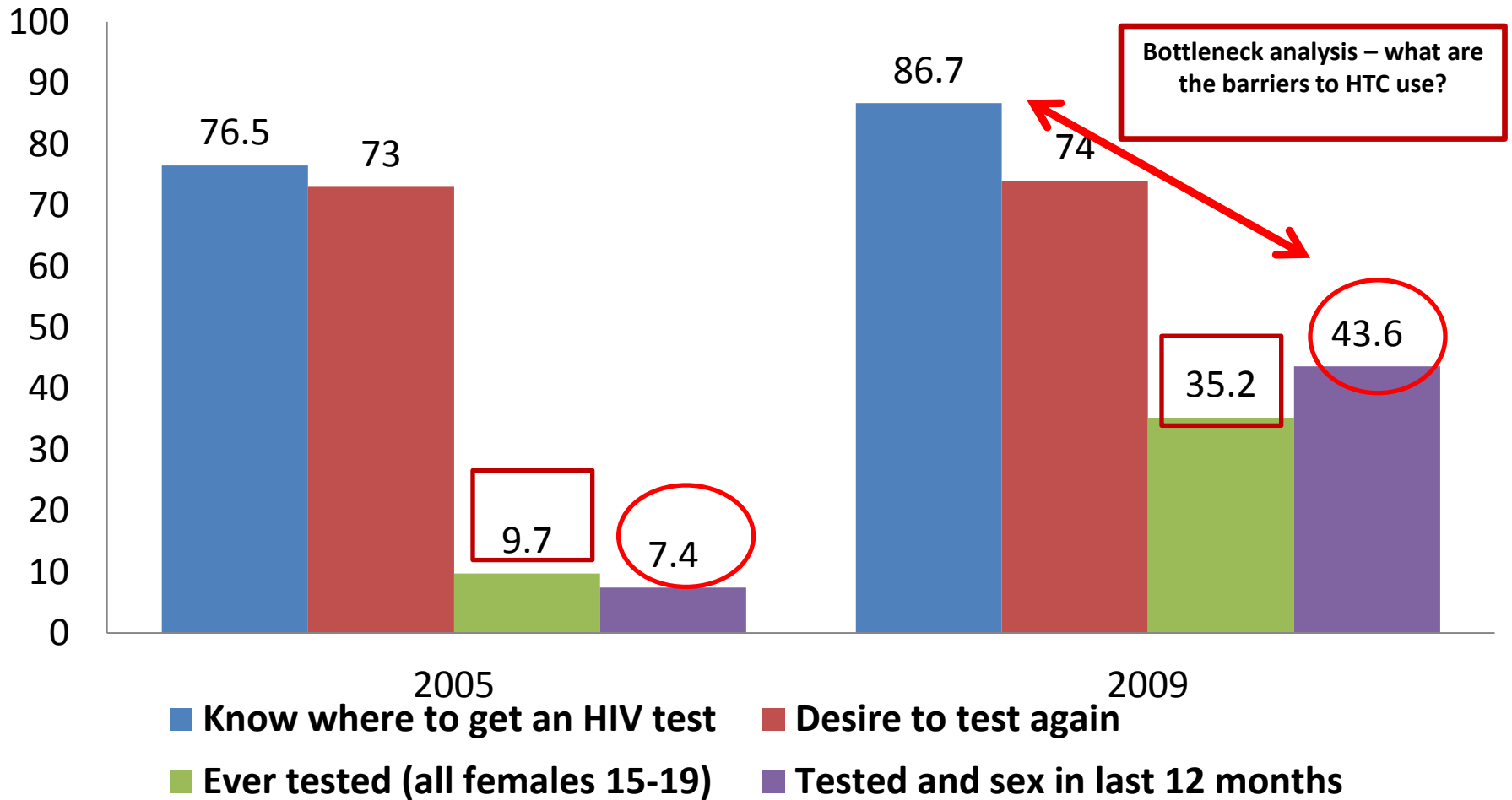
– SACMEQ III 2009 (ZAMBIA)



# Percentage of young women and men aged 15-24 with comprehensive knowledge about HIV/AIDS in the Zambia (BSS 2005 - 2009)



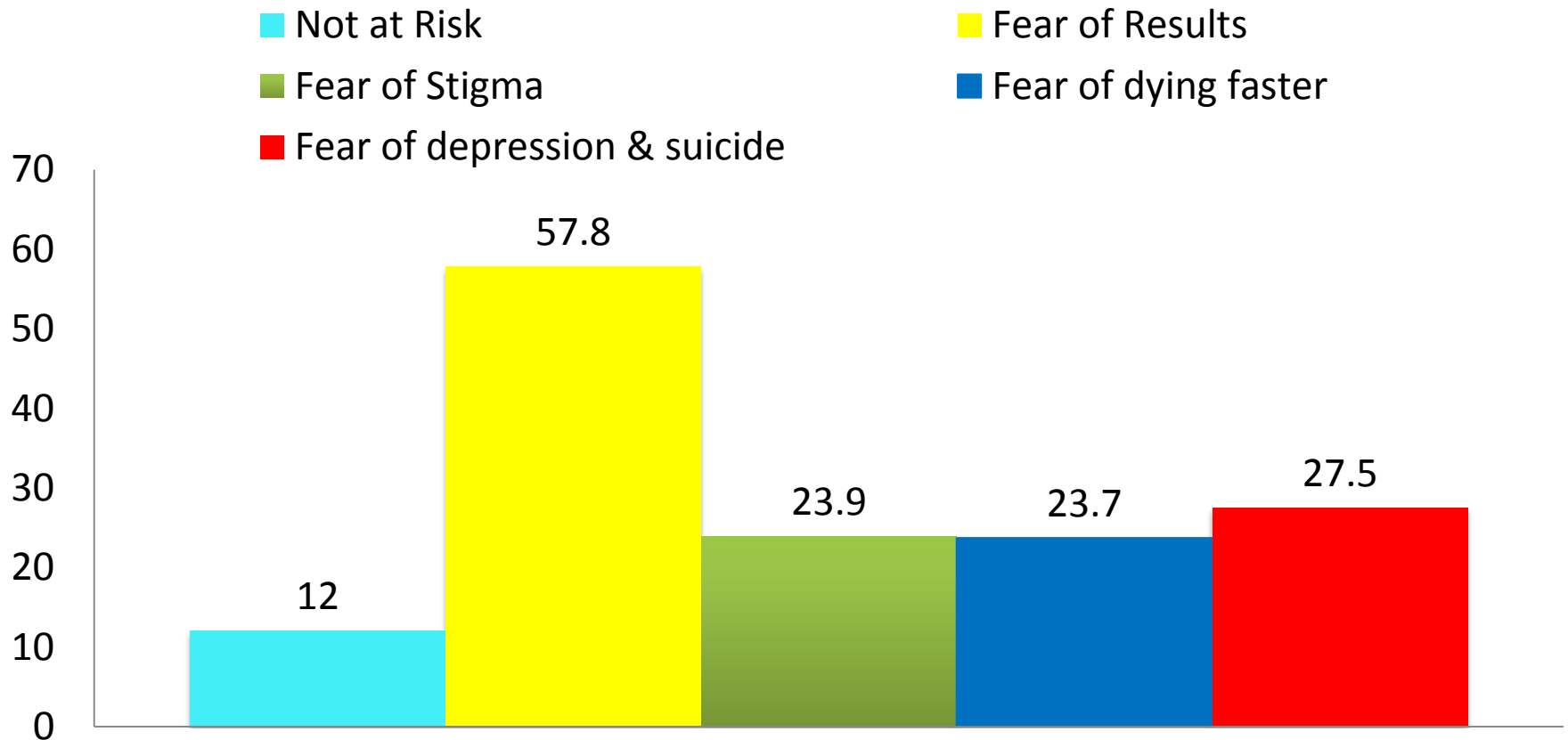
# Zambia – HIV Testing Trends among Females 15-19 2005 (DHS) & 2009 (BSS)



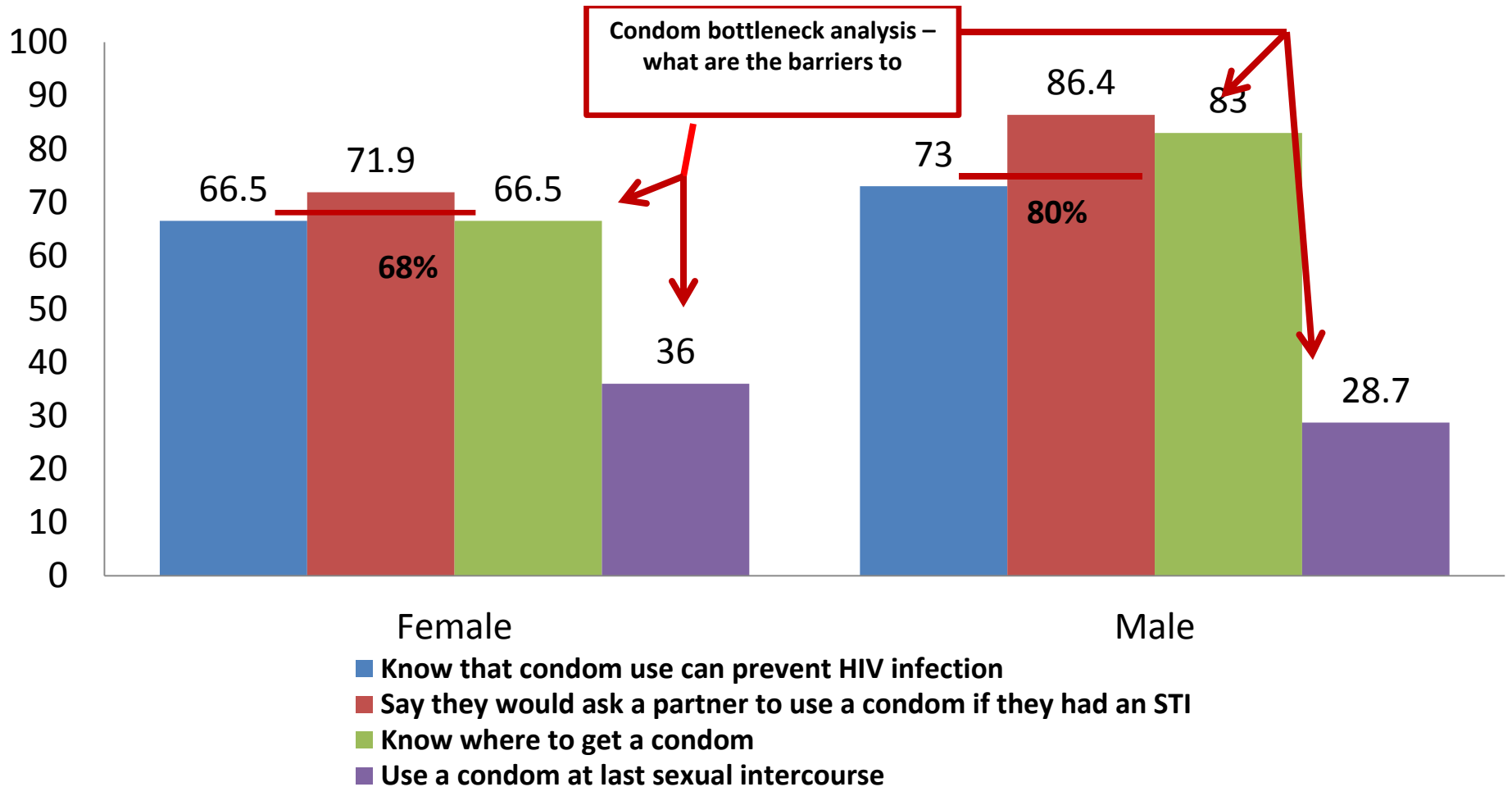


# Zambia – Reason People Don't Test – Females 15-19 (2009 BSS)

*Needs for Treatment Literacy, and to dispel some misconceptions among youth*



# Zambia - Condom Knowledge & Behaviour – Adolescents 15-19



# HIV Prevention Priority Results for Young People Zambia

## Baselines and 2015 NASF targets

1- % of Young People 15-24 with Comprehensive Knowledge about HIV.	2- % of Young People 15-24 with multiple partners who reported condom use at last sex	3- % of Young People 15-24 who have had an HIV test and received results in the past 12 months
<b>ZAMBIA (BSS 2009)</b> Females: – 38% Male: – 41%	<b>ZAMBIA (DHS 2007)</b> Females: – 35% Male: – 41%	<b>ZAMBIA (DHS 2007)</b> Females: – 42 % Male: – 21%
<b>Target (NASF - 2015)</b> Females: – 70% Male: – 70%	<b>Target (NASF - 2015)</b> ★ Females: – 70% Male: – 70%	<b>Target (NASF - 2015)</b> ★ Females: – 50% Male: – 50%

★ *Zambia National AIDS Strategic Framework provides targets only for 15-49 age group*

# Adolescents and Youth live in a Digitalized World – Mobile technology more accessible.

- *Cell phone registration has surpassed the human population* (>6 billion). ~2 billion (33%) users aged below 30.
- *Increasing ownership of cell phone by young people* independent of income and education levels (Equity). (proportion of young people <30 among -70% in India, 83% in Philippines, 50% in Zambia).

# Effectiveness of SMS for Health promotion and HIV/STI risk reduction among young people

- Increasing evidence from recent experiences are supporting effectiveness of using SMS as catalyst for HIV education, and broader health promotion,
  - Significant change on level of knowledge,
  - Adoption of safer reproductive health and sexual behaviours including reducing sexual partners,
  - Increased uptake of condom use, and uptake of STI/HIV test.
- Megan S C Lim, Jane S Hocking, et al. **Impact of text and email messaging on the sexual health of young people: a randomised controlled trial**, J Epidemiol Community Health 2012;66:69e74. doi:10.1136/jech.2009.100396
- Kelly L. L'Engle, Heather L. Vahdat, Elizabeth Ndakidemi et al. **Evaluating feasibility, reach and potential impact of a text message family planning information service in Tanzania**, Contraception (2012) (in-press)
- Gold et al. **Determining the Impact of Text Messaging for Sexual Health Promotion to Young People**. *Sexually Transmitted Diseases* ; Volume 38, Number 4, April 2011
- J. Gold<sup>1,2\*</sup>, C. K. Aitken, et al. **Mobile advertising to promote safer sex and sun safety**, Health Education Research, March 29, 2011

# Mobile Phone Statistics - Zambia

- 3 mobile phone providers (2012) – MTN, Airtel, Zamtel
- ~6 million mobile phone users (increased from 400,000 in 2004)
  - Airtel (~3 million - 50% of market share in 2010)
  - MTN (~2 million - 33%)
  - Zamtel (~ 1 million 17%)
- ~3 million mobile phone users aged below 30.
- Mobile phone penetration: 32% (2009)

# Zambia U-Report

- U-report is an SMS tool designed by UNICEF to give adolescent and young people (15-30 yrs)\* a voice on issues that they care about and that impact their life and community.
- Background of U-Report
  - Currently implemented in Uganda
  - FREE for user
  - 130,000 members and growing everyday
  - 8 million SMSs sent & received in 12 months
  - Issues discussed to date include HIV/AIDs, Nodding Disease, Malaria, Brest feeding, water standards and many more

*(15-30 yrs)\* Youth age group as defined by Ministry of Youth Sport and Culture in Zambia*

# Zambia U-Report - Objectives

1. Promote youth and adolescent participation in HIV prevention through demand-driven information sharing
2. Contribute to increasing HIV comprehensive knowledge
3. Foster demand creation for HIV high impact prevention services among youth (HTC, Condoms, MC, ART)
4. Track availability and utilization of youth sensitive HIV services.



# Zambia U-Report Expected Results

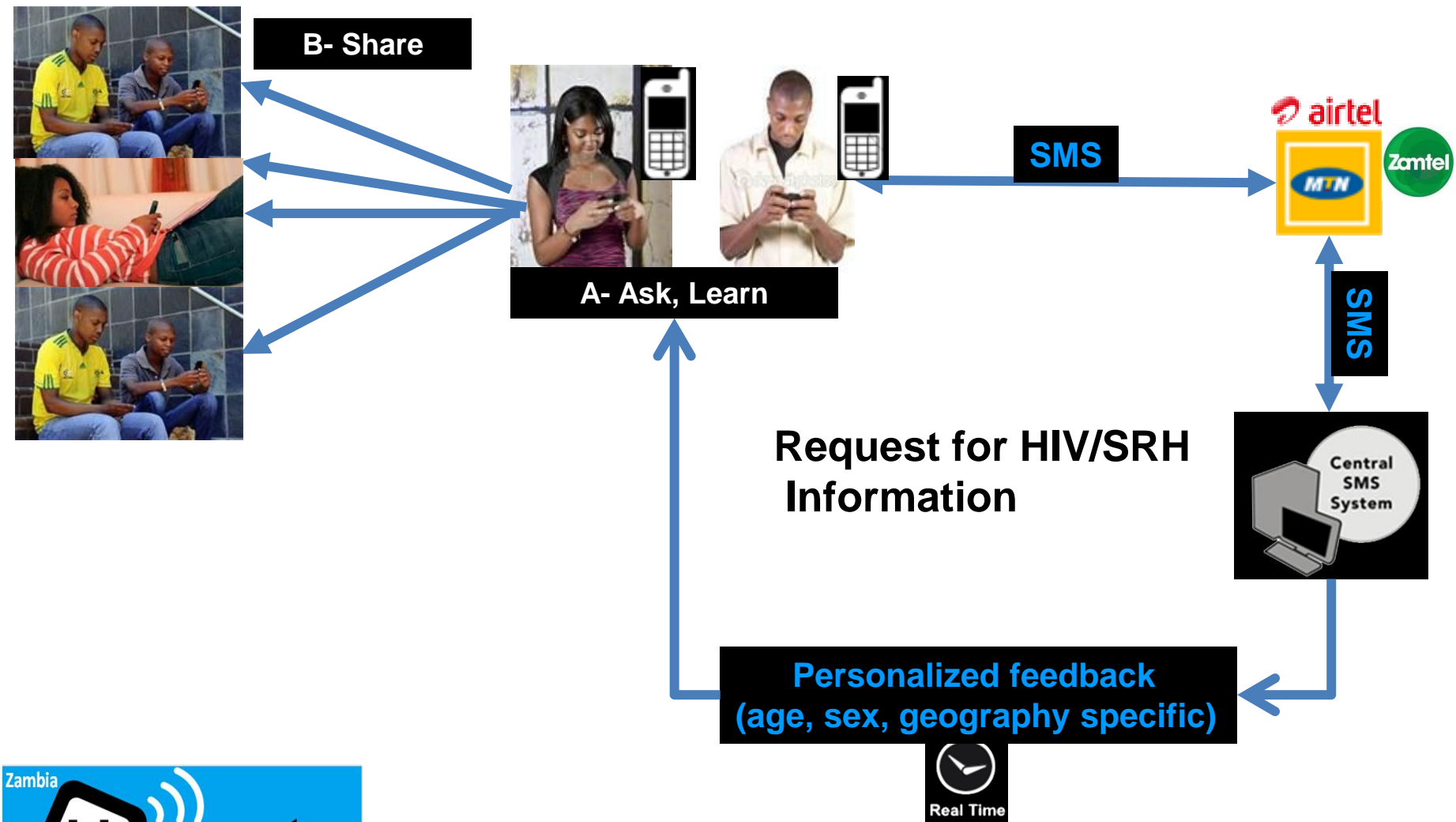
**Result-1:** An [effective sms-based mechanism](#) to increase young people participation in the national HIV prevention response is available.

**Result-2:** Young people [opinions on issues that affect their vulnerability and risk to HIV](#) are continuously informing effective advocacy and programming

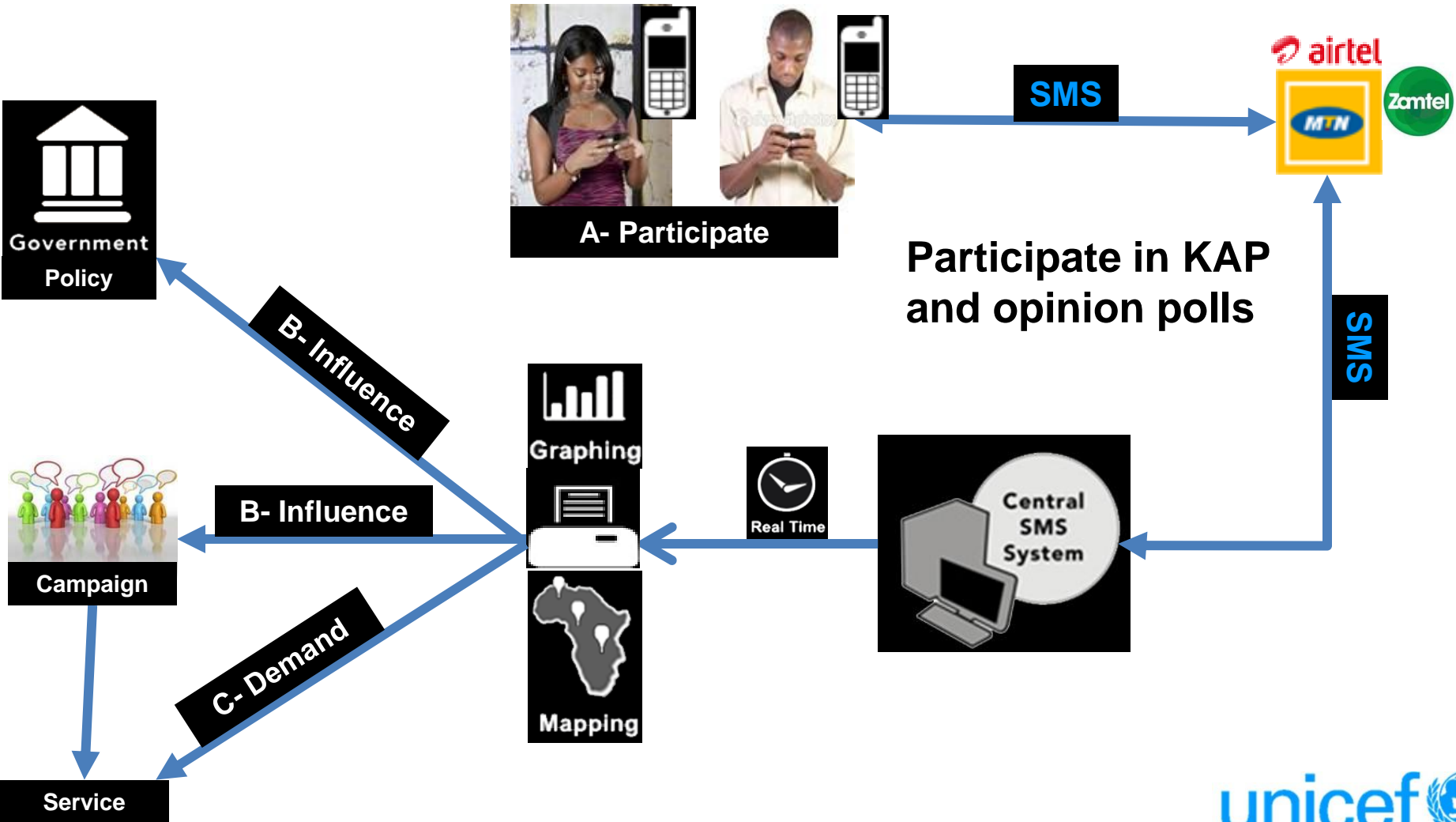
**Result-3:** Young people exposed to the program have [increased HIV comprehensive knowledge](#)

**Result-4:** Young people exposed to the program [demand for and are referred to HIV high impact prevention services](#) (HTC, Condoms, MC, ART)

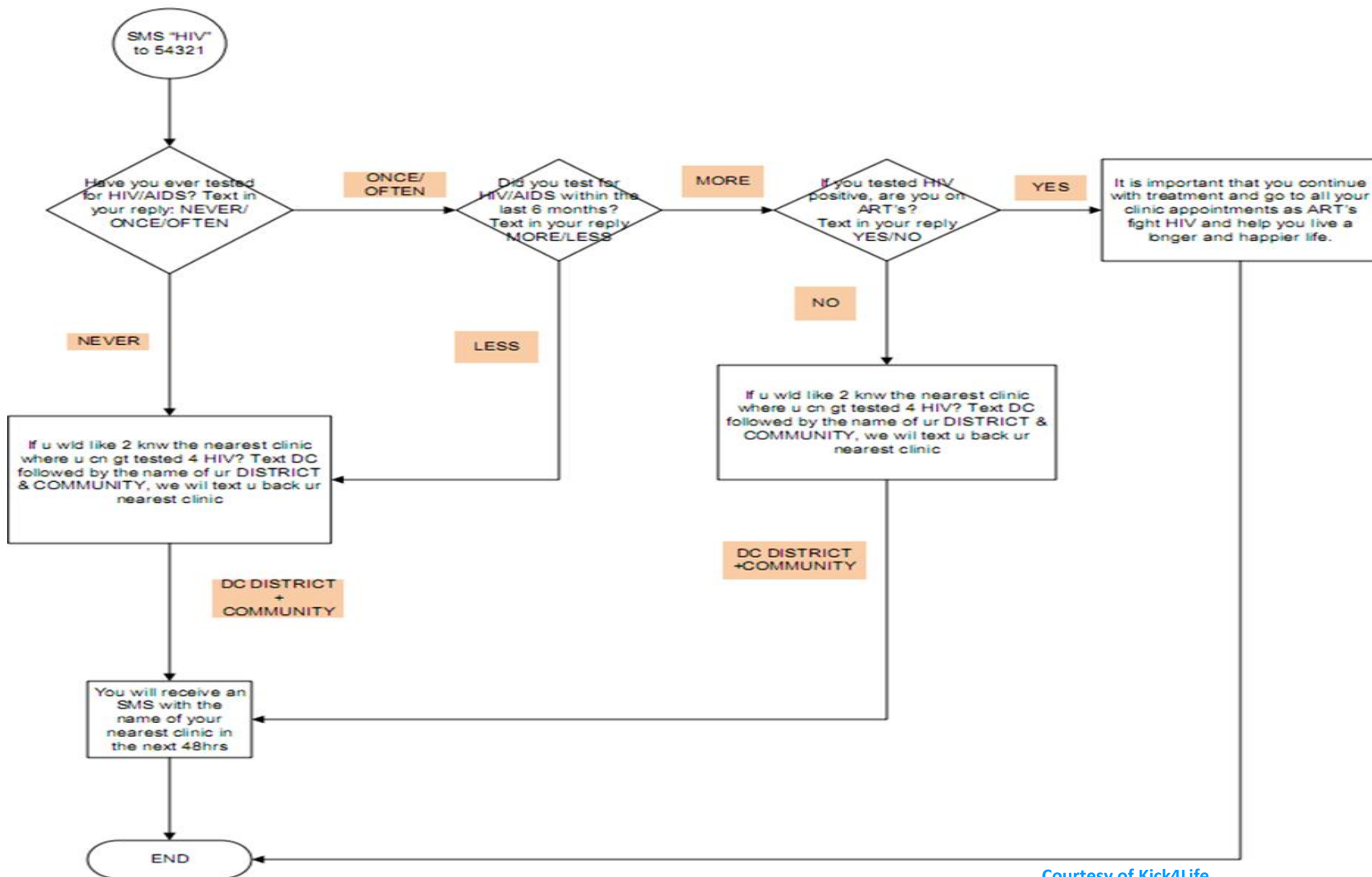
# Module1: Ask, Learn and Share (ALS)



# Module 2: Participate, Influence and Demand



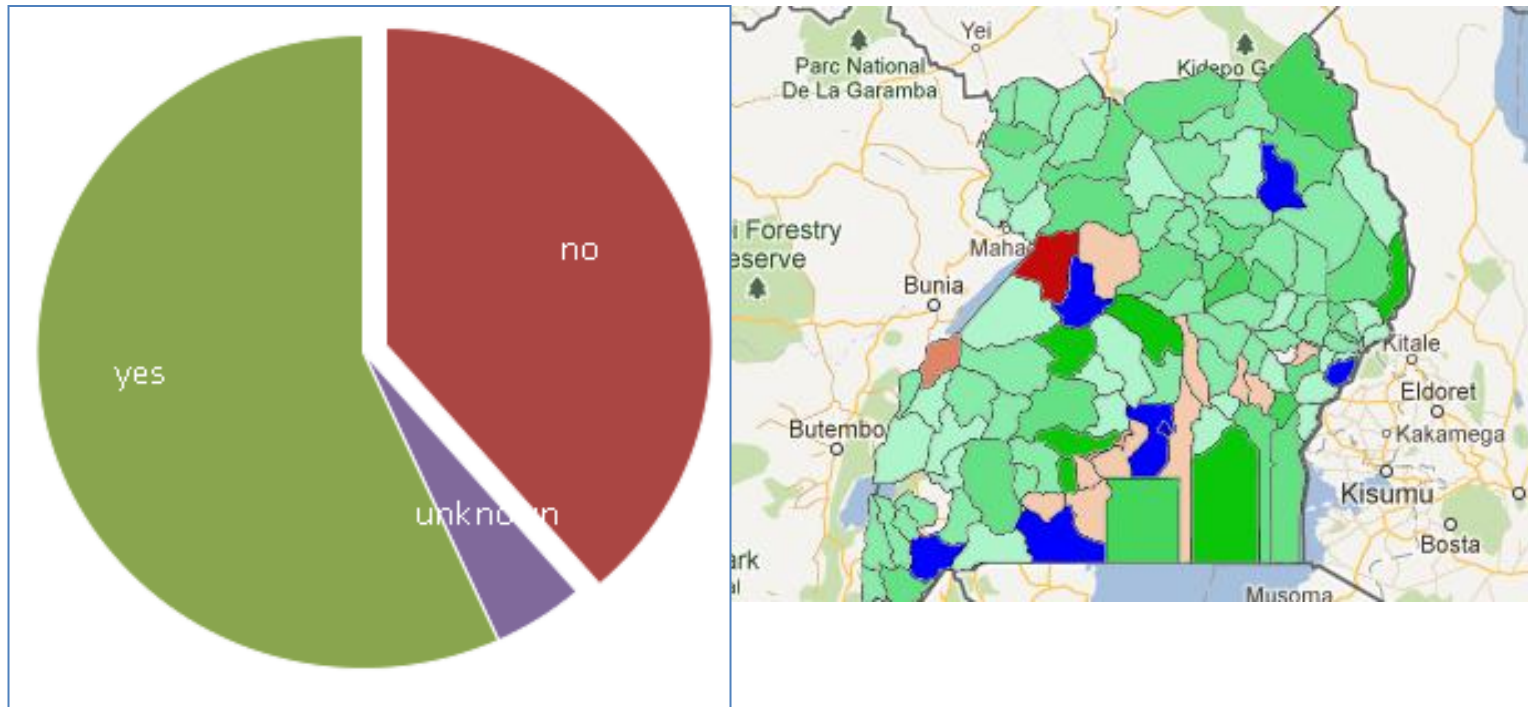
# Example of Module 1 decision tree – HTC promotion in Lesotho.



Courtesy of Kick4Life

# Example of module 2 - Data Mapping in Real-time from polling - (U-Report Uganda)

- *78% of U-reporters say their health centre does have free HIV/AIDS tests! Have you taken an HIV/AIDS test this year? Answer YES or NO*



# Zambia U-Report - Opportunities

- **Government commitment for innovations** to accelerate HIV response and reducing inequity
- **Successful experiences** with programme Mwana for PMTCT and Pediatric HIV, B4L
- **Existing local expertise** for RapidSMS software development, NGOs with T4D experience
- **Potential partnerships with private sector** (mobile providers, phone manufacturers, financial institutions, etc.)

# Zambia U-Report - Potential Challenges

- **Cost-saving schemes** for SMS reverse billing
- **A rapid increase in demand** could out-pass system capacity to provide timely feedback
- **Reliability of the local mobile service** providers and their capacity to handle large amounts of SMS traffic on their networks
- **Equity issues:** How to reach most vulnerable youth who do not have mean to be acquire a mobile phone?

# What's next for Zambia U-Report

## Phase 1:

- Zambia U-Report IT Platform → (July-October 2012)
- Zambia U-Report Design workshop and partnership framework → (Oct-Nov 2012)

## Phase 2:

- Zambia U-Report (version 1.0) pilot phase → (Dec 2012-Dec 2013)

## Phase 3:

- Mid-term Review → (Q3- 2013/Q1-2014)
- Scale-up Zambia U-Report (version 1.0) → (2014-2016).
- Expansion to other Adolescent and Youth thematic issues - version 2.0 → (2014-2016).





-All young people have a right to comprehensive HIV prevention information and the means to act on this knowledge to achieve an AIDS-free Generation-

