



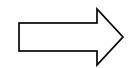
Using cellphones for HIV/AIDS behaviour change communications: 3 pilots

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
- X 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?

Corganisational support + 'mass messaging'

X We're experimenting!



Adherence club SMS pilot

X TAC + DoH run 'adherence clubs'
X Pilot: 130 people
X Why do these SMSs?



N96 Remember your pills. DdC, d4T, ddI 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)





USSD pilot (info)





MXit pilot

😑 angel	
So its nt sumting u cn ignore! Ppl wit HIV	s every1, no mattr wht their race, sex or age / get sick easy n wil die if dey dont get treatd s dey r calld ARVs. Thats y its importnt 2 knw
1) Hw u get infectd	
<u>2) Hw u dnt</u>	
<u>3) Avoiding it</u>	
<u>4) Find ur Angel</u>	

MXit pilot





Future pilots

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