

Reaching Impact, Saturation, and Epidemic Control (RISE)

Virtually Accelerating Linkage Of Men to Reframed HIV Services (VALOR) : RISE experience Optimizing male friendly Service in Nigeria.

Presentation at The Global Men and HIV Technical Working Group (MENHT): Webinar Series-
Episode #4

May 19th, 2022



RISE at-a-glance

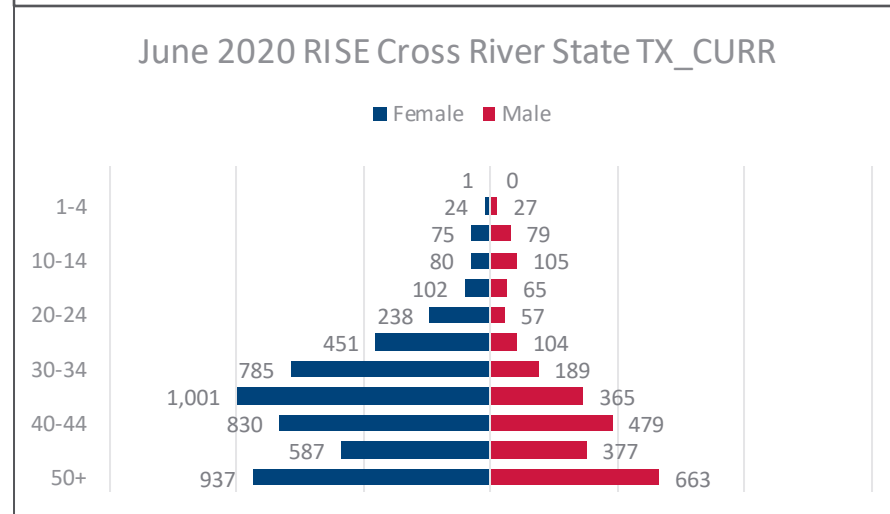
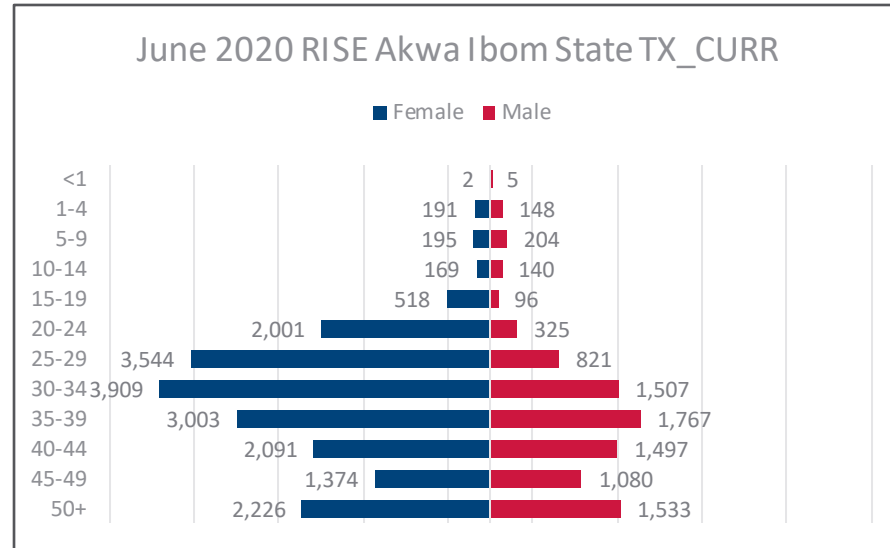
RISE Nigeria

- Global cooperative agreement, supported by PEPFAR through USAID
- 5 Years (2019-2024)
- Technical assistance and service delivery support to HIV programs across the 95-95-95 cascade
- Strengthening HIV case finding, prevention, treatment and viral load suppression services

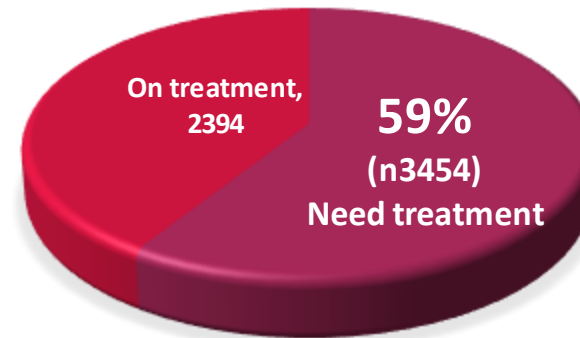
- Launched implementation 1 Oct 2019
- Supporting prevention and the 95-95-95 cascade in 4 states
 - Adamawa, Akwa Ibom,
 - Cross River, and Niger



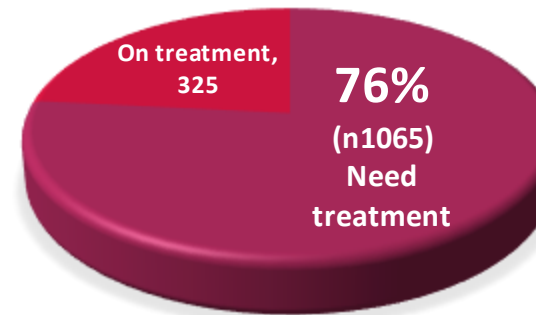
VALOR addresses the gender gap in the first and second 95s



Significant Opportunity



HIV+ MEN 20-34 IN AKWA IBOM



HIV+ MEN 20-34 IN CROSS RIVER



The strategy: Engage him virtually, Encourage him at every step



Know and respect him

- Ongoing consultations with men
- Process of co-creation reveals insight

- ✓ Normalize fears (no shame)
 - ✓ Break with trauma
 - ✓ Destigmatize risk
- ✓ Help envision a happy future
- ✓ Help them connect to courage

Make an Irresistible Offer

- Develop compelling brand
- Emotional benefit
- Functional benefit
- Make him feel seen, heard, inspired
- Social media campaign

Provide the support he craves **before the test**

- WhatsApp based support system
- Virtual VIP Guides
- VIP Guides trained
- Mentorship ongoing
- Low dose, high frequency virtual training



Refer him to testing that works for him

- Range of community-based testing opportunities up and running
- Self-testing integrated (as available)
- Partnerships secured:
 - Heartland Alliance
 - FHI360

- ✓ Meet them in their pocket (WhatsApp)
 - ✓ Lower engagement barriers
- ✓ Provide encouragement & validation
 - ✓ Promote improved ART
 - ✓ Make them feel like a VIP

Encourage him to live his best life

- Support him with dynamic case management
- Celebrate his personal growth throughout his journey of overcoming the ups and downs of HIV.



More Insights about Men...

From Other Projects/Disciplines



Men question whether they have the courage to cope with the consequences of a positive HIV diagnosis



Men have trauma related to lived experiences with AIDS, stigma, and older treatment regimens



Men fear a positive diagnosis puts everything that matters at risk (relationships, fun, feeling strong)



Courage builds through overcoming: you only need enough courage to take the next step.



Messages about living positively with HIV come after a positive diagnosis—too late!

From VALOR



Men are lonely in their fear, feel ashamed



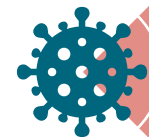
Isolation is worse than death



Courage = social support.
Being supported and loved IS courage



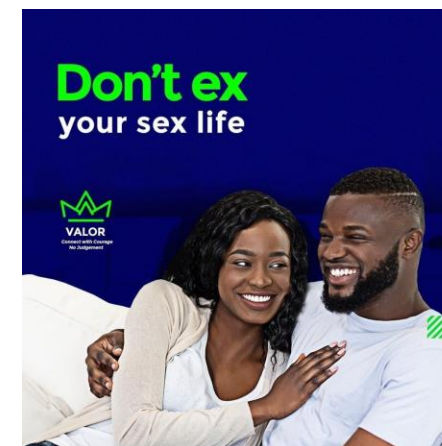
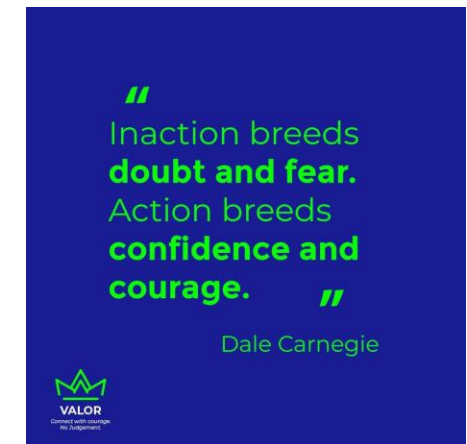
What matters most: love, friendship, sex, belonging



Risk-based, general messaging may imply men are irresponsible and uncaring- men can't relate

The VALOR Insights & Secret Sauce

VALOR Insight	So Instead of....	VALOR's approach...
<i>Men are lonely in their fear, feel ashamed</i>	✗ Minimizing men's fear by saying "there's nothing to fear"	✓ Celebrates courage
<i>Isolation is worse than death</i>	✗ Telling men to "Man Up" and face their fear	✓ Promises men that a VALOR guide will be a trusted friend helping them connect with the courage inside them
<i>What matters most: love, friendship, sex, belonging</i>	✗ Pressuring men to protect their families (playing on guilt)	✓ Reassures men that their families will still love them and be safe
<i>Risk-based, general messaging may imply men are irresponsible and uncaring- men can't relate</i>	✗ Implying men are at risk because they have been irresponsible	✓ Meets men where they are with empathy and understanding
<i>Courage is defined as social support. Being supported and loved is courage.</i>	✗ Showing images where men are in charge	✓ Depict loving and egalitarian relationships between men and women



The VALOR Messaging Strategy: Resonant Promise + Reason to Believe



No judgement, no shame, celebrate him at every step.

Claim Courage

- *You're not alone*
- You'll find the courage because our Virtual VIP Guides are here to help you.

Courage comes through doing hard things with support

Keep What Matters

- *You will have Love*
- You will still be loved because breakthrough new treatment makes it so you can't pass on the virus to anyone else.

Social isolation is death

Enjoy Life

- *You Feel Good, Thrive*
- You can have fun and thrive, because the breakthrough new treatment is so easy; just one pill a day!

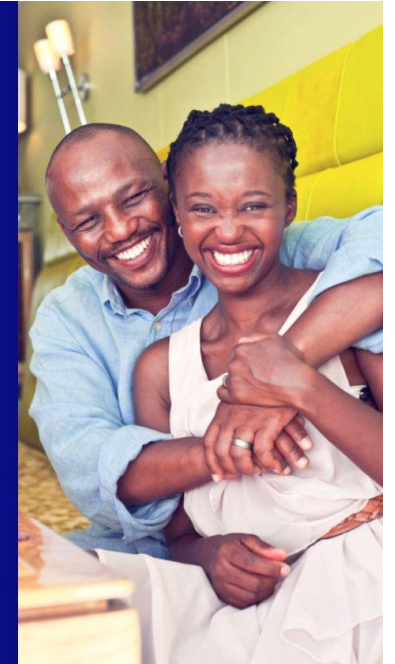
One-pill-a day? Sounds Easy!

During prototyping men consistently preferred and requested tender depictions of support, joy and love, rather than isolating pictures showing men conquering challenges all alone through brute strength.

LIVE YOUR DREAMS, EVEN WITH HIV.

With just one pill a day, new treatment helps you live your life fully.

Text/WhatsApp today.
08029376463
Akwa Ibom
09018995777
Cross River



"If you massage a man's ego very well you can get him to do anything"
-VALOR focus group participant

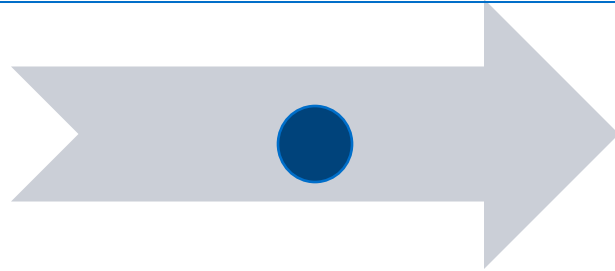
VALOR shows what U=U means for your life

Keep your sex Life,
even with HIV



Translation

U=U message invites men to live life to the fullest, while ensuring no transmission to loved ones.



Benefits of U=U

Conversations about U=U may help PLHIV feel more comfortable discussing difficult issues.

2/3 those informed of U=U by Health care providers reported being comfortable discussing the safety of others and preventing transmission

Proactive and informed discussions about U=U are beneficial, regardless of the source.



WHAT WE HAVE DONE SO FAR

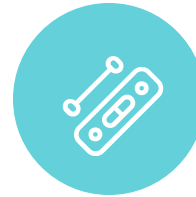


TRAINING

Over a hundred Counselor testers, Case Managers & Proprietors of clinical platforms trained on VALOR tailored messaging and counseling

Developed and distributed VALOR posters and fliers for places men frequently visit and SDPs

Develop Demand Creation Materials

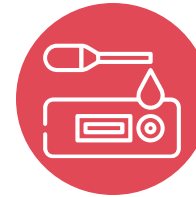


Provided HTS Services

VALOR Facebook Campaigns with Creative agency

Deployed LAMIS Lite with integrated VALOR attribution questions.

Expand reach of VALOR via WhatsApp and Facebook



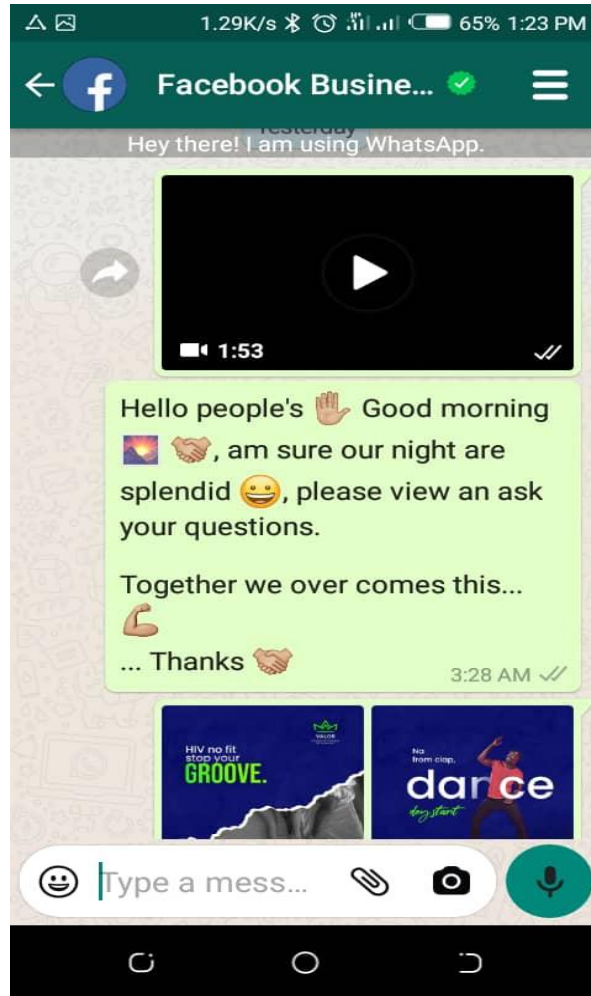
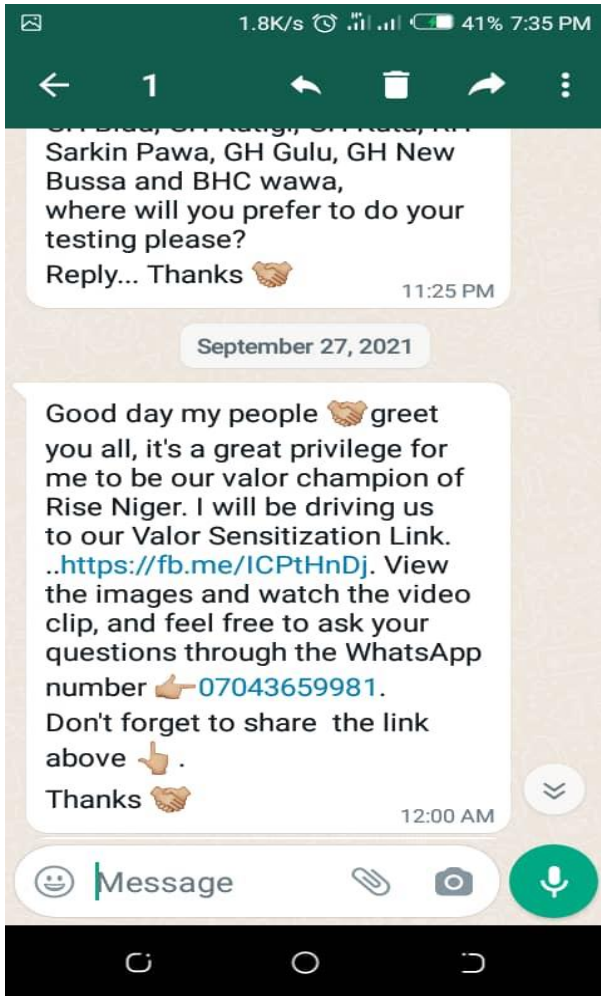
Optimized HIVST

Started WhatsApp Campaign using VALOR ads

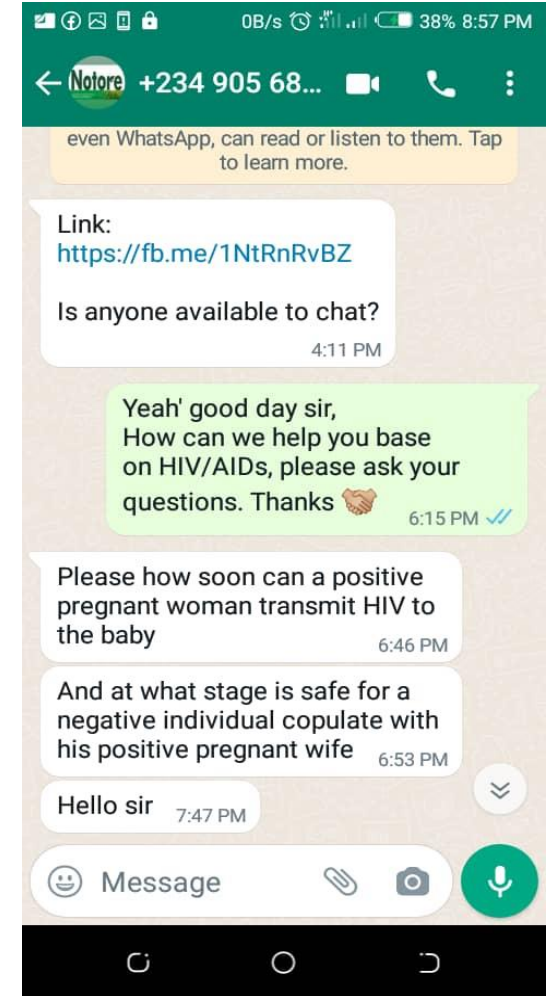
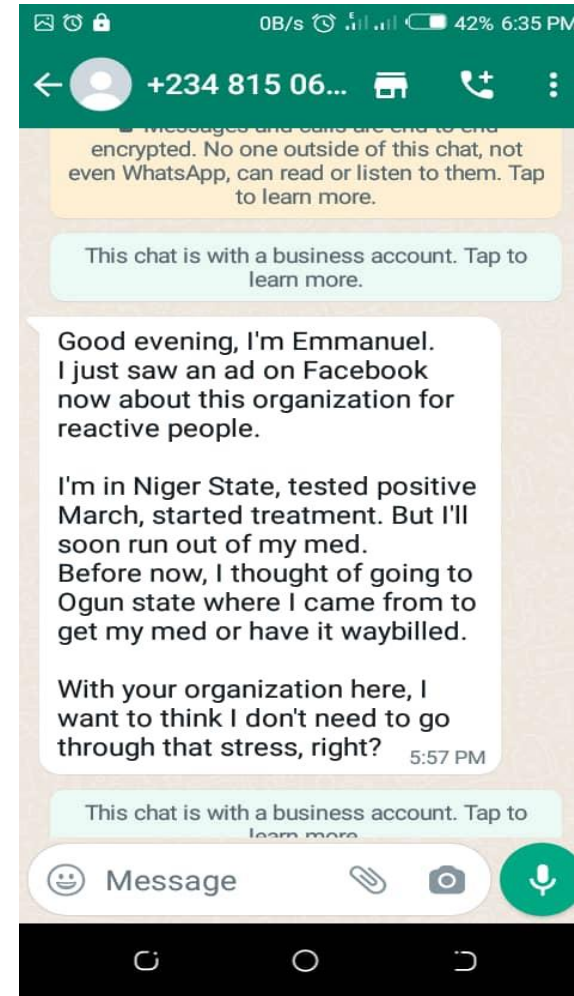


Client Engagement via Social Media – Facebook, WhatsApp

Facebook



WhatsApp



VALOR VIPs Connect with courage—no judgement



VALOR in male lounge



VALOR in community

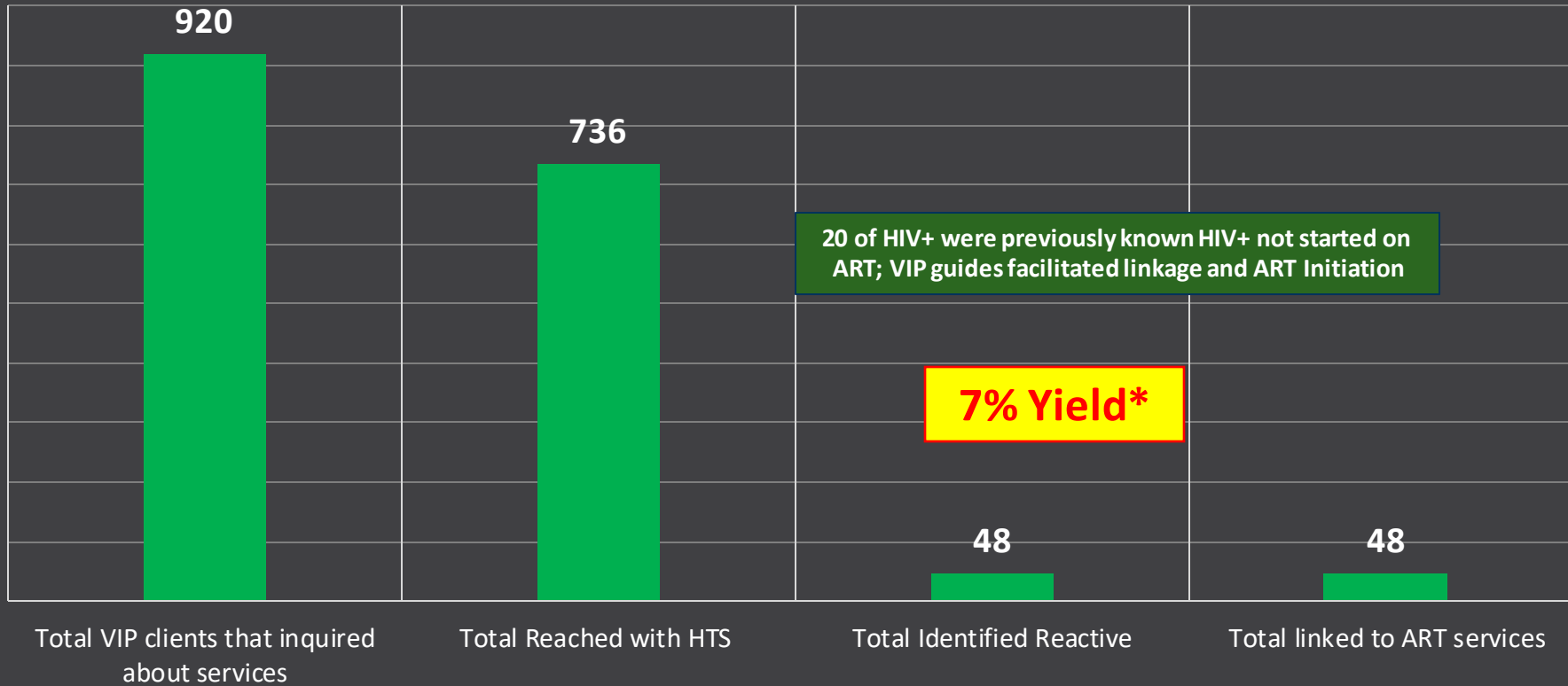


Radio Show



VALOR Results: A Snapshot

VALOR testing & Linkage Cascade



After three months of small-scale implementation

- VALOR reached thousands of men with anti-stigma messages
- Engaged 920 men via WhatsApp,
- Connected at least 736 men to HIV testing services
- 48 men were identified HIV+ and linked to ART care
- 7% yield achieved.

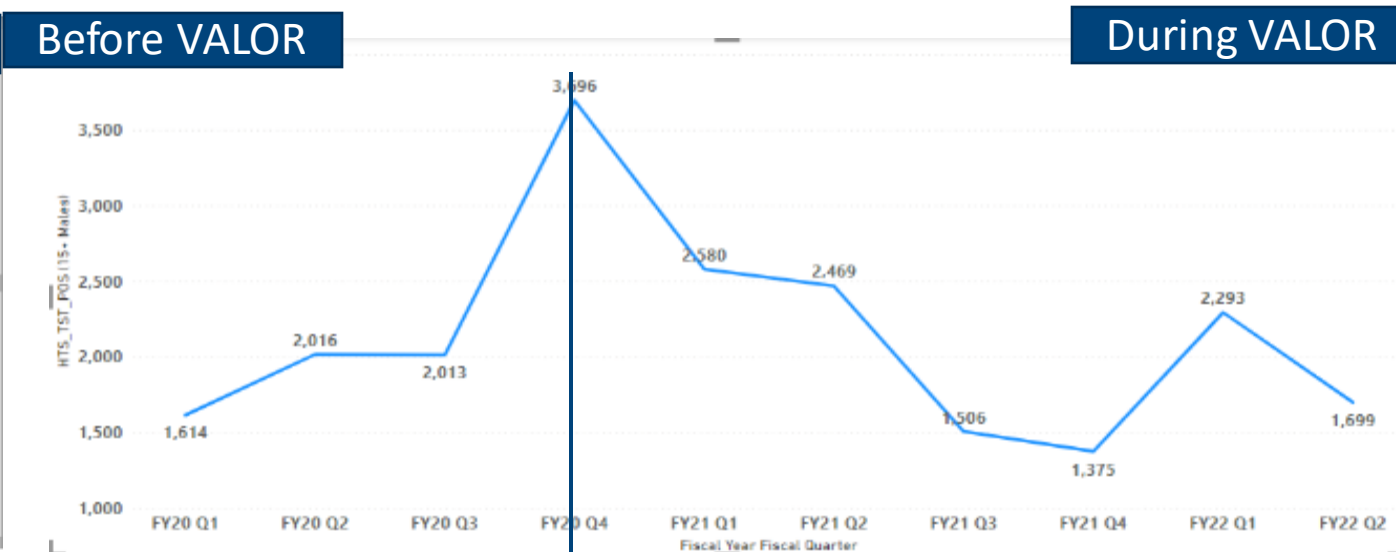
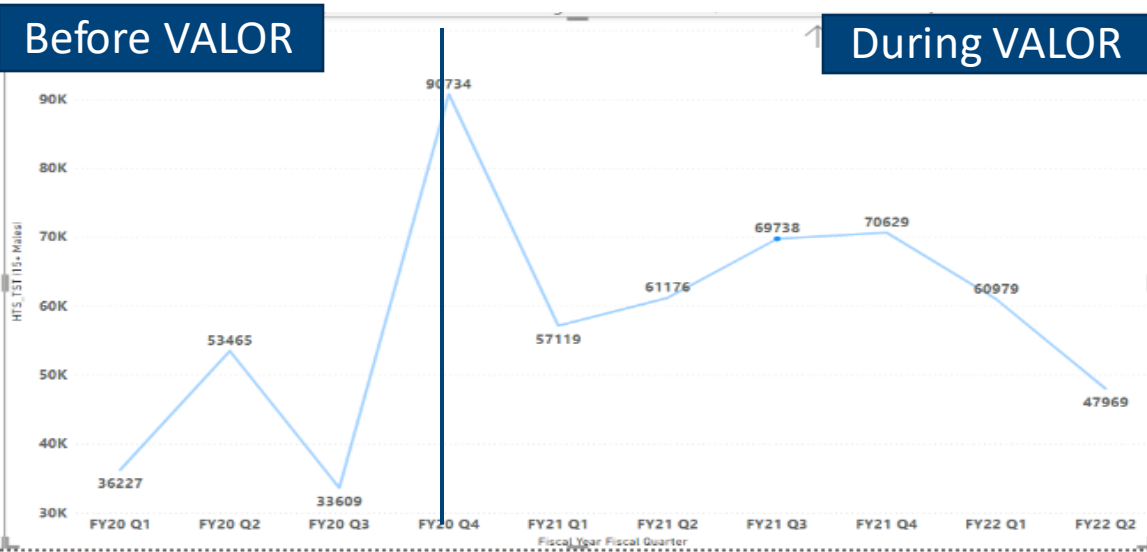
Cumulative VALOR VIP Guides Data 3 Sept – 12 Dec 2020 – (Pilot Stage)



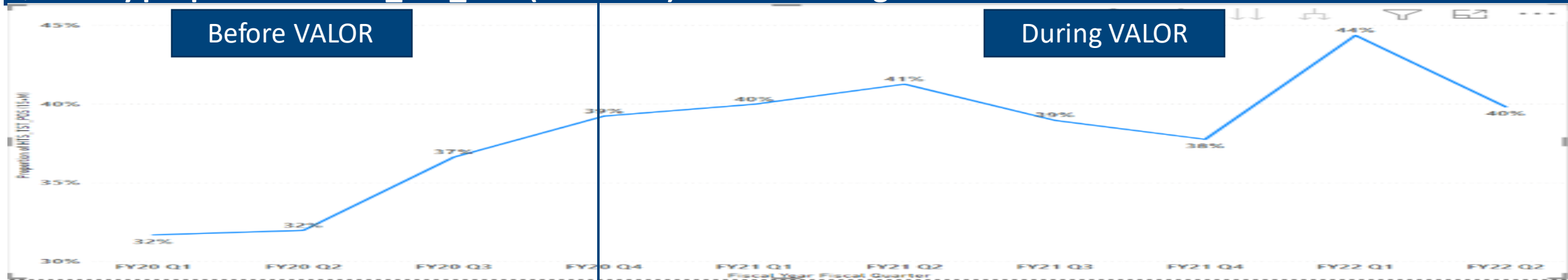
Quarterly Trends (15+ Male) Pre and during VALOR

Quarterly HTS_TST (15+ Male) Pre and during VALOR

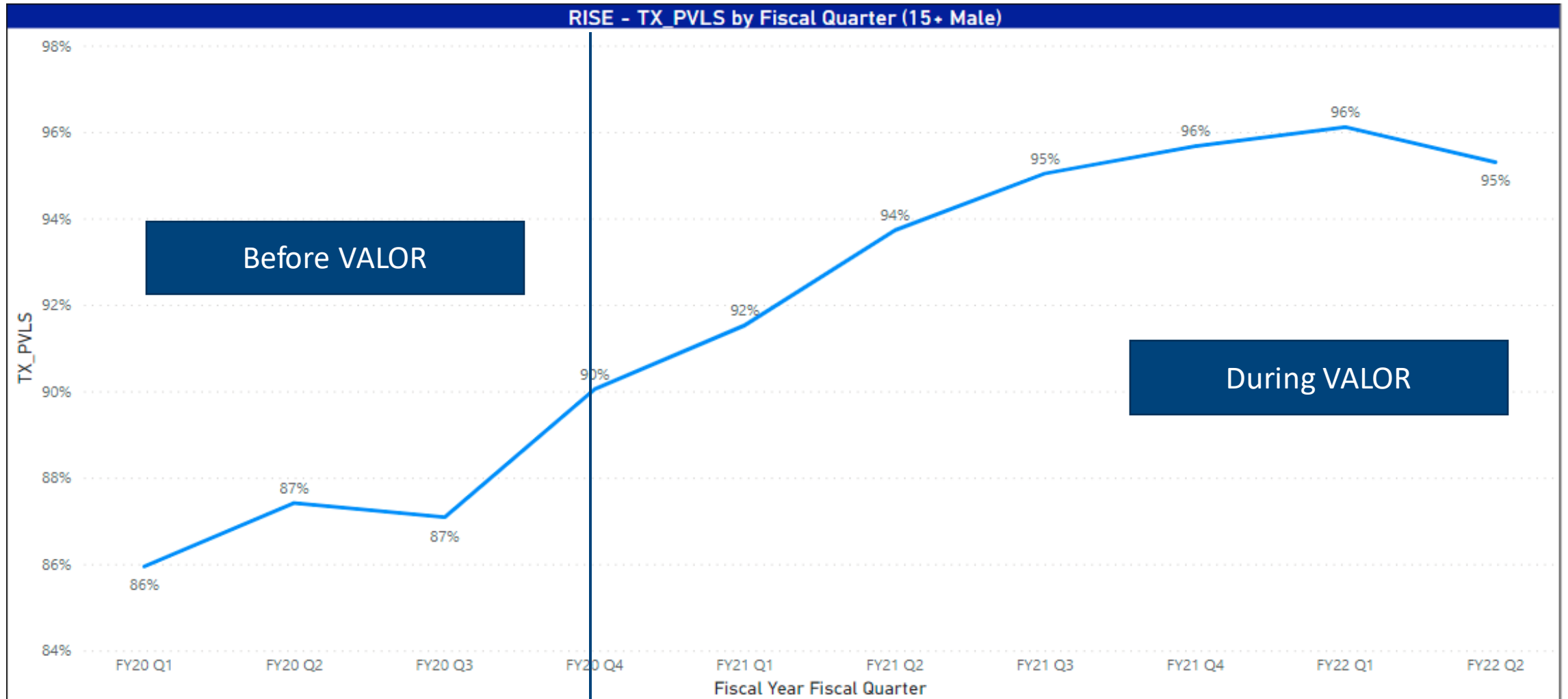
Quarterly HTS_TST (15+ Male) Pre and during VALOR



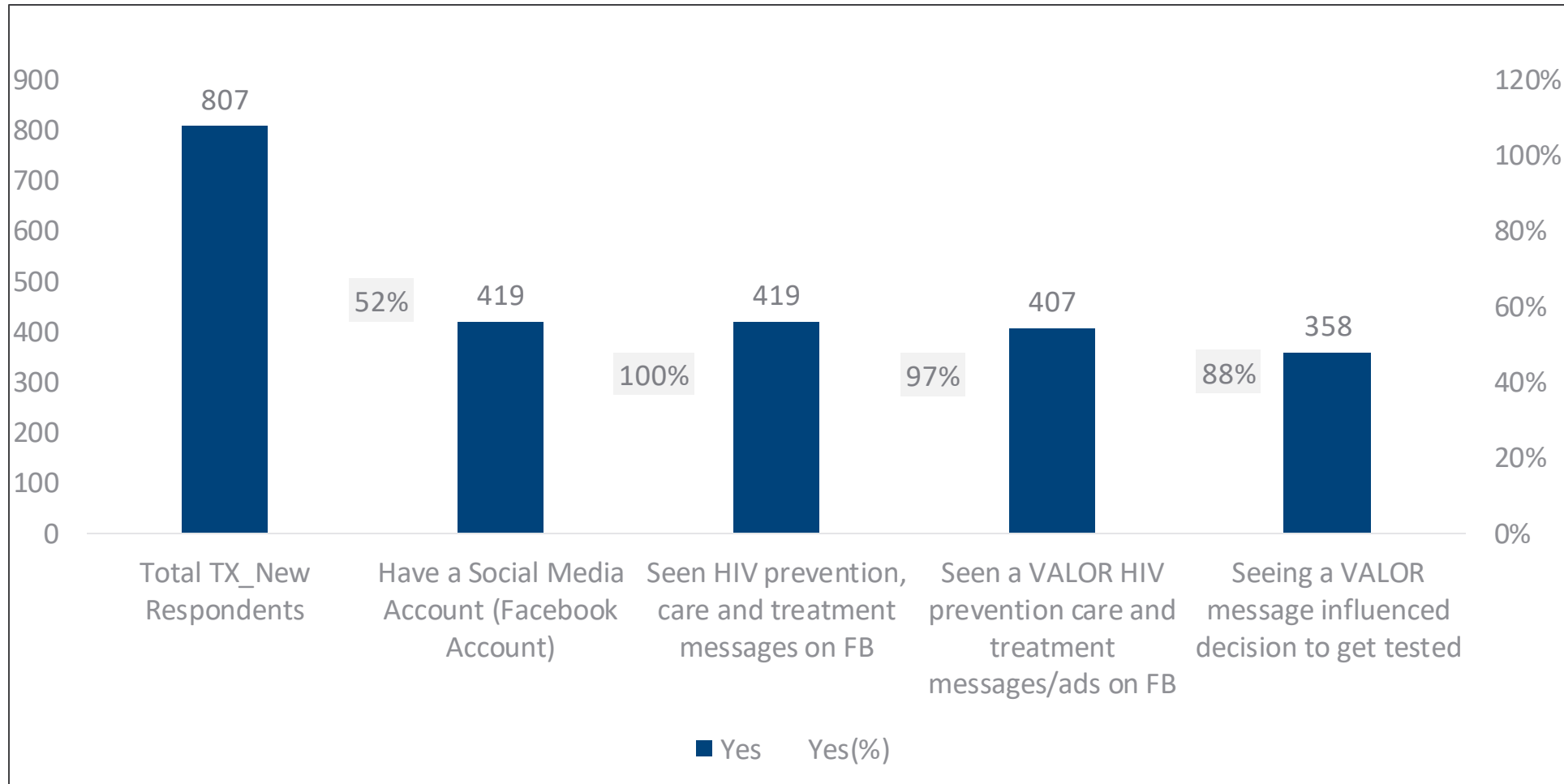
Quarterly proportion of HTS_TST_POS (15+ Male) Pre and during VALOR



TX_PVLS VALOR Trend



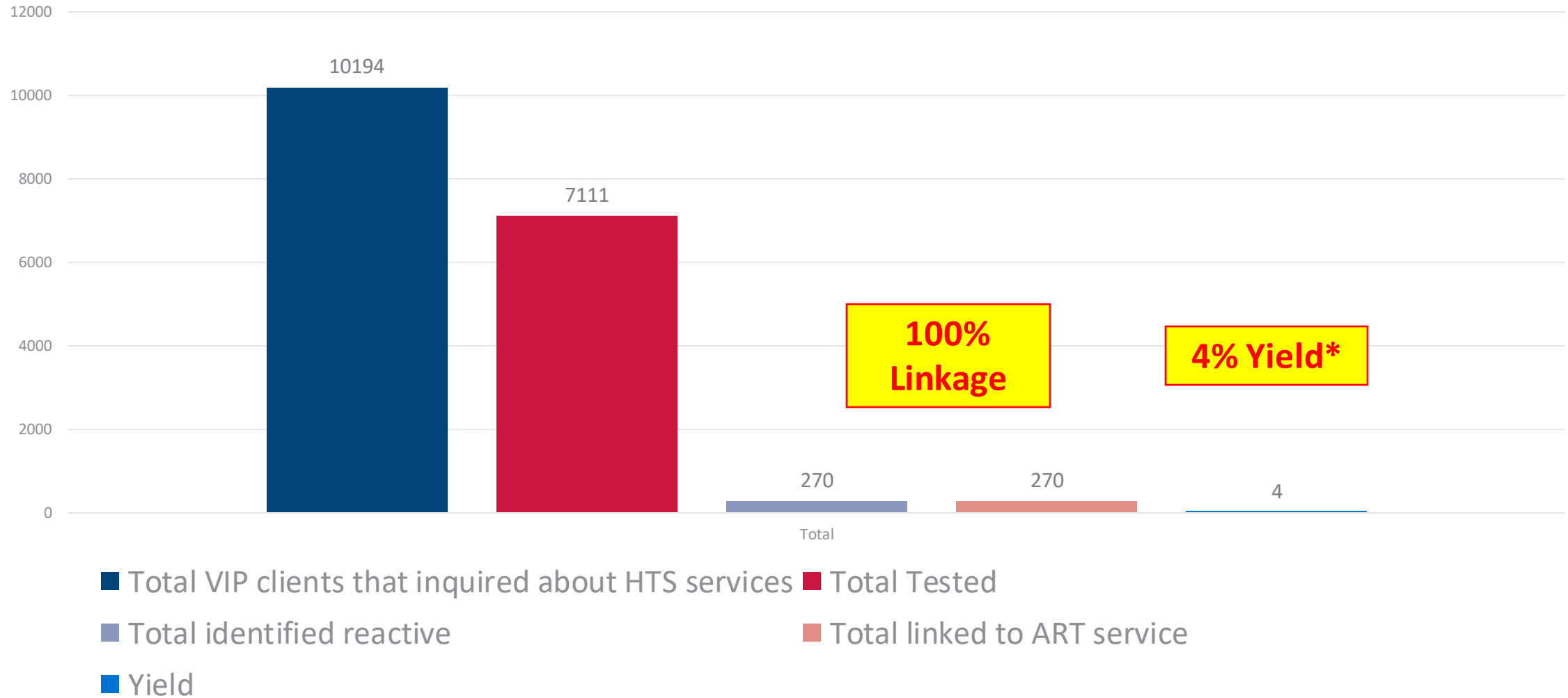
TX_NEW Respondents



44% of Newly enrolled Clients who responded had seen a VALOR Ad which influenced their decision to get tested



Influence of VALOR on RISE HTS: September 2021 - April 2022



Key Takeaways – Mix-approach of VALOR implementation

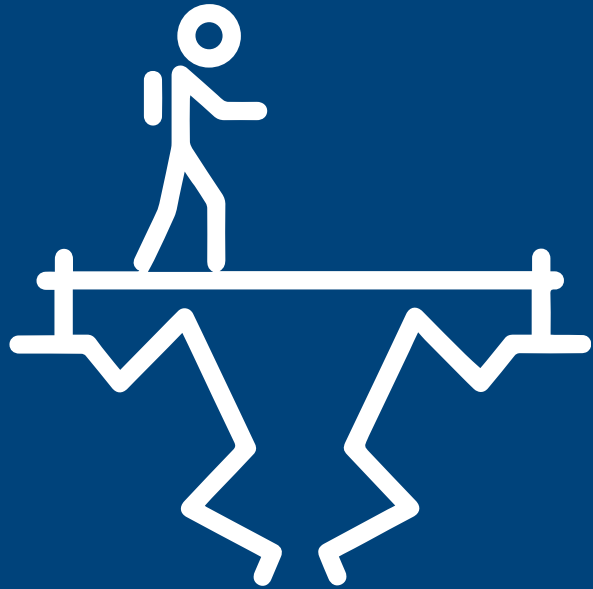
Successes

- WhatsApp shows a lot of promise as a medium for VALOR campaign across RISE States.
- HIVST has shown to be acceptable among men reaching out on the various platforms.
- The expanded mix-approach using both conventional and non-conventional methods shows a lot of promise across States, people in close proximity reached out and were supported to get services.
- Testing coverage among men, contribution to POS, and PrEP uptake has increased through VALOR integration into RISE.



Key Takeaways – Mix-approach of VALOR implementation

Challenges



- Reach is limited to the number of people with Android phones, on Facebook, and WhatsApp.
- Follow up is more effective with contacts resident within communities of RISE implementation.
- The campaign performs when the ads are active, pauses in FB activity lead to slow downs.

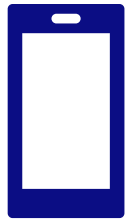


Conclusion



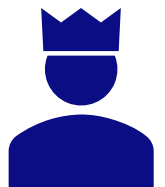
Men are worthy of, and crave our empathy, love, respect and care. We know how to counsel men better now in a way that they accept our HTS prevention, care and support services

Virtual platforms like FB and WhatsApp can spark interest and drive behavior without an interpersonal interaction.



Working together with men to refine messaging and the service itself makes both more desirable.

Tailored VALOR messaging in counseling improved acceptance of HTS services and have shown promise in motivating men to continue treatment to achieve viral suppression.



Scale-up of male friendly programming in communities also improved acceptance for Men not on social media.



Contributing RISE Consortium Partners

Worked on VALOR:



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VALOR Drive-By!

<http://risevalor.org>



THANK
YOU

<http://risevalor.org>