

Adherence and Community Messaging

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MTN Regional Meeting

28 October 2013



Presentation Outline

- Progress update
- Adherence activities
- What we have learnt from participant discussion meetings
- Strategies for promoting and educating about adherence at community level
- Impact of community sensitisation and social responsibility day



Progress Update as at 25 Oct 13

- Enrolled 462 across 3 sites
 - Zengeza –148, Seke South- 158, Spilhaus- 156
- Conducted 33 participant discussion meetings
 - Zengeza-10, Seke South-10 and Spilhaus- 13
- 72% attended participant discussion meetings



Adherence Activities

- Product adherence counselling sessions
- Participant discussion meetings
 - Help to gather information on what the community thinks and how people in the community talk about research, ASPIRE study and the Ring
 - Help to assess the impact of the community view of research on adherence
 - Help to pre-arm participants
 - Platform to dispel myths about research
 - Information gathered from adherence activities guide community messaging and subsequent participant discussion meetings



Participant Discussion Meetings

□ Topics Discussed

- HIV/AIDs problem (AIDS)
- Importance of ASPIRE study
- Motivation to join the study/risk perception
- Role of participant in making ASPIRE a success
- Challenges to study product use/ rumours, myths and misconceptions
- What the community thinks about research
- Developmental stages of clinical research studies
- VOICE results
- What study staff can improve in ASPIRE

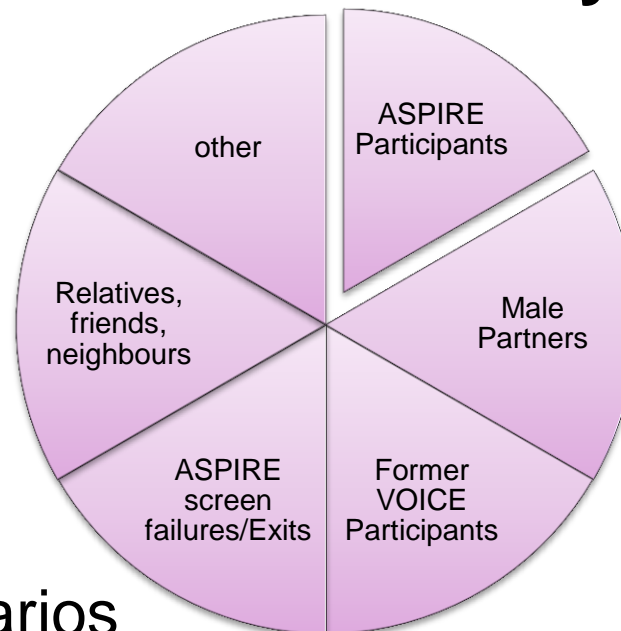
Staff address all issues raised during meetings

What we learnt from adherence activities

QSN: Why do some participants remove the ring?

RES: Negative influence from the community

The Community



□ ZN & SS scenarios



What we learnt from adherence activities

- Rumours, Myths and Misconceptions
 - ASPIRE study and Ring linked to satanism- blood draws, ring use
 - Ring causes cancer- Zengeza scenario
 - Ring causes infertility in the long run
 - Participants will bear children with deformities

Chitungwiza Mysterious Blast

Kills 5





Potential Sources of Rumours/Myths

- Media reports on satanism- print and electronic
 - Chitungwiza mysterious blast occurred in January 2013
 - ~ 1 km away from Zengeza MTN site
 - 5 people died on the spot
 - Four houses destroyed –impact felt in the neighbourhood
 - Involvement of a traditional healer attending to his clients
 - People in the community became very suspicious

Report on Satanism Involving Ring

Two primary pupils reportedly “turned into baboons” after being given rings and bracelets by their class teacher

Satanism scare at city primary school | The Herald



The Herald

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Farai Kuvirimwa Herald Reporter
THOUSANDS of people yesterday thronged Hatcliffe Number 1 Primary School where two Grade 5 pupils reportedly turned into baboons after being given rings and

bracelets by their class teacher.

Some scaled the pre-cast wall while others climbed up trees to catch a glimpse of the pupils. Police officers battled to control the crowd that was baying for the teacher's blood.

Report on Satanism Involving Drawing of Blood

School teacher reported to draw blood from 12 grade 1 pupils for unknown purposes.

National news

Satanism scare at Mudzi school

Peter Matambanadzo in MUDZI

SCORES of parents and other villagers disrupted lessons at Musau Primary School in Mudzi district in Mashonaland East province yesterday, demanding to assault a female teacher who allegedly drew blood from 12 Grade One pupils for unknown purposes.

The parents and villagers, who numbered more than 100, thronged the school around 10am demanding answers as to why the teacher had conducted such a heinous act.

They came from villages such as Mutinha, Nemusana, Chibedura, Maruza, Chamburuka and Chingana and held the demonstration.

Police officers from Mudzi visited the school yesterday where they recorded statements from the affected children who were later taken to Kotwa District Hospital for medical treatment.

Investigations and we will proceed with some action after we finish the investigations," he said.

Mashonaland East provincial police spokesperson Inspector Bulisani Bhebehe confirmed receiving the report.

Efforts to locate the teacher who was said to be staying at Kotwa Growth Point were fruitless as no one knew of her whereabouts.

According to villagers, the teacher, who only came to the school last week allegedly drew blood from the 12 pupils from their fingers using a syringe and put it in a small bottle.

The matter came to light after one of the victims revealed the case to parents.

Musau school headmaster Mr Sipelile Mutemeri said they were awaiting police findings.

"There are allegations that the teacher drew blood from some pupils and police

only identified himself as Mr Chimbwanda said they were aware of the incident.

"I am not on the ground, I am still to be informed on the circumstances," he said.

"But the children are still to be examined by a medical doctor to establish if the case is true or false."

When The Herald visited the school which is about 25km from Kotwa Growth Point, a police officer was taking statements from the 12 pupils who looked visibly shocked by the incident.

The parents gathered inside the school yard intending to assault the teacher.

"We want justice to prevail," demanded one of the angry parents. "Police have to ascertain why she was drawing the blood and if she did not contaminate these children with a disease. We want answers."

Another parent said they were not

"She is at her house in Kotwa. We want police to arrest her and deal with this matter while it is still fresh."

Other parents said they suspected the teacher was drawing blood for the purpose of selling it.

"We strongly suspect that she is drawing the blood, what else could it be for?" asked another parent.

The parents had to be calmed down by the councillor for Mudzi, Cde Kennedy Makarutse who said that the law would be applied.

"We have been informed by the headmaster about this unusual case that occurred in our community. It is our appeal is that let's be responsive as police conduct their investigations," he said.

Cde Makarutse informed



Our Diagnosis

- ❑ Communities lack adequate education on research in general and ASPIRE study in specific
- ❑ Indication of the need to scale up community sensitisation activities to augment efforts by outreach team



Community Sensitisation Meetings

Objectives

- ❑ To raise community awareness about research in general
- ❑ To educate communities on what UZ-UCSF is doing in Harare and Chitungwiza
- ❑ To provide information on what the ASPIRE study is all about
- ❑ To show the ring to the community
- ❑ To address myths and misconceptions about research
- ❑ To define and appreciate the role that men and community at large should play in Research/ASPIRE
- ❑ Promote partnerships

Community Sensitisation Activities

- Community sensitisation activities done by the outreach team
- Conducted 7 organised community sensitisation meetings
- Community sensitisation activities are on-going





Community Sensitisation Meetings

Comm. Sensitisation & Social Responsibility
Day- 28 Sept 2013 –new

- Preparatory activities
 - Combined efforts by CAB and MTN staff
 - Publicity- invitation done on radio, letters, verbal
 - Invited different stakeholders in the community
 - Partnership with other organisations e.g. PSI, MUSASA –GBV, PAPRUS, TextWright
 - Comm. Sensitization and SRD activities wholly sponsored by our partners

Comm. Sensitisation & Social Responsibility

■ Activities on the Day

- Overview of MTN studies- ASPIRE- Ring
- Male and female break out sessions-role of community
- Question and Answer session- Quiz
- Social activities – Soccer & Netball matches- Prizes
- Offered free medical consultation & check up
- Offered free HIV counselling and Testing services- PSI
- Offered free family planning counselling services



The Impact

- ~300 people attended
 - men and women, religious groups, sports clubs, few study participants, dance groups, Ministry of Health, PSI, MUSASA, CAB, staff etc
- 86 clients received HIV counselling and testing
- 10 clients tested HIV positive-8 of them had CD4 tests done at the site
- 80 clients received family planning counselling and services
- Greatly appreciated by the community-plan to have more of these



Acknowledgements

- CAB
- FHI
- Study participants
- NIH
- UZ-UCSF



Thank you