

Reducing rates of HIV infection in Female Sex Workers

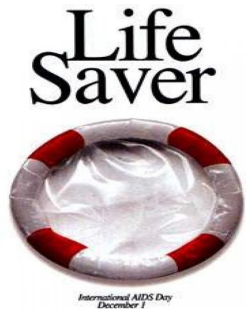
Exposed to HIV? The clock is ticking!



To be effective, **PEP** must begin **within 72 hours** of exposure

HIV/AIDS Social Marketing Campaign.

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Outline

- Why female sex workers (FSWs)?
- Results Framework
- Fishbone Analysis
- Social Marketing Strategy
- Monitoring and evaluation plan



Results Framework



Goal
Improve the health of Rwandese people

DO1:
Reduce prevalence of HIV infection in female sex workers (FSW)

IR 1.1:
Improving education/awareness about Condom/HIV/AIDS in sex workers & their clients

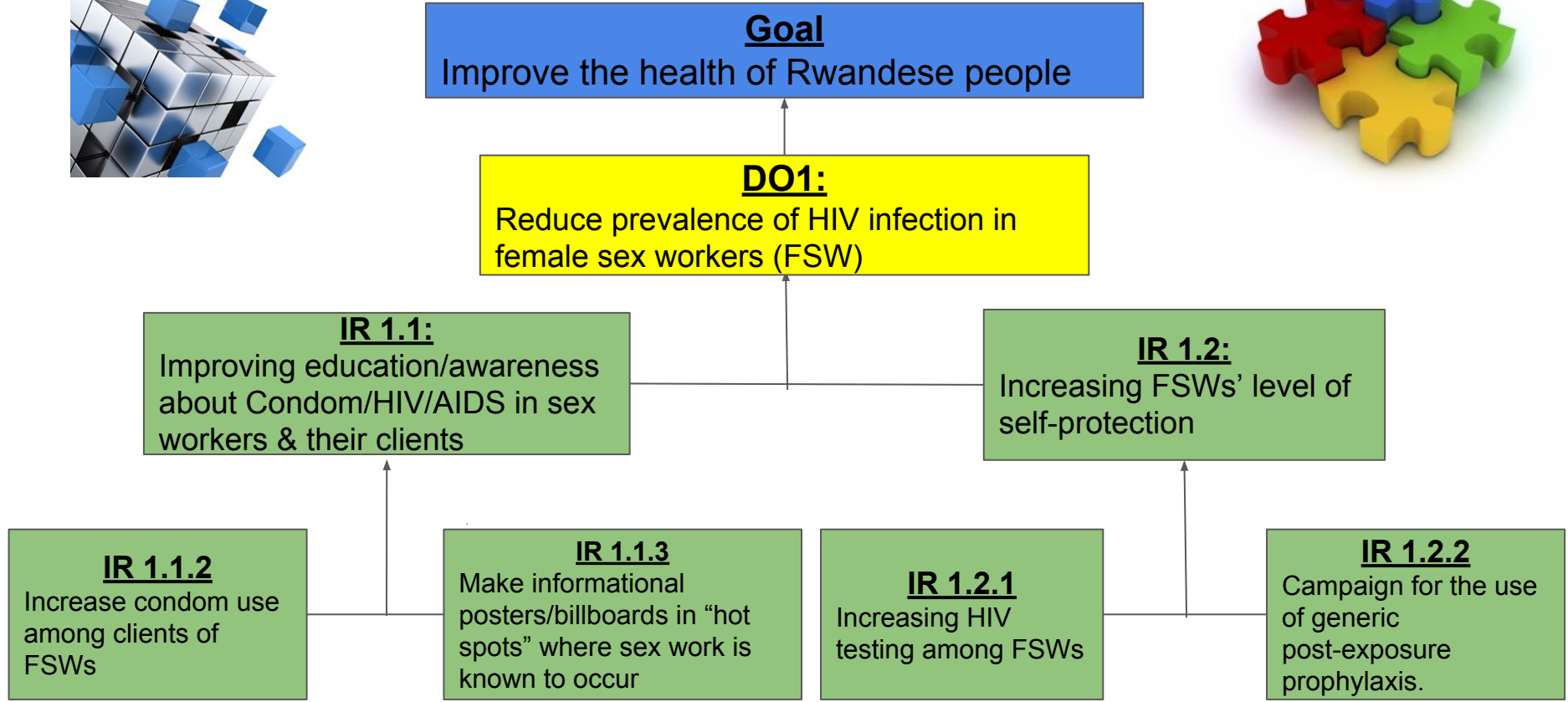
IR 1.2:
Increasing FSWs' level of self-protection

IR 1.1.2
Increase condom use among clients of FSWs

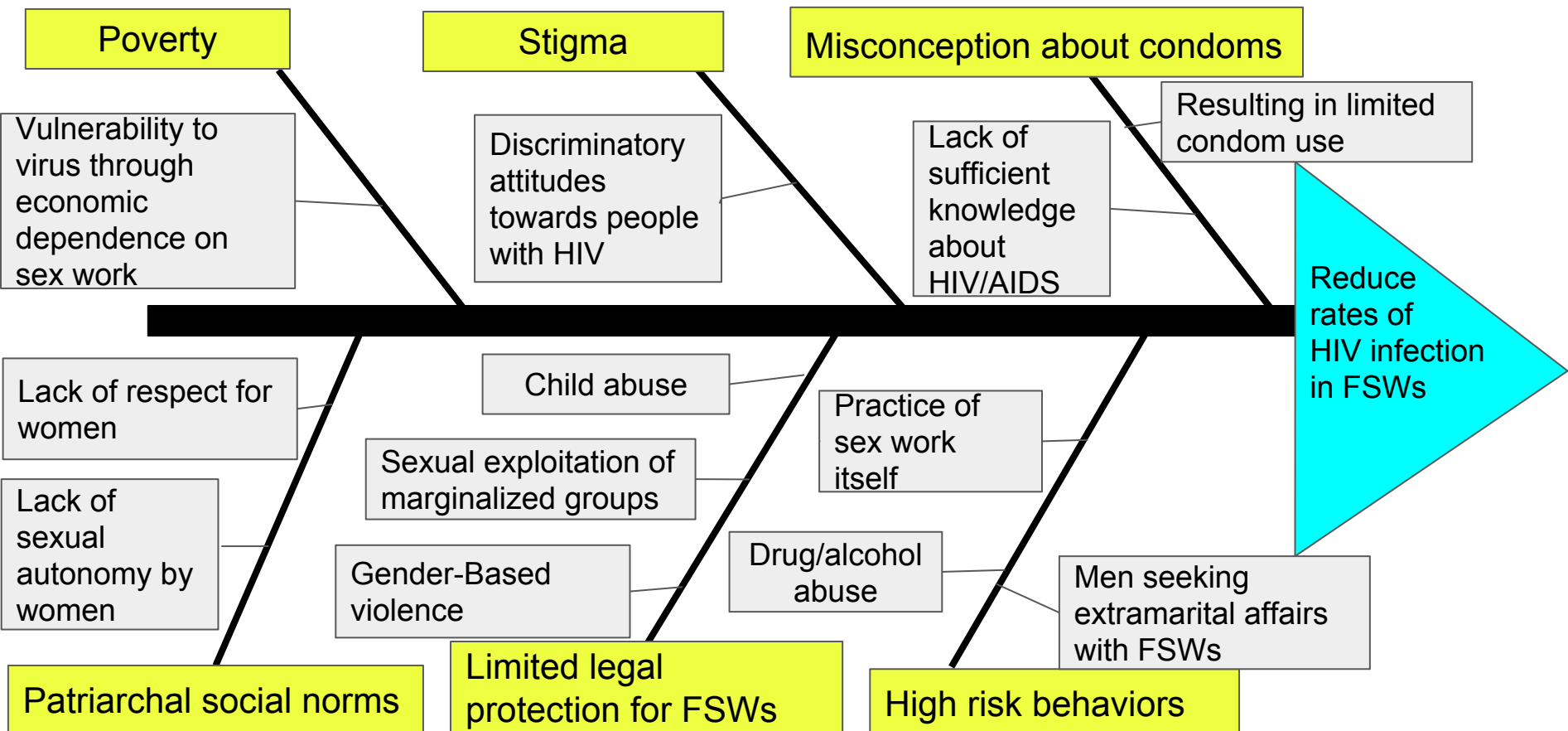
IR 1.1.3
Make informational posters/billboards in "hot spots" where sex work is known to occur

IR 1.2.1
Increasing HIV testing among FSWs

IR 1.2.2
Campaign for the use of generic post-exposure prophylaxis.



Fishbone Diagram



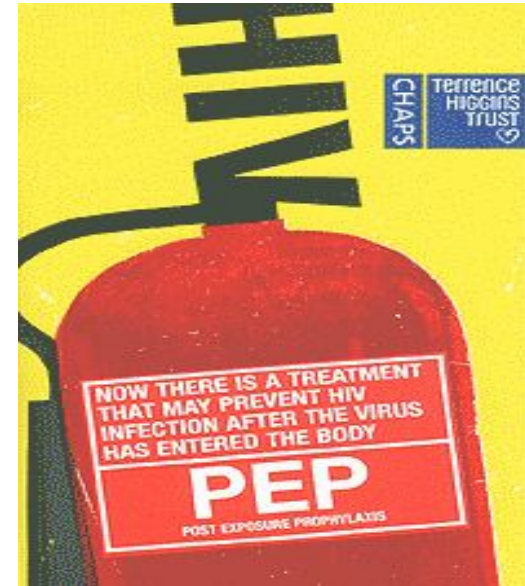
Strategy

- **Frequency**

- Monthly meeting with FSWs.
- Annual update of posters, billboards, etc.

- **Modality/Format**

- Brochures
- Radio emissions
- Informational billboards in “hot spots”



JUST WEAR IT.

**USE CONDOM
BE SAFE
STOP AIDS**

Strategy (Cont.)

- **Target audience**

- FSWs
- FSWs clients
- CHWs

- **Technology**

- Radio
- SMS



FSW client approach

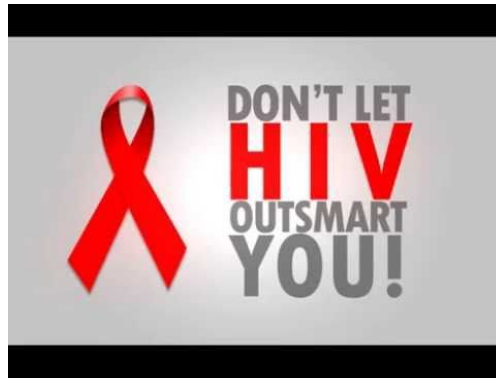


- Promotional billboards encouraging condom use in “hot spots” of FSWs



PEP must be taken within 72 hours of exposure for maximum protection against HIV infection.

You can get **PEP** from your doctor's office, emergency rooms, urgent care clinics, or a **local HIV clinic.**



PEP against HIV

PEP involves taking anti-HIV drugs as soon as possible after a potential exposure



to prevent HIV infection

Partners  Inshuti
In Health  Mu Buzima

the **Risk** is **NOT**
knowing.
Get **tested.**



Professional healthcare providers **DO NOT** judge.

Get tested frequently to know your status.

Post

= after

Exposure

= a situation where HIV has a chance to get into someone's bloodstream

Prophylaxis

= a treatment to stop an infection happening

SO...

PEP

= a treatment to stop a person becoming infected with HIV after it's got into their body



Didn't use a condom?

You can still protect yourself!

Seek out post-exposure treatment at your nearest or any HIV clinic.

Monitoring and evaluation plan

- **Indicators**

1. Number of FSWs who every six months reported consistent use of post-exposure prophylaxis (PEP) after unprotected sex with clients.
2. Number of clients' involvement in HIV preventive methods during each visit with FSWs.

Monitoring and evaluation (cont.)

- **Output:** Increased PEP and condom use among FSWs and clients, respectively
- **Outcome:** Consistent PEP and condom use by FSWs and their clients
- **Impact Indicator:** % of new annual HIV infection related to sex work.

Conclusion

- Feasibility:
 - PEP available at HIV facilities
 - Covered by Insurance
 - Condoms are inexpensive
- Using these available measure will reduce new HIV infection in FSW

Murakoze Cyane!!

