

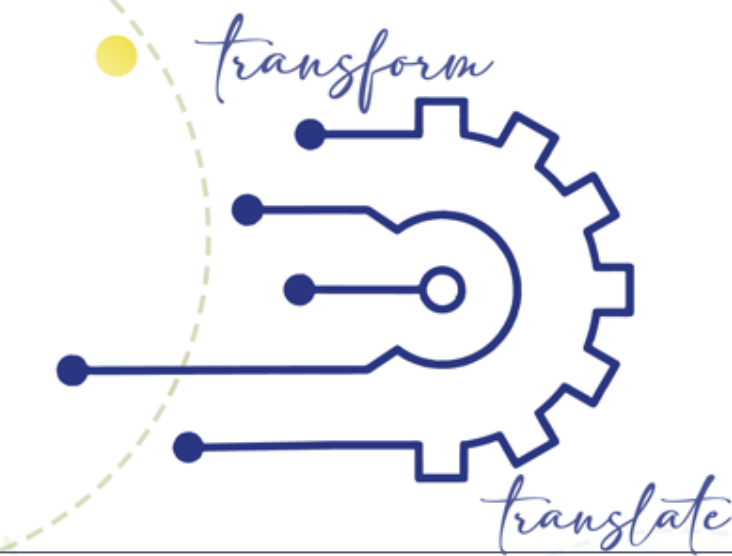
Designing an appropriate and acceptable U=U Campaign

in the Western Cape Province

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TRANSFORMING RESEARCH
TRANSLATION-
REIMAGINING
PUBLIC HEALTH EVIDENCE,
POLICIES, AND PRACTICE



BACKGROUND

Starting on antiretroviral treatment (ART) and remaining in sustained care, is a crucial step towards HIV-positive persons achieving viral load suppression – a reduction of HIV in the body to undetectable levels. Scientific evidence shows that suppressing HIV to undetectable levels virtually eliminates transmission of the virus to sexual partners.

The Western Cape has embarked on a process of designing and implementing a **“Undetectable = Untransmittable” (U=U) Campaign** that is appropriate and acceptable to the local context, with the aim of improving retention in care of HIV-positive persons.

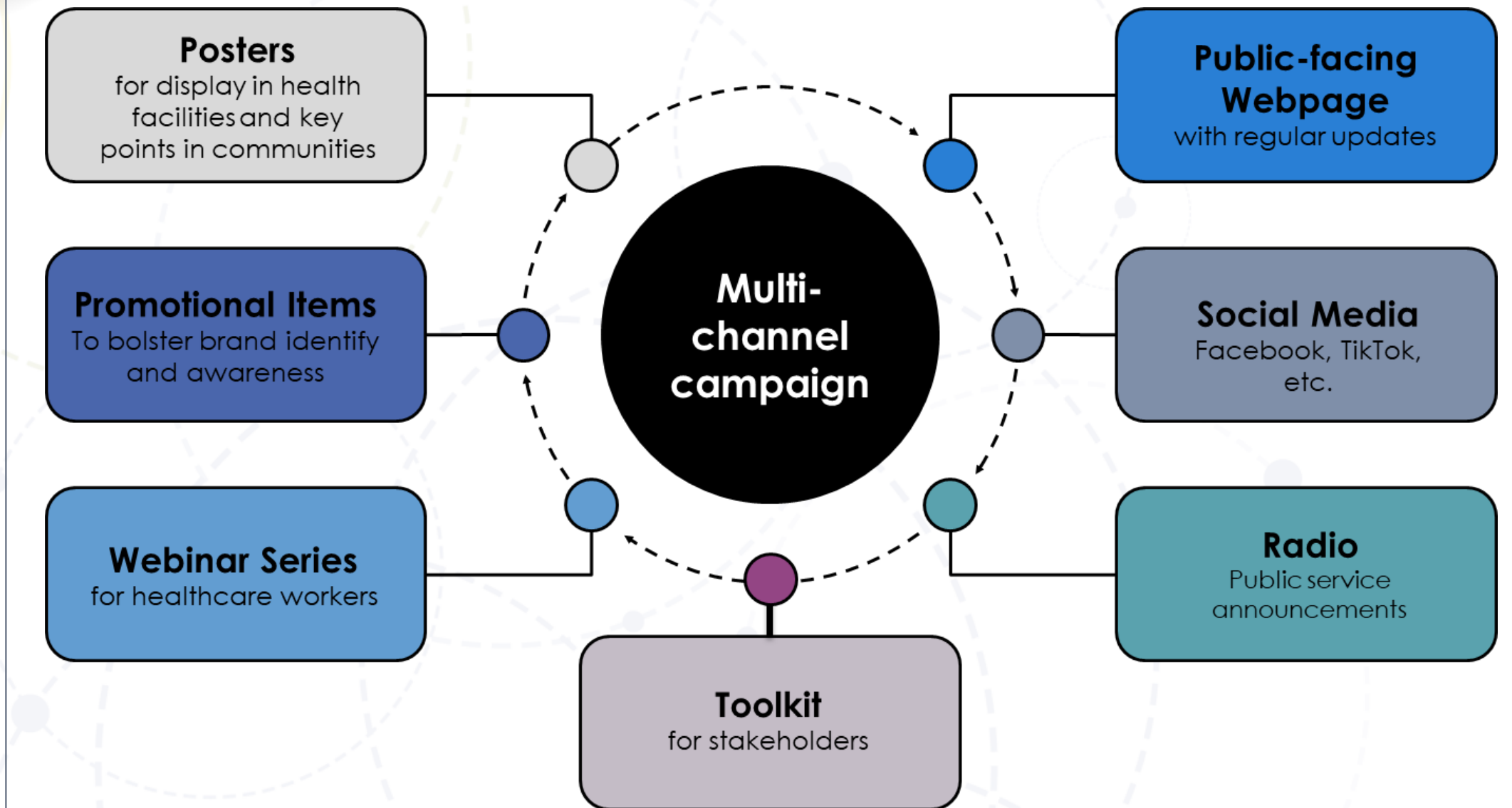
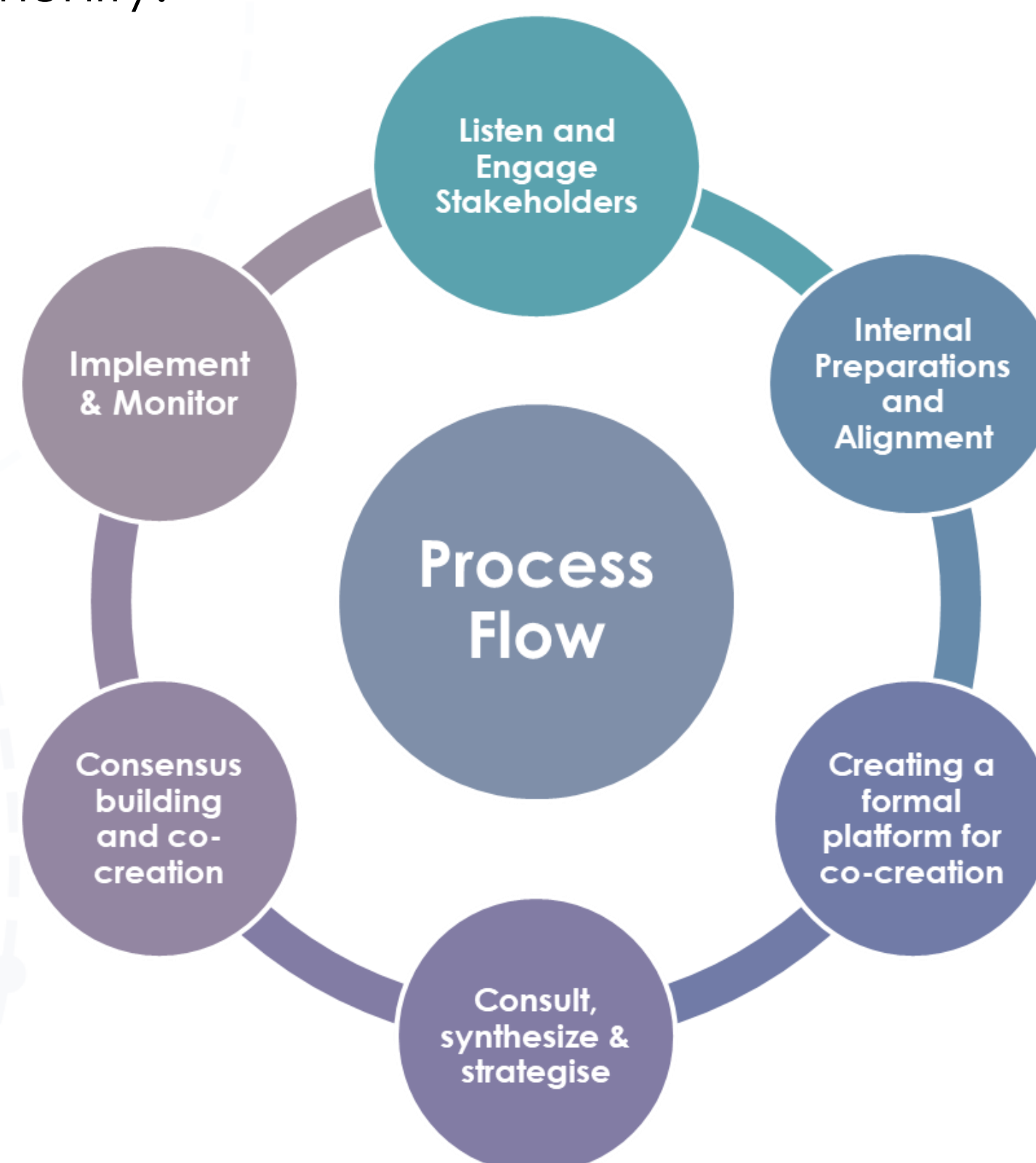
OBJECTIVES

1. To foster greater buy-in and strengthen partnerships with key identified stakeholders.
2. To collaborate with end-users and affected stakeholders in the development of focused messages.
3. To co-design an effective and acceptable communications campaign with affected stakeholders to promote the message of Undetectable = Untransmittable.

RESULTS

The process of co-creation in the design of the campaign has resulted in the following:

- Inclusion of the voices of Persons Living with HIV and those affected by HIV;
- Greater coherence in communicating a consistent message;
- Shared accountability for reaching project milestones associated with the campaign;
- Improved alignment of government and civil society priorities in relation to campaign implementation;
- Improved buy-in and shared ownership of the campaign by Civil Society and the affected community.



CONCLUSIONS

- Deliberate efforts at collaboration and co-creation can result in greater acceptability of and support for a health communications campaign by affected communities;
- Whilst process of collaboration and co-creation can be more time-consuming, the investment in time pays off in greater buy-in and shared ownership of the communications campaign.
- Convenors of collaborative platforms must have the skills to facilitate and navigate through varied perspectives and promote a balance of interests.

ADVOCACY MESSAGE

Collaboration and co-creation can strengthen relationships, fostering more sustainable partnerships and generating innovative solutions.