2011 CAMPAIGN FEEDBACK
PUBLIC PRIVATE PARTNERSHIP FOR PROVISION OF HIV COUNSELLING AND TESTING OF STUDENTS AT HIGHER EDUCATIONAL INSTITUTIONS IN SOUTH AFRICA

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BACKGROUND
MSA joined Forces with FPD to promote the national HIV Counselling and Testing campaign, by encouraging students to support HCT campaigns at HEIs across South Africa.

The project also provided for:
• Increasing testing resource and building sustainability at institutions through training counsellors and testers
• Mass pre-and post-test education with the support of an interactive DVD produced for this programme
• The engagement of testing partners to handle large groups using HIV rapid finger prick tests.
• Promotion of regular testing and motivating students to commit to “knowing their HIV status, stopping the HIV epidemic”

RESULTS
Feedback on campaign from students (3 campuses)

• 5000 were screened for tuberculosis
• 529 were counselled but not tested
• 12200 had never been tested for HIV before
• 17 universities (23 campuses) activated the campaign

• Promotion of regular testing and motivating students to commit to “knowing their HIV status, stopping the HIV epidemic”

The following were separately addressed with each campus.

a. Ethical considerations
b. HIV Rapid Test kits identified - to be approved by NCD
c. Permissions to run the campaign on campuses
d. Physical security of testers and students
e. Timelines agreed
f. HEI institutional support required:
   • Activation of the campaign on the HEI on the agreed date
   • Preparation and distribution of goodie bags for those tested
   • Creation and “manning” of pledge walls and competition entry Form boxes
   • Transportation of campaign elements to and from each testing site
   • Analysis of Feedback From the HEIs, key stakeholders and those tested

CONCLUSION
The First Things First public private partnership added value and created awareness in fighting South Africa’s number one health challenge. The outcomes include:

• Development of a theme and HCT campaign methodology
• Support For institutional capacity to upscale HCT services at HEIs
• Creation of an impactful video specifically for the student population – now available in the public domain at www.firstthingsfirst.co.za
• Testing of 21000 students – 56% of whom had never been tested before

Some valuable lessons were also learned:

• Support For the tertiary institution is key in linking students with the campaign
• DVD screening should be driven by the tertiary institution and should take place before the activation starts
• Teamwork and accountability of all parties is essential
• Competition management across campuses is resource-heavy

Knowledge gained, results achieved, relevant documentation and intellectual property developed for the First Things First campaign are available in the public domain with a view to making a sustained difference in the HCT field.

The development of a model on how mass HCT campaigns at educational institutions can be structured offers exciting applications in other institutions. The DVD made is a valuable HCT resource.

WAY FORWARD
Through this campaign, IMSA has forged a channel for reaching a critical demographic in the fight against HIV AIDS. That there is merit in extending the programme to the broader South African student population with the support and cooperation of Government departments.

TYPICAL SEQUENCE OF EVENTS ENVISAGED FOR TESTING DAYS ON CAMPUS

DVD Pre-test counselling Testing Post-test counselling Referral First Things First bag Competition entry Form Signing of installation

www.Firstthingsfirst.co.za

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Students at the Wits launch pledge: “...to know our status, to stop the HIV AIDS stigma and to contribute to the struggle against HIV/AIDS’. Feedback from one student was “This campaign will make a huge difference and together we can stop AIDS. Thank you for the excellent work to build a healthy world free of HIV/AIDS.”

Students at Fort Hare University gather in front of the pledge wall with their “goodie bags” containing the First Things First interactive educational DVD. The campaign went to all provinces where there were Higher Education Institutions and went to as many campuses as we could reach.

North West students line up for testing at the mobile units set up for the campaign.

Students at the VUT University of Technology need the First Things First educationalPrefs in while they wait for their HIV tests. Barriers were used to brighten up the testing sites and let students know where the testing was happening.

Students gather at the Limpopo University testing site and get ready to be tested. First Things First went to both rural and urban campuses.

The pledge wall was strongly symbolic as tested students committed to a principled way forward. This photo taken at UCT shows the signatures of commitment.

Promoters in Stellenbosch, wearing FFT red T-Shirts and eye-catching pointed hands, directed students to the testing sites and handed out promotional pamphlets.