

**REPORT OF THE STARIII PROJECT DEMAND SIDE FINANCING (DSF)
FOR HIV SELF-TESTING ONLINE**

Funding Partner:

JOHN HOPKINS UNIVERSITY AFFILIATE (JHPIEGO)

IMPLEMENTING ORGANIZATION:

**AFRICAN NETWORK OF ADOLESCENTS AND YOUNG PEOPLE
DEVELOPMENT (ANAYD)**

anayd2017@gmail.com

REPORTING PERIOD MONTH/YEAR:

1st – 25th AUGUST, 2022



EXECUTIVE SUMMARY

The HIV Self Testing Africa (STAR III) Project supported by the John Hopkins University Affiliate (JHPIEGO) has continued to evolve with innovative approaches in the full implementation of HIV Self-Testing (HIVST) in Nigeria. Currently, the project is at a phase of Demand Side Financing (DSF) for HIVST kit distribution towards achieving the Total Market Approach (TMA) to sustainability in Nigeria.

African Network of Adolescents and Young People Development (ANAYD) remains a key implementing partner with Jhpiego on the extended STARIII #DSF4HIVST intervention in the four (4) coverage states which include: Akwa-Ibom, Lagos, Rivers and FCT Abuja. ANAYD is implementing the online demand generation and distribution of HIVST kits following Differentiated Service Delivery (DSD) that combines social media sales funnels and telemedicine strategies to reach the general population in their diversities with HIVST as entry point to HIV prevention, treatment and care services.

The #DSF4HIVST is broken into three (3) phases which includes: the free phase, at zero cost user fee; followed by the first cost transfer phase, at N500 user fee and Finally, the second cost transfer phase, at N1,000 user fee. The major aim is focused on addressing market barriers to HIV self-testing roll-out and establishing the structures, systems, and oversight mechanisms necessary for the long-term sustainability of HIV Self Testing in Nigeria. The technical approach was designed to facilitate the distribution of more than 5, 000 HIVST vouchers to help clients redeem their HIV self-test kits at nearby pharmacies as point-of-care in a bid to strengthen community healthcare systems and structures.

Online digital campaign in the reporting month of August, 2022 marking the beginning of the first cost transfer phase of 75% discount at N500 user fee, has reached over 12,000 persons with 100% positive impression (not a single backlash was recorded). Although demand and sales was fairly low in the reporting month which may be as a result of the cost transfer after the end of the free-phase in the previous months. Our online sales funnel received a total of 85 demand, all e-vouchers generated and issued out via digital and remote platforms, out of which 61 vouchers have been successfully redeemed at community pharmacies point designated as redemption centers for the DSF4HIVST program. Effort are still ongoing to follow up on others for redemption.

Despite the little impact made so far within the short while, for us at ANAYD, we do not take our achievements for granted regardless of the magnitude, especially on breaking new grounds and as such we trust to consolidate with our partners to build on the gains for greater impact in coming days as we strongly believe that it can only get better.

HIGHLIGHT OF ACTIVITIES

Content Calendar Development:

Our Creative & Content Development Lab (CCDL) was setup to address timely and regular content postings online. Content calendar was developed by the creative team following a two weeks plan which has helped improve the content execution online.

Engagement of The Social Media Publicity team:

Social media publicity team has been expanded to a forty-man team including the project management team. Virtual Co-learning session on social media posting strategies was held on the 23rd of August, 2022. The aim was to enhance the technical competence of the team so as to optimize influential impact of the campaign activities across their social media communities.

#DSF4HIVST Online Social Media Campaigns.

The #DSF4HIVST Online campaign activities was carried out by strategically promoting appealing contents on various social media platforms such as: Facebook, Instagram, LinkedIn, twitter and WhatsApp. The promotional contents usually contain our online sales funnel link-embedded which allows potential customers/clients to take action by clicking the object link-embedded (OLE) to the DSF4HIVST Voucher Demand form. The form allows the user to take an optional self-risk assessment and input their relevant details to receive e-voucher through their preferred online channel. Below are some of the digital marketing contents used to drive online demand for the first cost transfer phase of 75% discount at N500.00 cost payment of e-voucher redemption at community pharmacy redemption centers.

Various social media posting strategies deployed to enhance result include but not limited to: Sponsored posts, organic posts, viral link posts, direct message posts, page/group posts, sms/email marketing etc. Below are some of the contents; video links and infographics executed online for the reporting period:

https://www.instagram.com/reel/ChmfCynFn3q/?utm_source=ig_web_copy_link

https://www.instagram.com/reel/ChreG1cFN10/?utm_source=ig_web_copy_link



The image displays two promotional posters side-by-side. The left poster is for HIV self-testing kits, featuring a person holding a smartphone and a 75% discount offer. The right poster is for the STAR III project, featuring a group of young people and a call to action to join the project.

Left Poster: HIV Self-Testing Kit Promotion

Logos at the top: jhpiego, HIV SELF-TESTING KIT, Unitaid, ANAYO.

Text: Get the **HIV Self-Testing Kit** to know your status at your privacy and convenience.

Text: With the HIVST e-voucher, you can redeem your kit at the pickup point nearest to you. Hurry! offer last for a limited period.

Text: To get started, visit <https://tinyurl.com/MIVSTK-ONLINE-VOUCHER-FIRST-CT>

Text: Follow @anayd_africa on social media for more info

Right Poster: STAR III Project Promotion

Text: #DoYouKnow

Text: The STAR III project is a youth-led project that seeks to make an impact and join forces to end AIDS by 2030.

Text: If driving change and impact is what you love to do, join us today! See the link in our bio!


Text: Follow @anayd_africa on social media for more info

Logos at the bottom: Unitaid, jhpiego, HIV SELF-TESTING KIT, ANAYO, and a small logo of a person holding a heart.

Are you based in Lagos, Akwa-Ibom Rivers or FCT Abuja?

Now you can get a **FREE HIV Self-Testing Kit** to know your HIV status easily with just 3 steps. Only takes a few minutes.

swipe to learn how



3 Simple Steps to Get Your FREE HIV Self-Testing Kit

1. Visit https://linktr.ee/anayd_africa and fill out the request form to GET YOUR HIV SELF TEST KIT.
2. Check your selected feedback platform (Email, WhatsApp, or SMS) for the e-voucher containing your nearest pick-up point.
3. Go to the pick-up location with the e-voucher to redeem your kit.

Easy as ABC! Share with your friends and family too! An AIDS-Free generation is possible. Let's do it!

Follow @anayd_africa on social media for more info




#Test4STAR

Why you should Self-Test

Do you have questions on why you should Self Test with a **HIV Self-Test Kit**?

swipe to learn why

Why should I Self-Test?



3 Reasons to Self-Test for HIV

1. It is easy to use. You can do it by yourself.
2. You don't have to worry about people knowing your result or have to worry about knowing the nurse.
3. You don't have to go to the hospital. You can use it at the convenience of your room.

Follow @anayd_africa on social media for more info

Enjoy a 75% discount when you get a **HIV Self-Test Kit** with our voucher.

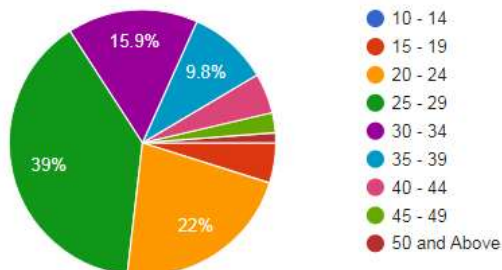
To get started, visit <https://tinyurl.com/4eVSTK> ONLINE VOUCHER FIRST-CT



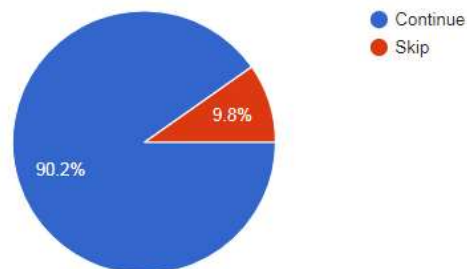


DATA SETS FROM THE BACKEND

What is your age distribution?

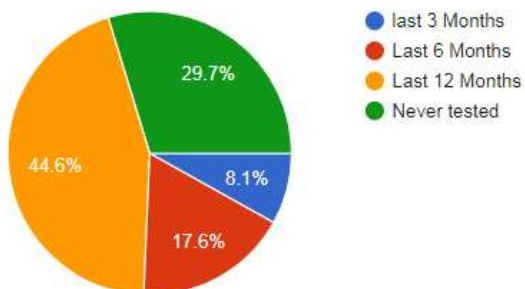


continue to take the HIV self-risk assessment test.

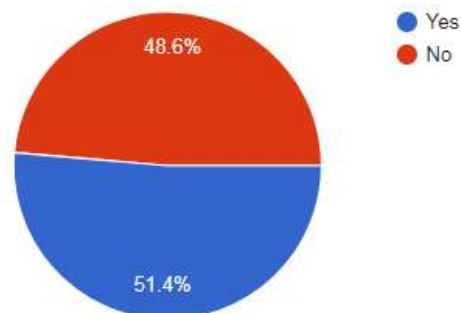


HIV SELF-RISK ASSESSMENT TEST

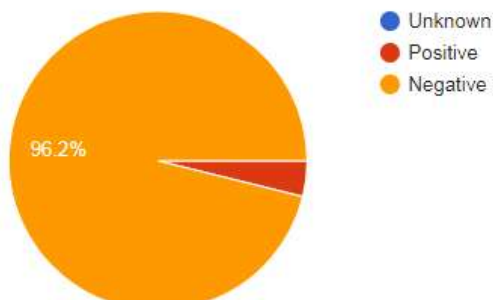
When was your last HIV test done?



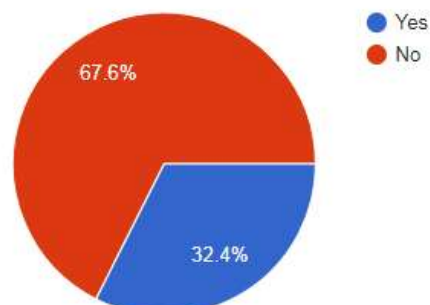
Have you had more than one sexual partner in the last 3 months or since your last HIV test?



What was the result of your last HIV test done?

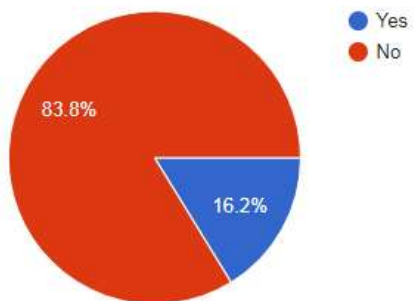


Have you had sex under the influence of alcohol in the last 3 months or since your last HIV test?

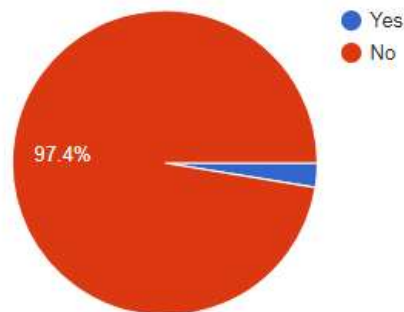




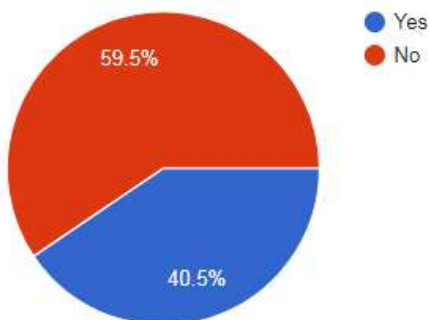
Have you had anal, oral or vaginal sex in exchange for money or other benefits in the last 3 months or since your last HIV test?



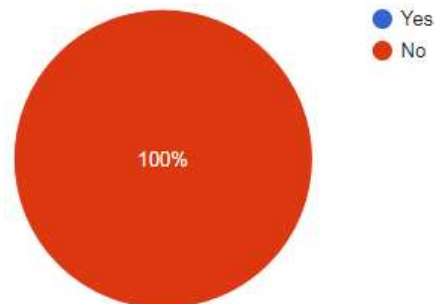
Have you had a blood or blood product transfusion in the last 3 months or since your last HIV test?



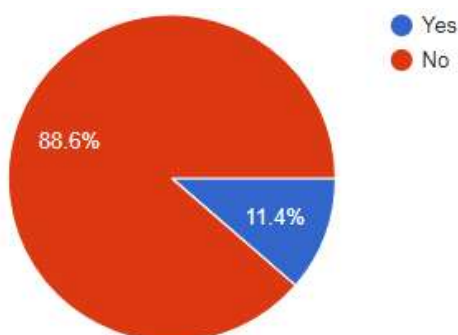
Have you had anal, or vaginal or oral sex without a condom with someone who was HIV positive or unaware of their HIV status in the last 3 months or since your last HIV test?



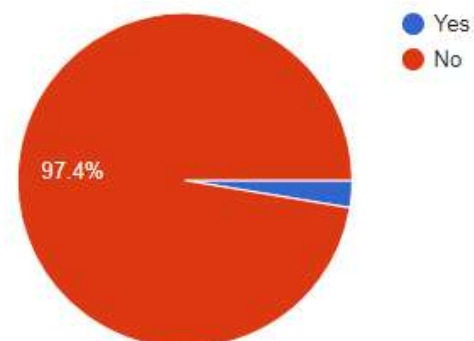
Have you ever injected drugs, shared needles or syringe, or other sharp objects with someone known to be HIV positive or who you didn't know their HIV status in the last 3 months or since your last HIV test?



Have you had anal, or vaginal or oral sex with a condom and experience breakage with someone who was HIV positive or unaware of their HIV status in the last 3 months or since your last HIV test?

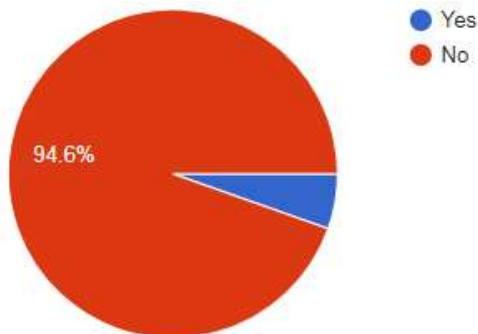


Have you been beaten, forced to have sex, raped or threatened by your partner or anyone else in the last 12 months?



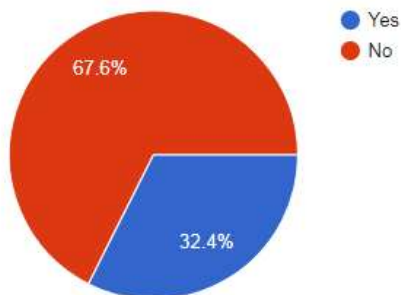


Does your partner or family deny you food, shelter, freedom of movement, livelihood or finance to access health care in the last 12 months?



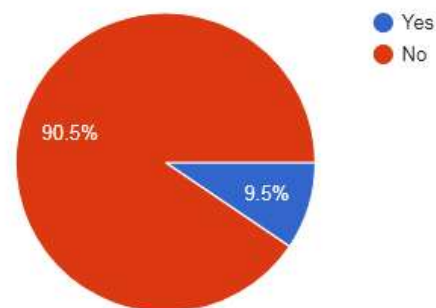
STI SYNDROMIC SCREENING

Have you had any of the following symptoms in the last 6 months? Lower abdominal pain; Genital Pain on urination; Anal pain on defecation; Virginal or Anal itching; Rash/Sore/Swollen with or without pains around the anus/genitalia; Smelly discharge; Warts around the genitalia or anus.



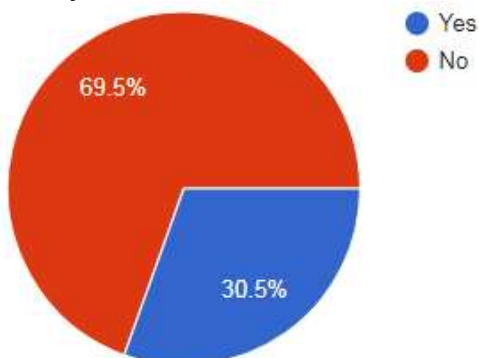
TB SYNDROMIC SCREENING

Have you had any of the following symptoms in the last 6 months? Coughing for over 3 weeks; Excessive weight loss (> 3kg) in the last 4 weeks; Fever for over 2 weeks; Night sweats for over 2 weeks; Lymphadenopathy (swelling of the lymph nodes)

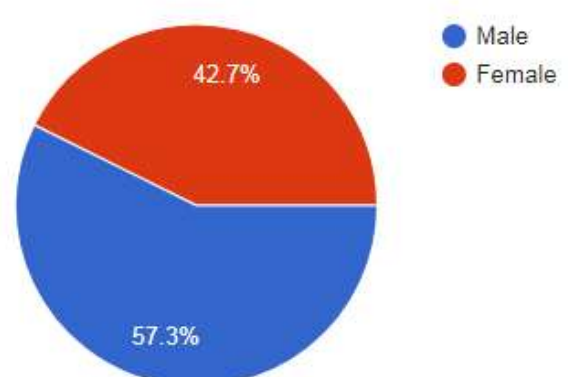


HIV SELF-TESTING KIT VOUCHER DEMAND

Will this be your first time to test for HIV to know your status?

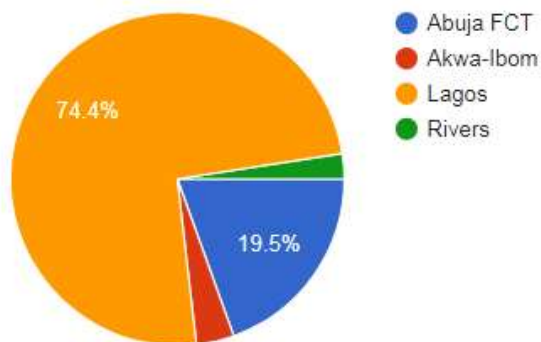


SEX

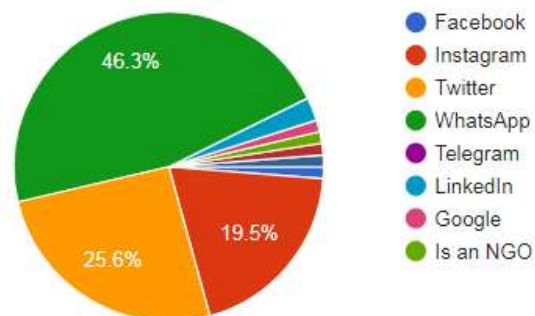




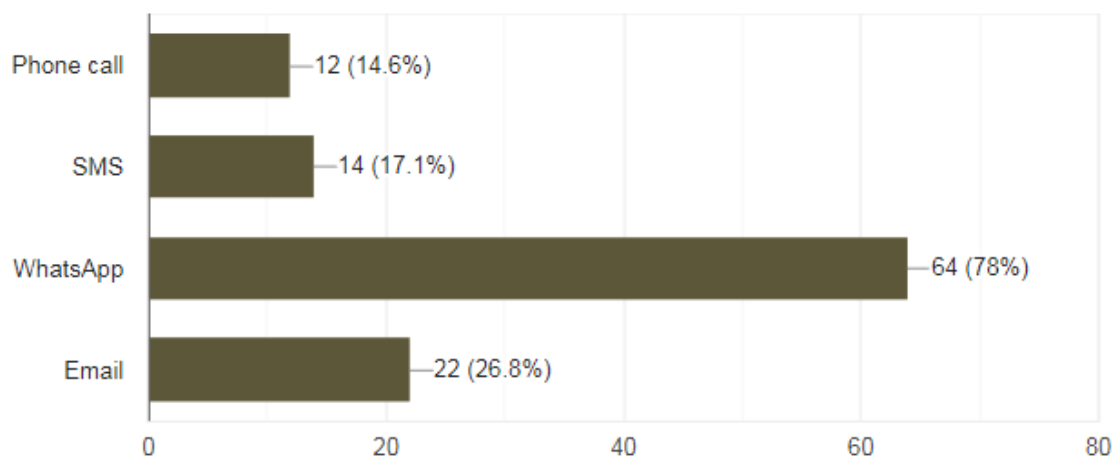
Which State are you requesting from?



How did you get to know about this Jhpiego HIVST Kit demand sales offer?



How did you get to know about this Jhpiego HIVST Kit demand sales offer?



**Table 1: Indicators performance by state**

	State achievement in the reporting period										TOTALS
	LAGOS		FCT,ABUA		AKWA-IBOM		RIVERS		TOTAL BY SEX		
	M	F	M	F	M	F	M	F	M	F	
# of HIVST Online voucher request	30	31	14	2	2	1	4	1	50	35	85
# of individual HIVST Voucher distributed	30	31	14	2	2	1	4	1	50	35	85
# of individual HIVST Voucher Redeemed	22	21	8	2	2	1	4	1	36	25	61

Achievements:

- Reached over 12,000 persons via social media
- Overall social media impression of the DSF for HIVST online was 100% positive impressions.
- A total of 85 HIVST Voucher demand were recorded via our social media sales funnels with e-vouchers issued and 61 redeemed at reference community pharmacy redemption centers.

Best practices

- The use of additional sponsored adverts online alongside organic postings on various social media and other remote platforms enhanced demand.
- We created appealing content driven by creative ad copy writes following the AIDA (Attention, Interest, Desire, and Action) model of strategic communications, to stimulate user engagements and Call-to-Action (CTA).
- Prompt follow up on voucher demand from our sales funnel backend by desk officer on standby daily.
- Built capacity of young social media volunteers on digital marketing strategies to improve their social media penetration rate/reach and engagements.
- Collaborated with other Organizations to promote campaign and online sales funnels to expand social media community reach.



Challenges

- Decline in voucher demand despite the volume of reach and engagement which may be as result of the Cost transfer after the closeout of the free phase.
- Delay in fund release to boost digital marketing and campaign activities resulting to low sales.

Recommendations

- Subsequently, there should be expedient release of lead-in fund to fast track project startup, especially for baseline activities that are prerequisite to soft-land program take-off.
- The first cost transfer phase should be extended to allow adequate period for more value-awareness and sales, which will in turn stimulate market forces for increased demand.

Isaac Moses

A handwritten signature in black ink, appearing to read 'Isaac Moses', on a light blue background.

Program Officer

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