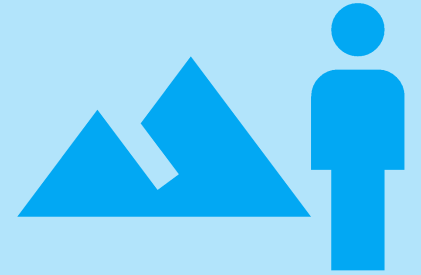


Men don't want things seen or known about them



# Background

Community-based HCT in SA is effective but not often at reaching men



Of 1275 adults  
tested only  
33%  
were men

Design



# Study Design

- Recruit 90 men and randomize to
  - Voice Call
  - Text Message (SMS)
  - Instant Message (WhatsApp)
- Recruited from previously visited households
- Contacted and asked to attend a local facility to test
- Focus Groups
  - Women from homes with non-testing men
  - Men both from within the study and the community at large

Objective: Evaluate whether the use of mobile phones is an acceptable and effective strategy for finding men not present during HBCT and encouraging them to test for HIV and linking them to treatment in South Africa.





# Outcomes

- Number of consenting men
- Number of men self-reporting to have tested
- Qualitative themes



# Results

# Demographic characteristics of sampled men

	<b>Instant Message n=30 (%)</b>	<b>Text Message n=30 (%)</b>	<b>Voice Call n=30 (%)</b>	<b>Study N=90 (%)</b>
Age (Median)	30.29	27.07	30.09	29.14
Nights @ Home				
Every day	<b>16 (53)</b>	<b>17 (57)</b>	<b>15 (50)</b>	<b>48 (53)</b>
Once or more a week	10 (33)	8 (27)	7 (23)	25 (28)
> Once or more a week	4 (13)	5 (17)	8 (26)	17 (19)

# Primary outcome

	Instant Message	Text Message	Voice Call	Study
Phone Numbers	30	30	30	30
Number active on network	22	25	28	75
Consent	16	0	7	23
Report already having tested	2	0	1	3
<b>Agree to test</b>	<b>5</b>	<b>0</b>	<b>1</b>	<b>6</b>
<b>Report testing</b>	<b>3</b>	<b>0</b>	<b>1</b>	<b>4</b>



”

*“we can say it is not important, but in all honest men don’t like something that can bring them shame. This is because men have pride, they don’t want other things to be seen or known about them”*



”

*“your girlfriend from Durban comes to visit you for a weekend to relax then the next thing you know this car comes and now you reluctant to test in front of her because you know your ways haven’t been right [faithful] . Now I don’t want to test in front of her then I lie and say I have tested”.*



# Conclusions

# Concluding comments & thanks

- mHealth holds potential as a supplemental HBCT service
- More up front work needs to be done when testing men in families
- Further investigation required as to how to reduce LTF
- HBCT team and University of Washington