

Intensified Social and Behavior Change Campaign to increase access and uptake of HIV services among adolescents and young people through the private sector in Copperbelt Province, Zambia

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Objectives

To increase access and uptake of HIV services among AYP.

Methods

- USAID Zambia Accessible Markets for Health Project supports Mopani Mine health facilities, in Kitwe and Mufulira districts of Zambia to improve access and uptake of HIV services.
- The aim is to increase HIV testing among AYP, PrEP uptake among AGYW, and cervical cancer screening among women living with HIV.
- In August 2023, the project conducted an intensified integrated demand-creation campaign for three weeks.
- In collaboration with local AYPs, mapped HIV hot spots.
- Healthcare providers (HCPs) and peer educators were oriented on interpersonal communication (IPC), community engagement, social mobilization, and peer-to-peer referrals.
- Peer educators conducted home visits, and follow-ups in salons, mobile money booths, and betting clubs frequented by AYPs.
- HCPs conducted outreach offering static and door-to-door HIV services.
- The team mentored peer educators to ensure quality service provision.

- Data was captured using paper-based registers and entered into project databases.

Results

- 19,921 AYPs were reached during the three-week campaign.
- 1,856 AYPs were initiated on PrEP [53% females; 47% males].
- 1,200 AYPs tested for HIV.
- 42 tested positive and linked to care.
- 685 blood samples were collected for viral load testing.
- 629 women living with HIV were screened for cervical cancer.



Conclusions

Intensified and integrated demand generation, through peer mobilization in AYP meeting spots linked to private sector health facilities, can increase access and uptake of HIV services among this priority group.

