



# Adherence and Community Messaging

Blantyre Site

October 2013

# Out line

- Introduction
- Community Engagement
- Adherence reinforcement
- Conclusion

# Blantyre Site



# Community Engagement

- Aims at building general community support for research and trial participants
- Community Engagement Department responsible for this activity
- Comprised of 7 Community Educators and 5 Tracers (each with a designated catchment area)



# 'The TEAM'



# Community Mobilisation

- Important in study preparation
- Ongoing through out the study process
- Creates an opportunity to inform the community about studies, avoid or clear rumours and gain community trust.
- A well informed community makes recruitment and retention of participants a lot easier.

# Community Mobilisation strategies

- Community Outreach activities
- Stakeholder mobilisation campaign
- Local electronic and print media
- CAB involvement
- Friends of JHP



# JHP CAB





# World AIDS Day Event Exhibition



6 5 2006

# JHP Open Day





# Attentive audience

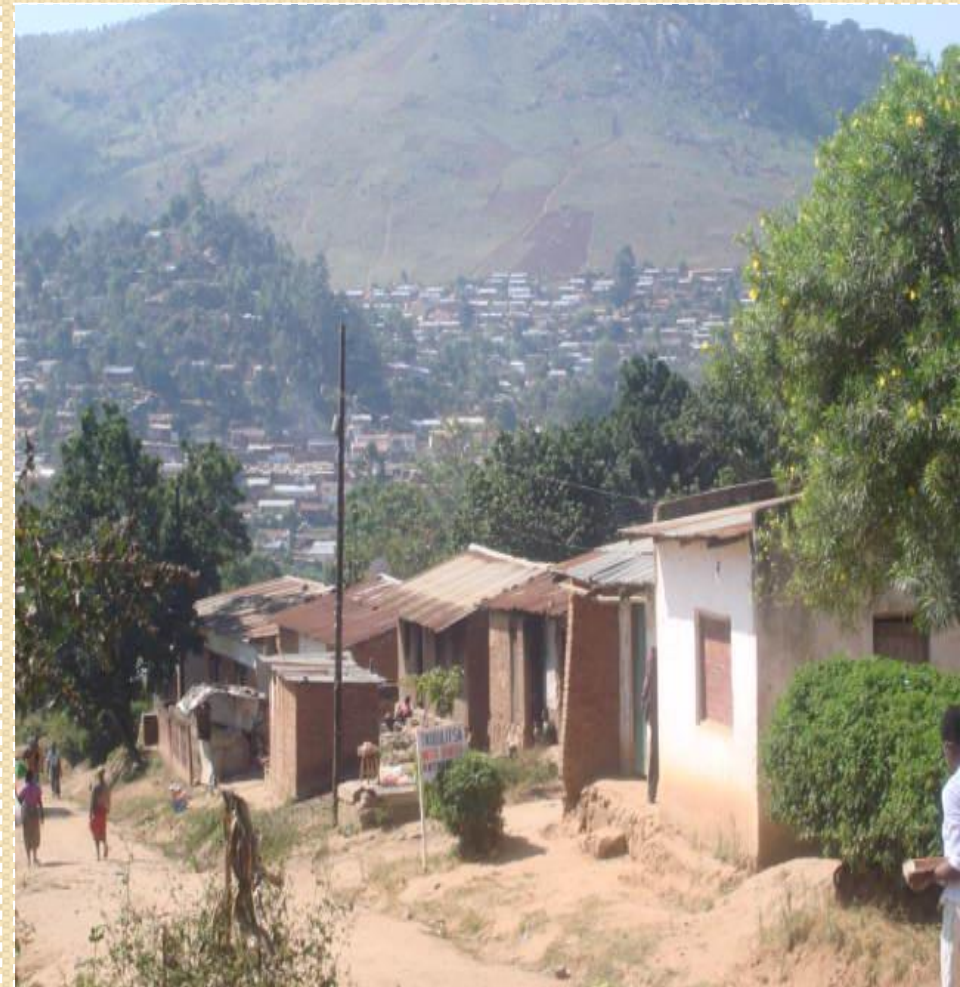


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# Community Entry

- Community Educators training
- Description of study population
- Community Mapping
- Community outreach sessions
- Whistle stops





## Understanding study Ppn

# Adherence messaging at community level

- Importance of biomedical research
- Importance of Microbicides to HIV fight
- Previous Microbicides studies and results
- Effect of poor adherence on results

# Male involvement and Adherence messaging

- Appreciating men's position in the society and power dynamics
- Males are involved through formal and informal settings
- Their topics of interest are also taken care of
- Men's role in the study and on adherence
- Importance of community support to the participants



# Male Involvement





# Weekly Review meeting



# Conclusion

- Community support plays a vital role in IP adherence