Using cellphones for HIV/AIDS behaviour change communications: 3 pilots

Katherine de Tolly
“Behaviour change communications” - huh?
The opportunity

- 80% of South African youth and adults have a cellphone
- We have an epidemic that’s intensely personal
- This tech sits in their hands, their pockets - it’s personal
- Huge need for information, yet so much exists - there’s a disconnect

There’s a need, there’s info, there’s accessible tech - what do we do?
The constraints

- Cost
- Tech
- Phone usability
- Characters
- Language
The project: Cellphones4HIV

- How can cellphones be used in the prevention, treatment and care of HIV and AIDS, and to support the HIV sector in general?
- Organisational support + ‘mass messaging’
- We’re experimenting!
3 pilots

- SMS
- USSD
- MXit
Adherence club SMS pilot

- TAC + DoH run ‘adherence clubs’
- Pilot: 130 people
- Why do these SMSs?
Good morning, please take your ARVs now. And if you need support or advice you can call the Aids Helpline on 0800 012 322 - the call is free from a landline.

Remember your pills. DdC, d4T, ddl and 3TC can cause tingling in your hands and feet. If untreated this can become very painful. Speak to your doctor.
How do we scale up?

- Free, or
- Targeted, or
- Integrated into the health system?
USSD pilot (story)

Tembi & Sam are a couple & have stopped using condoms. She works nights & he goes out with the boys. He's so sexy - the girls love him.
1 - next

Tembi loses her job. She is too ashamed to tell Sam. Instead of going to work she looks for company. Kindly Mpho buys her a drink.
1 - next
USSD pilot (info)

Welcome to Soul City’s ‘OneLove’ campaign. Learn how sleeping with many people at the same time spreads HIV. Hit Reply, press 1 and Send for the menu.

Select an option
1 Dangers of multiple partners
2 Why people have multiple partners
3 Dangerous relationships
4 Protect yourself
5 Have a baby safely
MXit pilot

1 in 5 South Africans has HIV. HIV affects every1, no mattwr wht their race, sex or age. So its nt sumting u cn ignore! Ppl wit HIV get sick easy n wil die if dey dont get treatd. Luckily thr r drugs 2 treat HIV these days dey r callld ARVs. Thats y its importnt 2 knw ur HIV status. Read bout:

1) Hw u get infectd

2) Hw u dnt

3) Avoiding it

4) Find ur Angel

Back | Main Menu
MXit pilot

Angel (15:55) 1 in 5 South Africans has HIV. HIV affects every1, no matter what their race, sex or age. So its nt sumting u cn ignore. Ppl wit HIV get sick easy n wil die if dey dont get treated. Luckily thr r drugs 2 treat HIV these days? dey r called ARVs. Thats y its important 2 knw ur HIV status. Read bout:

1) Hw u get infectd
2) Hw u cnyt
3) Avoiding it

Options Back
Future pilots

- WAP
- Voicemail push
- Peer-to-peer counselling (MXit & MYMsta)