

MOBILIZING COMMUNITIES FOR PARTICIPATION IN A COMMUNITY BASED INTERVENTION TRIAL IN VULINDLELA, SOUTH AFRICA

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STUDY OVERVIEW

- NIMH Project Accept is a multi-site community-level study.
- Communities are randomized to receive either a community-based voluntary counselling or testing (CBVCT) intervention plus standard clinic-based VCT (SVCT), or SVCT alone.
- CBVCT has three major strategies:
(1) to make VCT more available in community settings;
(2) to engage the community through outreach and to make testing normative; and
(3) to provide post-test support.

AIM OF THIS POSTER

To describe the unique contributions of the community mobilisation strategies of one of the Project Accept Sites in Vulindlela, rural Kwa Zulu Natal

COMMUNITY MOBILISATION

- CBVCT defines community mobilization (CM) as raising the community consciousness about HIV prevention through education and support
- CM is designed to reduce stigma through community education and mobilization
- CM is guided by the behavioral theory, diffusion of innovation (DOI)
- DOI states that innovative ideas will spread from person to person until they become a norm within the social network
- A social network is defined as any group that comes together to participate in the same activity
- From these social networks we recruited people, i.e. community based outreach mobilisers (CBOMs) who assist with the implementation of mobilization strategies
- There are a few steps to be implemented when recruiting CBOMs

STEPS TO RECRUITING CBOM'S



Early Adopter of HIV Testing

- Step 1: Identify and describe social networks in the community
- Step 2: Identify opinion leaders from each of the networks
- Step 3: Mobilize opinion leaders to become early adopters
- Step 4: Recruit and train early adopters to become CBOM's

CBOM TRAINING

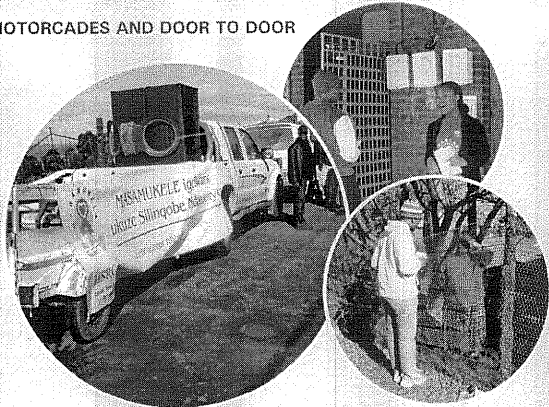
- Training covered all aspects of the study and accurate and updated information about HIV/AIDS and HIV testing
- A session was devoted to devising mobilization strategies, slogans and messages.
- These strategies helped CBOMs deliver clear messages when encouraging community participation

CBOM TASKS

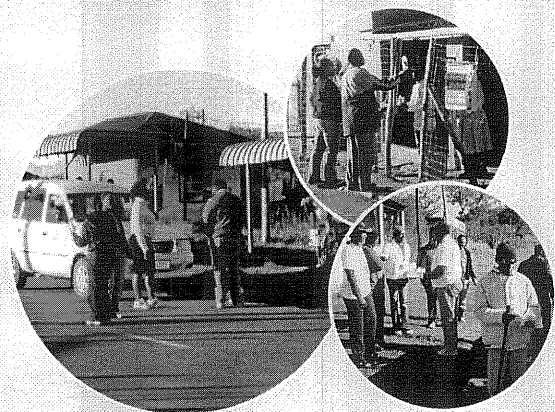
- CBOMs and Project Staff meet weekly to discuss and reflect on field activities
- CBOMs hand over their daily logbooks in which they record their mobilisation activities

MOBILISATION STRATEGIES

MOTORCADES AND DOOR TO DOOR



GROUP INFORMATION DISSEMINATION (MOB TALKS)

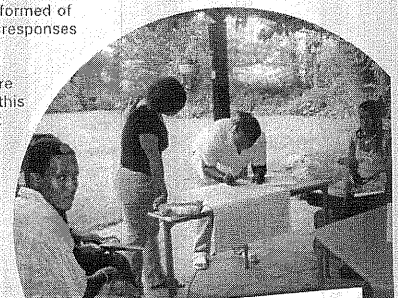


CHALLENGES AND SOLUTIONS

- Managing Political Relationships:
 - It has been important to ensure acceptance and ongoing support from both political and traditional leadership in the communities
- Incentives:
 - Incentives strategies, through skills building and professional development of CBOM's has been crucial in keeping them motivated
- Stigma and discrimination:
 - Stigma continues to be barrier to community based testing; ongoing community mobilisation strategies are expected to contribute to the reduction of HIV related stigma in communities

CONCLUSION

- Involving and recruiting CBOMs has been an important element of our mobilisation efforts
- Community members are more receptive to ideas they hear from people like the CBOMs, who they know and trust
- CBOMs keep the study informed of community reactions and responses to the intervention
- Our mobilisation efforts are key to tackling stigma in this community; we hope that the discussions we have will encourage greater openness in communities about HIV/AIDS and contribute towards acceptance of people living with HIV/AIDS



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