Good/Promising practice:

Love Life? Ziba HIV! HIV Testing and Counselling Campaign EXPERIENCE- ZAMBIA
Background

- HIV Testing and Counselling - an important entry point to HIV-SRH service delivery

- **22%** of Zambians, 15 – 49 years, undergone HIV test (UNGASS 2011);

- **33.6%** (15 – 24 years, 2009)

- UN: supported HTC campaign, aimed at modelling approaches to increase HTC uptake in 5 districts

- SRH-HIV Linkages supported a sub-component: targeted young people in 20 of the 30 government run high schools in Lusaka, Province, as well as young people out of school

Snapshot: Adolescent and young people’s health in Zambia

Approx. 4,5 million young people 10 – 24 years, pop 13 million plus

Maternal Mortality: 30% of Maternal mortality is a result of abortions; 80% of which are adolescents

Child Marriage: 42% of girls are married before the age of 18 years (ZDHS 2007)

Teenage Pregnancy: 28% of total pregnancy

HIV Infection: 3 young people are infected with HIV every hour, two of which are girls

Adolescent fertility rate stands at 146 births per 1000 women aged 15-19 years.
Background: rationale

Campaign target: 30,000 young people (in and out of school)

• Prevalence Rate: Lusaka has a high HIV prevalence rate; at 20.8%. Every hour, 3 young people, aged 15 – 24 years are infected with HIV, 2 of whom are girls.

• At 17.1 % Lusaka province, has the second highest proportion of young people in high school.

• 10% of people with no education in Zambia are HIV-positive, compared with 15% with high-school education
### Key SRH Data, 2007 ZDHS

<table>
<thead>
<tr>
<th>Province</th>
<th>Modern CPR, %</th>
<th>Unmet need, For FP %</th>
<th>Teenage pregnancy², %</th>
<th>Total Fertility Rate, #</th>
</tr>
</thead>
<tbody>
<tr>
<td>Luapula</td>
<td>14.0</td>
<td>35.3</td>
<td>32.1</td>
<td>7.2</td>
</tr>
<tr>
<td>Muchinga¹</td>
<td>16.9</td>
<td>29.9</td>
<td>26.6</td>
<td>7.9</td>
</tr>
<tr>
<td>Northern</td>
<td>16.9</td>
<td>29.9</td>
<td>26.6</td>
<td>7.9</td>
</tr>
<tr>
<td>North Western</td>
<td>22.4</td>
<td>25.5</td>
<td>37.3</td>
<td>7.3</td>
</tr>
<tr>
<td>Central</td>
<td>27.2</td>
<td>29.1</td>
<td>29.3</td>
<td>6.4</td>
</tr>
<tr>
<td>Western</td>
<td>23.0</td>
<td>21.7</td>
<td>43.6</td>
<td>6.2</td>
</tr>
<tr>
<td>Southern</td>
<td>39.1</td>
<td>26.4</td>
<td>35.9</td>
<td>6.7</td>
</tr>
<tr>
<td>Copperbelt</td>
<td>41.5</td>
<td>26.7</td>
<td>20.1</td>
<td>4.8</td>
</tr>
<tr>
<td>Lusaka</td>
<td>39.8</td>
<td>21.6</td>
<td>20.8</td>
<td>4.1</td>
</tr>
<tr>
<td>Eastern</td>
<td>48.5</td>
<td>23.9</td>
<td>29.7</td>
<td>7.1</td>
</tr>
</tbody>
</table>

¹ Muchinga DHS data (MCPR, unmet need and teenage pregnancy) and population density (census) same as Northern; WRA per access estimated based on districts and health points in the new province.  
² Had child or pregnant with first child.
• **DESIGN:** Held focus group discussions with student leaders from 20 high schools to define campaign interventions

• **CAMPAIGN LAUNCH:** 2day health-Arts festival,: 400 participants from the 20 high schools
  – launched by the Permanent Secretary, from the Ministry of Education.
  – live performances from the HTC Campaign Ambassadors,
  – youth field reporters & media.
  – Award: The Ministry of Education and partners, awarded Paul Banda, a young person living with HIV with the 1st ever, “Bravery, Courage and Commitment Award”
CAMPAIGN Description

- **OUTREACH**: 2-week outreach in the schools;
  - students were provided with group counselling and mass sexual health education,
  - One-on-one counselling after the test.
  - Students that tested were given their diagnosis on the same day, to enable them understand the result.

- **FOLLOW-UP**: All clients who were found to be HIV positive were being given referral forms to the ART centers: to access required services.
“Street Bash” that attracted approximately 3500 young people, at the community grounds for a high density township. (target: out of school young people)

Activities included

- information dissemination through peer educators,
- drama performances,
- performances by the HTC Ambassadors,
- reproductive health services provision, condom and IEC material distribution.
- Key messages focused on the prevention of pregnancies, ending sexual violence and child marriage, importance of education.
- Referrals to nearest health clinic
Key outcomes

- Campaign reached an estimated 23,000 students (approx. 16 – 19 years) from the 20 high schools with information and services.
- 100% coverage of targeted schools (20 out of the 20 schools); 35% of the target student population from the 20 schools (8,200 out of the 23,000), underwent HIV tests, of which 3% (253) were found to be HIV positive during the campaign period.
- Clients found positive were referred to ART centres to be enrolled in pre- ART and access other services.
- Intensive media campaign (radio, TV, campaign song developed with HTC ambassadors)
- 400 young people subscribed to U-report (SMS based system, with information about HIV, service points locations etc) during the launch.
Lessons Learned/Challenges

- Health festival, helped to generate demand for the campaign for follow-up service delivery
- Changed campaign direction, due to input from young people i.e. moving from debates to festival; also in selection of the artists
- When working with schools: timing of campaign is important; and holding sessions with other teachers too

Limitations:
- unable to carry out similar event at Colleges (as limited funding);
- Unable to distribute condoms or contraceptives to young people in-school; but more freedom with street-bash (may use this method in future)
Next steps

• Development of a national youth SRHR-HIV health brand (which links demand creation with service delivery)

• Strengthening service delivery component (in selected districts)
  • Develop district specific youth friendly service delivery models
  • Increase youth friendly service delivery points in selected districts (health and non-health facilities)
  • Capacity Building of Service Providers
  • Peer Educators (training)
  • Equipping service points
Next steps

Family Planning

Partnering with ……