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

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