



THE SIXTH SOUTH AFRICAN NATIONAL HIV PREVALENCE, INCIDENCE, BEHAVIOUR AND COMMUNICATION SURVEY (SABSSM VI)

20 YEARS OF STRATEGIC HIV AND PUBLIC HEALTH DATA

*Communications Strategy Update
for the SBCC TTT, 29 September 2022*

Ms Yolande Shean



WAY BACK IN 2002



Major source of information for measuring the progress of the implementation of the South African National Strategic Plan (NSP) for HIV, STIs and TB

Expanded scope

Larger sample size

Increased biomarkers

Take all approach

Electronic data collection

Survey year



MAIN OBJECTIVES



To estimate at a national, provincial and PEPFAR priority district level:

- 🎯 HIV prevalence (adults and children)
- 🎯 Exposure to ART (To determine if HIV positive participants are taking antiretrovirals)
- 🎯 Viral load suppression in HIV-infected individuals
- 🎯 The numbers of individuals who were recently infected with HIV

SAMPLING



- We are collecting data from over 1 800 areas across all 9 provinces
- 25 000 households are being approached
- Approximately 93 000 participants will be targeted in order to collect an estimated 63 000 blood samples.
- We are currently around 70% complete, aiming to finish the study at the end of April 2023

COMMUNICATIONS STRATEGY



Strategy has a three-fold purpose; informing the public, encouraging participation, engaging with stakeholders (community, gatekeepers)

Requires innovation, agility and flexibility and continuous content creation, messaging and engagement

Strategy is implemented at various levels – national, provincial, district, community, & individual

Strategy is solution-oriented

Strategy is implemented by a committee consisting of research division, HSRC communications, communications company (Grounded Media) funders (CDC/PEPFAR)



LIVING STRATEGIC APPROACHES



- Accessibility & Understanding
- Branding
- Social Media (FB, TikTok, WhatsApp, Twitter, Insta)
- Engagement with implementation teams
- National & Provincial Launches
- District meetings
- Radio campaign
- Video campaign
- Engagement with stakeholders & community entry
- Training



The **HSRC** 6th HIV & Health Survey-SABSSMVI is now on **WhatsApp 073 505 5078**

*Save the number in your contacts. Open the chat and type "hi" and send.

CHAT TO US!



← → ↻ 🔒 <https://www.facebook.com/SABSSM6> 🔊 🔒 ⚙️ Not syncing

📘 Search Facebook 🏠 📺 🏠 👤 📄 👤 Yolande 🔔 🔔 🔔



HSRC 6th HIV & Health Survey-SABSSMVI

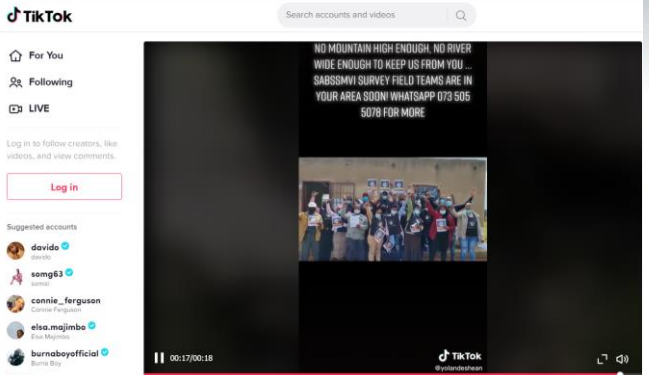
1K followers • 7 following

Following

Message

Search

Posts About Mentions Reviews Followers Photos More



The SABSSMVI household survey is in your area soon! Participate for a healthier nation! #haveyoursay #nationalsurvey #SABSSMVI #HSRC #SouthAfrica #Healthcare #PublicHealth #publichealthmatters



Team of the month

GAUTENG PROVINCE

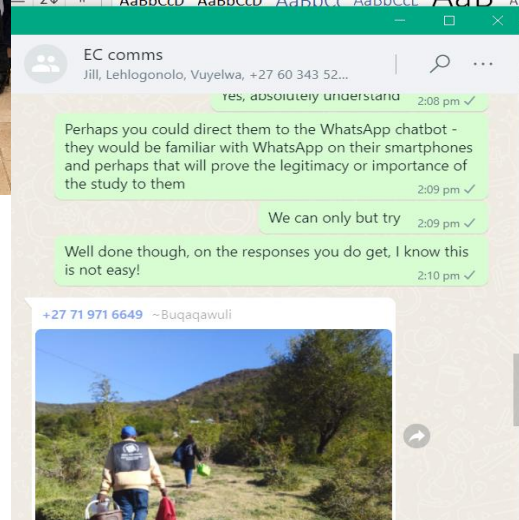
Team



From left: Siboniso Makhahleli, Nabilehlo Gumbela and Mhlonzi Khuzali



- Q. What do you enjoy about SASSMANV?**
 We enjoy the fact that we were offered relevant training from the beginning and this helped us to gain knowledge and skills on the study and to be able to respond to any questions thrown to us and to implement the study when going to field. The skills and knowledge acquired during the training also helps to excel in what we do and in turn makes us enjoy our work. We also enjoy the interaction we have with our participants when in field.
- Q. What makes for a good team?**
 A good team is that which acknowledges that although we are different people but we still need each other to achieve our common purpose and goal. A good team is that which works together all the time, strategizes together and listens to each other.
- Q. Why is this study so important for South Africa?**
 The study is important as it will inform us how far we are regarding HIV infection rates. We can make proper analysis in terms of how far we are with the 90-90-90 strategy. We can also know how accessible is our healthcare system to South Africans. When improvements and changes are necessary regarding HIV/AIDS. The study offers people the chance to test for HIV without being judged or stigmatized. The study is also important because it captures the knowledge that people have about health issues, their lifestyle etc.
- Q. If you had one bit of advice for other teams, what would it be?**
 To work together as a team, but aside their individualism while being in the field. Respect each other as team members. When walking up each morning and going to field, go there wishing to make a difference, not just to complete a questionnaire. **LOVING YOUR JOB IS THE KEY.**
- Q. Any tips/pointers for a good household response?**
 Have enough knowledge about the study. Advise participants to ask questions and be ready to listen and answer even the silliest questions asked. Make the participants feel important. Share the importance of the participants participating in the study. Try to build a rapport with the participants from the start and make them see that the information they will be sharing is very valuable.
- Q. What makes YOUR team such a great team?**
 The unity amongst ourselves as a team. Making sure that we are professional by being organized in terms of equipment, paperwork in order, ensuring that we follow the SOP and we maintain our energy throughout. We avoid errors by performing quality checks daily. We take our work seriously but most importantly we make every one of our participants to feel respected and valued.



VIDEO CAMPAIGN – INTRO TO STUDY



20

VIDEO CAMPAIGN – BLOOD JOURNEY



20

CHALLENGES

HSRC calls on members of the public to refrain from spreading fake news about its data collectors

Legal action will be taken against those who spread fake news about the HSRC

SOME OF THE MAJOR HSRC SURVEYS THAT ARE CURRENTLY BEING CONDUCTED ACROSS THE COUNTRY ARE LISTED BELOW:

The sixth South African HIV Prevalence, Incidence, Behaviour and Communication Survey (SABSSM VI)

First commissioned by Former President Nelson Mandela in 2001, the study is a population-based, cross-sectional survey of households throughout South Africa. It is conducted to understand the factors driving the HIV epidemic and its dynamics and is used to inform policies and strategies to tackle the epidemic. The survey is repeated approximately every five years. This year marks the 20th anniversary of the first round of the survey. One important addition to the study year is that a sub-sample of participants will be randomly selected to test for SARS-CoV-2 antibodies, letting us better understand the true impact of SARS-CoV-2 on South Africa. WhatsApp: 073 505 5078

For survey inquiries, contact:

Dr Lehlogonolo Makiola 072 831 0760
Dr Shandir Ramlagan 083 447 6151
Dr Musa Mabaso 066 075 9452

The South African national survey on health, life experiences, and family relations (SANSHEF)

The survey aims to help us understand how different life events, childhood experiences and family relations influence health and wellbeing. This survey will assist the government, non-governmental and community-based organisations, and other stakeholders to develop more effective and sustainable interventions to improve the health and wellbeing of all South Africans.

For survey inquiries, contact:

Dr Zaino Peterson - 021 466 7804
Dr Mhadi-ali Parker - 021 466 7926
Dr Natisha Dukhici - 021 466 7824
Dr Tawanda Makusha - 084 949 7933

The National Food and Nutrition Security Survey (NFNSS)

The survey seeks to gather data and information that the government will use to ensure that every household in South Africa has access to adequate food and nutrition through targeted interventions and effective planning and deployment of resources for food production. It will analyse the link between food security and nutrition and explore the reasons for people's vulnerability. It will include an assessment of the impact of COVID-19 on household food security and nutrition in South Africa.

For survey inquiries, contact:

Dr Rodney Managa 066 587 2100
Katlego Setshedi 066 075 8233



For more information about HSRC surveys or if members of the public are in doubt, they can visit www.hsrc.ac.za or call 012 302 2000



WORKING TOGETHER TO DISPEL FAKE NEWS!



After a series of false Facebook posts and WhatsApp voice messages have been circulating on social media platforms for the past few weeks, the HSRC has appealed to the members of the public to refrain from sharing fake news. There is no truth to these claims, and they have the potential to do serious damage to the reputation of the HSRC as well as put our data collectors at risk in the communities where they work. We have approached communities where some of these messages have emanated, and working together with stakeholders have dispelled this incorrect information whilst building stronger relationships for the good of our country.

We encourage stakeholders and members of the public to reach out to the HSRC to determine the facts before spreading any information that may be incorrect and harmful to our teams of data collectors working across the country.

For further information please go to: <https://hsrc.ac.za/divisions/human-and-social-capabilities/> or call the Toll-free HSRC Ethics Hotline on 0800 212 123



NEXT STEPS



- Continue with our flexible approach as contexts evolve, i.e. with community engagement a top priority
- Dissemination of results; using current methodologies to disseminate information more widely
 - Provinces and Districts
 - AIDS councils
 - Government
 - NGO's and other key stakeholders

CONSORTIUM AND PARTNERS



- U.S. Centers for Disease Control and Prevention (CDC)
- South African Medical Research Council (SAMRC)
- National Institute for Communicable Diseases (NICD)
- University of Cape Town (UCT)
- Foundation for Professional Development
- National Department of Health (NDoH)
- South African National AIDS Council (SANAC)
- United Nations Children’s Fund (UNICEF)
- United States Agency for International Development (USAID)
- Joint United Nations Programme on HIV/AIDS (UNAIDS)

FUNDER SOURCE



President's Emergency Plan for AIDS Relief (PEPFAR) through the Centers for Disease Control and Prevention (CDC).





THANK YOU

