Using Mobile Phone Technology to Increase Access to Clinical Counseling and Testing Services through the SMS Service Locator.

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Outline

• UHMG Overview

• Background of the SMS Platform

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Who We Are

UHMG is one of the leading Social Marketing organizations in Uganda.

Vision:
A Good Life for all Ugandans.

Mission:
To improve the quality of life of Ugandans through the provision of superior and affordable health care solutions.

www.uhmg.org
UHMG Overview

I am Services

I am Products

I am Communication

I AM UHMG
UHMG’s Work in Uganda

• Warehousing and supply chain
• SBCC
• Social Marketing
Background to the SMS Locator Platform

- In Uganda, despite widespread mass media campaigns uptake of the HCT services remained below average.

- HIV/AIDS target was on the reverse trend towards the end of the MDGs period.

- Rampant complacency with the ordinary prevention and HCT seeking messages.

- Key population groups are associated with stigma, confidentiality, safety & legal implication issues on SRHR and issues.
The Need

- Need to increase HCT especially among key populations to prevent further reinfection.

- The USAID/Uganda Good Life Integrated HIV Counseling and Testing Kampala project was borne.

- A 3 year (2012-2015) USAID funded project, implement by UHMG

- This project targeted LGBTIs, (boda bodas) motorcyclists, taxi drivers, artisans, employed individuals and the business community.
Objective of the SMS Locator Platform

- The main goal of the platform was to increase access to services so as to prevent further HIV transmission and improve the quality of life of infected individuals through early diagnosis and linkages to prevention, care and treatment.

- The platform was also intended to provide a remedy to social and cultural barriers to access HIV services among key populations.
Specific Objectives

- Increasing demand for HCT among key populations

- Use UHMG’s GLCs as an effective path to integrated HCT services.

- Provide linkages for care (HIV+) & prevention (HIV-)

- Supporting capacity-strengthening to all partners to ensure that high-quality programs remain sustainable.

- Integrate FP with comprehensive HIV care products and services.
Project Target & Innovation

- Project target was 1.8M individuals within the 3 years; 250,000 in PY1, 800,000 PY2, and 750,000 in PY3.

- UHMG explored the use of a SMS platform to provide more than just HCT information.

- Sending SMS to 8464 returns nearest clinic(s): convenience, location time, confidentiality & quality of service.

- Toll free 0800 108464 for clarity and other counseling needs.
Creating awareness of the SMS Platform

- Publicized through several channels:
  - Billboards
  - Motor vehicle stickers
  - Radio,
  - Television
  - SMS
  - IPC
• Project benchmarked the Health Belief Model (HBM)

• The HBM model suggests that individuals make an internal assessment in order to adjust to a given behavior.

• Five aspects: Perceived Susceptibility; Severity, Benefits, Barriers, and Self-efficacy

• The SMS Service Locator Platform provided remedy to the barriers: convenience, safety, confidentiality, free-cost, and liberty to choose a location.
• The Project supported HCT services: financial, technical and logistical support to 21 selected GLCs in the Kampala.

• Project worked with 5 CSOs and one implementing partner; Integrated Community Based Initiatives (ICOBI).

• The comprehensive HIV services were fully paid up by the project.

• Auxiliary FP products were socially marketed.
Results

• For the period January to December 2013, a total of 1,036,133 requests to locate a service provider (clinic) were received and automatically replied.

• Up to 665,733 individuals in Kampala accessed HCT services, accounting for over 200% of the target (250,000) for PY1, attributed to the SMS platform.

• The project and identified 19,686 HIV positive individuals who were effectively linked for HIV care and treatment.
Results_2

- Auxiliary supplies included **2,562,226** Injectaplan vials
- Upto **2,356,869** cycles of Pilplan Plus.
- This contributed to an estimated **1,369,696** CYPs, averted an estimated 335,666 unwanted pregnancies and enabled **870,914** disability adjusted life years (DALYs).
Lessons Learnt

• Use of SMS and providing GLCs clinics with health commodities in time were key in ensuring success.

• The SMS platform is a low cost yet effective means of increasing uptake of healthcare services and helps stimulate health service seeking behavior among people.

• The approach is easily scalable, can be used to support wide scale interventions especially among populations where similar barriers exist.
• The SMS platform is one of the most ideal platforms for young people to access healthcare and related services.

• The toll free helpline reaches men just as much as women especially in scenarios with similar barriers (location, stigma, legal safety, confidentiality issues, etc).
Inspiration from Around the Globe

No Mother Should Die Giving Life!
Purpose to tell 5 pregnant women about ANC visits
Francis Nsanga, Uganda
iamnsanga@gmail.com

Append what you will do:

1. Commitment
2. Name, Country
3. Email, Phone
Thank you