

Strategic Behavior Change Communication Activities to Promote HIV Testing Uptake and Safer Sex among Key Populations in Nepal

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Contents

Background

Objectives

Description of Intervention

Results

Discussion/Implications for field

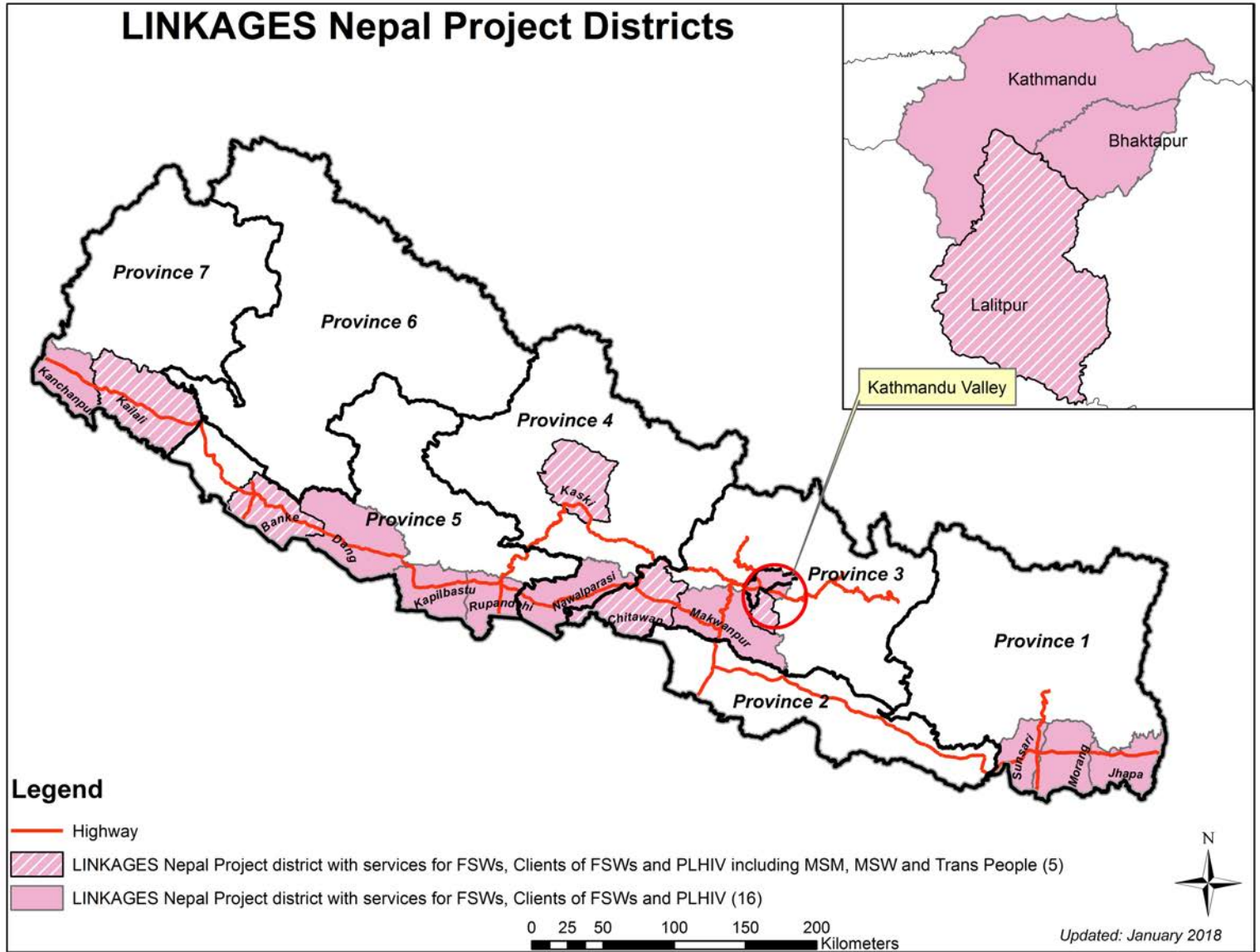
LINKAGES Nepal Project

Is part of the global LINKAGES project funded by the U.S. Agency for International Development (USAID) and the U.S. President's Emergency Plan for AIDS Relief (PEPFAR).

Continuum of HIV services to female sex workers (FSWs), men who have sex with men (MSM), male sex workers (MSWs), and transgender people

Duration: October 1, 2016 – June 10, 2019

LINKAGES Nepal Project Districts

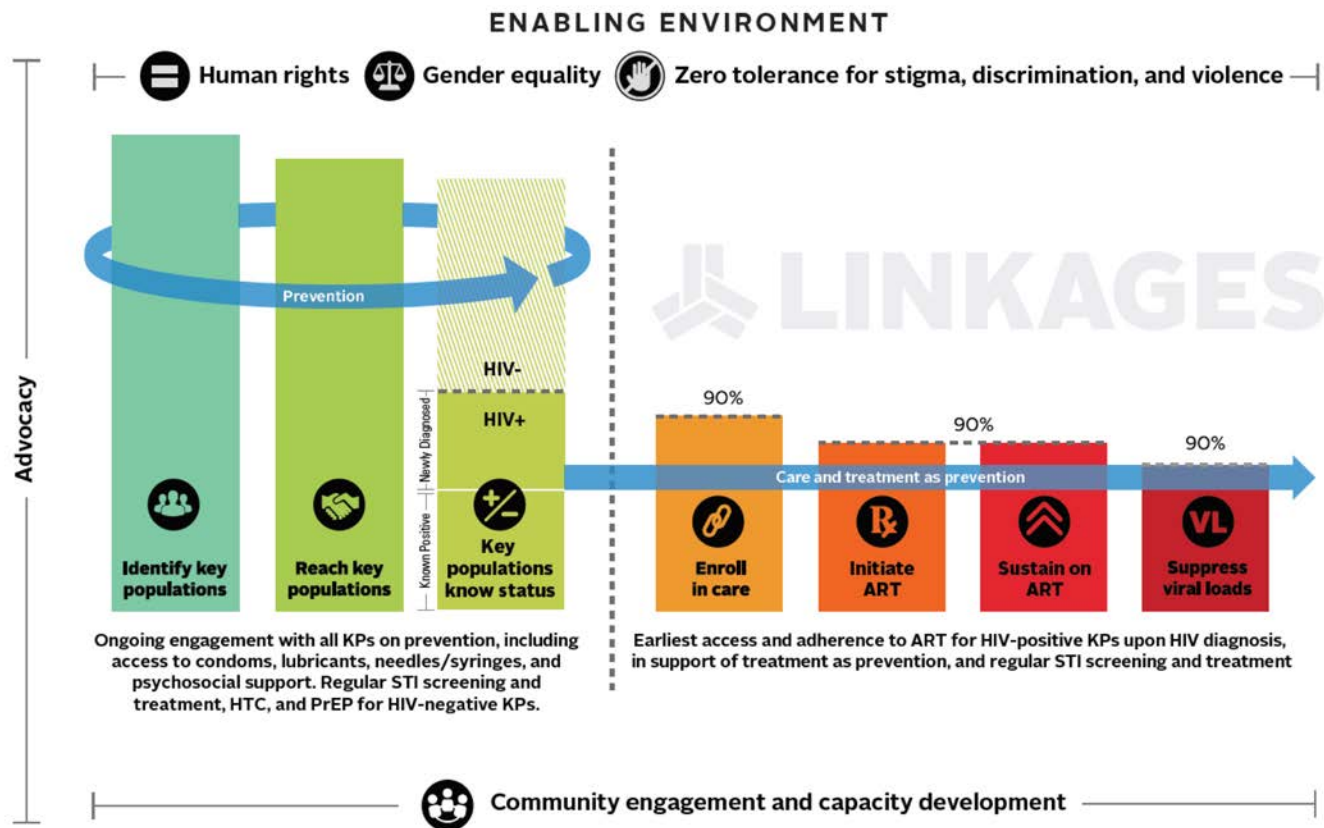


Updated: January 2018

Strategic Framework



Cascade of HIV Prevention, Care, and Treatment Services for Key Populations



Background

Nepal's National HIV Strategic Plan (2016-21) identifies FSWs, people who inject drugs (PWID), MSM, MSWs, and transgender people as key populations (KPs).

Concentrated HIV epidemic in Nepal among KPs in Nepal.

KPs are at higher risk of HIV than the general population

due to poor access to services and HIV-related stigma and discrimination.

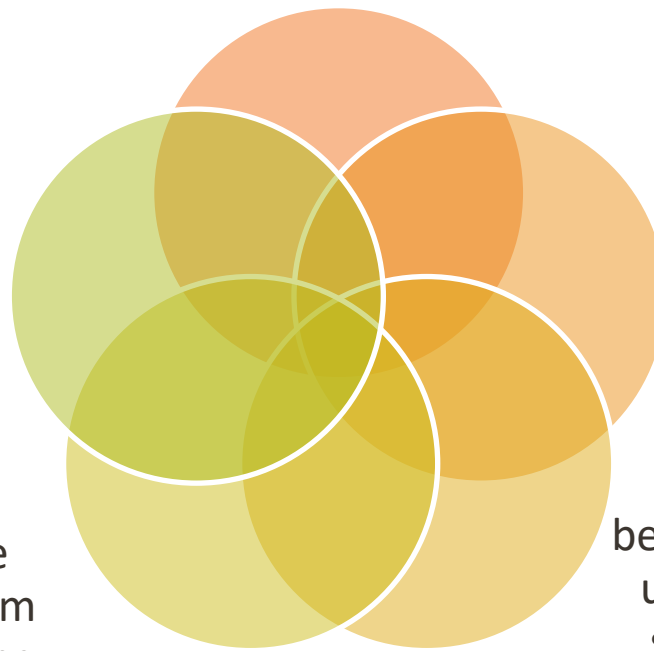
Strategic Behavioral Change Communication

Strategic-long term plan to achieve certain goal or solution to problem-prevent new HIV infections and prolong life of people living with HIV.

Specific needs of the KPs, to reduce prevailing S&D, and socio-demographic issues.

Communication:
Continuous dialog and deliberation of the importance and benefits.

Change: become different, transform and sustain for long term.



Strategies to address change at **individual, community, and societal** levels.

Behavioral: Certain behaviors— condom use, uptake of HIV and STI services, medication reminders etc.

Objectives

To facilitate behavior change among KPs for

- safer sex behaviors and
- increased health care service use.

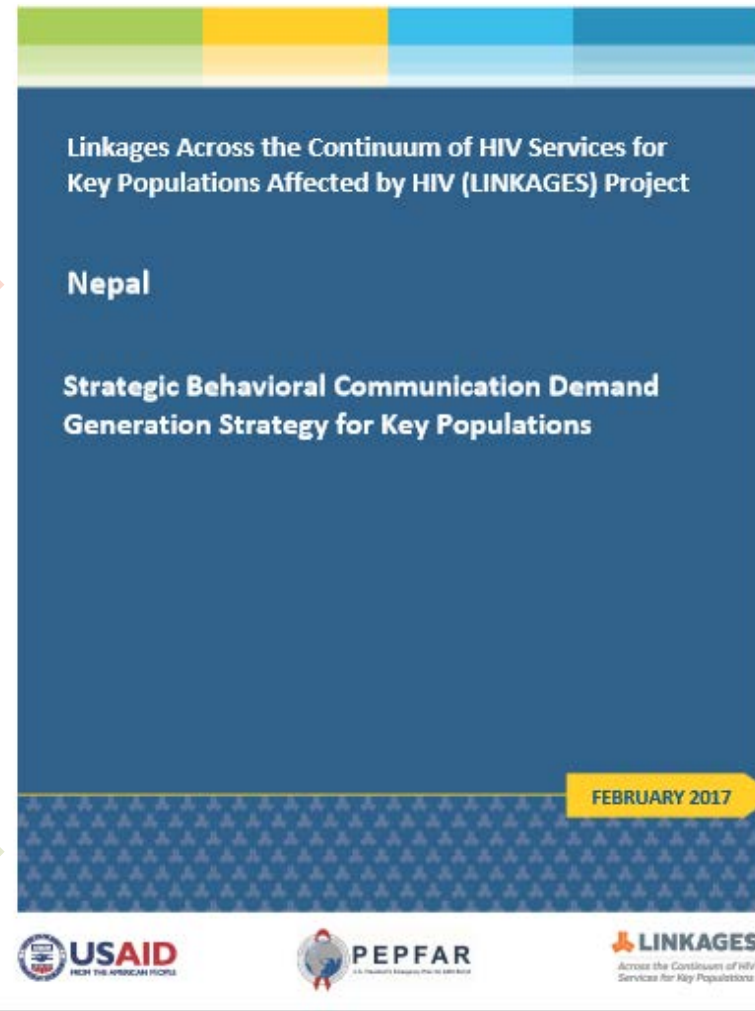


Description of Intervention

LINKAGES Nepal SBC strategy

Key audiences-
FSWs, MSM, MSWs
and transgender
people.

Key focused areas:
use of media mix,
interactive SBC
materials, peer
champion
mobilization, and
edutainment
activities.



SBCC Approaches Used in LINKAGES Nepal Project

Key population profiling and behavioral analysis.

Media mix approach.

Peer champion mobilization.

Edutainment activities in drop-in center.

Tailored approaches for different KPs.

Use of interactive edutainment SBC materials.

Use of information and communications technology (ICT) including social media, SMS, IVR.

Exposure of Beneficiaries to SBC Materials



High exposure:
Games and
Videos



Moderate exposure: Risk
assessment card
and game



Low exposure:
printed
materials



SBC Materials



Edutainment/Creative Activities

Paper Love Signs



Paper Flowers



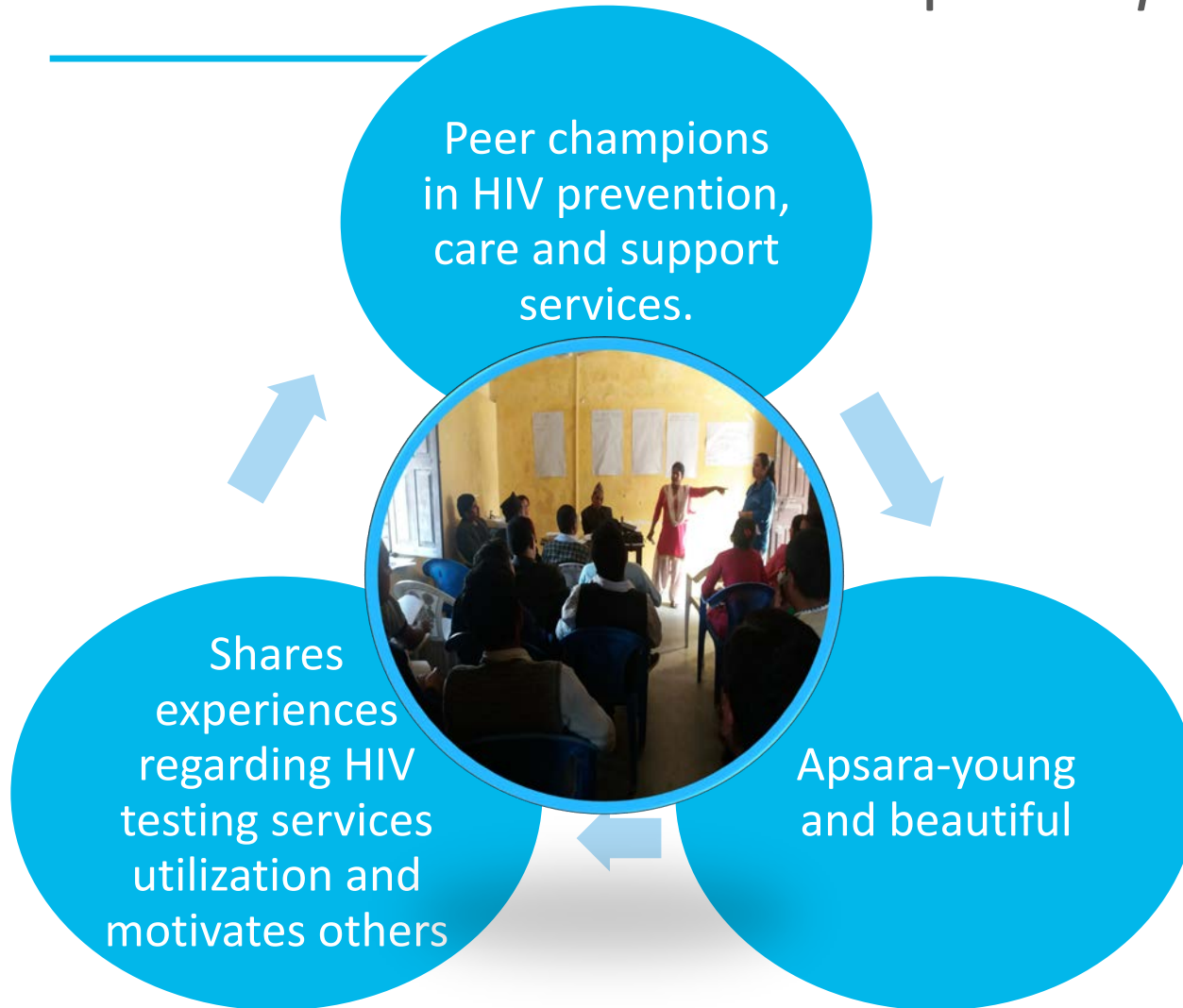
Paper Rose



Drawing



Mobilization of Peer Champion-*Apsara*

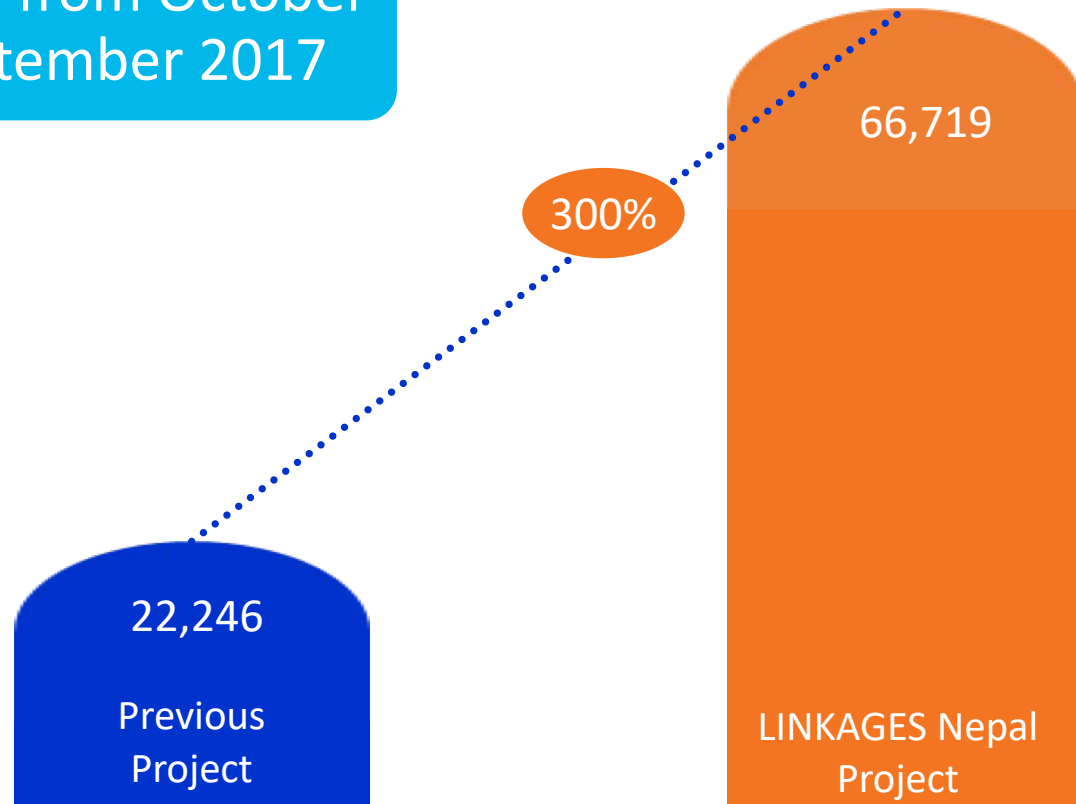




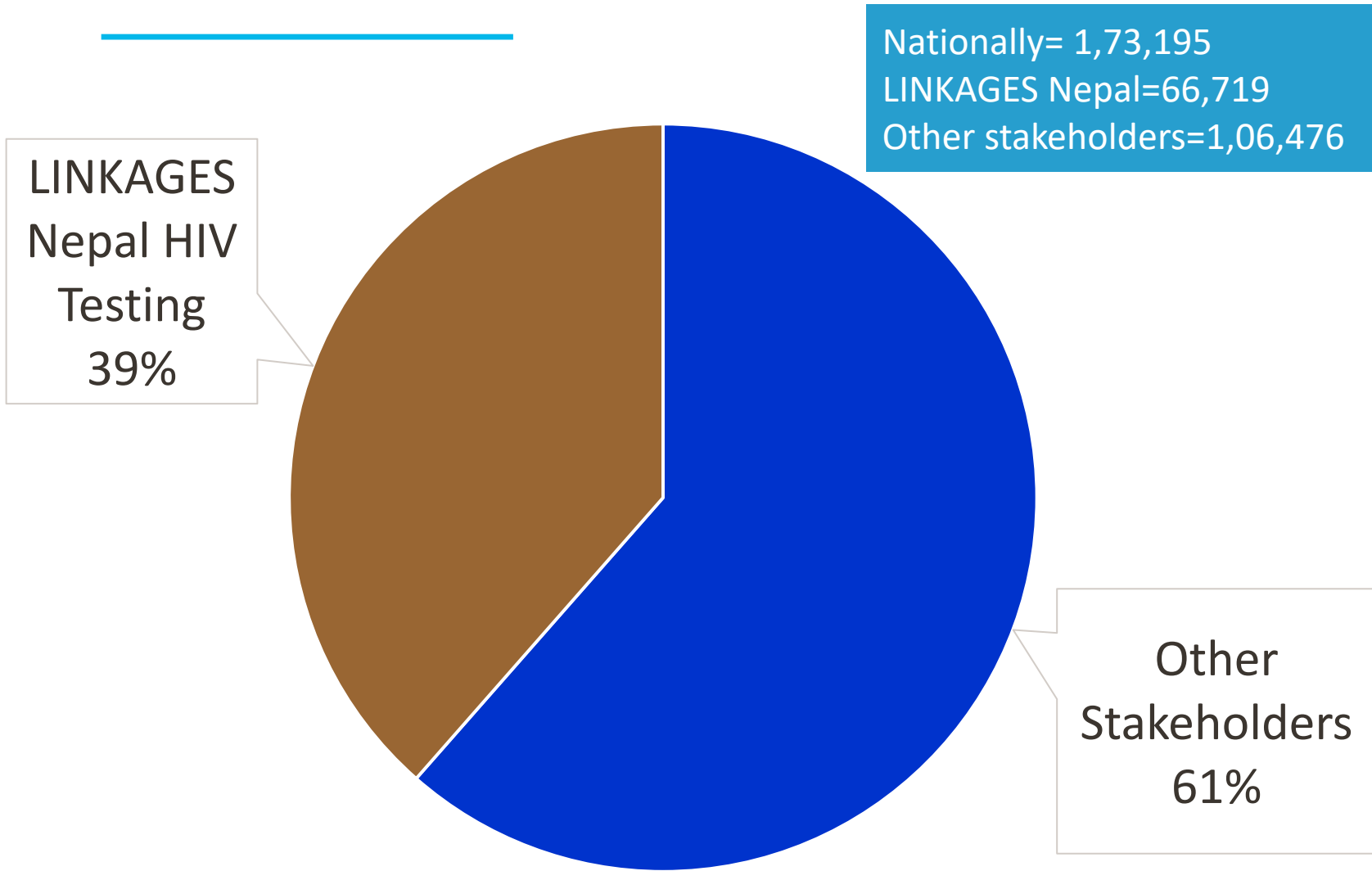
Results/Lessons Learned

LINKAGES Nepal Project Findings

Reached around 58,300 KPs, of whom 65 percent were tested for HIV from October 2016 to September 2017



LINKAGES Nepal Project Findings



Edutainment/Creative Activities

Project data
for the period
of October
2017-March
2018

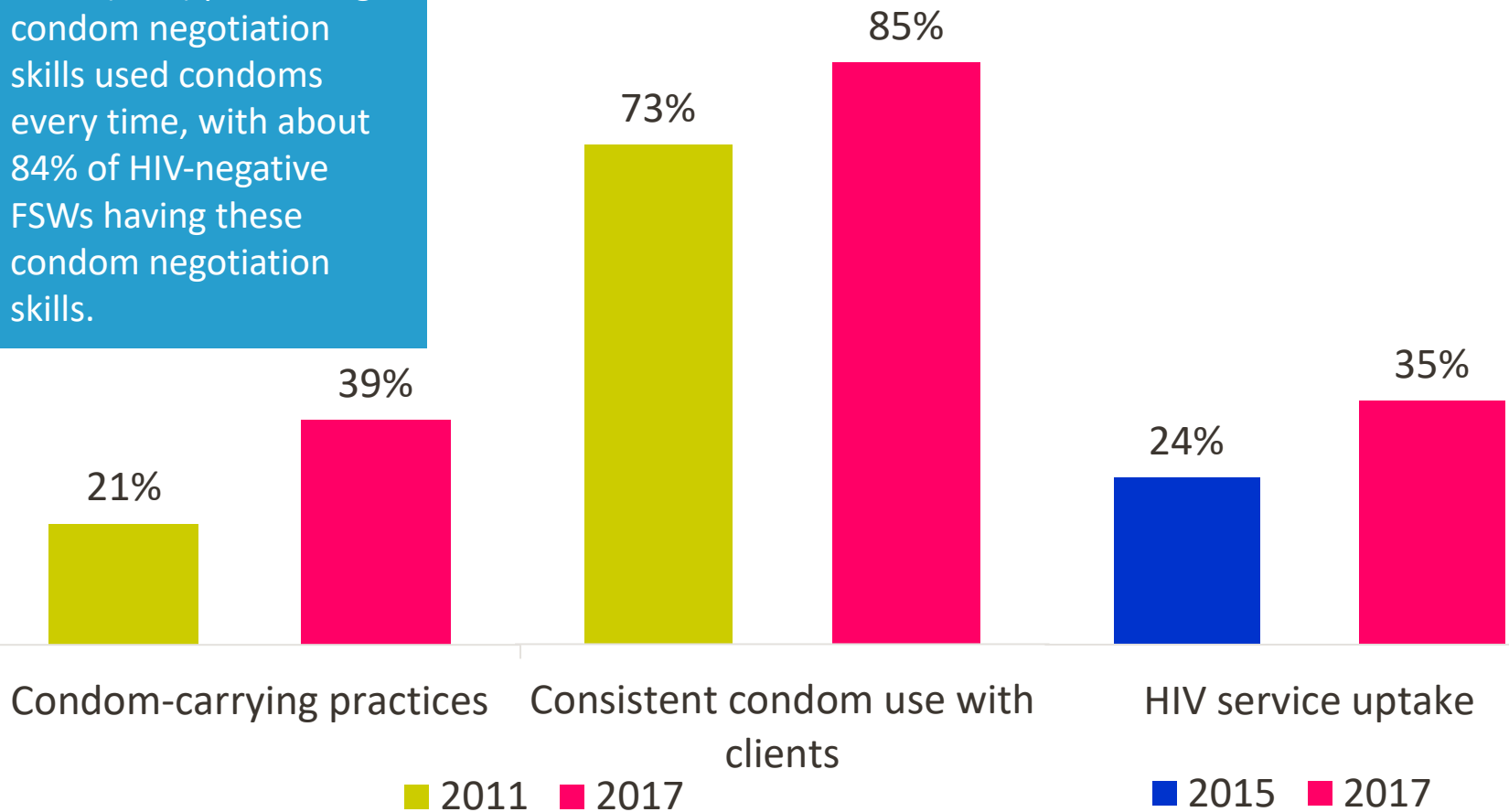
Of total new reached (472) through edutainment/creative activities, 81 percent of the key populations received HIV testing services.

Peer champions-*Apsara* was also mobilized during these events.

One FSWs was diagnosed HIV positive.

Increase in Safer Sex Behaviors

LINKAGES Nepal Project data shows, almost all FSWs (95%) possessing condom negotiation skills used condoms every time, with about 84% of HIV-negative FSWs having these condom negotiation skills.



Discussion/Implications for the Field

Implementing SBC activities through the various platforms

- has enabled us to increase safer sex behaviors,
- uptake of HIV testing services, and
- HIV-positive case finding,
- as well as to help HIV-negative KPs safeguard their negative status.

Edutainment activities can be effective to reach, educate and refer KPs.

Acknowledgments

