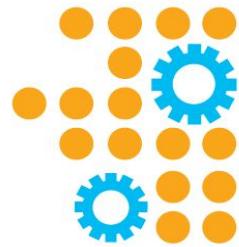


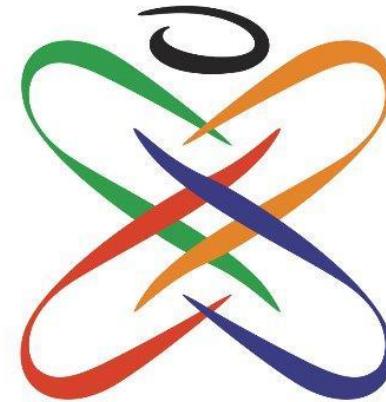
CITIZEN
RESEARCH
CENTRE

**Pharmaceutical Treatment & Prevention of HIV/AIDS
on South African Social Media**

Shout It Now



CITIZEN
RESEARCH
CENTRE



SHOUT-IT-NOW

Pharmaceutical Treatment & Prevention of HIV/AIDS

Overview

Pharmaceutical Treatment & Prevention of HIV/AIDS



The objective of this report is to investigate the likelihood for success of an advocacy and intervention program - informed by, and focussed on social media data.

The use of Antiretroviral drugs as a pharmaceutical intervention in the HIV / AIDS epidemic can be approached from multiple angles. During the advocacy and intervention phases of this project, we will focus on two specific issues which have been identified as key in South Africa:

Early ARV Uptake and Treatment Adherence

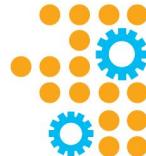
Use of ARV Treatment as a Preventative Measure

In order to determine the comparative relevance of these issues - allowing us to create a responsive engagement strategy - we need to analyse the complete landscape of ARV conversation. To this end, we have isolated all the publicly available social media data, originating in South Africa, regarding Antiretroviral drugs and treatments.

The Analytic Units which follow are a snapshot of this entire conversation. The annual breakdowns and insight analysis will be based on this data.

The Focus Areas for Categorisation and the Engagement Strategy sections of this report however, will be unique to each of the identified topics (Early ARV Uptake and Treatment Adherence; and Use of ARV Treatment as a Preventative Measure). Once the categorisation is complete, these two conversations will be analysed separately from each other and will thus draw from a much smaller, but more relevant pool of social media data.

Pharmaceutical Treatment & Prevention of HIV/AIDS



Year	2012	2013	2014	2015	2016	2017 ytd (30/04)	Total Study Period
Volume	4,994	6,983	6,532	7,908	27,641	1,975	56,033

The study period for this report is 1 January 2012 to 30 April 2017. As mentioned, we collected only South African data which means that either the author is South African, resides in South Africa, or at the least was in South Africa at the time that they created the post.

This report contains several Analytic Units which have been chosen in line with the project objectives. These are:

Volume Timeline - An overview of daily conversation volumes, a summary of monthly volumes as well as high and low marker dates.

Geography - A total volume by province as well as a per capita breakdown by city/urban centre. The percentage of total posts which have an identified location will be declared.

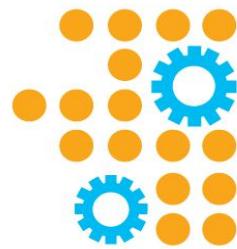
Content Sources - Pie chart graphic and example posts of different social media platforms used to contribute to this conversation.

Demographics - Age and Gender split of the contributing authors to the conversation. The percentage of total posts which have an identifiable cis gender will be declared.

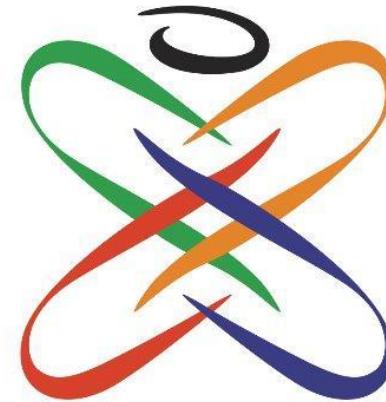
Topic Trends - A Topic Wave and Word Cloud summary of the organic topics identified in the isolated data.

Authors - Identification of the most prolific as well as the most influential contributors to the conversation, as well as a graphic representation of Authors per Day and Posts per Author.

Low Influence Authors - A snapshot of the most prolific authors in the conversation who have a General Influencer Score of below 50. A Influencer Score is a number between 1-100 that represents the influence of an individual, corporation, group etc. across their social platforms.



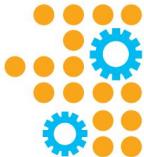
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RESEARCH
CENTRE



SHOUT-IT-NOW

Pharmaceutical Treatment & Prevention of HIV/AIDS

SA Social Media: 2012



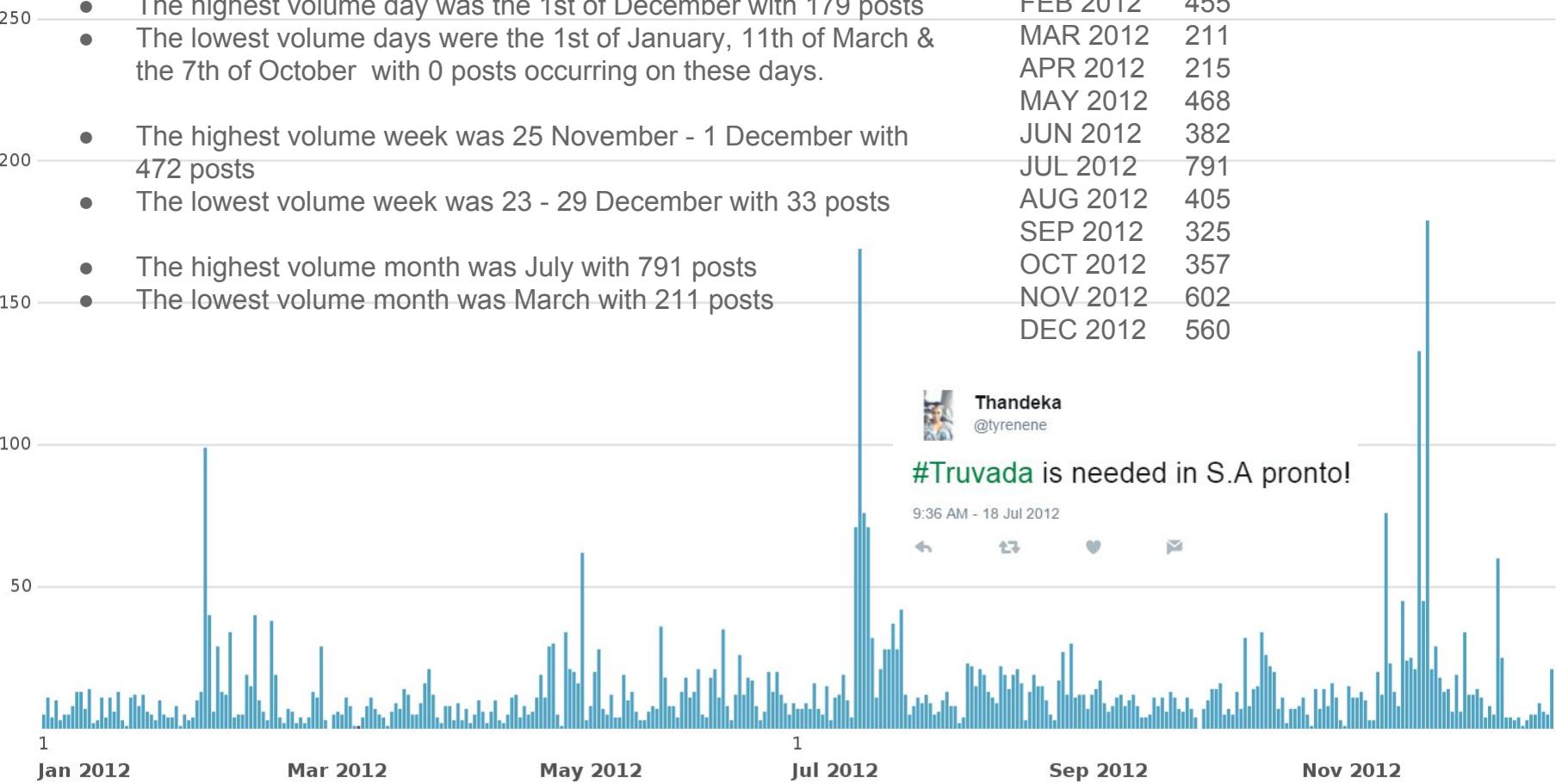
Volume Timeline

Pharmaceutical Treatment & Prevention of HIV/AIDS - 2012

- A total of 4,994 relevant posts were identified in 2012
- The highest volume day was the 1st of December with 179 posts
- The lowest volume days were the 1st of January, 11th of March & the 7th of October with 0 posts occurring on these days.
- The highest volume week was 25 November - 1 December with 472 posts
- The lowest volume week was 23 - 29 December with 33 posts
- The highest volume month was July with 791 posts
- The lowest volume month was March with 211 posts

MONTHLY POSTS

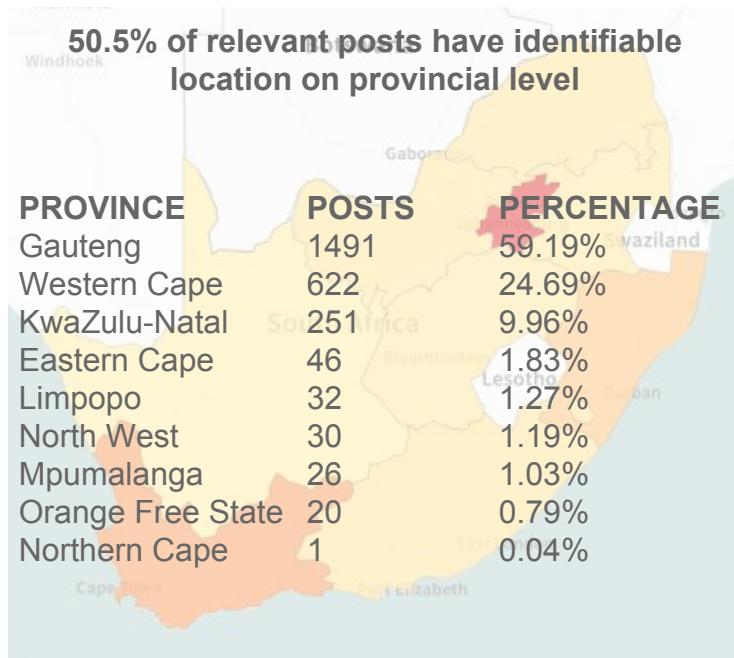
JAN 2012	224
FEB 2012	455
MAR 2012	211
APR 2012	215
MAY 2012	468
JUN 2012	382
JUL 2012	791
AUG 2012	405
SEP 2012	325
OCT 2012	357
NOV 2012	602
DEC 2012	560





Geography

Pharmaceutical Treatment & Prevention of HIV/AIDS - 2012



48.2% of relevant posts have identifiable location on city level

CITY	POSTS PER CAPITA (per million)	% OF TOTAL
Johannesburg	349.34	49.96%
Ulundi	337.3	0.29%
Cape Town	184.45	24.69%
Pretoria	138.27	7.70%
Grahamstown	109.23	0.42%
Polokwane	109.07	1.00%
Paarl	79.84	0.62%
Durban	79.52	9.03%
Rustenburg	72.3	0.50%
Bloemhof	58.4	0.04%

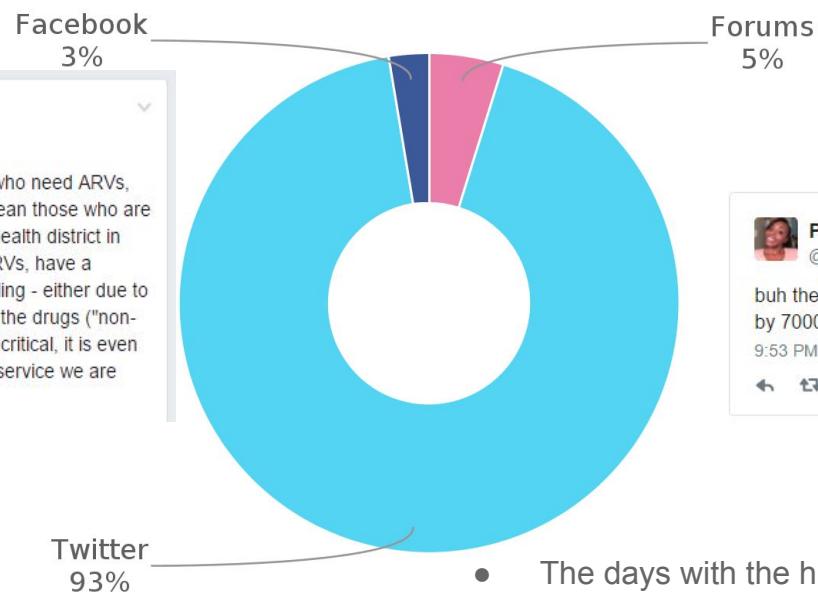
- Of the posts with identifiable location on city level, 49.95% originated from Johannesburg.
- Cape Town (24.69%) and Pretoria (7.70%) contributed over 30% of all mentions.
- Johannesburg and Ulundi had the highest relevant posts per capita, of any South African cities, at 349 and 337 post per million respectively.



Content Sources

Pharmaceutical Treatment & Prevention of HIV/AIDS - 2012

- 93% of relevant posts were identified on Twitter.
- Posts on Facebook and Forums accounted for the remaining 8%.



iTEACH SA
May 28, 2012 · 0

The SA Department of Health reports that 80% of those who need ARVs, are receiving them. This is amazing news. But do they mean those who are still taking ARVs or just the % who started them? In one health district in Zululand (KZN), it is reported that 90% of those taking ARVs, have a detectable viral load! This means that the treatment is failing - either due to resistance, poor absorption or patients not actually taking the drugs ("non-adherence"). While scale-up of care and treatment is still critical, it is even more critical that we examine how we are doing with the service we are providing.

 Petronilla Pfunye
@Chichie1Nilla

[Follow](#)

buh these stats r disturbing! ARV treatment has increased by 7000 in kids under 16...wats tht sayin?

9:53 PM - 16 Jan 2012



Originally Posted by SmL9

Assuming vaginal intercourse there is a 0.5% chance of transmission from female to male.
[source \(wikipedia\)](#)

Wikipedia references two sources: The European Study Group on Heterosexual Transmission of HIV and what seems like a STD research journal.

The once-off risk for intercourse can be up to 1.7%, which is still quite low. The problem regarding HIV transmission due to sex is that some people have sex for years with multiple people and those odds stack up quickly.

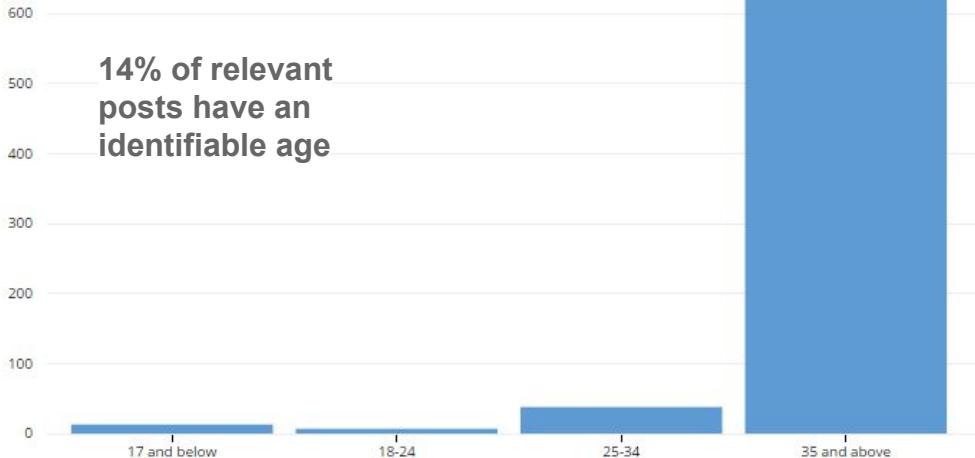
However the guy that started the thread is endangering his and other's lives by not taking ARV's immediately and not going for a HIV test.

- The days with the highest number of Forum posts were the 9th of March & the 18th of October with 8 contributions.
- The day with the highest number of Facebook posts was the 8th of March with 5 contributions.
- The day with the highest number of Twitter contributions was the 1st of December with 176 tweets. (World AIDS day)

Demographics



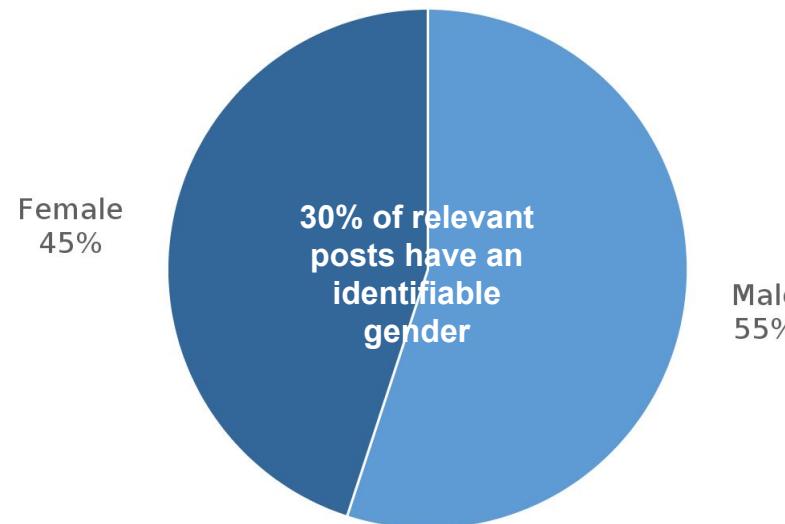
Pharmaceutical Treatment & Prevention of HIV/AIDS - 2012



14% of relevant posts have an identifiable age

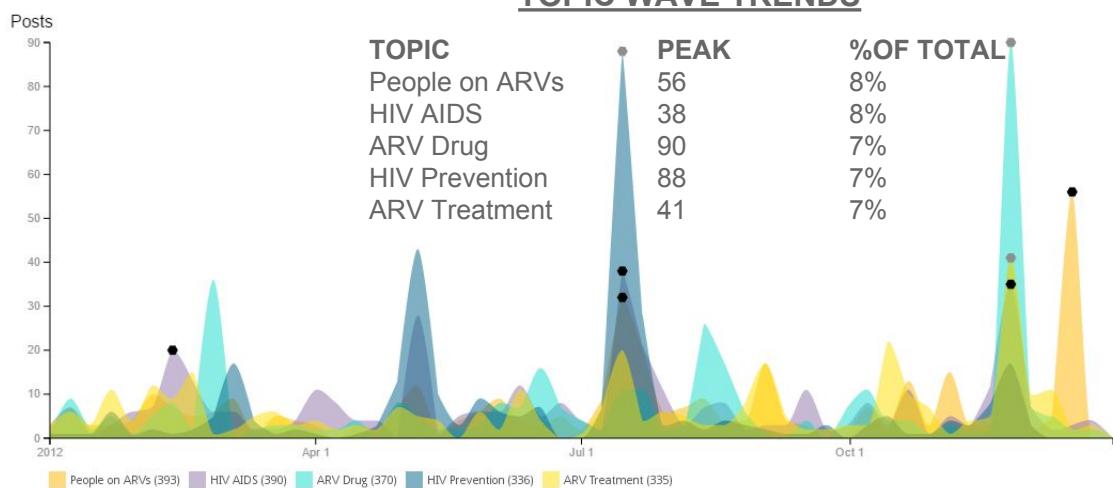
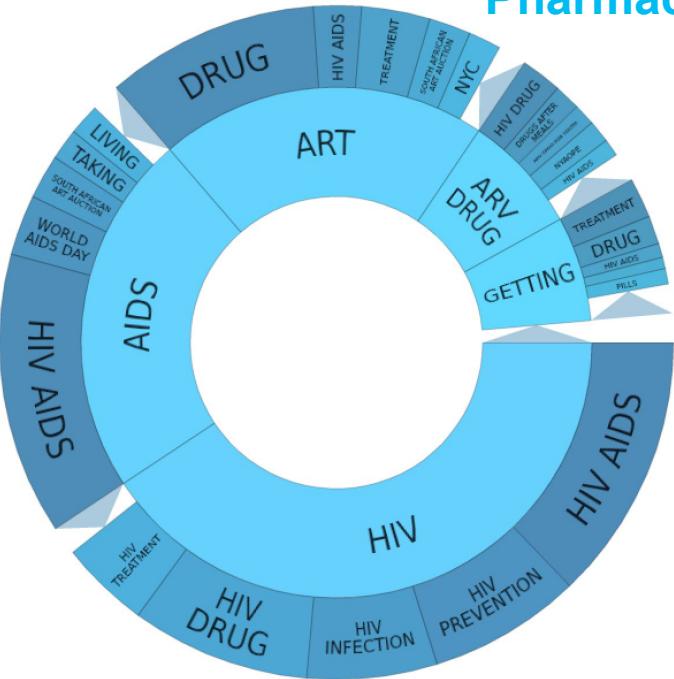
Of the relevant posts with where the age of the author can be determined:

- 2% were 17 and under
 - 2% were between 18 and 24
 - 6% were between 25 and 29
 - 91% were 35 and above





Topic Trends



 **Mamma K**
@Blush_breezy

[Follow](#)

PLEASE TAKE YOUR ARVS We Dont Want You Infecting More People. RT @FamousUnknownMe 6 more days,till some people catch HIV

12:00 AM - 9 Feb 2012

1 2 3

 **Knowledge Cibane**
@kitsocibane

[Follow](#)

The HIV/AIDS is real if u not infected u're affected. de is short supply of arvs in public hospitals. my cousin is so worried im worried

9:05 PM - 25 Jul 2012

1 2 3

 **Nana Myeza**
@msnanamyeza

[Follow](#)

So they've been doing studies where they use ARVs as a preventative drug for HIV. As if we need another reason for people to steal ARVs

12:25 PM - 12 Jul 2012

1 2 3

 **Charlotte N-Mukasa**
@CharlZ456

[Follow](#)

Impressed tht we hav saved many babies from HIV/AIDS, by providin ARVs in early pregnant mothers. #Government finally gets a thumbs up 4rm me

11:09 PM - 19 Jul 2012

1 2 3

 **Marlin McKay**
@MarlinMcKay

[Follow](#)

No HIV+ve patient on treatment should ever skip or stop taking their ARVs #3Talk #beresponsible

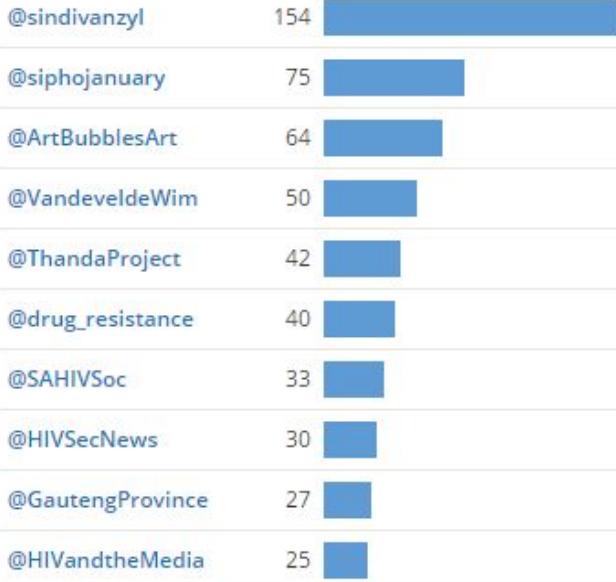
5:39 PM - 10 Feb 2012

1 2 3

MOST PROLIFIC

Pharmaceutical Treatment & Prevention of HIV/AIDS - 2012

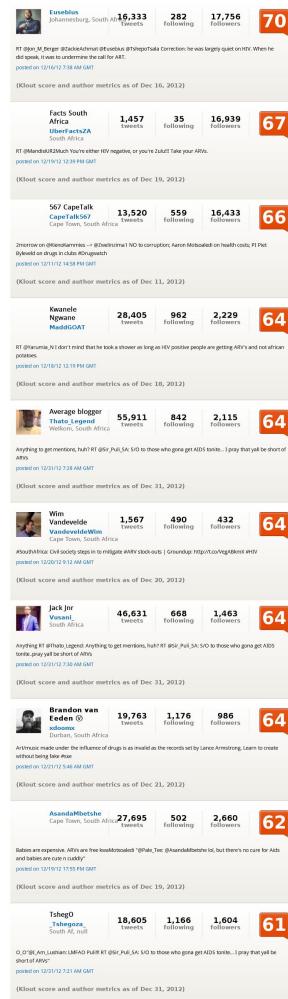
MOST INFLUENTIAL



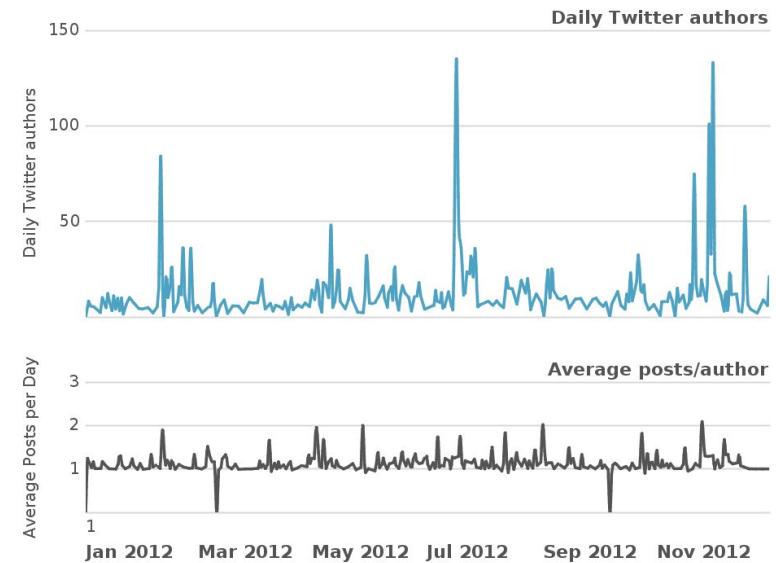
Most Prolific Account was @sindivanzyl
Sindisiwe

also tweets under the following handles:
@DocSindi

Email: sindi@drsindi.co.za
Website: drsindi.co.za

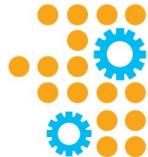


DAILY AUTHORS & POSTS PER AUTHOR



The human contributors with the highest General Influencer Score are:

Eusebius McKaiser @Eusebius
Mkabayi @MaddGOAT
Wim Vandervelde @VandeveldeWim
President Vusani @Vusani_
Brandon @xdoomx



Authors - Low Influencer Score

Pharmaceutical Treatment & Prevention of HIV/AIDS- 2012

MOST PROLIFIC



Sindisiwe

@sindivanzyl

GP/ #HIV clinician • @ArwypMedical 011
922 1141 • Eastgate Lane 011 622
4548/9 • @DocSindi • #Banting •
sindi@drsindi.co.za • Loves God Google
& Woolies

www.qooh.me/DoctorSindi

drsinzi.co.za

Joined February 2011

FOLLOWERS
20.3K LIKES
14.2K LISTS
13

Sindisiwe
@sindivanzyl

Evidence is coming through that Efavirenz is superior in viral suppression to Nevirapine #PMTCT
12:08 PM - 24 Oct 2012

1

Shaka Sisulu
@ShakaSisulu
@sindivanzyl why does PEP make one feel so sick?
1 Dec 12

Sindisiwe
@sindivanzyl

@shakasisulu all drugs have side-effects & ARVs are no exception. The feeling of sickness is transient & most people are fine within a week
3:59 PM - 1 Dec 2012

TWEETS
723 FOLLOWING
30 FOLLOWERS
32



Bongani Sehlango

@MrBONK

I try Hard to be da Best in what I do

south africa

Joined April 2011

Bongani Sehlango
@MrBONK

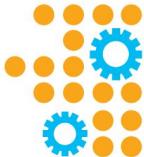
@StreetTeamAC man burning guns wont completely cancel da shooting problem, bt it wil reduce it, lik da ARVs, treatment 4 HIV
11:14 PM - 15 Dec 2012



Overview and Insight

Pharmaceutical Treatment & Prevention of HIV/AIDS - 2012

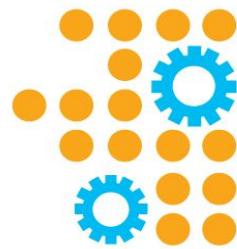
- At 4,994 posts, the ARV conversation represents 0.0021% of the total, South African, online conversation in 2012.
- The most significant volume spikes on the 2012 timeline pivoted around two particular periods. Firstly, during the week of the 15th July when HIV drug Truvada got approved for use as a pre-exposure prophylactic . Later in the year, during the week of the 25th November, conversation was spurred on by World Aids Day (1 December). In this conversation the majority of what was observed were individuals asking questions about, and engaging with, the use and side effects of ARVs.
- The ARV conversation had a total 195 028 potential impressions in 2012.
- From the posts which have an identifiable location, Johannesburg produced the highest posts per capita during 2012, This mirrors the general RSA conversation. That said, on a city level, Johannesburg contributes 7.61% more to this conversation (at 349.34 per million residence) than it does in the general RSA conversation.
- Proportional percentage contribution by province was in line with that of the general RSA conversation with the only major outlier being 6.84% more conversation coming from Gauteng on the topic of ARVs than the general RSA conversation. Overall, Gauteng contributed 59.19% while the Western Cape contributed 24.69%.
- The content source breakdown shows the vast majority (93%) of the conversation coming from Twitter (vs 99% in the general RSA conversation). Forums occupy 5% (vs <1%) and Facebook is higher than the general RSA conversation at 3% (vs <1% in the general RSA conversation).



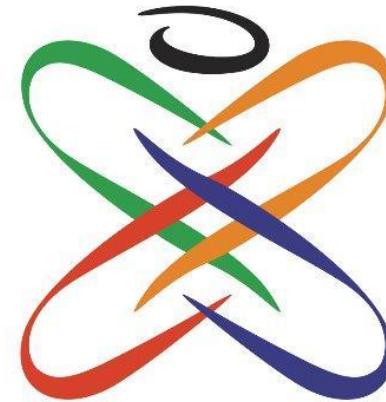
Overview and Insight

Pharmaceutical Treatment & Prevention of HIV/AIDS - 2012

- The ARV conversation in 2012 is driven by the over 35 age group - almost exclusively (91%). This is compared to the general RSA conversation where the same age group contributes only 55%.
- The ARV conversation in 2012 was in almost perfect alignment with the general RSA conversation. Females contributed 45% in the ARV conversation and 48% in the general RSA conversation.
- ARV discussion, in 2012, was lead by GP and HIV Clinician Sindi van Zyl - with over 100 engagements over the year. She strongly advocates for ARVs and does a great job of both engaging the community with relevant research but also provide answers where individuals need assistance or information. John Robbie (at that stage a anchor presenter at Radio 702) received over 80 engagements as a result of stories he was running. This is followed by a number of organisation namely, HIV_Insight (over 50), WHO (over 40) and TAC (over 30). This is followed by the first "non-medical" individual (Sipho January) who received upward of 30 engagements. No other individuals featured in the top 10.



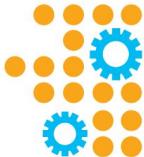
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SHOUT-IT-NOW

Pharmaceutical Treatment & Prevention of HIV/AIDS

SA Social Media: 2013



Volume Timeline

Pharmaceutical Treatment & Prevention of HIV/AIDS - 2013

MONTHLY POSTS

JAN 2013	363
FEB 2013	389
MAR 2013	506
APR 2013	817
MAY 2013	501
JUN 2013	747
JUL 2013	695
AUG 2013	407
SEP 2013	635
OCT 2013	586
NOV 2013	692
DEC 2013	645

- A total of 6,983 relevant posts were identified in 2013
- The highest volume day was the 04th of August with 203 posts
- The lowest volume day was the 13th of April with 1 post
- The highest volume week was 7 April to 13 April with 417 posts
- The lowest volume week was 22 - 28 December with 50 posts
- The highest volume month was April with 817 posts
- The lowest volume month was January with 363 posts

'Mamokuena
@UtaMakhema

The nerve parents have is unbelievable!
Denying a new-born baby anti-retrovirals
because of religion is selfish! insanity prevails
indeed!

8:12 AM - 12 Mar 2013

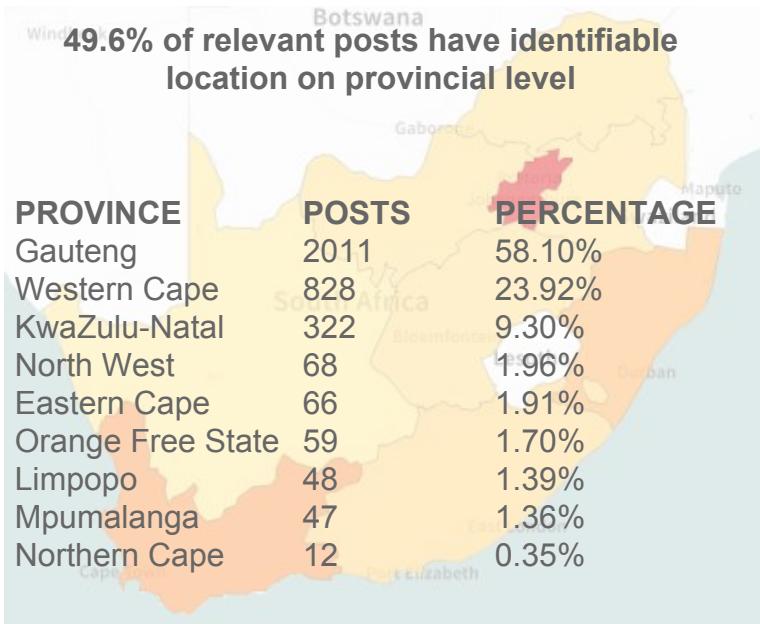
1 reply 3 retweets 1 like





Geography

Pharmaceutical Treatment & Prevention of HIV/AIDS - 2013



CITY	POSTS PER CAPITA (per million)	% OF TOTAL
Ulundi	481.86	0.31%
Johannesburg	384.86	40.68%
Pretoria	361.73	14.89%
Paarl	250.18	1.45%
Cape Town	237.01	23.45%
Mmabatho	153.22	0.49%
Grahamstown	152.93	0.43%
Vryburg	141.16	0.22%
Ladysmith	126.65	0.18%
Mossel Bay	119.45	0.06%

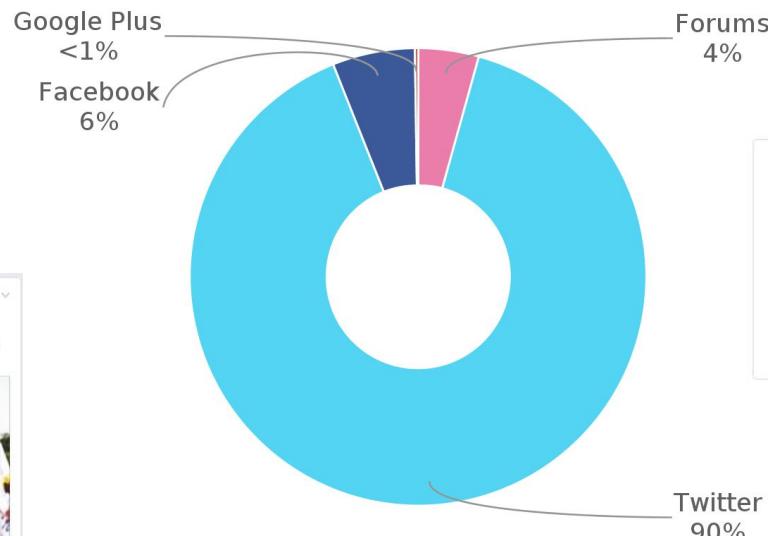
- Of the posts with identifiable location on city level, 40.68% originated from Johannesburg.
- Cape Town (23.45%) and Pretoria (14.89%) combined contributed almost 40% of the conversation.
- Ulundi and Johannesburg had the highest relevant posts per capita, of any South African city, at 481 and 384 post per million respectively.

Content Sources



Pharmaceutical Treatment & Prevention of HIV/AIDS - 2013

- 90% of relevant posts were identified on Twitter.
- Posts on Facebook accounted for 6% of the mentions for 2013.



Women's Legal Centre
January 22, 2013 · 6
South Africa managed to reduce new HIV infections by 41 per cent. Good to hear



New HIV infections are falling dramatically in Africa | Africa Renewal Online

Raffy Baby @Rufarolicious Follow
I have a friend that takes ARVs", "Oh so he's HIV positive."
"Lol he can't be. He's white"«Hai this girl(O_O")
3:54 PM - 27 Apr 2013

- The day with the highest number of Forum posts was the 13th of January with 30 contributions.
- The day with the highest number of Facebook posts was the 1st of July with 10 contributions
- The days with the highest number of Google plus posts was the 21st and 31st of May which both had 2 posts .
- The day with the highest number of Twitter contributions was the 8th of April with 192 tweets.

I don't know anyone with HIV/AIDS perhaps AIDS yes.

Originally Posted by ToxicBunny
Have you ever actually experienced (in real life) someone with HIV/AIDS.... and the good the AZT can do for them? Or are you basing your opinion on some bollocks videos and denialist websites?

Demographics



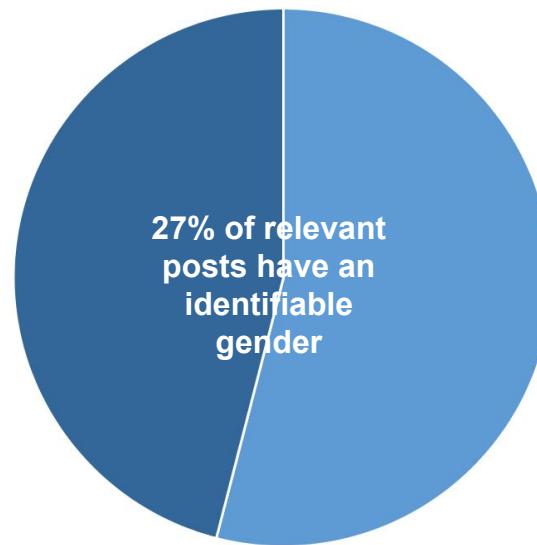
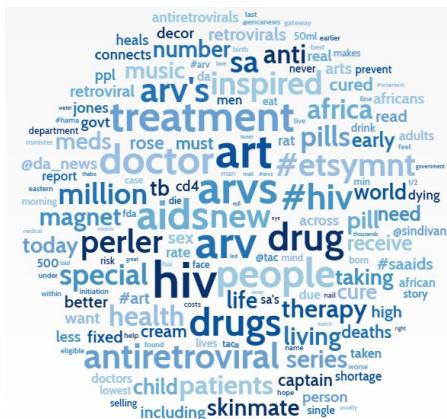
Pharmaceutical Treatment & Prevention of HIV/AIDS - 2013

11% of relevant posts have an identifiable age



Of the relevant posts with where the age of the author can be determined:

- 5% were 17 and under
 - 3% were between 18 and 24
 - 7% were between 25 and 29
 - 85% were 35 and above

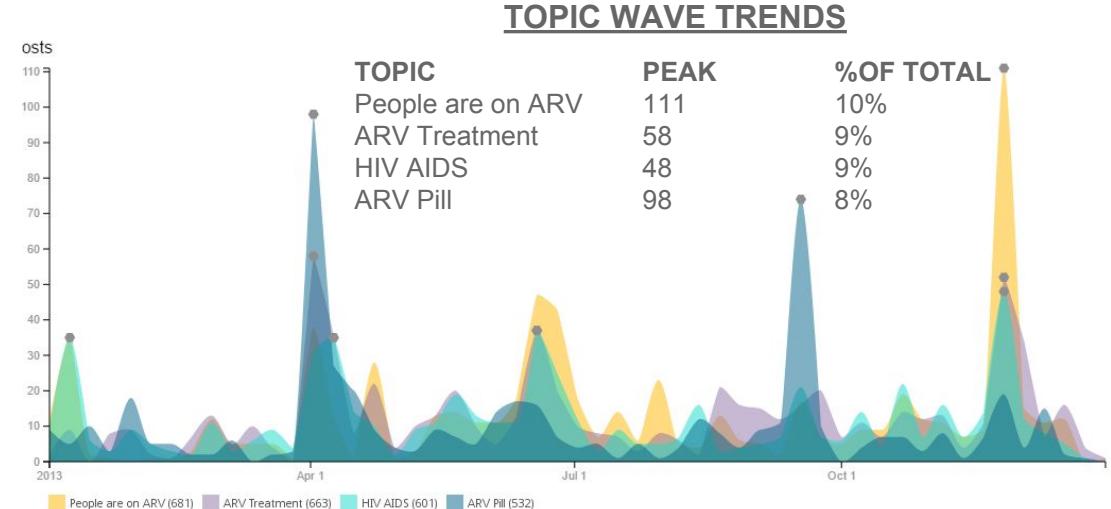
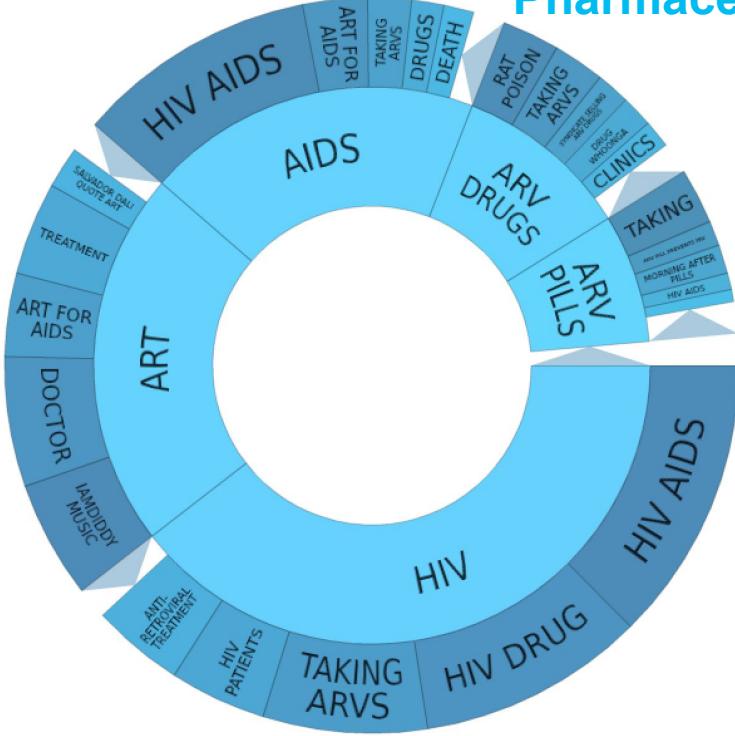


guidelines @emailandguardian
@city_press retroviral test reason
presenting prevention mother prevents taking children read
shredder dose today study receive, pl
rescription pretty shit doctor new care against
@sentetise live an room sa people medication
single need come room war care
idsents last need coid down counts
single cause once coid down counts
treatment art million sound placed
eality #in sex clinic find tb therapy
effect work lmao music ir da access
#ary pills give arvs arv's hiv clinics
money stop drugs drugs, tbc better
achieved stop good drugs drugs, tbc
no gebo start #hiv rate ke lance
drink daily drums positive patients poison
doses among must govt cure pill life world
consider given countries trying #dadelves hyaope
countries trying rating johnsbudgus mental explain
african afrimetime vhus
try rating johnsbudgus mental explain
vhus



Topic Trends

Pharmaceutical Treatment & Prevention of HIV/AIDS - 2013



 **Sandile Magoso**
@sandile_7



@positivevg Hi der in studio I'm on AVR's treatment fo 2yrs now so should I b worried if I stil get dizzy afta taking my ARV's?#worried#

8:28 PM - 24 Jan 2013



 **Mantombazana✿**
@NteeKhumalo



I am of the opinion that people who are HIV+ need to go beyond the ARVs. I've known a woman who lived prior to the age of ARVs.

7:41 PM - 28 Nov 2013



 **Neo Lichaba**
@NeoLichaba28



Wait, so you don't get infected if you have sex with a person who is HIV/Aids positive and have ARV's immediately after the intercourse?

2:34 PM - 11 Jul 2013



 **Gretchen ❤️**
@phumzee



That's great news 😊/ RT @Thato_Legend: The ARV wonder drug is here :) Now we can take one pill instead of nine.

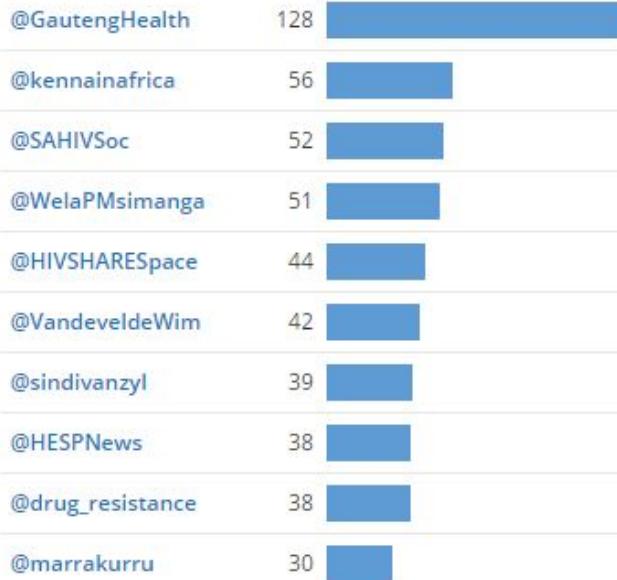
7:08 PM - 8 Apr 2013



Pharmaceutical Treatment & Prevention of HIV/AIDS - 2013

MOST INFLUENTIAL

MOST PROLIFIC

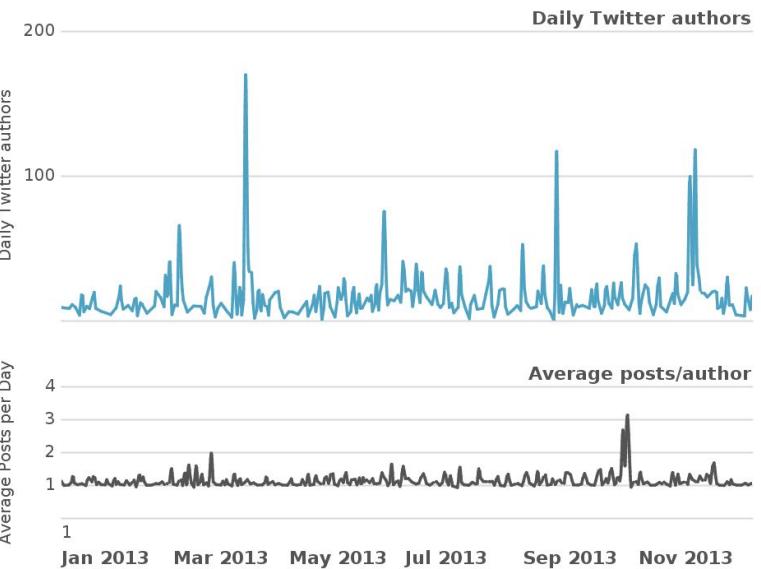


Most Prolific Accounts were:

@VandeveldeWim
Wim Vandevelde
&
@WelaPMsimanga
Wela P Msimanga

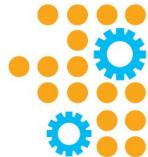


DAILY AUTHORS & POSTS PER AUTHOR



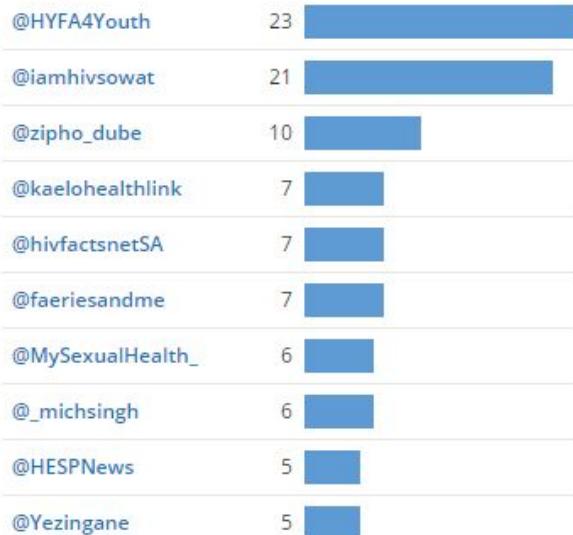
The human contributors with the highest General Influencer Score are:

Jonny Eaglefeather @JEaglefeather
Merentia v d Vent @Merentia



Authors - Low Influencer Score

MOST PROLIFIC Pharmaceutical Treatment & Prevention of HIV/AIDS- 2013



I am HIV so wat?S.A. ♀

@iamhivsowat
HIV Socialite -CEO of Positive Learning,Motivational Speaker Husband and father of 2 girls P.U.S.H = Persist Until Something Happy -0744963842 Reg 131-121-NPO

South Africa
Joined May 2012

TWEETS 4,180 FOLLOWING 957 FOLLOWERS 983 LIKES 62 LISTS 1

Gosh I m at the clinic#repeat Meds#ARV's
— I am HIV so wat? (@iamhivsowat) Nov 13, 2013

#Minister of Health --wat are u doing with our live's--
-really our Government#ARV's---ja nee I wonder#HIV
— I am HIV so wat? (@iamhivsowat) Nov 29, 2013



Bridget Z Dube
@ziphodube
Research Analyst Anansi Health Consulting
Johannesburg
Joined June 2013

TWEETS 738 FOLLOWING 113 FOLLOWERS 83 LIKES 13

Bridget Z Dube
@ziphodube

[Follow](#)

Integration of vertical HIV system into the greater health system in 2009 increased number of people on ART in SA-Dr Yogan @HealthZA @SAAIDS

RETWEET 1



dinating Civil Soci
1 Children, HIV an

Yezingane Network

@Yezingane
Children's Sector of South Africa represented on the South African National AIDS Council, working for children infected and affected by HIV/AIDS, TB, and STI's.

South Africa
yezingane.org.za
Joined July 2013

TWEETS 155 FOLLOWING 214 FOLLOWERS 94

Yezingane Network
@Yezingane

[Follow](#)

ARV's: Keeping HIV behind bars, live a longer and healthier life! @Yezingane #PMTCT

2:52 PM - 19 Aug 2013

Yezingane Network
@Yezingane

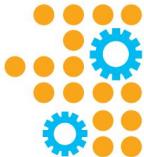
[Follow](#)

Want to lower the RISK of transmitting HIV to your baby?
Remember ABC ARV every day; Breast feed; and Visit the Clinic)@Yezingane #PMTCT

10:32 AM - 16 Aug 2013

◀ ▶ ❤

•



Overview and Insight

Pharmaceutical Treatment & Prevention of HIV/AIDS - 2013

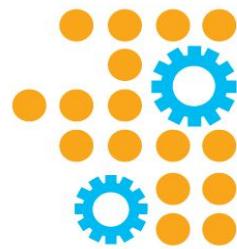
- At 6,983 posts the ARV conversation represents 0.002% of the total, South African, online conversation in 2013.
- In 2013, the highest volume period was the week from the 7th April. In this week, Parliament adopted a new ARV treatment plan which saw the number of tablets per day going from three to one (in the hopes of reducing patient defaults).
- The ARV conversation had a total 16 million potential impressions in 2013.
- From the posts which have an identifiable location, Ulundi produced the highest posts per capita during 2013, which mirrors the general RSA conversation. Johannesburg has the second highest posts per million, at roughly 384 posts per million. Johannesburg is followed by Pretoria (at 361 posts per million).
- Compared to 2012, the provinces remains largely unchanged with Gauteng sitting at 58.1% and the Western Cape driving 23.92%. That said, in third most contributions, KwaZulu-natal engaged 3.54% less on this topic than they do in the general RSA conversation
- The content source breakdown in 2013 saw the introduction of Google Plus (<1% in both conversation) and strong contribution from Facebook (6% vs <1% in the general RSA conversation). Twitter remained the dominant contributing content source (90% vs 99% in the general RSA conversation)



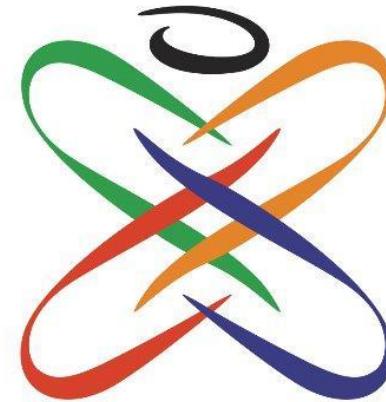
Overview and Insight

Pharmaceutical Treatment & Prevention of HIV/AIDS - 2013

- As was the case in 2012, the conversation was almost exclusively contributed to by the over 35 age category (85% vs 55% in the general RSA conversation). Participation by other age groups has increased by 6% with the majority of this coming from the 25-34 year age group.
- Again, as with 2012, the conversation is distributed very closely (between men and women) to the general RSA conversation. For 2013, women contributed 46% of the conversation while they contributed marginally more, at 48%, in the general RSA conversation.
- Interestingly, and as seen in many of the other phase one reports, the top engagement is with Sentlese with 50 engagements. In this discussion, Sentlese (and his community) discuss a study noting that ARVs allow for unprotected sex (subtext) and various reflections on Mbeki's response and position on ARVs. The next most engaged individual is Fezisa Ka Mdibi ("Freelance Writer, HIV re-thinker, Survived nevirapine poisoning") who is engaged in an active (and vocal) resistance to ARV treatment. Interestingly, a number of individuals actively stand up to resist her position noting that her evidence is weak or based on outliers. The conversation takes place from March to October but then appears to quieten down. TaxiDriverSipho is the next most engaged, at 20 engagements, after he noted that the ARVs he is taking are helping him sleep.



CITIZEN
RESEARCH
CENTRE



SHOUT-IT-NOW

Pharmaceutical Treatment & Prevention of HIV/AIDS

SA Social Media: 2014



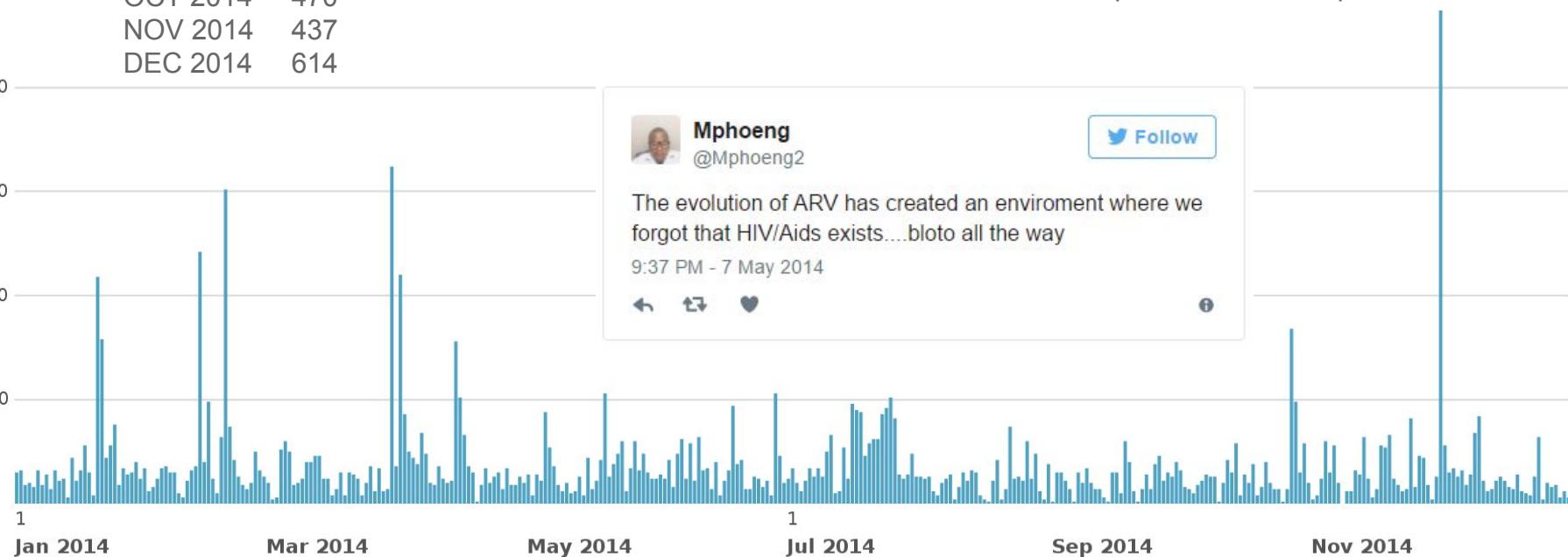
Volume Timeline

Pharmaceutical Treatment & Prevention of HIV/AIDS - 2014

MONTHLY POSTS

JAN 2014	622
FEB 2014	685
MAR 2014	556
APR 2014	672
MAY 2014	517
JUN 2014	520
JUL 2014	733
AUG 2014	365
SEP 2014	341
OCT 2014	470
NOV 2014	437
DEC 2014	614

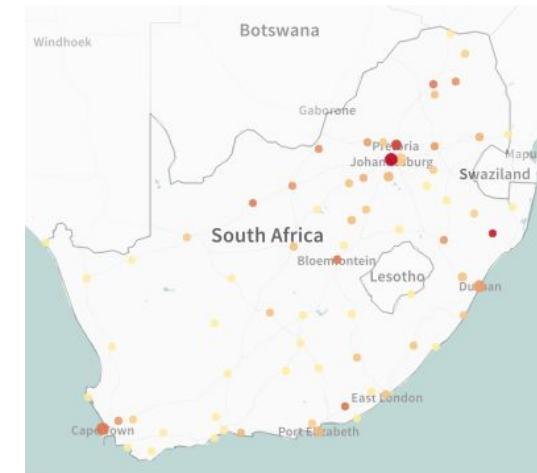
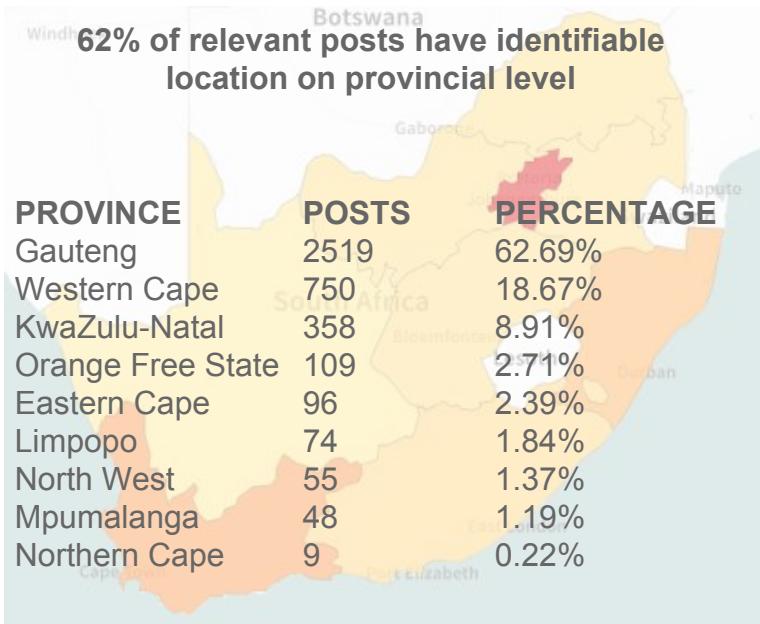
- A total of 6,532 relevant posts were identified in 2014
- The highest volume day was the 1st of December with 237 posts
- The lowest volume day was 8 November with 0 posts
- The highest volume week was 30 March to 5 April with 399 posts
- The lowest volume week was 19 - 25 October with 57 posts
- The highest volume month was July with 733 posts
- The lowest volume month was September with 341 posts





Geography

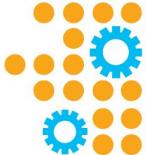
Pharmaceutical Treatment & Prevention of HIV/AIDS - 2014



CITY	POSTS PER CAPITA (per million)	% OF TOTAL
Johannesburg	512.08	46.53%
Ulundi	481.86	0.26%
Pretoria	387.89	13.73%
Grahamstown	229.39	0.56%
Cape Town	222.08	18.89%
Polokwane	199.96	1.16%
Kuruman	199.88	0.05%
Bloemfontein	196.52	2.41%
Mmabatho	134.06	0.37%
Tzaneen	133.84	0.24%

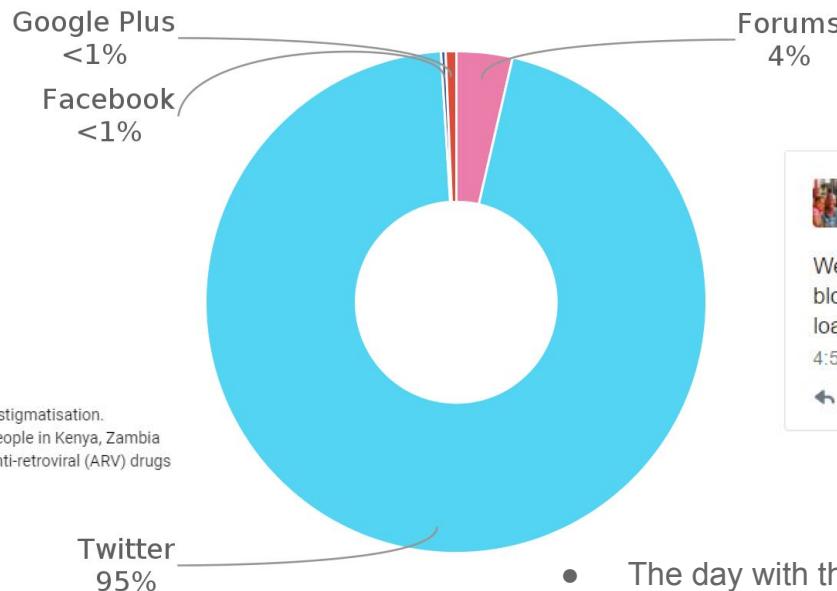
- Of the posts with identifiable location on city level, 46.53% originated from Johannesburg.
- Cape Town (18.89%) and Pretoria (13.73%) contributed over 30% of the conversation in 2014..
- Johannesburg and Ulundi had the highest relevant posts per capita, of any South African city, at 512 and 481 post per million respectively.

Content Sources



Pharmaceutical Treatment & Prevention of HIV/AIDS - 2014

- 95% of relevant posts were identified on Twitter.
- Posts on Facebook and Google Plus accounted for less than 1% each.



World Aids Day

The main barrier to the testing and treatment of HIV is stigmatisation. Photographer Annie Bungeroth has taken pictures of people in Kenya, Zambia and Ethiopia who have overcome that stigma to take anti-retroviral (ARV) drugs that fight the virus. <http://bbc.in/1z7Hd5I>

702

702

: ARV consumption lowers risk of contracting HIV for HIV negative people: <https://soundcloud.com/primediabroadcasting/research-arv-consumption-lowers-risk-of-contracting-hiv-for...>

Read post on facebook.com

Originally Posted by MickeyD
Maybe the shower did not work after all...

Sadly, anti-retrovirals do work.

 Sindisiwe 
@sindivanzyl

We know that ART antiretroviral treatment is working when blood tests show that the CD4 count has gone up & viral load is down #HIV101

4:55 AM - 6 Apr 2014

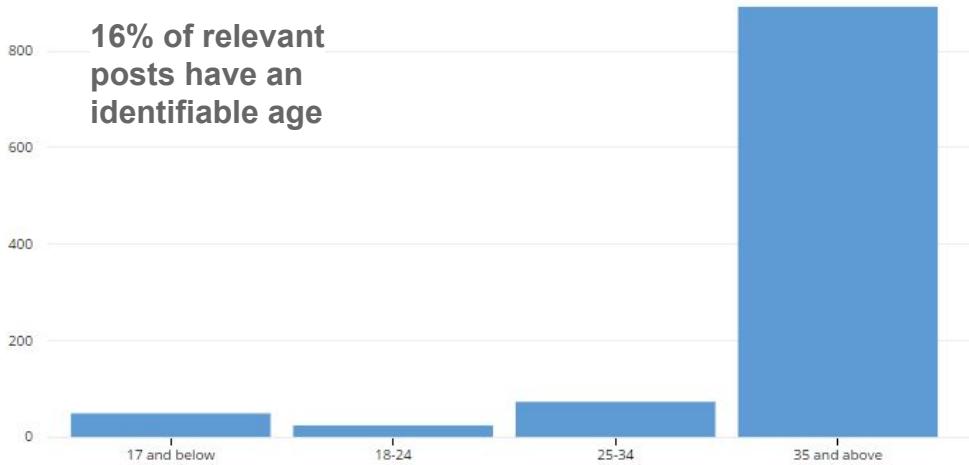
1 1 1

- The day with the highest number of Forum posts was the 19th of September with 12 contributions.
- The day with the highest number of Facebook posts was the 1st of December with 5 contributions.
- The day with the highest number of Twitter contributions was the 1st of December with 232 tweets.
- The day with the highest number of Google Plus posts was the 15th of February with 3 posts.

Demographics



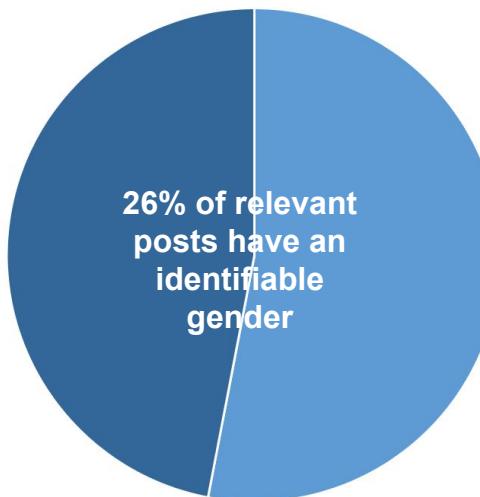
Pharmaceutical Treatment & Prevention of HIV/AIDS - 2014



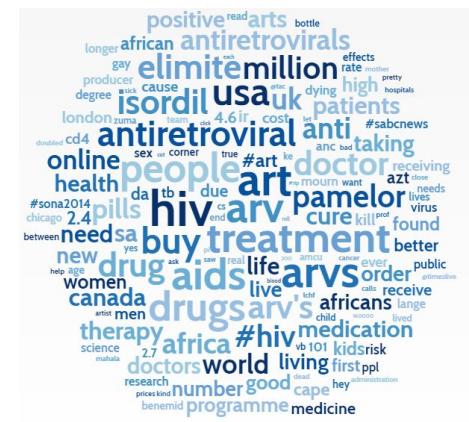
16% of relevant posts have an identifiable age

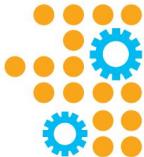
Of the relevant posts with where the age of the author can be determined:

- 5% were 17 and under
 - 2% were between 18 and 24
 - 7% were between 25 and 29
 - 86% were 35 and above



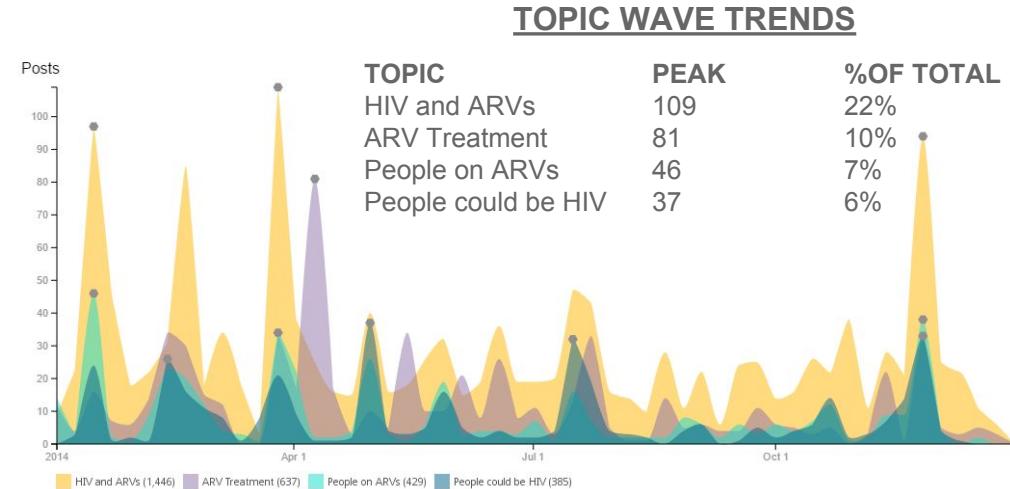
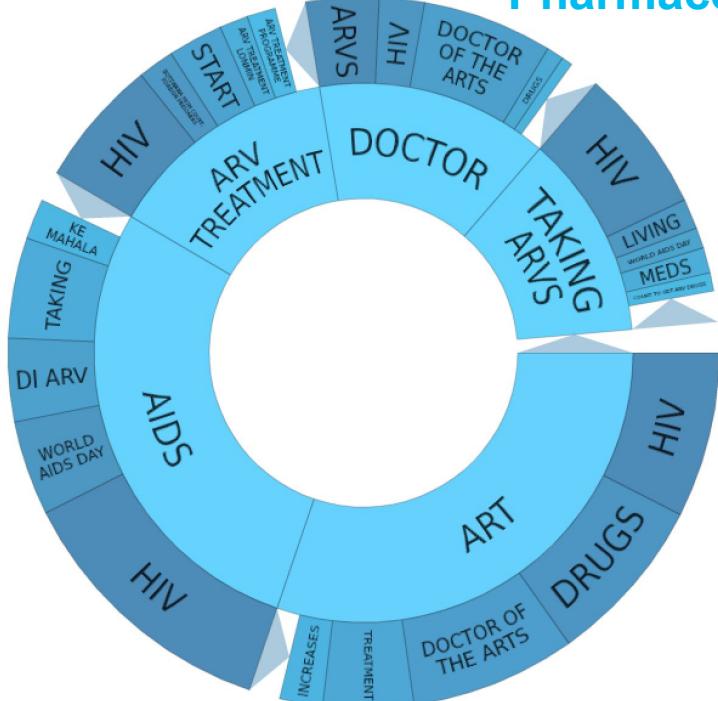
26% of relevant posts have an identifiable gender





Topic Trends

Pharmaceutical Treatment & Prevention of HIV/AIDS - 2014



 **Mwangi Githahu** @MwangiGithahu [Follow](#)

Africa: WHO Recommends Arvs to Prevent HIV in Men Who Have Sex With Men allafrica.com/stories/201407140014.html

8:43 PM - 14 Jul 2014

 **Lehlohonolo Lehana** @Grooves_SA [Follow](#)

400 thousand people get infected with HIV in South Africa every year, many more would rather die than to get tested for HIV or to take ARVs!

7:13 AM - 1 Dec 2014

 **Sipho Warrior** @Sipho_Sabo [Follow](#)

Long day at the hospital, and really people who preach "ARVs are evil and dont take ARVs" are clearly are not HIV+. #CantDeal

4:31 PM - 17 Apr 2014

 **Gooner** @ashleypillay777 [Follow](#)

So 2.75mil ppl in SA get ARV treatment so one in every eighteen ppl are gettin treated for ARV scary stat if we think we jus 50m ppl in sa

12:10 AM - 12 Nov 2014

 **Ayanda-Allie Paine** @AyandaAllieP [Follow](#)

Is it a case of damned if you do supply ARVs & damned if you don't? Some HIV- people see + living longer & think risky sexual behaviour is ok

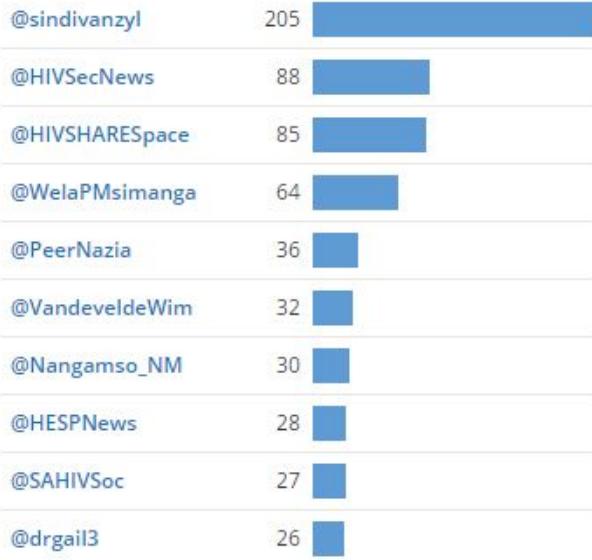
6:34 AM - 2 Apr 2014

Pharmaceutical Treatment & Prevention of HIV/AIDS - 2014

MOST INFLUENTIAL

MOST PROLIFIC

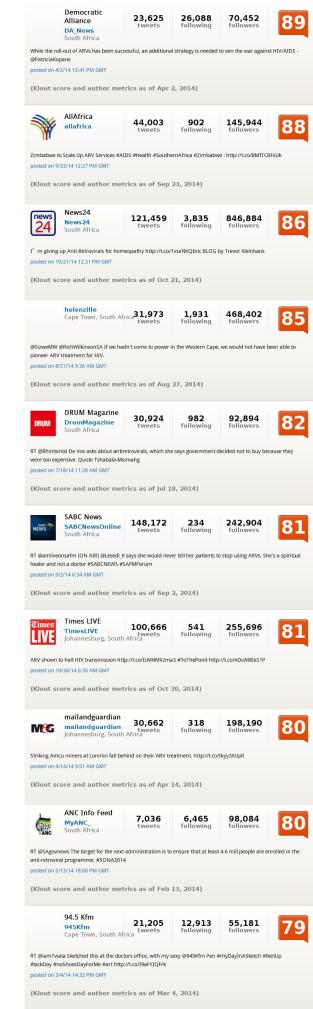


Most Prolific Account was @sindivanzy1
Sindisiwe

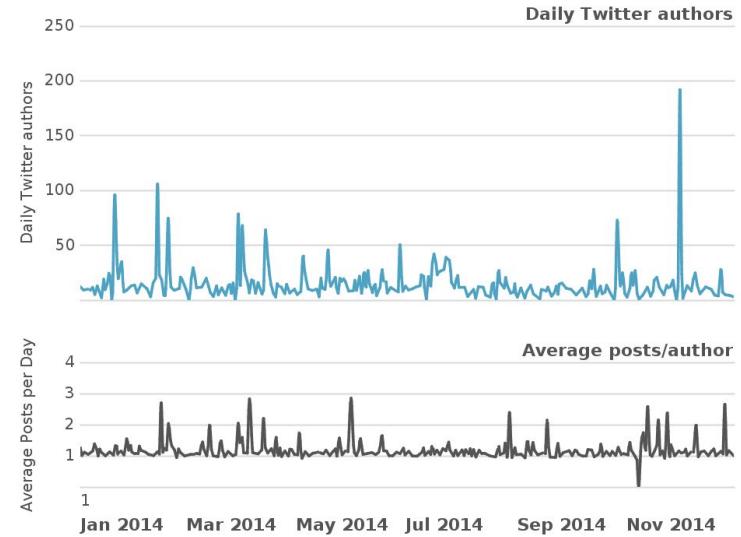
also tweets under the following handles:
@DocSindi

Email: sindi@drsindi.co.za

Website: drsindi.co.za



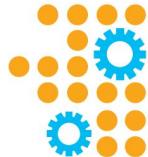
DAILY AUTHORS & POSTS PER AUTHOR



The human contributors with the highest General Influencer Score are:

Helen Zille
JEaglefeather
Shaka Sisulu

@helenzille
@JEaglefeather
@shakasisulu



Authors - Low Influencer Score

Pharmaceutical Treatment & Prevention of HIV/AIDS- 2014

MOST PROLIFIC



Karen
@Karen_Annabelle
Lover of wine, carbs and shoes. Married to the most amazing man in the world
Pretoria, Mauritius, Botswana
Joined April 2010

TWEETS **8,473** FOLLOWING **293** FOLLOWERS **288** LIKES **60**

Karen
@Karen_Annabelle [Follow](#)

@sindivanzy1 1/4 could you please assist, really struggling to obtain Kaletra syrup fr a 2 year old. Folks adopted a baby and live in bots

Karen
@Karen_Annabelle [Follow](#)

@sindivanzy1 3/4 however he says kaletra in sa is only offered at govt hospitals so this is not a permanent ... m.tmi.me/1emapn

12:13 PM - 31 May 2014



Amanda Banda
@banda_mandi
HIV Advocacy Coordinator - Africa
Region at Médecins Sans Frontières /
Doctors Without Borders (MSF)-
personal opinions
Johannesburg
Joined December 2013

TWEETS **593** FOLLOWING **555** FOLLOWERS **238** LIKES **10**

Amanda Banda
@banda_mandi [Follow](#)

Human Rights Campaign endorses Truvada for PrEP treatment - goo.gl/alerts/mCSh
#GoogleAlerts

2:15 AM - 30 Oct 2014





Overview and Insight

Pharmaceutical Treatment & Prevention of HIV/AIDS - 2014

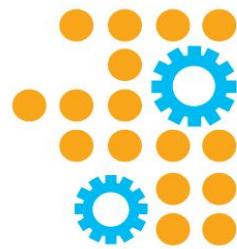
- At 6,532 posts the ARV conversation represents 0.0021% of the total, South African, online conversation in 2014.
- The most significant volume spike in 2014 was the week of the 30th March. Over this period, results from a Nevirapine study was released (showing the impact of a single dosage at birth). Contributors began to pressure government to make this available.
- The ARV conversation had a total 27 million potential impressions in 2014.
- From the posts which have an identifiable location, Johannesburg produced the highest posts per capita during 2014 (512 per million residence). This was followed by Ulundi (481) and Pretoria (387). Interestingly, in 2014, Grahamstown received considerable discussion (229 per million) - coming in ahead of Cape Town, Polokwane and Bloemfontein.
- Proportional percentage contribution by province was in line with that of the general RSA conversation with the key exception being the Eastern Cape contributing slightly less, resulting in them being the 5th highest contributor in the ARV conversation but the 4th highest in the general RSA conversation.



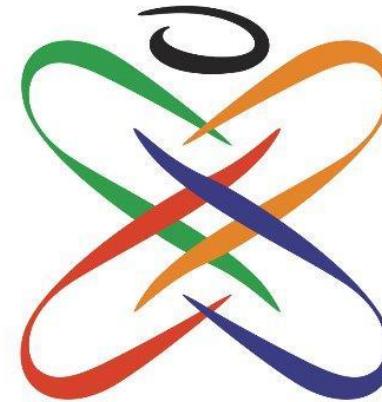
Overview and Insight

Pharmaceutical Treatment & Prevention of HIV/AIDS - 2014

- The content source breakdown is a close match to the total South African social media breakdown for 2014 - with the exception of Forums (4% vs <1%) which is getting significantly more engagement than the rest of the general RSA conversation. Twitter remains the top contributor at 95% (vs 98% in the general RSA conversation).
- For 2014, the over 35s contribution has stabilised (at 86% vs 2013's 85%). The second largest contribution remains the 25-34 year age group with 7% - far less than their contribution of 15% to the general RSA conversation.
- As has now become a trend, the male and female contribution to the combination remains very close with 47% of the conversation being driven by females - compared to 46% in the general RSA conversation.
- 2014 saw Fezisa receiving the most engagement (over 100) and becoming an increasing pillar for her own ARV resistance movement - with others on-selling her values to the peers and family. Sindivanzyl is yet again highly engaged after sharing various statistics in response to the community - she remains highly informed and pro-ARVs. Kele_tebza (30) and NoNiggalsGuilty (30) gained much engagement as NoNiggasGuilty noted that he had AIDS to which Kele became the conduit through which the community recommend ARV treatment.



CITIZEN
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SHOUT-IT-NOW

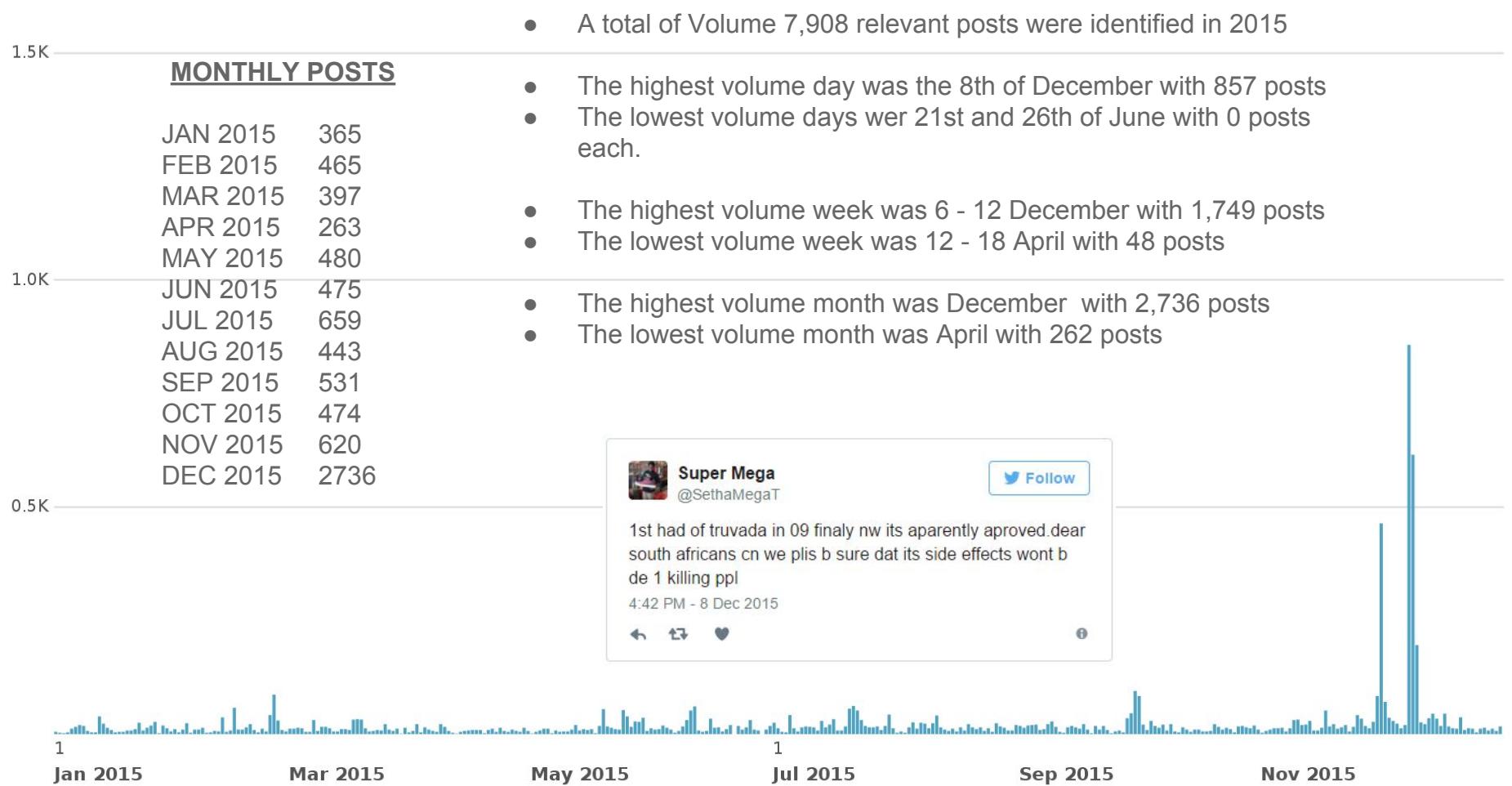
Pharmaceutical Treatment & Prevention of HIV/AIDS

SA Social Media: 2015



Volume Timeline

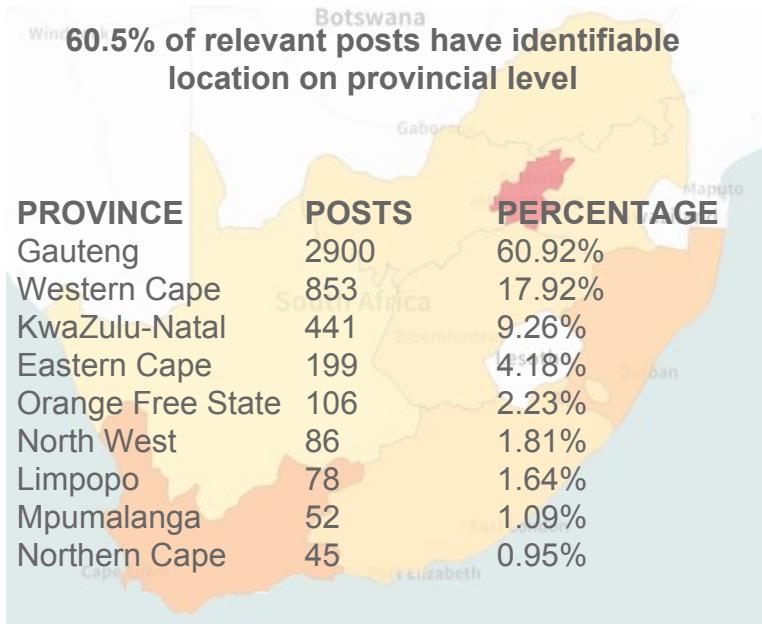
Pharmaceutical Treatment & Prevention of HIV/AIDS - 2015





Geography

Pharmaceutical Treatment & Prevention of HIV/AIDS - 2015

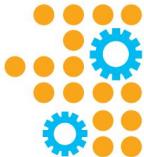


- Of the posts with identifiable location on city level, 45.58% originated from Johannesburg. Cape Town (20.43%), Pretoria (12.97%) and Durban(7.89%) contributed just over 40% of the conversation.
- Ulundi and Johannesburg had the highest relevant posts per capita, of any South African city, at 770 and 569 post per million respectively.



54.6% of relevant posts have identifiable location on city level

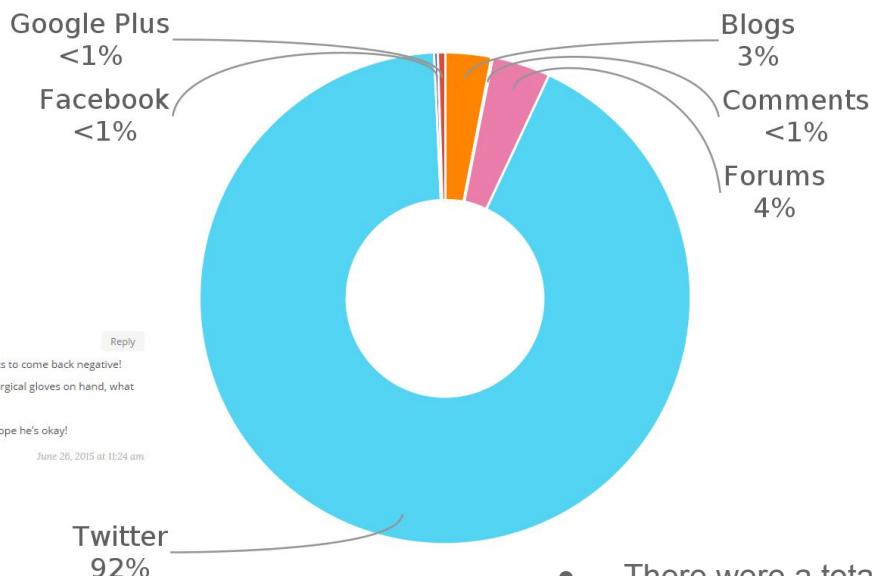
CITY	POSTS PER CAPITA (per million)	% OF TOTAL
Ulundi	770.97	0.37%
Johannesburg	569.72	45.58%
Pretoria	416.29	12.97%
Grahamstown	251.23	0.54%
Cape Town	245.72	18.40%
Mmabatho	201.1	0.49%
Polokwane	186.33	0.95%
Rustenburg	168.7	0.65%
Bloemfontein	155.49	1.68%
Durban	124.22	7.89%



Content Sources

Pharmaceutical Treatment & Prevention of HIV/AIDS - 2015

- 99% of relevant posts were identified on Twitter.
- Posts on Facebook and Forums accounted for less than 1% each.



MeeA

ARVs are the pits! And all that waiting for all the HIV test results to come back negative! Well done to you for helping, though. Aside from not having surgical gloves on hand, what you did is why we still get to have faith in human beings. x Do you know what happened to the man from the accident? Hope he's okay!

June 26, 2015 at 11:24 am



Cipla South Africa
December 17, 2015 · 6

After pioneering ARV costing by being the first company to offer ARV treatment for one dollar a day, Cipla has a history of embracing #AffordableHealthCareForAll. Find out more at <http://ow.ly/WOPwV>

TAC: THERE'S A SHORTAGE OF ARVS ACROSS THE COUNTRY

The rights group says its reports show there is a shortage of a range of ARV drugs in districts across SA.

Tebogo
@BuddyTebza

Follow

Mom: why are you not sending money back home? Son: I have a monthly installment of #Truvada
12:15 PM - 9 Dec 2015

Reply Retweet Like

El Patrón Lukhanyo
 @_Tshelz_

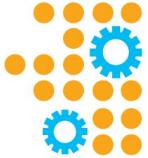
Follow

Truvada HIV pills can miss me...the dreams i have already are just fine.
1:22 PM - 25 Feb 2015

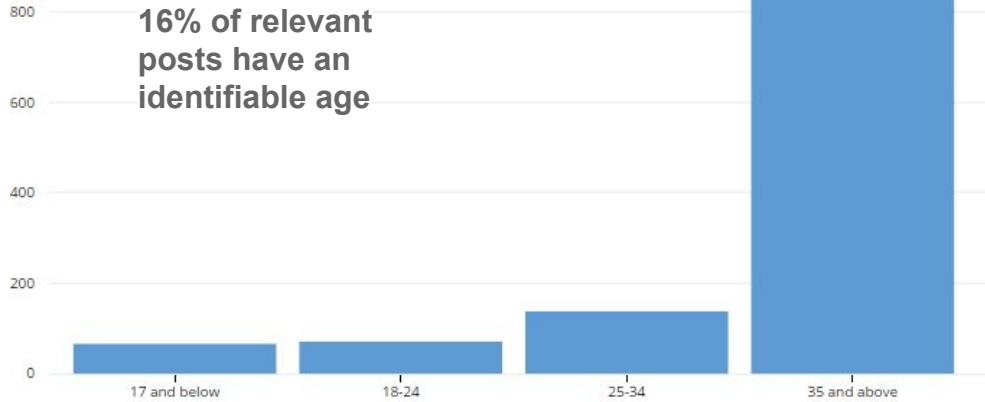
Reply Retweet Like

- There were a total of 238 blog posts in 2015
- The day with the highest number of Forum posts was the 12th of September with 11 contributions.
- There were a total of 20 Facebook posts for the entire year.
- The day with the highest number of Twitter contributions was the 8th of December with 854 tweets.

Demographics



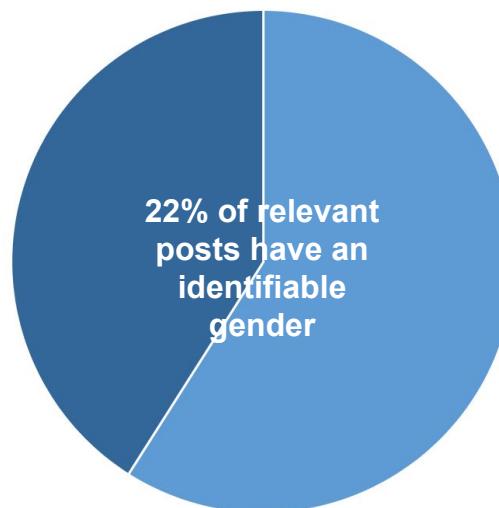
Pharmaceutical Treatment & Prevention of HIV/AIDS - 2015



16% of relevant posts have an identifiable age

Of the relevant posts with where the age of the author can be determined:

- 5% were 17 and under
 - 6% were between 18 and 24
 - 11% were between 25 and 25
 - 78% were 35 and above



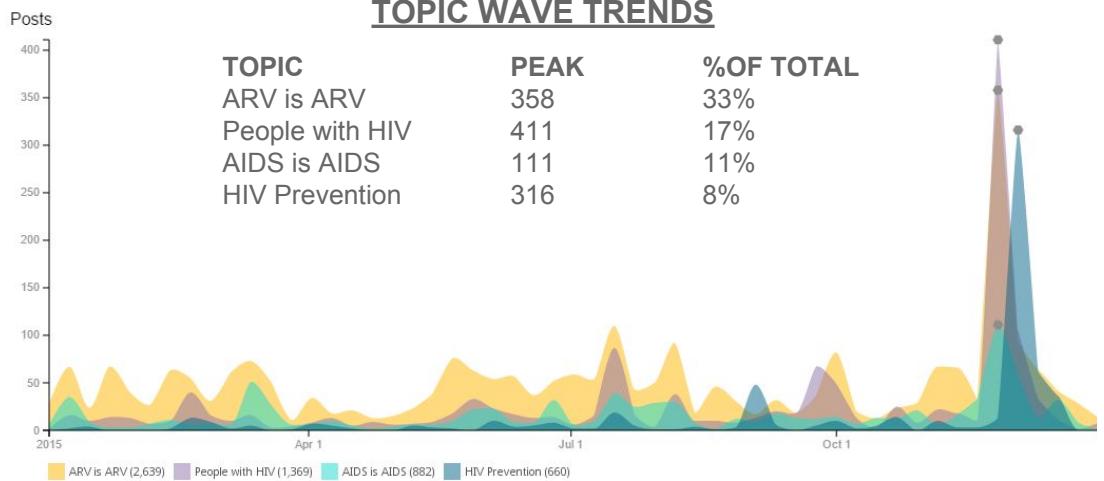
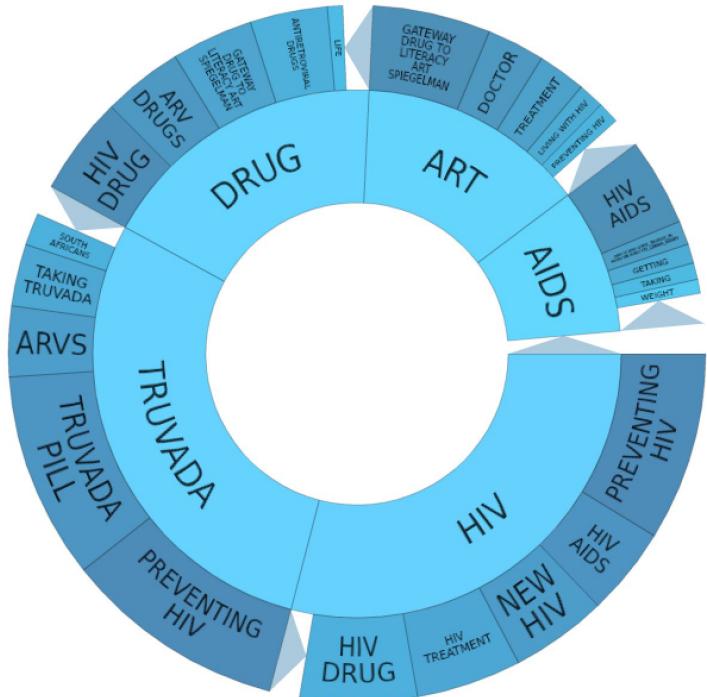
22% of relevant posts have an identifiable gender





Topic Trends

Pharmaceutical Treatment & Prevention of HIV/AIDS - 2015



@MohaleMotaung_
[Follow](#)

One that prevent one from getting HIV "@blessingkt: What is a Truvada pill?"

12:54 PM - 13 Dec 2015

1
1
1
1

Vuyi Khumalo
[Follow](#)

If poverty is driving our kids 2 sugar daddies, people 2 engage in unsafe sex, 2 sell ARV's etc then there is a link between poverty & #AIDS

11:16 AM - 7 Dec 2015

1
1
1
1

@JustNotcha
[Follow](#)

@10kStunner I'm not excited because #Truvada will help prevent HIV infections... but because of What if means in Medical Progress

5:46 PM - 8 Dec 2015

1
1
1
1

Kwanele Asante
[Follow](#)

Love & light to ALL people living with HIV. And those living w/ AIDS. Thoughts with those without access to medicines - ARVs #WorldAIDSDay

9:47 AM - 1 Dec 2015 · Johannesburg, South Africa

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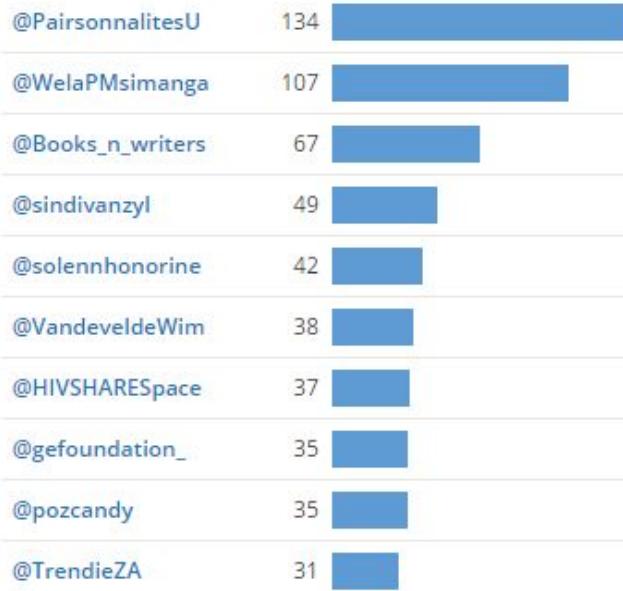
@communitydialog
[Follow](#)

Some children cant take tb and arv medication becuse they have nothing to eat #safoodsovereignty

12:11 PM - 7 May 2015

1
1
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1

MOST PROLIFIC



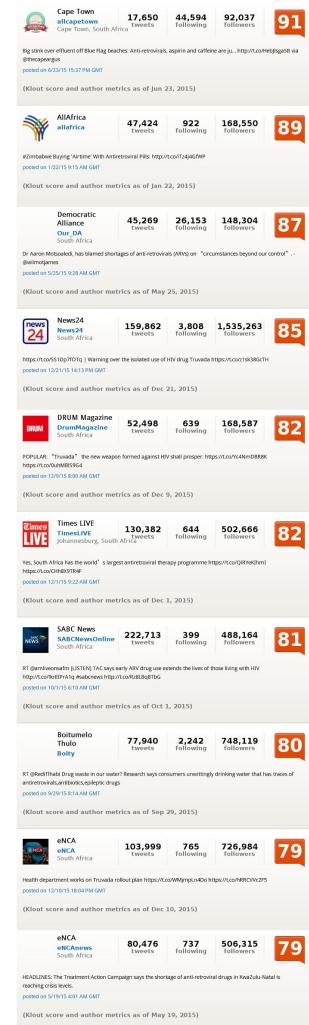
Most Prolific Accounts were:

@WelaPMsimanga
Wela P Msimanga

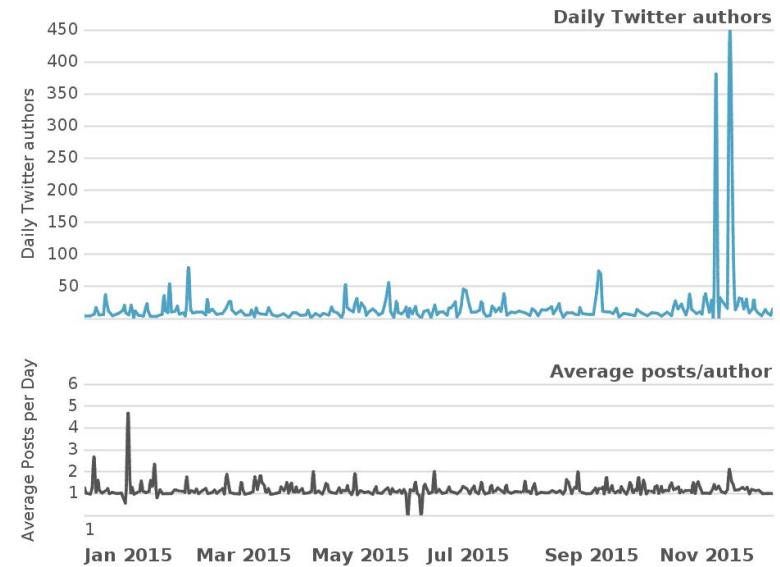
@sindivanzyl
Sindisiwe
Also tweets as: **@DocSindi**
Email: sindi@drsindi.co.za
Website: drsindi.co.za

Pharmaceutical Treatment & Prevention of HIV/AIDS - 2015

MOST INFLUENTIAL



DAILY AUTHORS & POSTS PER AUTHOR



The human contributors with the highest General Influencer Score are:

Boity Thulo
Ory Okolloh Mwangi

@Boity
@kenyanpundit



Authors - Low Influencer Score

MOST PROLIFIC Pharmaceutical Treatment & Prevention of HIV/AIDS- 2015



Frank Tanser
@ftanser
Professor at University of KwaZulu-Natal and Research Director of the Africa Centre's Epidemiology and Population Studies Research Group
📍 KwaZulu-Natal, South Africa
📅 Joined April 2009

TWEETS 230 FOLLOWING 762 FOLLOWERS 351 LISTS 4

Should kidney disease risk affect antiretroviral choice? - In The Lancet HIV, Amanda Mocroft and colleagues¹ re... ow.ly/37YLZF

RETWEET 1 LIKE 1



Michelle Roux
@Michelle02936
Health is the most valuable commodity
📍 Pretoria
🔗 fatlossfactorsa.blogspot.com
📅 Joined June 2013

TWEETS 9,735 FOLLOWING 42 FOLLOWERS 27

Michelle Roux
@Michelle02936

Health24.com | Antiretroviral therapy prevents HIV partner transmission ift.tt/1lf6IJD
12:20 AM - 21 Jul 2015

Health Advice, News & Information | He...
South Africa's leading consumer health website, providing world-class information and interactive tools for a healthy lifestyle.
health24.com

Michelle Roux
@Michelle02936

Health24.com | Why more people at risk of HIV should be taking Truvada ift.tt/1XeUhGA
3:17 PM - 25 Nov 2015

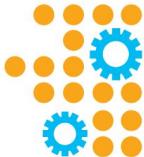
Health Advice, News & Information | He...
South Africa's leading consumer health website, providing world-class information and interactive tools for a healthy lifestyle.
health24.com



Overview and Insight

Pharmaceutical Treatment & Prevention of HIV/AIDS - 2015

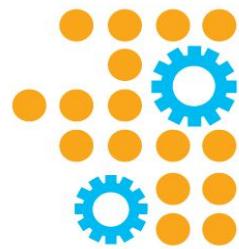
- At 7,908 posts the ARV conversation represents 0.0027% of the total, South African, online conversation in 2015.
- For the most part 2015 saw consistently low volumes of conversation. That said, World Aids Day saw substantial increases in conversation (as a result of South Africa being noted as being the “world’s largest antiretroviral therapy”). This volume increased substantially again the following week when Truvada is approved for use in South Africa.
- The ARV conversation had a total 57 million potential impressions in 2015.
- From the posts which have an identifiable location, Johannesburg performed the highest (1957 posts per million) with Cape Town, the second position, far behind at 790 posts per million. The top 5 cities are identical to the general RSA conversation in terms of ordering them by contribution.
- Proportional percentage contribution by province was in line with that of the general RSA conversation across the top 5 contributors (Gauteng, Western Cape, KwaZulu-Natal, Eastern Cape and Orange Free State). Gauteng, again, drives the largest share of the conversation at 60.92%.
- The content source breakdown for 2015 sees forums continuing to contribute significantly more than the general RSA conversation (4% vs <1%). Blogs also begin to feature more prominently with 3% of the conversation coming from blogs (compared to <1% in the general RSA conversation). As is a typical trend, Twitter remains the top content source at 92% of the conversation (vs 99% in the general RSA conversation).



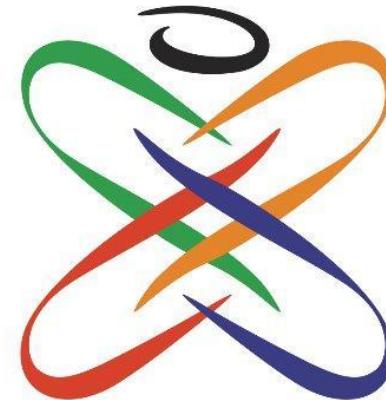
Overview and Insight

Pharmaceutical Treatment & Prevention of HIV/AIDS - 2015

- In 2015 the volume of contribution by the 25 - 34 year olds increases to 11% (vs 19% in the general RSA conversation). As a result, the over 35 category, contributed slightly less at 78%.
- Bucking, the trend, females contributed significantly less (41%, compared to 47% of the previous year). The same is true in the general RSA conversation (45% vs 46% in the previous year), however, the change is far less pronounced.
- Again, as has been the case since 2013, Sindivanzy was a top engaged individual (60+ engagements) - she remains committed to the pro-ARV message and continues to be a trusted source of HIV/AIDS related content - largely in response to individuals specific questions. @GodNamedStar_ on the other hand (crudely) presented happiness at the thought of being able to have unprotected sex with an HIV positive individuals provided they're taking their ARVs correctly. Fezisa remains engaged (20+) and maintains the same overall anti-ARV narrative.



CITIZEN
RESEARCH
CENTRE

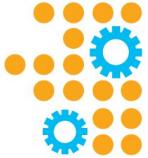


SHOUT-IT-NOW

Pharmaceutical Treatment & Prevention of HIV/AIDS

SA Social Media: 2016

Volume Timeline

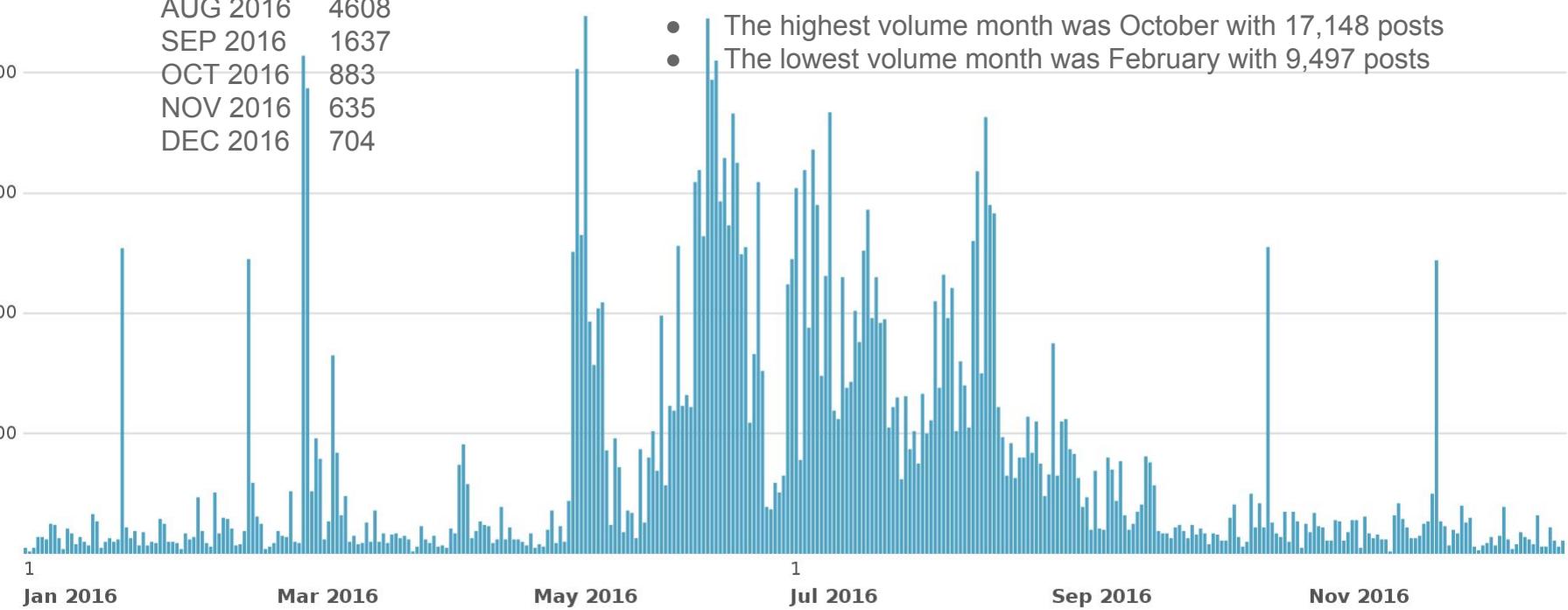


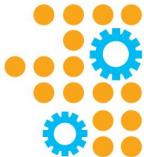
Pharmaceutical Treatment & Prevention of HIV/AIDS - 2016

MONTHLY POSTS

JAN 2016	655
FEB 2016	781
MAR 2016	1726
APR 2016	616
MAY 2016	3231
JUN 2016	6374
JUL 2016	5791
AUG 2016	4608
SEP 2016	1637
OCT 2016	883
NOV 2016	635
DEC 2016	704

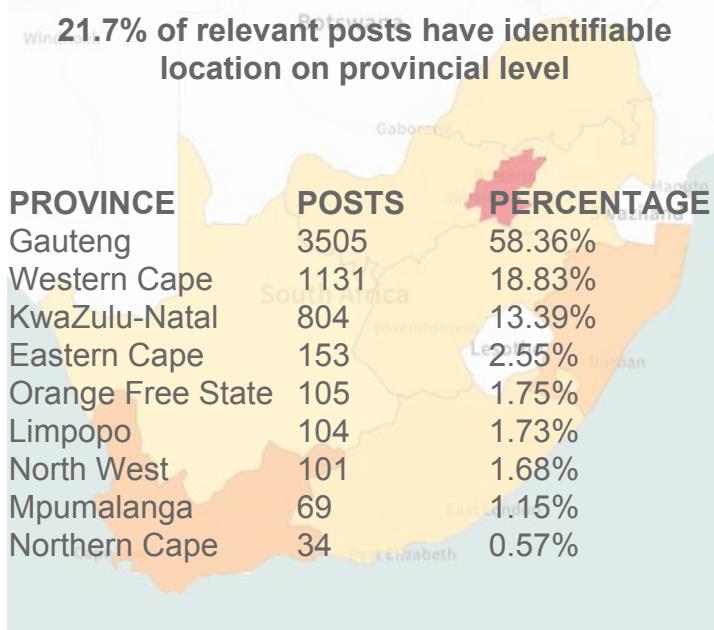
- A total of 27,641 relevant posts were identified in 2016
- The highest volume day was the 13th of May with 447 posts
- The lowest volume days were the 2 January, 2 of April and the 20th of November with 2 posts each
- The highest volume week was 12 - 18 June with 2,390 posts
- The lowest volume week was 18 - 24 December with 76 posts
- The highest volume month was October with 17,148 posts
- The lowest volume month was February with 9,497 posts





Geography

Pharmaceutical Treatment & Prevention of HIV/AIDS - 2016



- Of the posts with identifiable location on city level, 45.36% originated from Johannesburg.
- Cape Town (18.80%), Pretoria (13.29%) and Durban (12.01%) contributed a combined total of almost 35% of all conversations.
- Johannesburg and pretoria had the highest relevant posts per capita, of any South African city, at 731 and 550 post per million respectively.



20% of relevant posts have identifiable location on city level

CITY	POSTS PER CAPITA (per million)	% OF TOTAL
Johannesburg	731.3	45.36%
Pretoria	550.07	13.29%
Cape Town	323.79	18.80%
Polokwane	272.67	1.08%
Durban	243.68	12.01%
Mmabatho	229.82	0.43%
Bloemfontein	200.84	1.68%
Rustenburg	162.67	0.49%
Grahamstown	131.08	0.22%
Ladysmith	126.65	0.11%

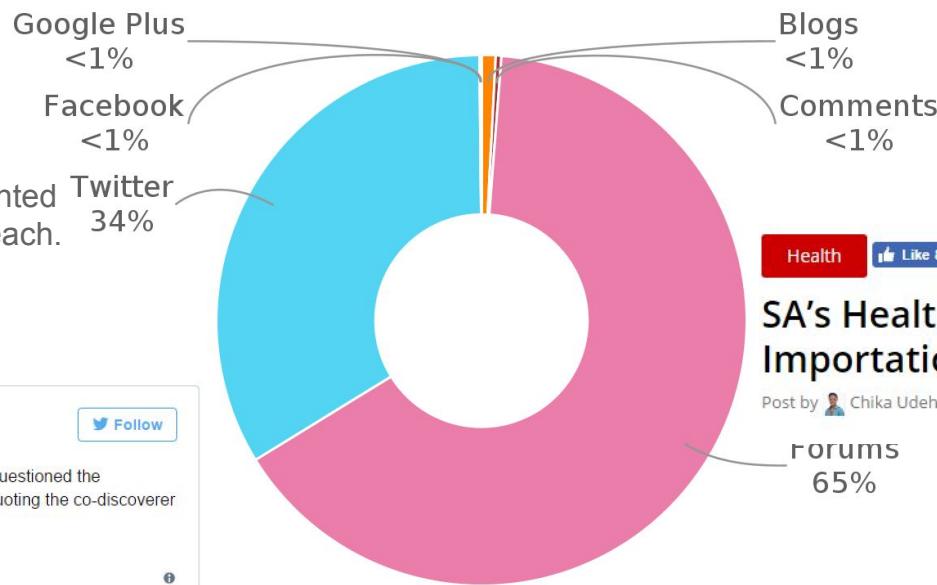


Content Sources

Pharmaceutical Treatment & Prevention of HIV/AIDS - 2016

- 65% of relevant posts were identified on Forums.

- Posts on Facebook, Blogs, Google Plus and Comments accounted for less than 1% each.



Zulu bin Maseko
@thapeilo100000

[Follow](#)

@sanosanele Pres has never ever questioned the effectiveness of ARV's, he's merely quoting the co-discoverer of HIV....

2:21 PM - 10 Mar 2016

4 1 1

Originally Posted by skyhawk

They are saying you don't need ARVs to prevent AIDS. You need a balanced diet.

And they are retarded for that statement, since it's not supported by the research.

Traditional & Natural Health Alliance
October 1, 2016 · [View post](#)

This is not only an issue for first world cities. In South Africa our metro councils recycle up to 40% of our waste water. A Stellenbosch University study in 2014 found high levels of antiretroviral drugs (ARVs) and many of those listed in this article in our drinking water.

Health Like 864K

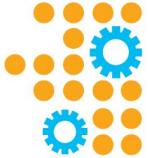
SA's Health Department Wins Fight For The Importation Of More HIV Treatments

Post by Chika Udeh

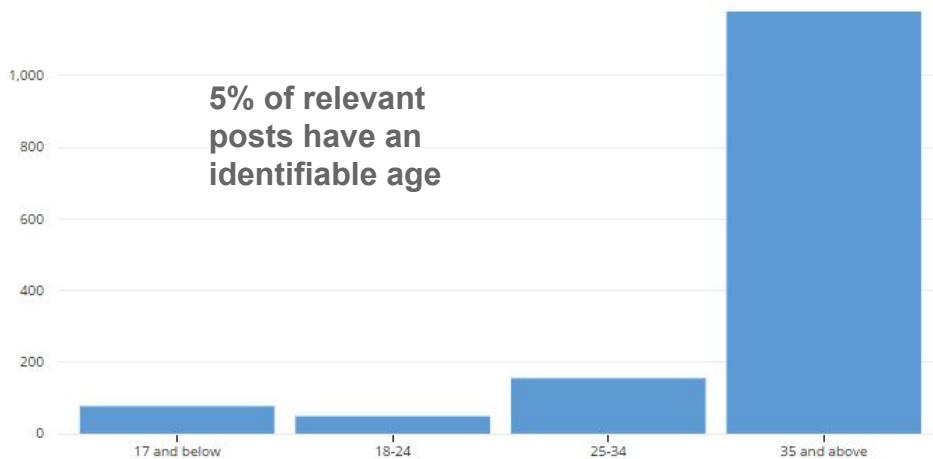
forums
65%

- The day with the highest number of Forum posts was the 05th of October with 30 contributions.
- The day with the highest number of Facebook posts was the 11th of April with 5 contributions.
- The day with the highest number of Twitter contributions was the 04th of May with 2,447 tweets.

Demographics

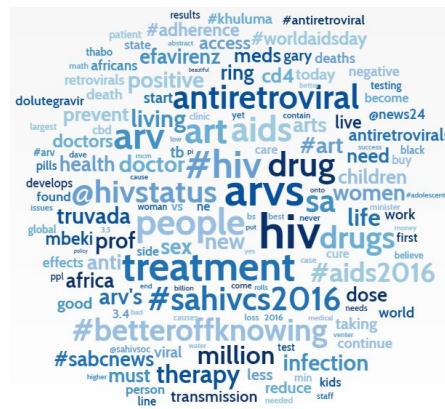


Pharmaceutical Treatment & Prevention of HIV/AIDS - 2016



Of the relevant posts with where the age of the author can be determined:

- 5% were 17 and under
- 3% were between 18 and 24
- 11% were between 25 and 25
- 81% were 35 and above



Female
45%

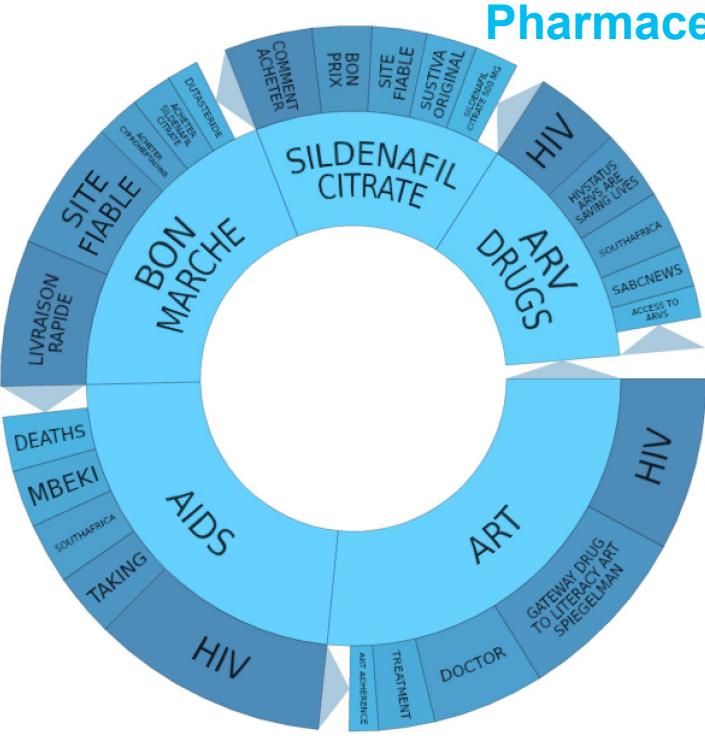
9% of relevant posts have an identifiable gender

Male
55%





Topic Trends



June the 7th
@mazz706

My advice to someone who knows what ARVs smell like:

Continue consuming your treatment before your HIV develops into Aids, uhlukane ne CBD

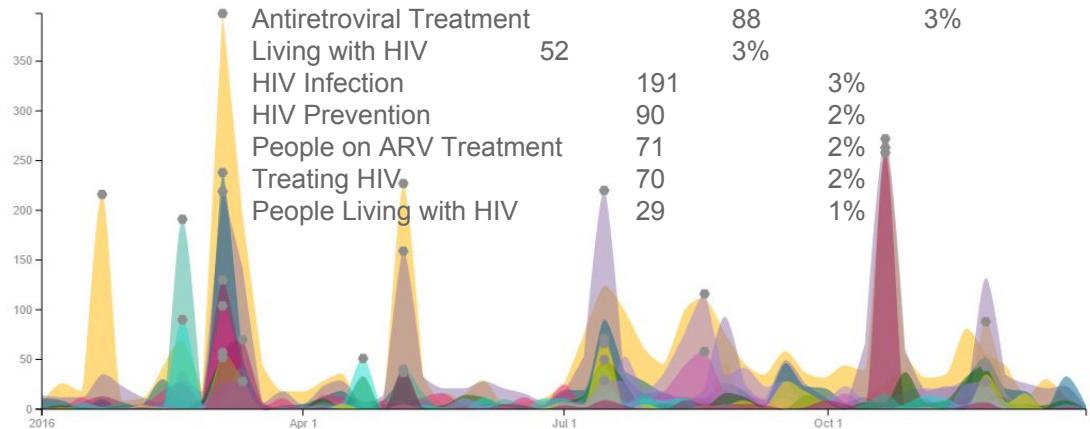
Lebo BZ95SR-GP GTI @Lebo_Pirates
Been in Durban for 35min but the smell of ARVs in this CBD I really should leave before I catch Aids

RETWEETS LIKES
427 60

12:02 AM - 22 Oct 2016

TOPIC WAVE TRENDS

TOPIC	PEAK	% OF TOTAL
HIV and ARVs	398	18%
ARV Treatment	272	13%
People on ARVs	238	6%
ARV Drugs	104	4%
HIV and AIDS	258	4%
HIV Status	116	3%



The plan comes on the heels of research released that found about 72 percent of Johannesburg sex workers surveyed were living with HIV.
F**k that. I don't know how guys still frequent them.

Richard Lessells
@rjlessells

Great stuff. From September it's #ART for all people living with #HIV in South Africa, regardless of CD4 gov.za/speeches/debat...

6:16 PM - 10 May 2016

1 5 4



Mo @Memz_Mo
10 Jul
My cousin told our granny that she doesn't support any political party. My gran asks her why not ANC and she said it does nothing for people



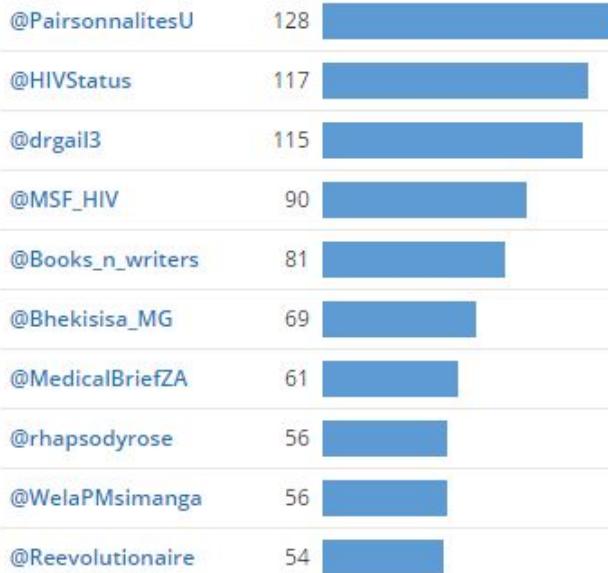
Mo
@Memz_Mo

10:44 AM - 10 Jul 2016
My gran's response "You people sleep around and get HIV, you then get ARVs that ANC provides. Now you also live in an RDP, you have a nerve!"

1 16 4

Pharmaceutical Treatment & Prevention of HIV/AIDS - 2016 MOST INFLUENTIAL

MOST PROLIFIC

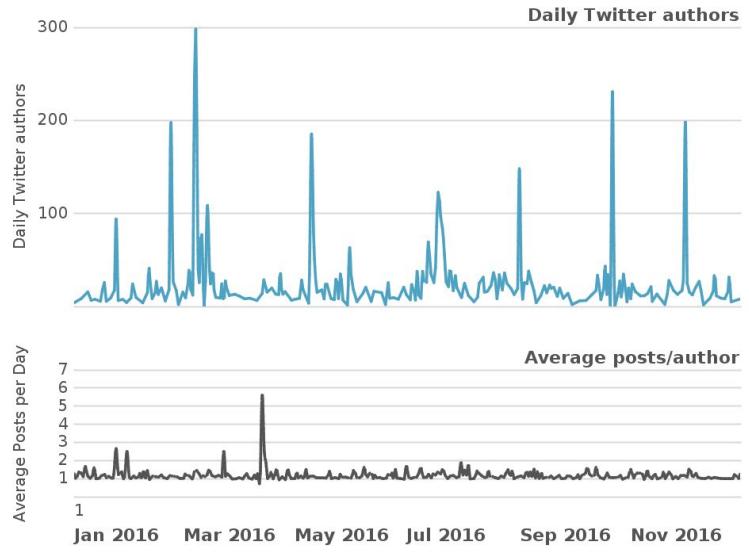


Most Prolific Account was @drgail3
Dr Gail Ashford

Website: hivsupport.co.za



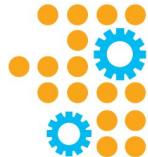
DAILY AUTHORS & POSTS PER AUTHOR



The human contributors with the highest General Influencer Score are:

Helen Zille
Fikile Mbalula

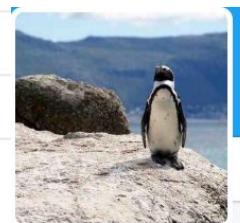
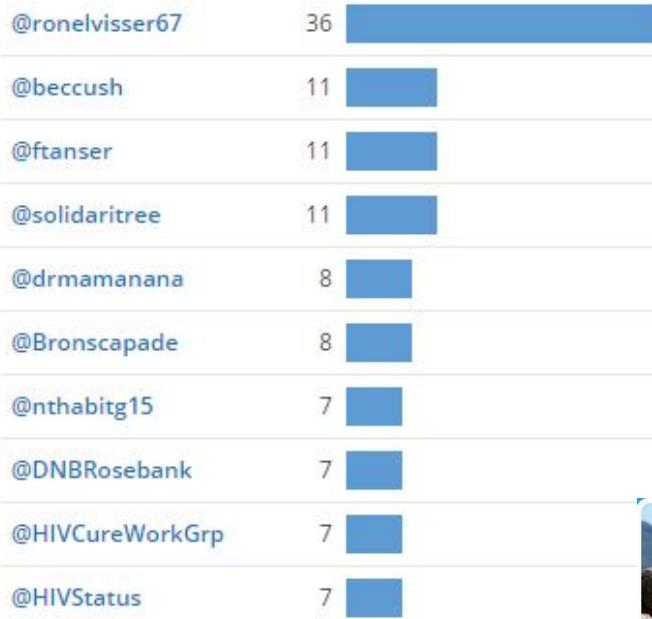
@helenzille
@MbalulaFikile



Authors - Low Influencer Score

Pharmaceutical Treatment & Prevention of HIV/AIDS - 2016

MOST PROLIFIC



Rebecca M

@beccush

HIV/sexual health doctor - London/Cape Town. [@Medical_Justice](#) [desmondutuhifoundation.org.za](#)

📍 Cape Town

Joined February 2012



Frank Tanser

@ftanser

Professor at University of KwaZulu-Natal and Research Director of the Africa Centre's Epidemiology and Population Studies Research Group

📍 KwaZulu-Natal, South Africa

Joined April 2009

TWEETS
231

FOLLOWING
762

FOLLOWERS
349

LISTS
4

 **Frank Tanser**
@ftanser

[Follow](#)

Improved labelling of antiretrovirals for paediatric use - "Children are not just small adults" has been the ma...
ow.ly/EQTy505xCLf

RETWEET
1

 **Frank Tanser**
@ftanser

[Follow](#)

Long-acting rilpivirine as potential pre-exposure prophylaxis for HIV-1 prevention (the MWRI-01 study): an open...
ow.ly/KNGU504yj1s

5:16 AM - 16 Sep 2016

TWEETS
430

FOLLOWING
424

FOLLOWERS
223

LIKES
225

 **Rebecca M**
@beccush

[Follow](#)

Edwin Cameron: Supreme Court in Canada criminalise those who have sex on ART,with fully suppressed **#HIV** if they do not disclose **#AIDS2016**

1:33 AM - 19 Jul 2016

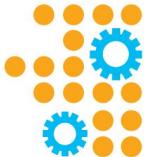
   

 **Rebecca M**
@beccush

[Follow](#)

Rashida Ferrand: Global antiretroviral coverage in children/adolescents is 34% vs 68% in adults **#CROI2016**

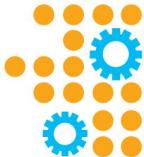
2:46 PM - 25 Feb 2016



Overview and Insight

Pharmaceutical Treatment & Prevention of HIV/AIDS - 2016

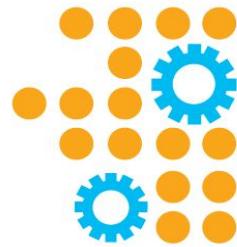
- At 27,641 posts the ARV conversation represents 0.0092% of the total, South African, online conversation in 2016.
- In 2016, the bulk of the conversation took place from 1 June to mid-August as ctsrcew.co.za came online selling a variety of ARV drugs without prescription. As part of their marketing campaign they syndicated various international sites' content resulting in a huge volume of self-published (owned media) being generated.
- The ARV conversation had a total 110 million potential impressions in 2016.
- From the posts which have an identifiable location, Johannesburg, again, produced the highest posts per capita - which mirrors the general RSA conversation. Interesting, Grahamstown has dropped from position 4 in 2015 to position 9 in 2016.
- As with 2015, the proportional percentage contribution by province was in line with that of the general RSA conversation. Gauteng continues to contribute the most (58.36%) with the Western Cape following at 18.83% - in both cases a variance of less than 3% when compared to the general RSA conversation.



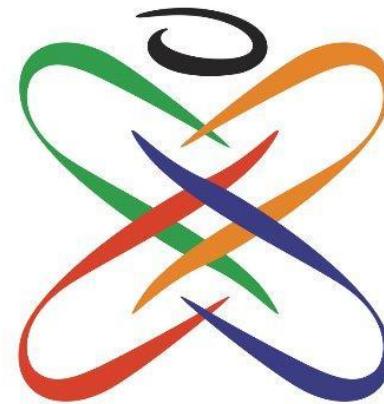
Overview and Insight

Pharmaceutical Treatment & Prevention of HIV/AIDS - 2016

- The content source breakdown sees a significant jump in forum posts (65% vs <1% in the general RSA conversation). This is the result of ctscrew.co.za pushing a huge amount of (syndicated) forum content out to promote their offerings. Messaging followed a typical Made for Adwords type model where pages created intended to capture the long-tail of the Search Engine Results Page. Broader social media hardly engaged their efforts.
- 2016 saw exactly the same contribution as 2015 for the 25-34 age group. The contribution from the 17 and below, however, has increased slightly to 5% (vs 15% in the general RSA conversation). The over 35s remain the vast majority contributors at 81% - compared to 58% in the general RSA conversation.
- Contribution by Females has again come back on trend with the general RSA conversation (45% compared to 43% in the general RSA conversation).
- The top mentioned organisation for 2016 is Mail & Guardian's Bhekisia (Centre for Health Journalism) as a result of the coverage they gave to the vaginally insertable ARV ring to help protect against infection. For the first time, the Department of Health has been in the top 5 mentioned accounts, largely as a result of their program to increase ARV availability. Fezisa (50) and Sentletse (30) both appear in the top 10 and remain with the same narrative.



CITIZEN
RESEARCH
CENTRE



SHOUT-IT-NOW

Pharmaceutical Treatment & Prevention of HIV/AIDS

SA Social Media: 2017
(01/01 - 30/04)

Volume Timeline

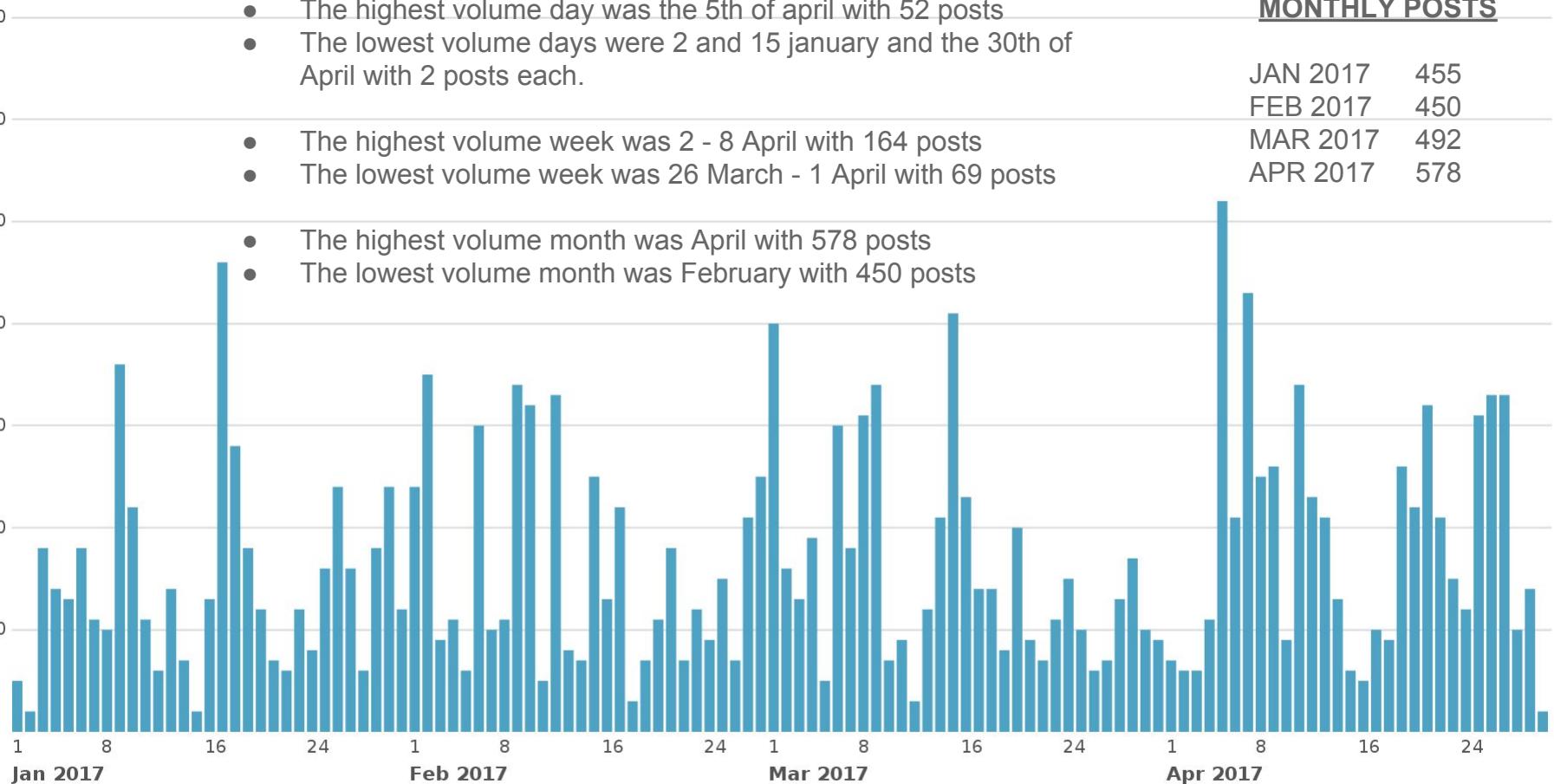


Pharmaceutical Treatment & Prevention of HIV/AIDS - 2017

- A total of 1,975 relevant posts were identified in 2012
- The highest volume day was the 5th of April with 52 posts
- The lowest volume days were 2 and 15 January and the 30th of April with 2 posts each.
- The highest volume week was 2 - 8 April with 164 posts
- The lowest volume week was 26 March - 1 April with 69 posts
- The highest volume month was April with 578 posts
- The lowest volume month was February with 450 posts

MONTHLY POSTS

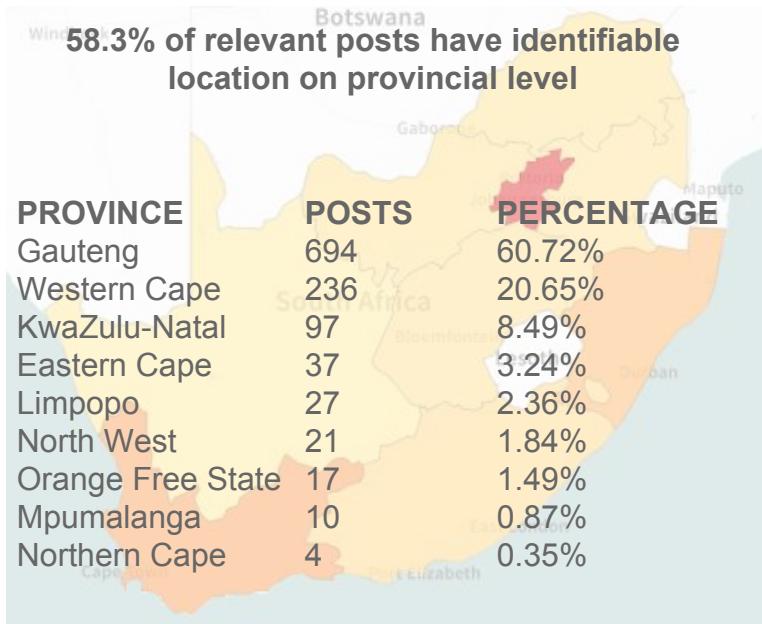
JAN 2017	455
FEB 2017	450
MAR 2017	492
APR 2017	578





Geography

Pharmaceutical Treatment & Prevention of HIV/AIDS - 2017



- Of the posts with identifiable location on city level, 47.84% originated from Johannesburg.
- Cape Town (21.05%) and Pretoria (11.55%) contributed over one third of all conversation.
- Johannesburg and Kuruman had the highest relevant posts per capita, of any South African city, at 148 and 99 post per million respectively.



54.3% of relevant posts have identifiable location on city level

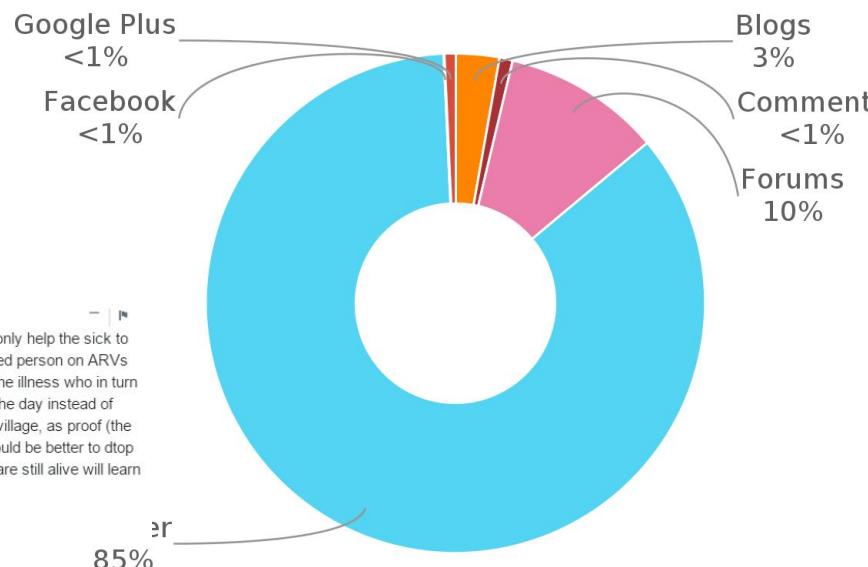
CITY	POSTS PER CAPITA (per million)	% OF TOTAL
Johannesburg	148.18	47.84%
Kuruman	99.94	0.09%
Pretoria	91.93	11.56%
Mmabatho	76.61	0.75%
Cape Town	69.67	21.05%
Grahamstown	65.54	0.56%
Polokwane	45.45	0.94%
Hermanus	39.76	0.09%
Rustenburg	36.15	0.56%
Bloemfontein	34.55	1.50%



Content Sources

Pharmaceutical Treatment & Prevention of HIV/AIDS - 2017

- 85% of relevant posts were identified on Twitter.
- Posts on Facebook, Google Plus and Comments accounted for less than 1% each.



 akin dre  Rudi · a month ago

What? Life saving drugs my foot. Do they cure? No, only help the sick to spread the virus. Look at it this was way, 1 Hiv infected person on ARVs will infect +- 10 innocent lives before succumbing to the illness who in turn will infect others before going down, so at the end of the day instead of loosing just one person we end up loosing the whole village, as proof the stats on the Saps member infected with Hiv) so it should be better to stop giving the sick the ARVs let them die and those who are still alive will learn a lesson, and know how to protect themselves.

Originally Posted by SweetFennyAdams 

She took over a well run health system and a large section of our health professionals fled SA. She refused to register antiretroviral drugs for HIV sufferers as Health Minister. She screwed up Home Affairs by opening the door to millions of undocumented refugees as Minister of Home Affairs. She has ran the AU like a spaiza shop with little or no real accomplishments as Chair. She has been staying at Nkandla on her visits to SA, despite being Jacob's ex wife. She will be BAD NEWS for SA as President. She's all rhetorical hot air and no action. SA will continue to decline with her at the helm. This is like Mugabe trying to impose his wife as the new Zim President all over again. Typical despot tactics. Turning democracies into kingdoms.

But she is a woman and the world needs more female leaders.

 Wendy Giroud  @ItsWendy_M

"How are we dealing with the issue around stigma concerning the truvada drug?" - Yvette Yolo
10:46 AM - 28 Feb 2017

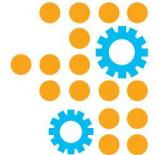
 Tah-tah Goddess  @KhanyleJan

I have a friend who once said she doesn't mind taking oral contraceptives 'cause she's practicing for when she gets HIV and has to take ARVs
7:23 PM - 2 Feb 2017

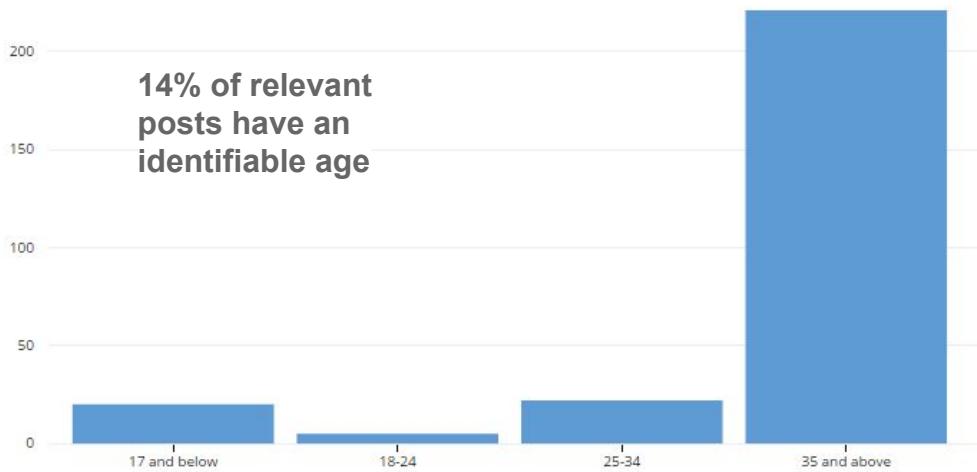
  

- The day with the highest number of blog articles was the 16th of March with 3 posts
- The day with the highest number of Forum posts was the 7th of April with 26 contributions.
- There was only 1 Facebook post in this time period
- The day with the highest number of Twitter contributions was the 5th of April with 51 tweets.

Demographics

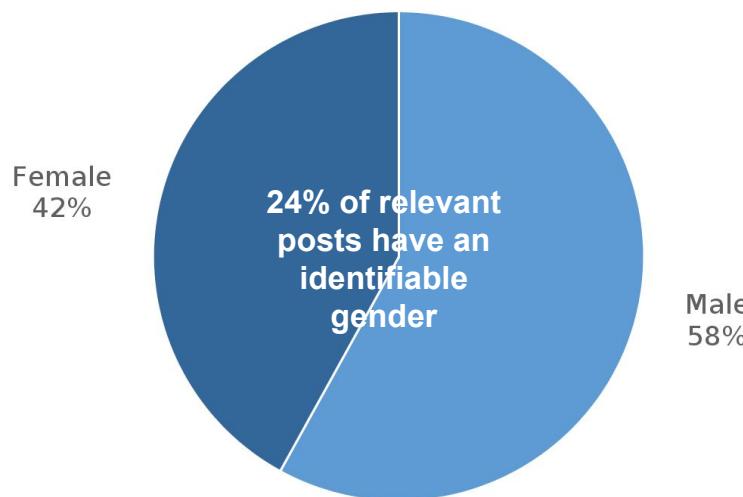
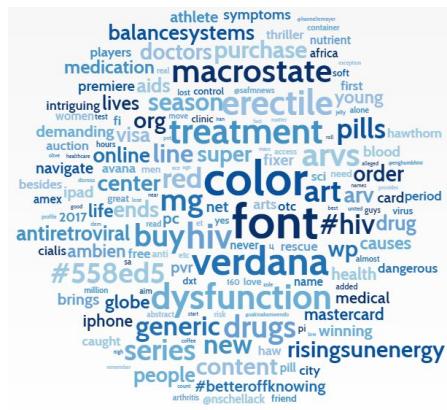


Pharmaceutical Treatment & Prevention of HIV/AIDS - 2017



Of the relevant posts with where the age of the author can be determined:

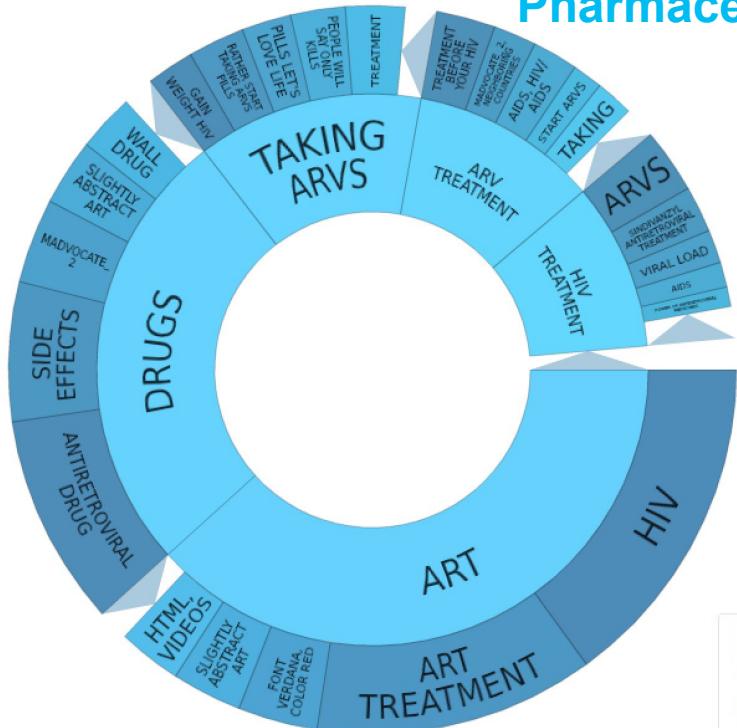
- 7% were 17 and under
 - 2% were between 18 and 24
 - 8% were between 25 and 29
 - 82% were 35 and above



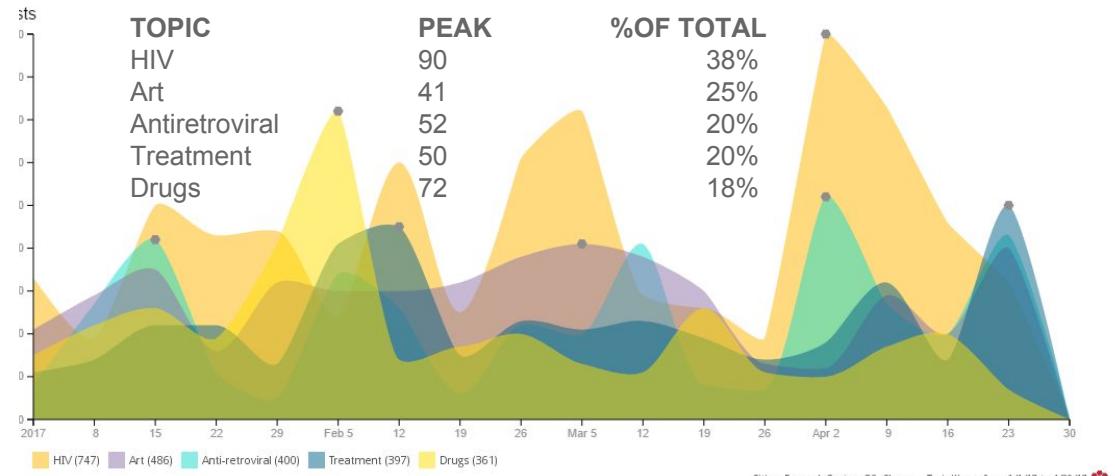


Topic Trends

Pharmaceutical Treatment & Prevention of HIV/AIDS - 2017



TOPIC WAVE TRENDS



Sola Charles @solazed [Follow](#)

Risk Factors for Mortality among Adult HIV/AIDS Patients Following Antiretroviral Therapy in ... - ln.is/www.mdpi.com/1... #GoogleAlerts

6:50 PM - 13 Mar 2017

Risk Factors for Mortality among Adult...

Introduction: Efforts have been made to reduce HIV/AIDS-related mortality by delivering antiretroviral therapy (ART) mdpi.com

Denotion Nyalungu @DenKaybee [Follow](#)

In the next 10 years, people around 13 years will be queuing for ARV treatment. South Africa is just turning into the sex capital of Africa

9:48 PM - 23 Jan 2017

Desmond Tutu HIV @DTHF_SA [Follow](#)

Robust pipeline of ART drugs in development#HIV #medicine #Nurses #MedEd #OA #OpAcc #endAIDSmedicalbrief.co.za/archives/robust...

7:58 AM - 17 Mar 2017

Aphelele @JustAPEX_ [Follow](#)

I'd rather start taking ARVS pills than to take HIV test

12:37 PM - 4 Feb 2017

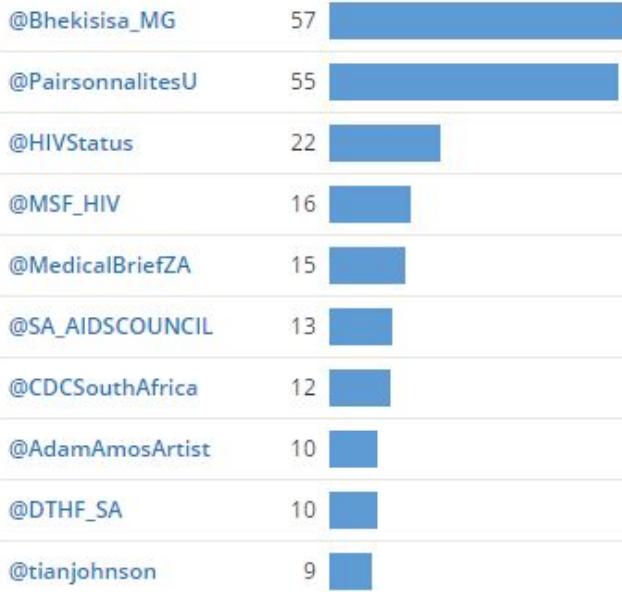
marionstevens @marionwish [Follow](#)

If you are HIV positive. Given ART but what if you want an abortion. twitter.com/ygpillay/status...

6:56 AM - 10 Mar 2017

Pharmaceutical Treatment & Prevention of HIV/AIDS - 2017 MOST INFLUENTIAL

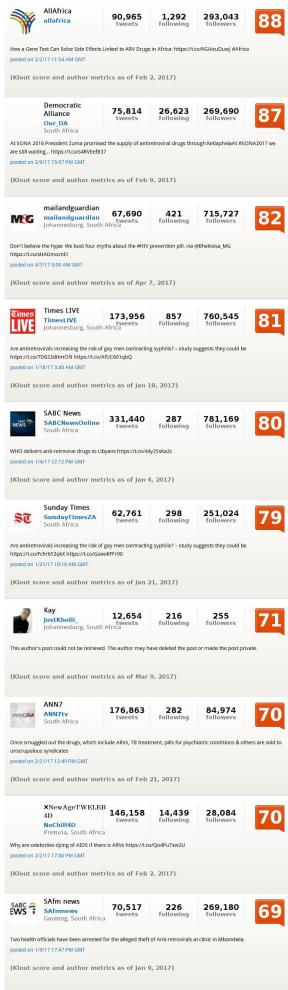
MOST PROLIFIC



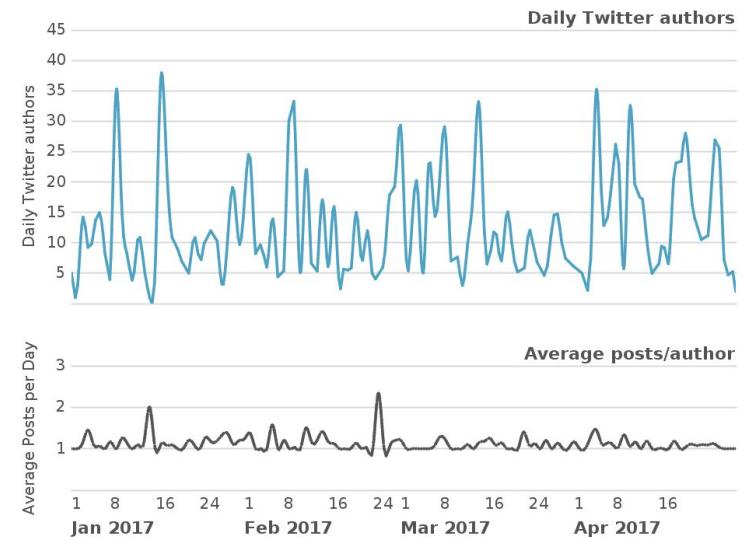
Most Prolific Account was
[@Bhekisisa_MG](#)

Mail & Guardian Health Journalism Centre
Website: bhekisisa.org

Tian Johnson is a strong supporter of sexual
rights and safe practices.
[@tianjohnson](#)



DAILY AUTHORS & POSTS PER AUTHOR



The human contributors with the highest General Influencer Score are:

Kholisa
4D MrNoChill

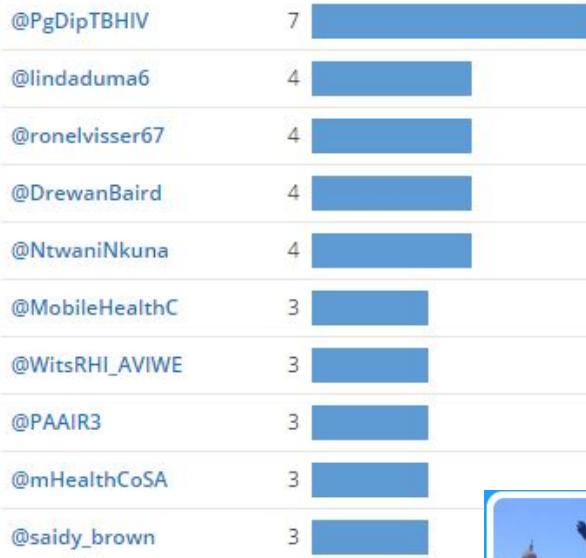
[@JustKholii_](#)
[@4D MrNoChill](#)



Authors - Low Influencer Score

Pharmaceutical Treatment & Prevention of HIV/AIDS- 2017

MOST PROLIFIC

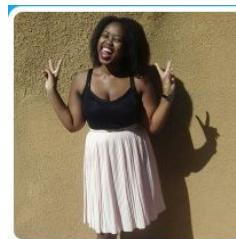


linda duma

@lindaduma6

Durban, South Africa

Joined January 2016



Saidy Brown

@saidy_brown

Ngwana wa ga Ntate Modimo|| I laugh for a living || Ke rata batho. || I am an HIVVictor||

Itsoseng

Joined January 2013

Born on April 7, 1995

TWEETS
1,558

FOLLOWING
170

FOLLOWERS
156

LIKES
3,216

RT @HIVStatus #HIV is not a death sentence. Starting and adhering to ARVs can lead to a long and healthy life. #BetterOffKno...

Apr 19, 2017

RT @HIVStatus Now ALL HIV+ South Africans can get ARVs, no matter your CD4 count. Get tested & start ARVs today! #BetterOffK...

Jan 17, 2017

RT @HIVStatus HIV attacks the immune system, making it hard to fight infections. Get tested & onto ARVs #BetterOffKnowing ht...

Jan 23, 2017

RT @HIVStatus HIV+ & on ARVs? Taking your pills every day is key. Use a pillbox to keep track of your medication #BetterOffK...

Jan 10, 2017

TWEETS
1,904

FOLLOWING
2,722

FOLLOWERS
4,183

LIKES
2,865

Saidy Brown @saidy_brown

8 Mar

When you start getting sick because you were not taking your treatment, don't you think the same people will talk?

Saidy Brown

@saidy_brown

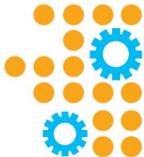
Follow

ARVs,like any other drugs,have side effects.

2:09 PM - 8 Mar 2017

8 4

...



Overview and Insight

Pharmaceutical Treatment & Prevention of HIV/AIDS - 2017

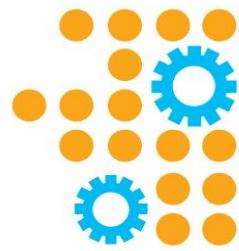
- At 1,975 posts the ARV conversation represents 0.0017% of the total, South African, online conversation in 2017.
- For the first third of 2017, volumes remain fairly constant with the biggest volume spike (16% more than the next largest weekly period). This took place during the week of the 2nd April where Mail & Guardian's Bhekisisa (Centre for Health Journalism), published an article noting "the myths that could be standing between you & the HIV prevention pill" which received strong social sharing.
- The ARV conversation had a total 15 million potential impressions in 2017.
- From the posts which have an identifiable location, Johannesburg produced the highest posts per capita during 2017, which mirrors the general RSA conversation. On a city level however, Johannesburg contributed 7.61% more to this conversation than it did in the general RSA conversation.
- Proportional percentage contribution by province was in line with that of the general RSA conversation with the only major outlier being Gauteng, with 4.16% more conversation on the topic of ARVs than the general RSA conversation. Overall, Gauteng contributed over 60% while the Western Cape contributed 20.65%.
- The content source breakdown for the first 3rd of 2017 shows proportionally increased contributions from Forums (10% vs <1%) and Blogs (3% vs <1%). As a result, a smaller portion of the total conversation was driven by Twitter (85% vs 99% in the general RSA conversation).



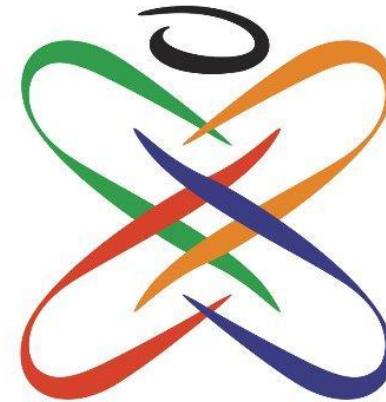
Overview and Insight

Pharmaceutical Treatment & Prevention of HIV/AIDS - 2017

- In 2017, the over 35 age group remains stable on 82% while the under 18's increased by 2% - growth which was not mirrored in the 25-34 age group (down to 8%).
- The gender breakdown is an exact match to the general RSA conversation.
- In the first third of 2017, no individual was engaged on the topic of ARVs more than 24 times and then only one organisation received more than 30 engagements. At the top of the most engaged list is Bhekisia MG - off the back of their myth busting article. This is followed by vandykjoan (at 24) who wrote the article for Bhekisia. From a governmental perspective, the Department of Health has received 20 engagements regarding ARVs since 1 January (largely related to trials and rollout of Truvada). Interestingly, Zackie Achie Achmat (a well known Treatment Action Campaign activist) received 20 engagements related to ARVs and the march he lead for the TAC, to pressure government into providing better antiretroviral supply and support. This is followed by advocacy group, HIVpxresearch who were engaged 11 times on the topic. The first media personality to feature is Sakina Kamwendo (AM host for SAFM) regarding various ARV related news stories she has engaged in the year. From the perspective of medical practitioners, the top participating individual is Halimaismail205 (a pharmacy student with a stated interest in HIV/AIDS) with 9 engagements - all engagements off content she shared relating to two cheaper HIV treatments (Dolutegravir and Tenofovir Alafenamide) which were getting specific research focus by ADVANCE Research.

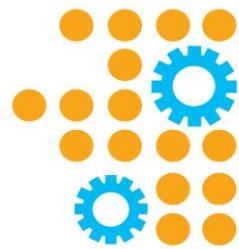


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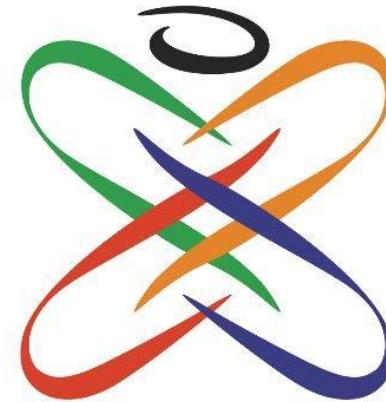


SHOUT-IT-NOW

Focus Areas for Categorisation



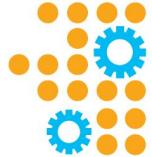
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SHOUT-IT-NOW

Early ARV Uptake and Treatment Adherence

Focus Areas for Categorisation



Focus Areas for Categorisation

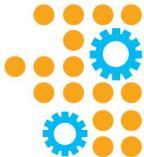
Early ARV Uptake and Treatment Adherence

From the social media data we have analysed, from 2012 to 2017, we have identified five focus areas for further research in order to effectively engage and influence the problems regarding early uptake of ARVs and adherence to treatment programs.

These areas will form the basis for categorisation of the total Pharmaceutical Treatment & Prevention of HIV/AIDS conversation, on South African social media. Once the categorisation is complete we will have the information required to write and execute a tailored, responsive and in-depth engagement strategy with measurable outcomes.

These focus areas are:

- Importance of Community Support
- Role of Healthcare Services
 - Impact of Side Effects
 - Perceived Health Risk



Focus Areas for Categorisation

Importance of Community Support

The importance of community support can not be underestimated - it is possibly the largest contributing factor in predicting whether an HIV+ individual will get the care they need. Community support affects each stage of the process - willingness to get tested, likelihood of status disclosure, stigmatisation and physical risk associated with a disclosed positive status.

The lynchpin to influencing the levels of support HIV+ individuals will receive from their community - direct family, friends & co-workers, neighbours and strangers - is disclosure. Empirical research has shown that patients and caregivers who were able to disclose their status, or that of their dependant, had significantly higher adherence rates.

Risks - such as that of domestic and personal violence, discrimination in the workplace or place of education, and familial and societal ostracisation - play a large role in resistance to testing as well as refusal to disclose positive status.

The basic truth is, if you need to hide your medication and any evidence of your efforts to collect your prescription, from those you are in contact with every day - you are very unlikely to be able to adhere to a daily dosage treatment regime, irrespective of the illness.



Fikile Ntanzi
@KaNtanzi

Young people have a challenge of taking up ARV treatment and Adherence. We need to beef up on the talk on ARV treatment amongst young people

RETWEET
1

10:30 PM - 23 Feb 2012



ANDILE NDLOVU ✨
@Vida15

So sad. So she says she met the man of her dreams earlier this year, but won't tell him she's HIV+. Her ARVs are in a multivitamin bottle

11:41 AM - 2 Dec 2013



Its all about love
@MongeziSosibo



Tenofovir, Efavirenz and Lamuvidine...Am not speaking Chinese, these are my ARVs and am going to collect them today..Adherence is very vital

12:33 AM - 28 Jun 2013



Phiwio @phiwodyumela - 28 Jun 2013
Replies to @MongeziSosibo

@MongeziSosibo hahaha_weeeh uyaschomela manje ngoba singenazo thina?





Focus Areas for Categorisation

Importance of Community Support

 **Unrestrained Rogue**
@MaksMolomo

So today I encountered the black market for ARVs. Guys selling their meds to make ends meet. The story of "the working poor" needs telling

RETWEETS 57 LIKES 12 

10:26 AM - 9 Nov 2015

 **#Buyisanimhlaba**
@pozandy

@sindivanzyl my friends from my hiv support group were dying all over the place and left orphans . I was almost the only one who took arvs

4:13 PM - 5 Jul 2015



 **Zuzu**
@qhawe777

12yr old taking ARV's and the parents r nt telling him that he has HIV,my fear kengoku he goes and have sex with other kids...

12:30 AM - 12 Nov 2014



Tweet your reply

 **TheeCute_Looch** - 12 Nov 2014
Replying to @qhawe777

@qhawe777 If akakaqali,bangcollie kodwa :(

 **Baba Ka Joy**
@Pastor_TT



Public figures are encouraged to disclose their HIV status to help remove the stigma yet when they pass their lives are reduced to ARV's.

7:14 AM - 24 Jan 2014



 **Mama ka Liyema**
@sphoshieq

Someone just disclosed her friend's HIV status to the friend's family thinking that they know. She spoke carelessly about her taking ARVs

10:04 AM - 11 Oct 2014



 **mothers2mothers**
@m2mtweets



"I had gotten ARVs to prevent infecting my twins with HIM, I had not disclosed to my family so I found it hard to take treatment" - Juliet

2:25 AM - 3 Dec 2015

 **Bra Ntswembu**
@bra_ntswembu



To Manto Tshabalala-Msimang telling HIV+ patients to eat garlic & beetroot as opposed to supplying them with ARVs

7:51 PM - 14 Aug 2014



 Hunter Kincaid people who are being treated successfully for HIV have very little chance to pass on the virus to others. In fact, in all experiments performed someone with an undetectable viral load can't seem to pass on the virus unless there are some odd circumstances present like open wounds. Most people who pass on the virus believe themselves to be HIV negative...aren't receiving treatment and have a higher viral load. This article smacks of HIV stigma, slut shaming....and the large amount of anxiety surrounding sex that the author has. Just like how some people develop compulsive behaviors with internet or video game use...app use can be the same. Grindr is not to blame, queer sexual practices are not to blame, this author would have better served his readers by going to therapy to discuss his own anxiety about sex. Instead he wrote an article about a kind, honest, sexually open gentleman who happens to have HIV....and shamed the fuck out of him.

Like · Reply · 12 · 30 November 2014 at 19:23 · Edited

 **MaNgwanya** (@Feliwe_M - 11 Oct 2014)
Replying to @sphoshieq

@sphoshieq things have a way of coming out. I hope that in their shock, family members don't choose to hate on the unwitting disloser.



 **Mama ka Liyema** (@sphoshieq - 11 Oct 2014)
(@Feliwe_M such things are very sensitive hey. I know she didn't mean to. But now the damage is done.



 **MaNgwanya** (@Feliwe_M - 11 Oct 2014)
@sphoshieq let's hope it's a blessing in disguise....



 **Mama ka Liyema** (@sphoshieq - 11 Oct 2014)
I am crossing fingers. (@Feliwe_M - @sphoshieq let's hope it's a blessing in disguise....



 **Bindislife** (@sindivanzyl - 11 Oct 2014)
Replying to @sphoshieq
@sphoshieq oh no



 **Baby Love** (@AthNangamso - 11 Oct 2014)
Replying to @sphoshieq
Tjo. RT @sphoshieq Someone just disclosed her friend's HIV status to the friend's family thinking that they (cont) ll_glm_1scq4s4





Focus Areas for Categorisation

Role of Healthcare Services

The role of healthcare is an obvious focus area as this is ground-zero for diagnosis, consultation, treatment planning, medication and vital information transfer. There are general challenges that are to be expected at each of these stages and much research and advocacy work is being done to counter these global problems. For this study we have tried to focus on barriers which are pertinent or endemic to South Africa, as expressed through social media.

Among these, are logistical and financial barriers such as procurement & distribution issues - leading to patients being turned away or healthcare providers not prescribing and advocating ARVs for all HIV+ patients as soon as their status is known. There are also education and skills barriers such as insufficient training for treatment counsellors and frontline health workers, common ground language between patient and healthcare provider, and treatment literacy among patients and caregivers. Some of these barriers are situational - difficulty communicating dose changes for pediatric patients if a different caregiver accompanies the child for visits to the healthcare professional, for example.

Others are rooted in the individual motivations of healthcare providers. Patients and caregivers report varied forms of potentially lethal negligence - being refused access to HIV tests and being prescribed medication for other illnesses, not being counselled on the possibility of false negative tests, failing to do any private counselling with patients, not offering counselling to any family members or caregivers.

With categorisation of this focus area, we hope to identify the relevance and prevalence of these different barriers associated with the role of healthcare services.

 Grassroot Soccer SA
@GRSSouthAfrica



'Women are only given 5 days of TB or ARV meds. How can there be adherence with this stock out?' Prudence Mabele **#saaidss**
@treatmentaction

RETWEET
1

6:00 AM ~ 11 Jun 2015

 SAfm #PMLive 



Patients were allegedly turned away at the Esselen Street Clinic and were told that there were no more ARV drugs.

RETWEETS
2

7:04 AM ~ 31 Oct 2013

 SindiSiwe 



Patient was turned away because 'you can't take ARVs somewhere else and TB treatment here'. Patient explains that ARVs are under medical aid

RETWEETS
4

12:34 AM ~ 12 Sep 2016



Focus Areas for Categorisation

Role of Healthcare Services

 Yeukai
@sibamaliwa



That is what my common sense is telling me.
Is there a reason why doctors are not treating
this infection or do ARVs treat these
infections

 Herman Mashaba 
@HermanMashaba

Follow

Furthermore, the clinic has run out of ARV's placing the health and lives of its HIV patients at risk **#MashabaForMayor #voteforchange**

 **Cara Duminy**
@caraduminy Follow

Every pt taking **#ARVs** HAS to go to adherence classes to start Rx, yet NONE of my pts know the names of their drugs! I don't get it!!!

 **Teeks**
@Teeks015

Staff at Messina Hospital have also been accused of stealing anti-retrovirals.....

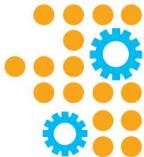
YnesJulie
@YnesJulie
Y would a health minister refuse to give ARV's to HIV positive pregnant women in d country.Thank God she's bin removed from dat position.#smh
2012-07-20

 Red Dot Catering
@rkisten

Doctors caught selling ARV's to patients, telling them they are out of stock but can draw from reserve supplies, therefore it costs...

 **Ngqabutho Mpofu**
@BlackJeezus011 Follow

Can a health worker in the public sector deny a patient ARVs if they've become resistant to 1st & 2nd line drugs as a result of non-adherence



Focus Areas for Categorisation

Impact of Side Effects

The impact of side effects have unmediated, daily repercussions on whether an individual decides to take their medication. Although we may not be able to change the physiological effects of these drugs, driving and facilitating open dialogue around the topic of side effect could reap some positive outcomes.

It would serve as a digitally-accessible support structure of individuals who understand and share the daily struggles. Aside from this - with the right permissions in place - it could provide medical researchers with a larger pool of real-time data which, by its nature is not only more honest but more accurate. This, in time, could provide the information required by the pharmaceutical manufacturers to reduce side effects and increase adherence; and develop better training for, and empathy from, frontline healthcare providers.

Among the side effects noted on social media, taste, depression and nightmares are very common. These may seem trivial however something as simple as taste could not only dissuade an individual from taking them but may also cause vomiting. This could lead to dosage problems as readministration rarely happens and is not mathematically calculated - this is particularly pertinent in pediatric patients. Depression can not only lead to further social exclusion and loss of hope for a positive outcome, it can also decrease appetite and therefore jeopardise an already weakened immune system. Nightmares lead to lack of sleep and thus vitality - in a situation where a HIV+ person still has work and family responsibilities, fatigue could lead to loss of income, loss of meaningful relationships and declining living and hygiene conditions.

 **heila redpath**
@heilareredpath



Had nightmares last night! Blaming the efavirenz!!

9:53 AM - 16 Apr 2012

MDikeledi
@MDikeledi

ARV side effects 😞 RT @NMokoboki: Say whaaaat?! RT @SundayWorldZA: HIV drugs nightmare - Her breasts have reached her knees. Buy today's Sowetan ... <http://t.co/IbIDeilT>
2012-06-14

 **FeziSa Ka Mdibi** @fezisa
@sindivanzy Does this mean then that AZT is extremely toxic and harmful?

19 Feb 14

 **Sindisiwe** 
@sindivanzy

@fezisa we know that TDF may affect kidney function; EFV has a mild hallucinogenic effect ... the info is all there #HIV ...
5:02 PM - 19 Feb 2014

1



Focus Areas for Categorisation

Impact of Side Effects

 **Peter Heindl** 
@Geopathology

#ARVs cause #Depression and spread/causes #AIDS !!!

Check out THIS if you dare to!
[youtube.com/watch?v=77g7kr...](https://www.youtube.com/watch?v=77g7kr...)

CHIWOresearch @CHIWOresearch
Many #mentalhealth & physical health consequences due to chronic #HIV infection in #adolescents - Dr. T.Makadzange. #AIDS2016 #depression

12:25 PM - 20 Jul 2016

 **Mamosa Dikeledi**
@MDikeledi

ARV side effects 😞 RT @NMokoboki: Say whaaaat?! RT @SundayWorldZA: HIV drugs nightmare - Her breasts have ...
m.tmi.me/rEhnC

10:39 PM - 13 Jun 2012

I think I may have taken someone's Efavirenz by mistake. I've been having such vivid dreams all night.
— Obakeng Makhubalo (@ObakengObieWan) Jun 12, 2015

 **Atlegang NOLO** ❤️
@Princess2mi

No use herbs for dat" @LindaHlongwan26: ARVs? "@Princess2mi: Ok so after peeing the toilet smelled like a clinic... Mxm masipa a these pills"

12:35 PM - 24 Apr 2014

 **STARGIRL**
@MissThang_DDee

Replies to @Hebe_Proper

@hebe_proper lmao they taste really bad hey, but I ain't got another choice

2:42 AM - 30 Nov 2013

 **FeZiSa Ka Mdibi**
@fezisa

>>pneumonia, insomnia, vomiting, and depression... Nevirapine is also famous for causing liver failure. In 2011, I was showing signs of it.

RETWEETS
14 

11:51 PM - 18 Feb 2014

 **Sarah Britten Pillay**
@Anatinus

Interesting: antiretrovirals can cause sleep apnoea, and there's a disorder known as "Sleep-related painful erections".
#Insomniaresearch

5:53 AM - 8 Mar 2012

 **El Patron Lukhanyo**
 @_Tshelz_

Truvada HIV pills can miss me!...the dreams i have already are just fine.

RETWEET
1 

3:22 AM - 25 Feb 2015

 ❤️ **Ausi Sebabatso** ❤️
@SBabbYY

These pills taste nasty man. .ooooh! Hate ARVs. .

1:02 AM - 5 Jun 2012

RT @HIV_Insight: Anxiety & Depression → Pts Enrolled in Public Sector ART program in S Africa <http://ht.co/p26NvLgr> #HIV #AIDS

— Sipho January (@siphojanuary) Apr 11, 2012

 **BRODIE**
@Malezz

Side effects of Truvada are nausea, vomiting, hair loss, diarrhea, depression, strange dreams, anxiety, skin rash, body pain.
Source: RxList

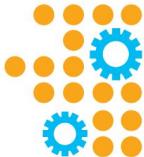
RETWEETS
3 

10:02 PM - 8 Dec 2015

 **BABYFACEKILLER.**
@silyah_

LOL" @RadicalxGio: These yellow bones have Aids bru. "@Nigga_Keo: ARV'S make girls yellow , :/"

2:17 AM - 22 Mar 2014



Focus Areas for Categorisation

Perceived Health Risk

Apart from the documented side effects of antiretroviral treatment, there is also a range of other perceived health risks.

There are legitimate concerns regarding the safety of approved ARVs, spurned on by cases of drugs being pulled of the market due to fatalities. Personal accounts of family members dying whilst on ARVs are often tinged with suspicion over the impact that the medication had on the decline of their loved ones. When ARVs are adhered to from an early stage, the effect is not visible to the community as the individual “was never sick” conversely when they are taken to late, it is likely that the individual will still decline in health and may die.

Many of the perceived health risks can be classified as theories of conspiracy. The identity of the accused conspirators are mostly vague references to the establishment, the western world, colonisers, the rich, the government etc . The suspicions range, from keeping a vaccine secret as a means to increase pharmaceutical profits, to the drugs being specifically designed to kill people for means of global population control or African oppression.

There is also a trend of advice which regards traditional medicine (alternative medicine) as a superior option to ARVs. Although there is merit in this type of advice when it advocates a healthy lifestyle, much of it directly rejects the use of ARVs - either due to its “western origins”, or its perceived impact on health - and encourages disuse.

GhettoChild
@Reevolutionaire

Replies to @HIVPolicyAction

@HIVPolicyAction #HIV #SONA2016 bullshit!
Ppl die with those arvs, that poison has never
saved lives

4:00 AM - 12 Mar 2016

Follow

Leo lady
@zoleka_zoe

Follow

@lila_noid007 @marrakurru I think TM had issues with the side effects of the ARV, ar the countries making these drugs also using them???

4:47 PM - 30 Nov 2013

Reply Retweet Like

@makyce Most of us have had family members or relative die of HIV related illnesses. It doesn't mean we must peddle lies about HIV & ARVs

— #ConceptSixty5 (@Sentletse) Mar 7, 2016

Mwimbu
@mwimbu

Follow

An HIV positive baby has been cured with ARVs! Just give us the cure already!!! We know you have it!

1:35 PM - 4 Mar 2013

Reply Retweet Like

1



Focus Areas for Categorisation

 FeZiSa Ka Mdibi
@fezisa

Replies to @drgail3

@drgail3 she died telling us that it was the pills. But bcz of media, DRs like you and the ARV lobbyists, we killed her!

RETWEET
1



4:27 AM - 30 Mar 2014 from Eshowe, South Africa

 Cultured Savage
 @_Snowlie

My cousin is telling me about this man from his hood who stopped his niece from taking her ARV's because he believed he'd cure her AIDS. Ah 

3:58 AM - 9 Oct 2015

 IG: @generalbuda
 @Generalbuda

Replies to @VeeMashhhhhh

@VeeMashhhhhh ARV's? I'm only gonna make whoonga with them and sell it..I have a strong sangoma, ill never get HIV/Aids

1:53 AM - 13 Jan 2012

 GhettoChild
 @Reevolutionaire

Replies to @AfricaCheck

how many ppl have u whites killed with yo toxic hiv drugs since azt? Keeping the stats on dat? Yo hiv/aids scam!

12:38 AM - 18 Sep 2016

 Mbawulabashise
 @ObakengManopole

 Follow

I actually believe that this "There's no cure for HIV/AIDS" is just another bullshit to help the ARV and Condom makers stay afloat.

RETWEET
1



11:50 AM - 19 Mar 2013

3 1 1

 Tweet your reply

aFau @unclefausto · 19 Mar 2013
Replying to @ObakengManopole
@ObakengManopole I wouldn't be surprised. Wait, I think I actually would. Lol

Mbawulabashise @ObakengManopole · 19 Mar 2013
@unclefausto these fuckers called World Leaders wanna trick us until the delayed discovery gets revealed. By then they'd have made a killing

aFau @unclefausto · 19 Mar 2013
@ObakengManopole Excuse the pun they would have made a killing ne? Haha

Mbawulabashise @ObakengManopole · 19 Mar 2013
@unclefausto lol. Its the killing they would have made.

I'm Tbg @Tbg_4Real · 19 Mar 2013
Replying to @ObakengManopole
@ObakengManopole ja ke knete nkgonne... cure yone e teng!

 FeZiSa Ka Mdibi
 @fezisa

 Follow

Replies to @sibamaliwa

@sibamaliwa when you see your aunt, read the package insert of her ARVs&you will find ALL that she's suffering from clearly stated on them.

3:12 AM - 18 Jun 2014 from Port Shepstone, South Africa

Perceived Health Risk

 Neka
 @funekamani

 Follow

RT @fezisa: A17:/2 taking anti retroviral treatment for 18months was also a nightmare! It almost killed me. RT @UberNigerian #HIVconversations

11:24 AM - 13 Sep 2013

 GhettoChild
 @Reevolutionaire

 Follow

Replies to @HIVStatus

all ppl i know who took those drugs are dead, how many ppl have yoll killed since azt? Dnt tell me bwt bogus science

1:42 AM - 18 Aug 2016

 Lolo
 @simelane_ayanda

 Follow

That's y she became a sangoma mos

@Rose_Bud_Doll: Had HIV refused to use ARV's, preferred herbal alternatives and died
RT @elninotoz: But

6:19 AM - 20 Jan 2014

 FeZiSa Ka Mdibi
 @fezisa

 Follow

A doctor who engaged me here admitted that the 1st AZT prescription killed people, she is 'sorry'. Whose family members were those?

RETWEETS
2



12:22 PM - 14 Apr 2014



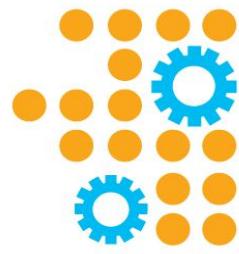
Focus Areas for Categorisation

Early ARV Uptake and Treatment Adherence

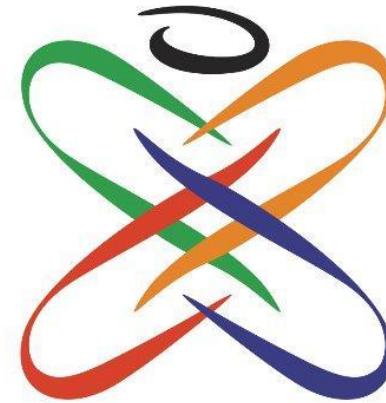
Since the efficacy of any ARV treatment is contingent on strict dosage adherence, and outcomes improve greatly the earlier the virus is detected and treated, an honest evaluation of the barriers to these goals is essential in effecting any change.

The focus areas identified are basic compositions of the types of barriers faced by HIV+ individuals and caregivers in the struggle for adhere to a treatment regime, as well as reasons to not start ARVs early. Each focus area contains multiple, distinct barriers, each with the potential to prevent and individual from starting or adhering to a treatment program.

Thus, a multifaceted approach will be required to address each area of concern in isolation, as well as applying learnings and any progress across all areas.



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SHOUT-IT-NOW

Early ARV Uptake and Treatment Adherence

Engagement Strategy



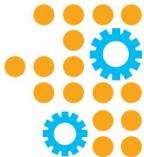
Engagement Strategy

Objectives	<ul style="list-style-type: none">● Increase overall ARV positive discussion in social media● Increase ARV awareness and understanding● Build community to support others with HIV declaration, ARV adherence and correcting conspiracy theories from within● Focus attention on the Department of Health (celebrating wins and holding them accountable)● Provide trusted and reliable education material where information is lacking or incorrect
Key Messages	<ul style="list-style-type: none">● Post-exposure, the sooner you're on ARVs the better (72hrs)● We (as those taking ARVs) are in this together, for ourselves and for South Africa.● People taking ARVs are helping all of us and deserve all of our support and thanks● Even when the side effects are bad, it's still better to stay on the ARVs● It's possible to get your CD4 count high enough that you cannot transmit HIV to your loved ones
Engagement approach	<ul style="list-style-type: none">● Engagement will take place on social media (public channels) and will be focused on both direct engagement (from purpose built social media handles) and influencer engagement to build a supportive community.● When the individual is at risk (from a partner for example), a decision will be taken to either engage them privately, refrain from contacting at all or (in some rare cases) engage publicly.



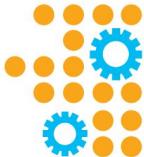
Engagement Strategy

Key Insights	Desired behavior change	Execution Approaches	Measurement approaches
Community support is critical	Individuals actively supporting those who declare that they are HIV positive and who have decided to take their ARVs	<p>Identify HIV+ influencers (who are on ARVs) and have them notify their communities of both points.</p> <p>From the historic data, build up a body of testimonials of individuals (possibly re-engaging them) to provide reliable “people like me” evidence</p> <p>Build community to actively seeking out and support peers</p> <p>Provide online training material to support individuals looking to better understand the facts</p>	# of individuals exposed to messaging by influencers # of individuals exposed & # of “testifiers” who join the support network # of individuals signed up # of unique users engaging per month # content views



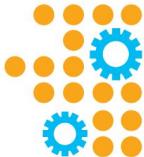
Engagement Strategy

Key Insights	Desired behavior change	Execution Approaches	Measurement approaches
Health professionals are poorly informed	<p>More engagement from health care professionals on social media</p> <p>Better informed engagement from health care professionals</p> <p>Medical professionals correcting incorrect perceptions (with correct facts) as they present in the broader social media space</p>	<p>Actively seek out professionals and integrate into conversation</p> <p>Provide engaged professionals with recent research and findings</p> <p>Influencer strategy. Proactively incentivise (through attention) medical staff to engage others on social media</p>	# individuals found # individuals engaged # individuals proactively engaging the community
Governmental services are unreliable and inefficient	<p>Report unavailability via social media</p> <p>Report poor conduct by medical staff regarding ARV information and/or counselling</p> <p>Identify and sharing information relating to their rights relating to ARV and HIV</p>	<p>Engage individuals and raise formal complaint with DoH.</p> <p>Engage individuals and raise formal complaint with DoH.</p> <p>Build microsite, use influencers to share message</p>	# issues reported # issues reported # issues reported



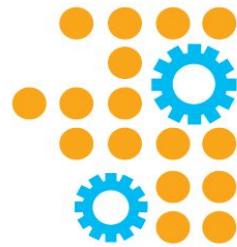
Engagement Strategy

Key Insights	Desired behavior change	Execution Approaches	Measurement approaches
Adherence is a constant (physical, societal, emotional and financial struggle). Support makes a significant difference	<p>Increased propensity for others to offer support and thanks to those on ARVs</p> <p>Increase likelihood of those on ARVs discussing their experience</p> <p>Increased conversation about how it is possible to become non-transmittable with ARVs</p>	<p>Ad campaign on social media thanking those on ARVs to set tone.</p> <p>Influencer marketing to set social agenda.</p> <p>Engage past/present ARV users to do public social media dairies</p> <p>Share research and success stories from within the social media conversation</p>	<p>Click Through Rate & impressions</p> <p># influencers engaged</p> <p># individuals participating</p> <p># impressions for messaging</p>
Steps can be taken to minimise the impact some side effects	<p>Accurate support, with practical advice, given by the community on how to combat specific side effects</p> <p>Active research and learning into understanding how to help others suffering the side effects of ARVs</p>	<p>Positively incentivise those providing accurate support</p> <p>Provide necessary dialogue training to empower the community to assist others</p> <p>Use campaign site to provide “train the trainer” education</p>	<p># individuals providing support</p> <p># of support given</p> <p>Site impressions</p>

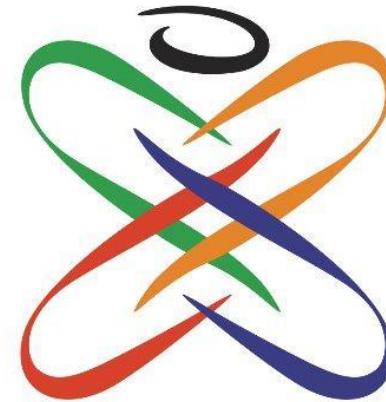


Engagement Strategy

Key Insights	Desired behavior change	Execution Approaches	Measurement approaches
Wild conspiracy theories (against colonialism, globalisation and/or capitalism) citing various reasons for promoting or restricting ARV supply	<p>Increase in community directly engages dialogue against the individuals discussing the conspiracy theories</p> <p>Reduction in conspiratorial language</p>	<p>Leverage influencer and community to engage dialogue</p> <p>Directly engage individuals driving the conversation (community, influence or directly) and ensure that there is a consistent resistance</p>	# spontaneous engagements # of conspiratorial conversations
Legitimate (but poorly informed) concerns regarding the drugs safety exist within the online conversation	<p>Increase in open questioning and dialogue regarding the drug safety</p> <p>Increase in percentage of accurate responses provided</p>	<p>Proactively engage any individual expressing questions or interest</p> <p>Proactively educate any individual who attempts to support others with extra reference material and support</p>	# of individuals engaged Volume of (on-topic) engagements by educated communities



CITIZEN
RESEARCH
CENTRE



SHOUT-IT-NOW

Use of ARV Treatment as a Preventative Measure

Focus Areas for Categorisation



Focus Areas for Categorisation

Use of ARV Treatment as a Preventative Measure

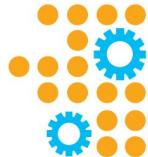
From the social media data we have analysed, from 2012 to 2017, we have identified three focus areas to address if we wish to influence the use of pre-exposure prophylactic measures in South Africa.

These focus areas share many of the same barriers, such as lack of awareness, distrust in efficacy, lack of availability etc. however, to draw meaningful analysis on the differences, we have grouped them by treatment method, rather than by overlapping barriers.

The three focus areas are:

- Long Term Pre-exposure Prophylaxis for HIV Negative Adults
 - Mother to Child Transmission Prevention
 - Emergency Prophylaxis

These focus areas will form the basis for categorisation, isolating the information required to write and execute a tailored, responsive and in-depth engagement strategy with measurable outcomes.



Focus Areas for Categorisation

Long Term Pre-exposure Prophylaxis for HIV Negative Adults

The development and approval of PrEP treatments such as Truvada has opened a new pathway to the fight against infection rates. The relative newness of this technology presents problems which are typical to new ideas and developments in science.

There is a general lack of awareness that the option exists. That said, a fair percentage of social media information on the topic is direct information sharing - this indicates that the public are not personally informed or engaged in the topic. A lack of trust in the efficacy of such treatment is evident, and to be expected.

Understanding the difference in prevention methods - condoms, emergency prophylactic, ARV rings - and how or why to use them in conjunction to each other seems to be common - as is a fear that this type of medical advancement may indeed increase risky sexual behaviour.

Availability & costs are general concerns voiced, as this kind of treatment requires 100% adherence, daily, to be effective. Mitigating factors of disempowerment, such as risk of personal violence or relationships with power imbalance are important to consider, despite the lower likelihood of them being expressed on public platforms.

 **THE WAASI**
@Chipo_K

[Follow](#)

"The good news is those who used Truvada to prevent HIV infection remained 100% HIV free. The bad news is half of them picked up other STIs"

10:22 AM - 8 Dec 2015

 **le ngane**
@LeeMyta

[Follow](#)

*smh --> RT @S_boh: !!! RT @slindelo: Street merchants must step their game up, they must sell prophylactic ARVs and morning after pills."

10:48 PM - 31 Dec 2012

 **Tankiso Motsohi**
@TankMotso

[Follow](#)

I am sceptical on this Truvada PrEp. I really have mixed feelings about it, it's a great discovery for medicine but it might promote

11:57 PM - 7 Apr 2014

 **katherine child**
@KatJaneChild

[Follow](#)

Latest trial to help women prevent HIV fails. m.timeslive.co.za/thetimes/?arti... Those most at risk least likely to take ARVs as prevention

10:26 PM - 4 Mar 2013

 **SAHIV Clinicians Soc**
@SAHIVSoc

[Follow](#)

With that in mind, women in polygamous are not empowered enough to insist on HIV testing, condom usage, ART access, PrEP, transparency etc

9:37 AM - 28 Nov 2013 from Randburg, South Africa

 **IG: Tamacq**
@TaMacq

[Follow](#)

This doesn't mean abuse of unprotected sex... Panel recommends approving Truvada to prevent HIV infection edition.cnn.com/2012/05/10/hea... #cnn

9:07 AM - 17 Jul 2012

 **Matsaung Mokgoni**
@MokgoniM

[Follow](#)

Truvada it can prevent 100% of HIV, but i fear to see number of population or teen pregnancy increasing not 4getting its side effects.

10:08 PM - 8 Dec 2015

 **Bougie Black Girl**
@BougieBlackGurl

[Follow](#)

Since the Drs aren't telling us we have to spread the word ourselves. Truvada (PrEP) is an option. If you're sexually active ask your Dr.

5:05 PM - 2 Jul 2016



Focus Areas for Categorisation

Long Term Pre-exposure Prophylaxis for HIV Negative Adults

Thabile Mbhele
@ThabileStella

Women can now prevent HIV infection by using a vaginal ring with an antiretroviral drug every month #sabcnews

RETWEETS 98 LIKES 17

8:57 PM - 22 Feb 2016

[Follow](#)

Jumien
@JPecur

Just heard that in addition to using condoms, even if u are HIV-, ARVs should be used to prevent HIV infection. Is this true? #HIV

12:00 AM - 11 Jan 2015

[Follow](#)

Anele M
@Netzie101

How sure are they that it will prevent HIV infection? #Truvada

RETWEET 1

[Follow](#)

10:19 AM - 8 Dec 2015 from Johannesburg, South Africa

Ngeezus @_Bonga

- 30 Jun 2015
Well that depends on how u look at it

Lebz_Maluks
@Lebz_Maluks

True. But the side effects aren't friendly [twitter.com/_Bonga/status/...](#)

[Follow](#)

Lebz_Maluks
@Lebz_Maluks

Replying to @_Bonga
 @_Bonga you wanna be on ARV's to prevent HIV? Don't think it's worth it

11:54 AM - 30 Jun 2015

RT @SeanZevran So, @grindr is serosorting now, even though with condoms, ART and PrEP, HIV isn't the most dangerous, but rather antibiotic resistant STI's.

— thabo (@QhaBhuti) Nov 30, 2016

Tweet your reply

Mandisi @RealMandisi - 22 Feb 2016

Replying to @ThabileStella
@ThabileStella what about men? How do they prevent HIV infections? Why is HIV prevention being made a women responsibility only? Eeee

Thabile Mbhele @ThabileStella - 22 Feb 2016

@RealMandisi there's condoms and medical male circumcision for men already

Mandisi @RealMandisi - 22 Feb 2016

@ThabileStella condoms are also available for women..... And we know that circumcision is not a preventative measure against HIV.....

Thabile Mbhele @ThabileStella - 22 Feb 2016

@RealMandisi none of these should be used independently, for increased protection you use them together.

Without Wax, Palesa.
@Spar_Letta

#Truvada is also in the pipelines to prevent HIV. Use it. We are irresponsible and reckless as young people #YOLOmovement #DSDYouthCamp

RETWEETS 2 LIKES 10

3:52 AM - 11 Dec 2015

Tankiso Motsohi
@TankMotsohi

Reckless sexual behaviour, if u stop taking the medication u can still contract the virus plus a Truvada PrEP resistant HIV strain

11:59 PM - 7 Apr 2014

Zandi Simelane
@ZanD_Reloaded

This human being like many other is unaware of PrEP...Truvada...#GoogleIt

7:06 AM - 4 Apr 2017

[Follow](#)

Ngwana Wa Tshwenya
@HovaXXI

Turns out that Truvada might only prevent one strain of HIV.

6:57 AM - 8 Dec 2015

[Follow](#)

King slayer
@cpba_cthole

Bathi nje you still stand 10% of getting infected "@Oba_Keng": Truvada - You Take It As Advised Nd You Prevent HIV 100%

7:51 AM - 8 Dec 2015

[Follow](#)

I am Khanyie Langa
@khanyielanga

The pills that you take for 30 days to prevent being infected from HIV is no child's play. I can imagine with this one #Truvada

10:21 AM - 8 Dec 2015

#Shoes2School
@Mtha_Veekay

There's gonna be a drug to prevent HIV now? Damn! A cure would have still been nice though #Truvada

RETWEETS 4 LIKES 2

7:11 AM - 8 Dec 2015

Johan
@99e603ba253d491

Paraplegic Afrikaner raped: Welkom SAPS-cells: can't afford ARVs to prevent AIDS... | Censorbugbear... fb.me/4OMt8yeTh

10:40 AM - 1 Apr 2016

[Follow](#)

Ovo 6 October
@phindo_N

It's a pill that prevent HIV infection so you can hit skoon if you take Truvada

Ponny Makitla @ponny_makitla
Co ask? @stbu_h: What is Truvada now?

10:16 AM - 8 Dec 2015

@4GioGio4 Apparently, anyone who uses Truvada as a pre-exposure prophylactic against HIV is only doing it so they can be sluts

— Snákamaður (@TheRealQuantum) Apr 26, 2015

Phologo Loge
@MobbyP

Truvada ea lena aye prevent STI doe, le satla hwa cos le tshaba aids fela.

Translate from Romanian

7:57 AM - 8 Dec 2015

[Follow](#)

M'bambediotti @Lumanyoka - 8 Dec 2015
Replying to @MobbyP
@MobbyP U deserve a hug struh! thank u

[Follow](#)

If ARVs prevent AIDS then why are they not part of our daily diet?

— Ke Mpho™ (@_Mpho) Sep 19, 2013



Focus Areas for Categorisation

Long Term Pre-exposure Prophylaxis for HIV Negative Adults

Neo Moabelo @neo_moabelo · 20 Jun 2013
No hle! LoL! Its ARVs to try prevent the possible contraction of HIV. RT
@TaxiDriverSipho: Mampho must drink ... m.tmi.me/ZqjMe

TaxiDriverSipho @TaxiDriverSipho · 20 Jun 2013
Ohi So nami I can hv ARV If I want to make sex wtout condom? @neomoabelo Its ARVs to try prevent the possible contraction of HIV.

Miss T @LiviHu83

Replying to @TaxiDriverSipho

@TaxiDriverSipho @neomoabelo aren't ARVs for people who have already contracted HIV?? And not to try and prevent it??

10:40 AM - 20 Jun 2013

So these Truvada pills bathi they prevent ukuth ube infected by HIV??? I business lama condoms lizowa ke manje 😊

12:24 AM - 9 Dec 2015

Tweet your reply

Meek Geek @Tzzy_Teb · 9 Dec 2015
Replies to @buyiekudos Apparently.

Heart @buyiekudos · 9 Dec 2015
@Tzzy_Teb but this great hey.. umuntu uzoza ngoba ethanda
Translate from Indonesian

Meek Geek @Tzzy_Teb · 9 Dec 2015
@buyiekudos I think the question would be affordable!

Heart @buyiekudos · 9 Dec 2015
@Tzzy_Teb they said it's very much affordable ..cheap cheap!

Meek Geek @Tzzy_Teb · 9 Dec 2015
@buyiekudos Well great news.

So they want to license Truvada as a PrEP in South Africa. With our stigma against barebacking, we'll see if it gets used at all
— Quantum (@TheRealQuantum) Jun 18, 2014

Replying to @sindivanzyl

@sindivanzyl just read on an article LRT that ARV gels and rings were applied on the genitalia on trials to prevent HIV. I'm confused

9:37 AM - 23 Feb 2016

ULUNG@O*
@Lazie_j

I know about the pills, truvada. Lessens the chances not prevent infection

BabaYagaCuddles @MILZZYBEAR
Guys is the injection that prevents you from getting HIV real?

2:16 PM - 10 Jul 2016

SAfAIDS
@SAfAIDS

"Truvada prep would be 50% more effective if it were 50% cheaper", Stephanie Strathdee
#AIDS2016
#SAFAIDSIAC2016
#IAC2016

3:19 AM - 19 Jul 2016

IG: royal_mazondo
@Royal_mazondo

They drink ARV's while HIV negative to Prevent HIV? cc @quency_mbonani

Stifer @Skipper_Caven

Replying to @quency_mbonani

Good idea indeed @quency_mbonani So yoi drink ARV's to prevent HIV? Sounds like a good idea

RETWEET

1

1:11 AM - 1 Aug 2016

ChristopherMcCreanor
@ChristoperMSA

Follow

Let's be clear about Truvada! It does NOT PREVENT HIV infection. It MAY REDUCE the risk of infection. Risk is real!
goo.gl/ygsogl

12:26 PM - 26 Jul 2014

Ini mwi
@pert_u

Follow

@haziey research shows that if HIV - pple start taking arvs they prevent chances of getting the disease but they can not advocate for that

3:48 AM - 31 Dec 2013

Neo Moabelo
@neo_moabelo

Follow

No hle! LoL! Its ARVs to try prevent the possible contraction of HIV. RT
@TaxiDriverSipho: Mampho must drink ... m.tmi.me/ZqjMe

9:57 AM - 20 Jun 2013

Letukile
@Letukile_M

Follow

If I'm not mistaken, Truvada was an ARV pill... So did they just improve it so that it can now prevent HIV?

5:01 AM - 8 Dec 2015

VOTE THEM OUT!
@freakyfootbruh

Follow

PrEP (Truvada) is intended to be taken in conjunction with condom use, not as a condom substitute. #KnowledgeIsPower

RETWEET

1

5:26 AM - 3 Jul 2016

Yoli
@YoliYoli_

Follow

I want to ask doctor twitter what is the benefit of Truvada if you're still using condoms and if a condom breaks there's once off Prep

RETWEETS 4



11:09 PM - 8 Dec 2015

Honourable Radebe
@tholakele15

Follow

Truvada the pill to prevent a person from getting HIV has been approved. Bad move i tell you

12:34 PM - 8 Dec 2015

TIMBO THE KING
@Tim_Hoolio

Follow

Truvada...a drug that can prevent HIV by 100%, glove sales are going to drop! Folk going all out raw

6:43 AM - 9 Dec 2015

Enfant Terrible
@I_am_aweSAMness

Follow

Replying to @zhrrz
@Yestoitok PREVENT AIDS? Hebanna, I'm getting schooled today... I didn't know ARV's prevented AIDS





Focus Areas for Categorisation

Long Term Pre-exposure Prophylaxis for HIV Negative Adults

Saul @Saulster Replying to @helenzille Getting people early or even prophylactic ARV treatment is a helluva efficient way to prevent transmission. @ZackieAchmat 3:00 AM - 7 Sep 2014

Helen Zille @helenzille Replying to @Saulster And so are the 100 million F Male condoms we distribute year. Safe sex is the best prophylactic there is.

Saul @Saulster If you want to control an infect. disease, what other tool would you like than one which reduces infectiousness? @ZackieAchmat

Helen Zille @helenzille Replying to @Saulster One that prevents it spreading. And the most effective one, at that.

Saul @Saulster Just one? People on ART's do like infecting. Condoms havent stopped infections. Why place hope in them? @ZackieAchmat

Helen Zille @helenzille Replying to @Saulster Because when people use them, they will stop infections. And they are cost effective. Is that too much to ask?

Saul @Saulster If you want to control an infect. disease, what other tool would you like than one which reduces infectiousness? @ZackieAchmat

Helen Zille @helenzille Replying to @Saulster Sorry. Humans don't behave how you want them to. This is an epidemic in humans. Can't exclude that and be rational. @ZackieAchmat

Saul @Saulster But you point is based on the assumption that people are behaving in ways that the literature tells us they don't. @ZackieAchmat

Ockie @OckieLeadBender Replying to @Saulster Started chatting to a guy who is a paramedic and his boyfriend. They are both on Prep so I got curious and asked them what it is like taking Prep. Any side effects, is it not very expensive etc. So turns out that we have a generic that is the same as Truvada in the states. Instead of lets say R700.00 a month, you can go onto Prep here for I think it is R240.00 per month. That is a massive difference. He gave me the generics same but can't remember now. Adco something something. Anyway, regarding side effects that he has had none. Before your doctor will allow you to go on it you have to go for HIV test, have kidney function tested and once you are on it, back for another kidney test in 3 months, then 6 months and then a year. The drug gets processed by the kidneys or something so a eye just needs to be kept on them to make sure they are doing ok.

702 @Radio702 Think I might talk to my doctor about this when I see her in a month or so.

I am a gay man, and therefore I am always right. Nick will confirm this fact. 🏳️

xolie @xolie_jody Replying to @Radio702 Truvada-new drug to prevent getting HIV. Will it promote promiscuity? @florenceletoaba #EarlyBreakfast Call 011 883 0702 sms 31702

sis'Mandi @MandisaTshepo Replying to @Radio702 I guess PrEP is cheaper than lifetime condoms and potential ARV treatment.

Josee Koch @joseekoch Replying to @Radio702 @Radio702 #EarlyBreakfast a popular myth - it does not lead to promiscuity - instead it saves lives - let's be more intelligent, please

Raa puripatta @puripatta 3] Truvada, taken daily, reportedly means ppl can engage in risky & unprotected sex without fear of getting HIV. #PrEP @ferialhaffajee

Raa puripatta @puripatta 4]One critic of Truvada, a pill meant for healthy ppl, called it: "A profit-driven sex toy for rich Westerners." #PrEP @ferialhaffajee 12:15 AM - 21 Oct 2013

Stefan Hippel @stefan_capeTown @hopecapetown prevention is important #prep #hiv #truvada

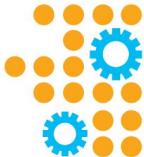
Bhekisisa M&G Health @Bhekisisa_MG Want to know how the HIV prevention pill works? Watch this video: bit.ly/2IFdv7g

sis'Mandi @MandisaTshepo There Prep to prevent HIV. I stand corrected. "@Simcardzz: Should we give ARVs to HIV negative people?"

Bhuti-Lu @Lucio_McSeko Replying to @UvekaR The health minister would be fired if he approves #Truvada as this will be against the No.1's plans to destroy the country @UvekaR @eNCA

BhutPanado @Malcolm_Manco The Gay community must be in celebration #Truvada

Notcha... @JustNotcha how expensive is this thing firstly? #Truvada



Focus Areas for Categorisation

Mother to Child Transmission Prevention

Changes in government policy, low literacy rates and underskilled healthcare staff have all had a negative impact on the efficacy of mother to child transmission of HIV. These issues aside, two main barriers to successful prevention have been identified on social media.

The first issue is a general distrust in the safety of the drug itself. This has been fueled by reports of drugs being pulled off the marketed, previously prescribed to pregnant women, that were proven to be dangerous and sometimes fatal. Government messaging, especially during Pres. Mbeki's terms, along with changes in policy for recommendation has served to further deepen the mistrust. Possibly the most problematic, barrier is the availability of medication and the inconsistency with which it is prescribed and dispensed.

 **PATRIARCH**
@LuthoThabani Follow

How can you prevent a kid from being infected with their mother's HIV when they share the same blood but can't cure the mother...these ARVs

#Truvada might prevent HIV but won't prevent baby mama drama's...
— ▶ . Mama Ongie▼ . . ◎ (@Doviekie) Dec 8, 2015

A screenshot of a tweet from the official POZ Magazine account (@pozmagazine) on Twitter. The tweet discusses the safety of conceiving a child on Truvada as PrEP, with a link provided. It includes standard Twitter metrics like retweets and likes, and a timestamp.

 **Nomusa**
@Nomosabi

[Replying to @Sentleste](#)

@Sentleste The ban of ARVs from public hospitals esp the drug that could prevent mother to child HIV transmission was just wrong...

Those meds that prevent mother to child transmission. I think they are called Nevirapine. I stand to be corrected.

RT @POWER987News #AIDSFreeGeneration McClure says 3 in 5 pregnant & breastfeeding women living with HIV received ART to prevent mother-to-child transmission

 [Tweet your reply](#)

M.A.Kambale @arsenekambale · 10 May 2016
Replies to [@LuthoThabani](#)
@LuthoThabani the placenta is a barrier. mother and baby don't share same blood
Sometimes they have different blood groups.

 1    

PATRIARCH @LuthoThabani · 10 May 2016
@arsenekambale but the baby was once an ovum created with the mother's blood; (The HIV+ blood) and they don't treat the HIV at that stage

 1    

M.A.Kambale @arsenekambale · 10 May 2016
@LuthoThabani an ovum is a cell yes but not targeted by t virus t virus lives inside cells of t immune system that is why ..

M.A.Kambale @arsenekambale · 10 May 2016
Replies to [@LuthoThabani](#)
@LuthoThabani the virus doesnot cross t placenta .that is why babies get infected at birth . ARVs save lives . Its not a joke

■ 04-03-2013 10:45 AM

RiaX •
Grandmaster
Join Date: Jul 2012
Location: KZN
Posts: 4,085

Originally Posted by porchrat □
Am I missing something?

Stopping the virus taking hold soon after infection is exactly what ARVs were created to do. This looks to me like claiming you were cured of HIV when you get infected through a needlestick injury but you take ARVs and they destroy the virus before it can infiltrate your system fully.

Yes ARVs can stop an infection when you have a needle stick injury and it can prevent mother to child transmission. It cannot however cure a functional disease i.e once the virus has set in and begun replicating within the cd4 cells ARVs can only contain the virus.

@sindivanzly The registration of nevirapine as a perinatal anti-HIV prophylactic was withdrawn in 2002.

— Sentletse (@Sentletse) Apr 5, 2014

And still, last yr, a fifth of women who received ARVs to prevent HIV transmission to infants were given sdNVP. Thanks, WHO+spineless govt.

— Paula Akugizibwe (@ihozopa) Jun 11, 2012



Focus Areas for Categorisation

Emergency Prophylaxis

Emergency prophylaxis, administered within 72 hours of potential infection, can be lifesaving treatment for those who have been sexually assaulted, those who have come into contact with infected blood or needles, as well as those who - for whatever reason - chose to partake in sexually risky behaviour.

Awareness and discussion of this option is very low on social media and the level of discourse that does exist is driven almost exclusively by NGO's and AIDS researchers. The result is that exposed individuals, even those who are aware, do not understand the time sensitivity and victims do not understand their rights. Second to this, the likelihood of being recommended emergency prophylaxis or the drug being available at local healthcare centres, is very low. This may be due to lack of training, stigma or stock availability.

- lack of availability

 Chris
@ChrisMaxon



@SakinaKamwendo Most startling is a huge number of under 15 yrs are reporting after 3 days thus not eligible for ARVs to prevent HIV.

RETWEET 1

11:18 PM - 15 May 2016

 Wela P Msimanga
@WelaPMSimanga



@sarahkimani Taking post-exposure ARV prophylactic treatment within 72 hours after unprotected sex does help

Sarah Kimani @sarahkimani
Another question: if you have sex with an infected person and I take a pre immediately what are the chances of infection? @WelaPMSimanga

RETWEETS 2

9:24 PM - 16 Feb 2017

1:09 PM - 14 Aug 2015

 Kerry Cullinan
@kerrycullinan11



Many women don't know they can take ARVs after rape to prevent HIV



Rape drives HIV and depression | Health-e
Sexual violence plays a significant role in HIV infection and depression, according to ground-breaking research with women living in Rustenburg.
health-e.org.za

LIKE 1

 Russian Bear
@LifeOfKJR



Emergency Anti Retroviral Drug - to prevent HIV if taken within 72 hours of unprotected sex #ideatropy

RETWEETS 4

6:01 AM - 28 Mar 2014

 THINAZIBI
@Thinazibi



PEP is an ARV that u can get from clinics after you have been raped to try and prevent being infected with HIV. You have to be negative.

RETWEET 1

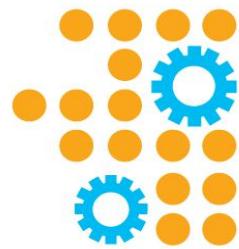
5:40 AM - 29 Jan 2013



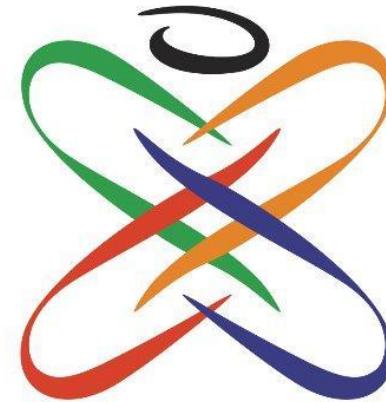
Brotherhood
Community Gym
@BrotherhoodCommunityGym

Home

10. Make sure you receive the following treatment from the doctor even if you do not wish to lay a charge:
o The Morning After Pill (MAP) within 72 hours to prevent you falling pregnant if you are a woman.
o An HIV test and antiretroviral treatment within 72 hours to prevent you getting HIV infection. You will have to go back for follow-up visits to the doctor, for further HIV tests and to take tablets every day for 28 days to do this effectively.
o Antibiotics to prevent getting a Sexually Transmitted Infection (STI) of another kind.
You are entitled to this kind of medical attention even if you do not want to report the matter to the police and should do so as soon as possible or at least within three days. These treatments are not effective as prevention after 72 hours but other treatments can be available to you if you do fall pregnant or contract an STI.



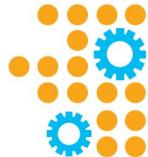
CITIZEN
RESEARCH
CENTRE



SHOUT-IT-NOW

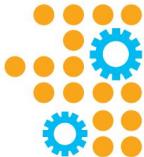
Use of ARV Treatment as a Preventative Measure

Engagement Strategy



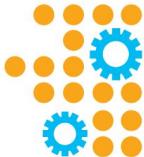
Engagement Strategy

Objectives	<ul style="list-style-type: none">• Increase overall PrEP discussion in social media South Africa• Improve health care professional knowledge• Fill information vacuum regarding PrEP• Improve community awareness regarding rights and treatment requirements• Increase awareness regarding drug safety to children• Increase incidence of individuals taking emergency prophylactics• Build supportive community for individuals of PrEP
Key Messages	<ul style="list-style-type: none">• For PrEP to work, adherence must be 100%• Some combination of drugs are safe for children/newborns• Emergency Prophylactics can reduce infection rate substantially
Engagement approach	<ul style="list-style-type: none">• Engagement will take place on social media (public channels) and will be focused on both direct engagement (from purpose built social media handles) and influencer engagement to build a supportive community.• When the individual is at risk (from a partner for example), a decision will be taken to either engage them privately, refrain from contacting at all or (in some rare cases) engage publicly.



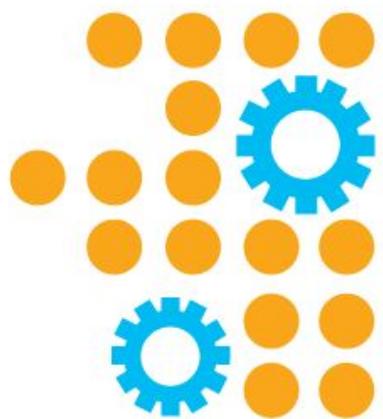
Engagement Strategy

Key Insights	Desired behavior change	Execution Approaches	Measurement approaches
Substantive reliable knowledge on PrEP is lacking	<p>Increase engagement with the topic in social media South Africa</p> <p>Seek out and share informed information about PrEP</p>	<p>Use influencer marketing to catalyze a discussion</p> <p>Provide reliable data and knowledge and use influencer network to feed it into the conversation</p>	# of PrEP discussion # of individuals sharing information
Health care professionals are poorly informed	<p>Actively engage material to improve their own applicable knowledge (re PrEP, child/newborn safety and emergency prophylactics)</p> <p>Notify social media when poor or contradictory advice is given by healthcare professionals</p> <p>Increased conversation relating to individuals rights and treatment needs</p> <p>Increase propensity of individuals to</p>		



Engagement Strategy

Key Insights	Desired behavior change	Execution Approaches	Measurement approaches
There is widespread distrust regarding PrEP and ARVs in general	<p>Increase engagement with the topic in social media South Africa</p> <p>Seek out and share informed information about PrEP</p>	<p>Use influencer marketing to catalyze a discussion</p> <p>Provide reliable data and knowledge and use influencer network to feed it into the conversation</p>	# of PrEP discussion # of individuals sharing information
Emergency Prophylactics, while lifesaving, receive very little engagement	<p>Increase in overall Emergency Prophylactics discussion</p> <p>Increased proactive messaging from the community to their peers regarding EP as a way to mitigate the risks of past behaviour</p> <p>Increase propensity to seek out and discuss the the importance of the 72hr window and the importance of adherence</p>	<p>Proactively engage communities (during crisis) to press the need for EP</p> <p>Use influencers to build supportive community to open dialogue within the community</p> <p>Incentivise the community to engage their, at risk, peers and assist in adding the necessary motivation to take EP</p>	# of EP discussion # of pro-EP discussion # of individuals providing support



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