



# Using cellphones for HIV/AIDS behaviour change communications: 3 pilots

Katherine de Tolly

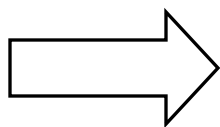




✂ “Behaviour change communications” -  
huh?

# The opportunity

- ✘ 80% of South African youth and adults have a cellphone
- ✘ We have an epidemic that's intensely personal
- ✘ This tech sits in their hands, their pockets - it's personal
- ✘ Huge need for information, yet so much exists - there's a disconnect



There's a need, there's info, there's accessible tech - what do we do?

# The constraints

- ✂ Cost
- ✂ Tech
- ✂ Phone usability
- ✂ Characters
- ✂ Language



# The project: Cellphones4HIV

- ✘ How can cellphones be used in the prevention, treatment and care of HIV and AIDS, and to support the HIV sector in general?
  - ✘ Organisational support + 'mass messaging'
  - ✘ We're experimenting!
-

# 3 pilots

 SMS

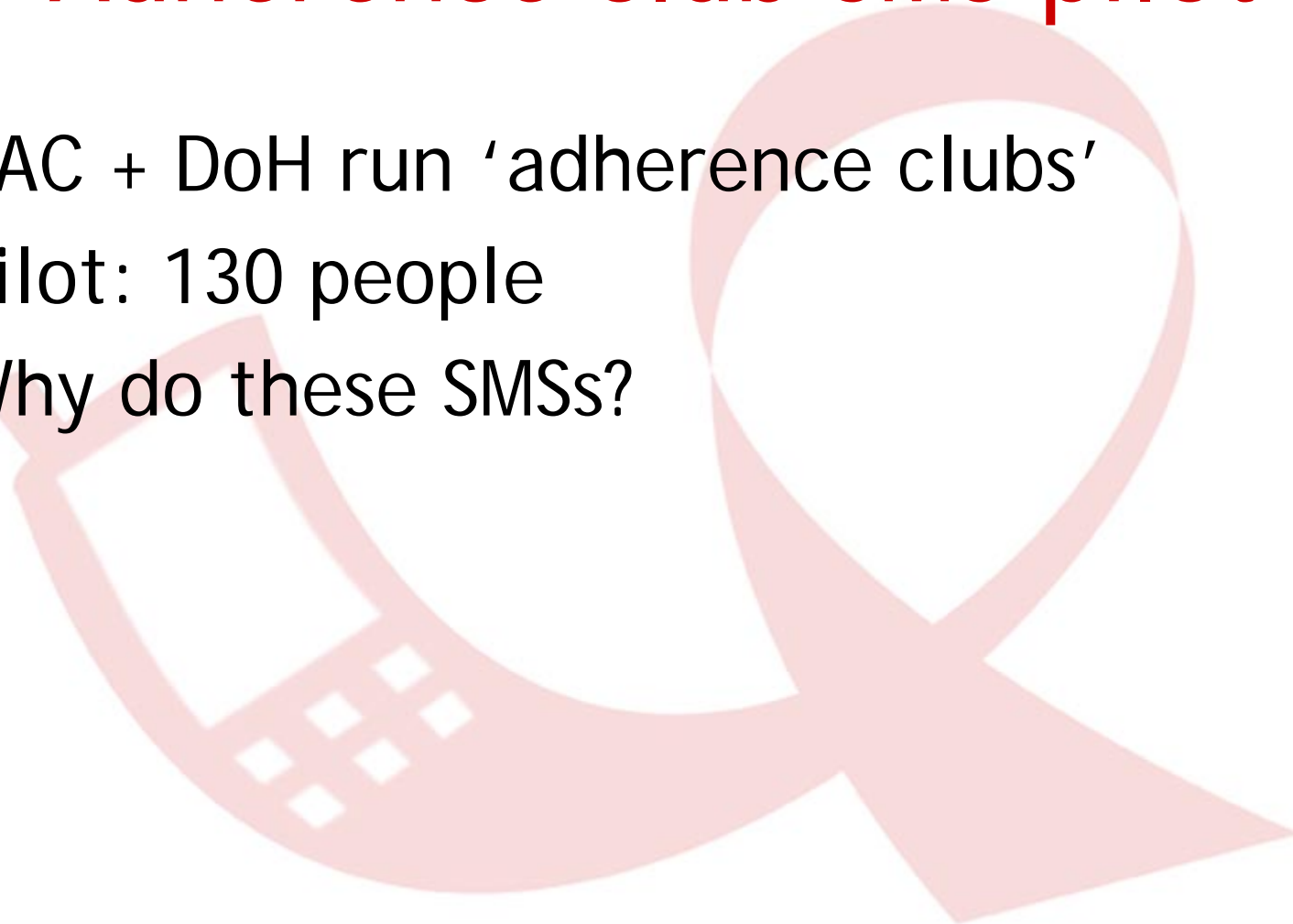
 USSD

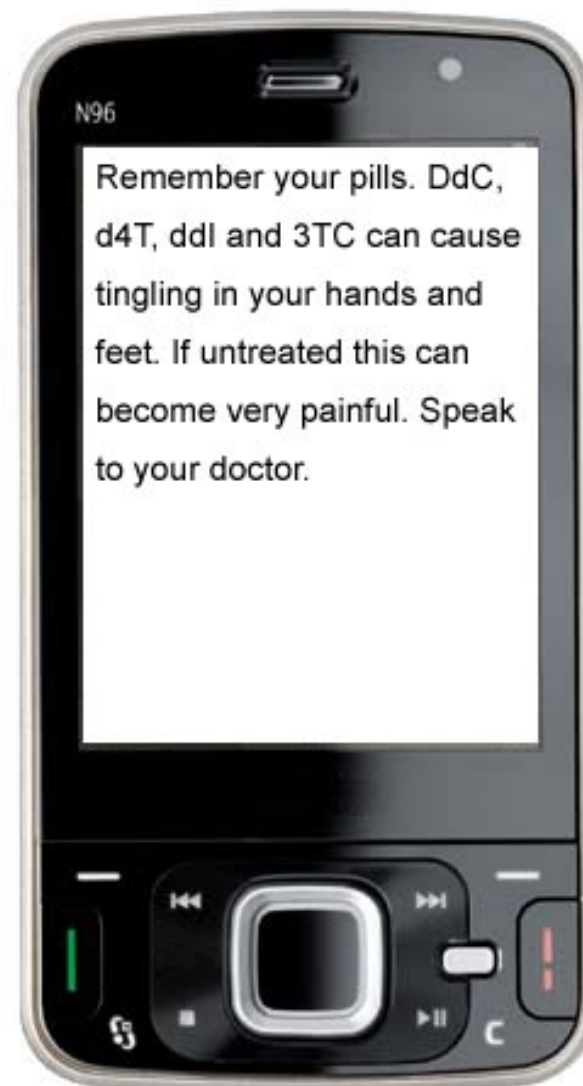
 Mxit



# Adherence club SMS pilot

- ✂ TAC + DoH run 'adherence clubs'
- ✂ Pilot: 130 people
- ✂ Why do these SMSs?

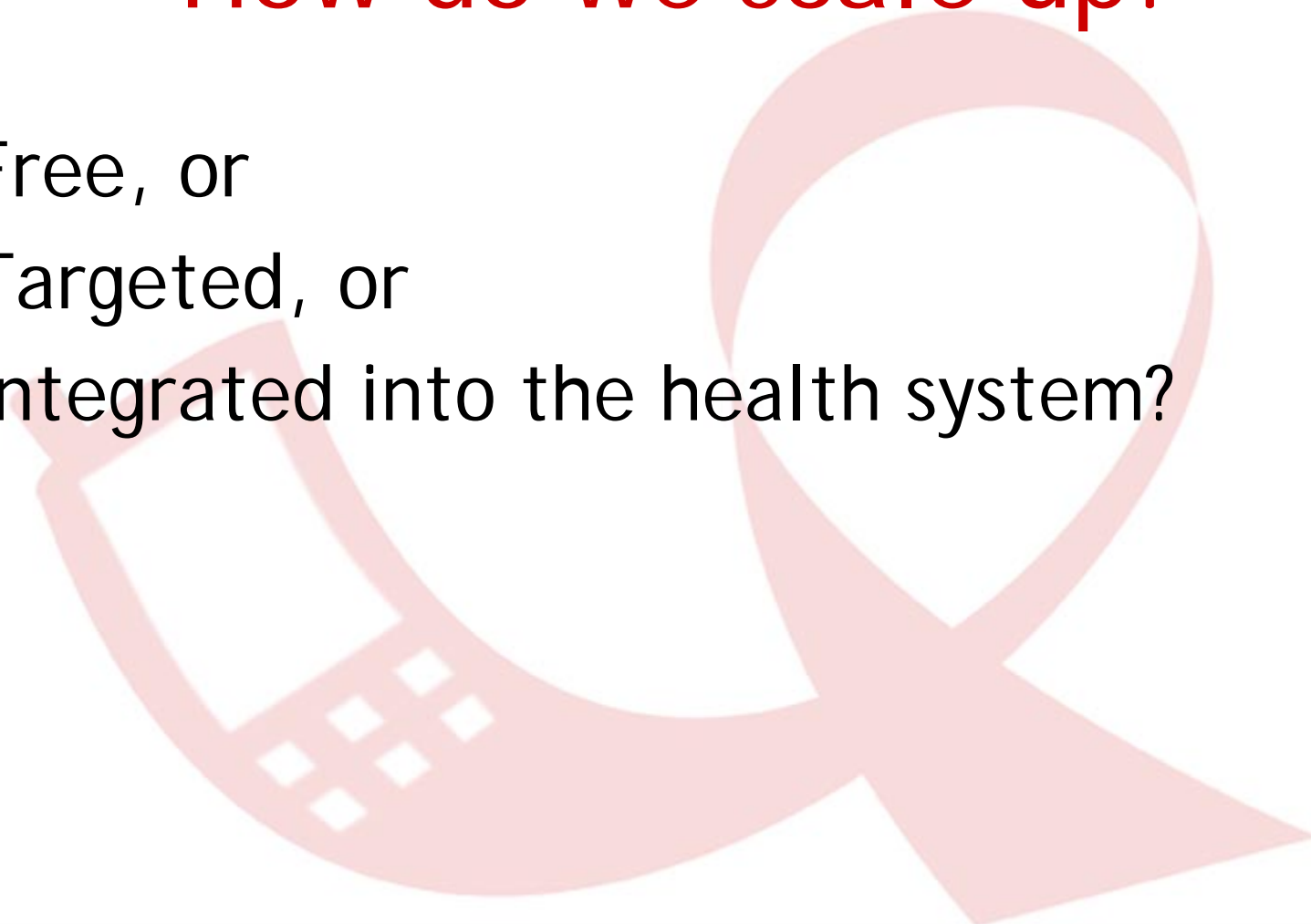






# How do we scale up?

- ✘ Free, or
- ✘ Targeted, or
- ✘ Integrated into the health system?



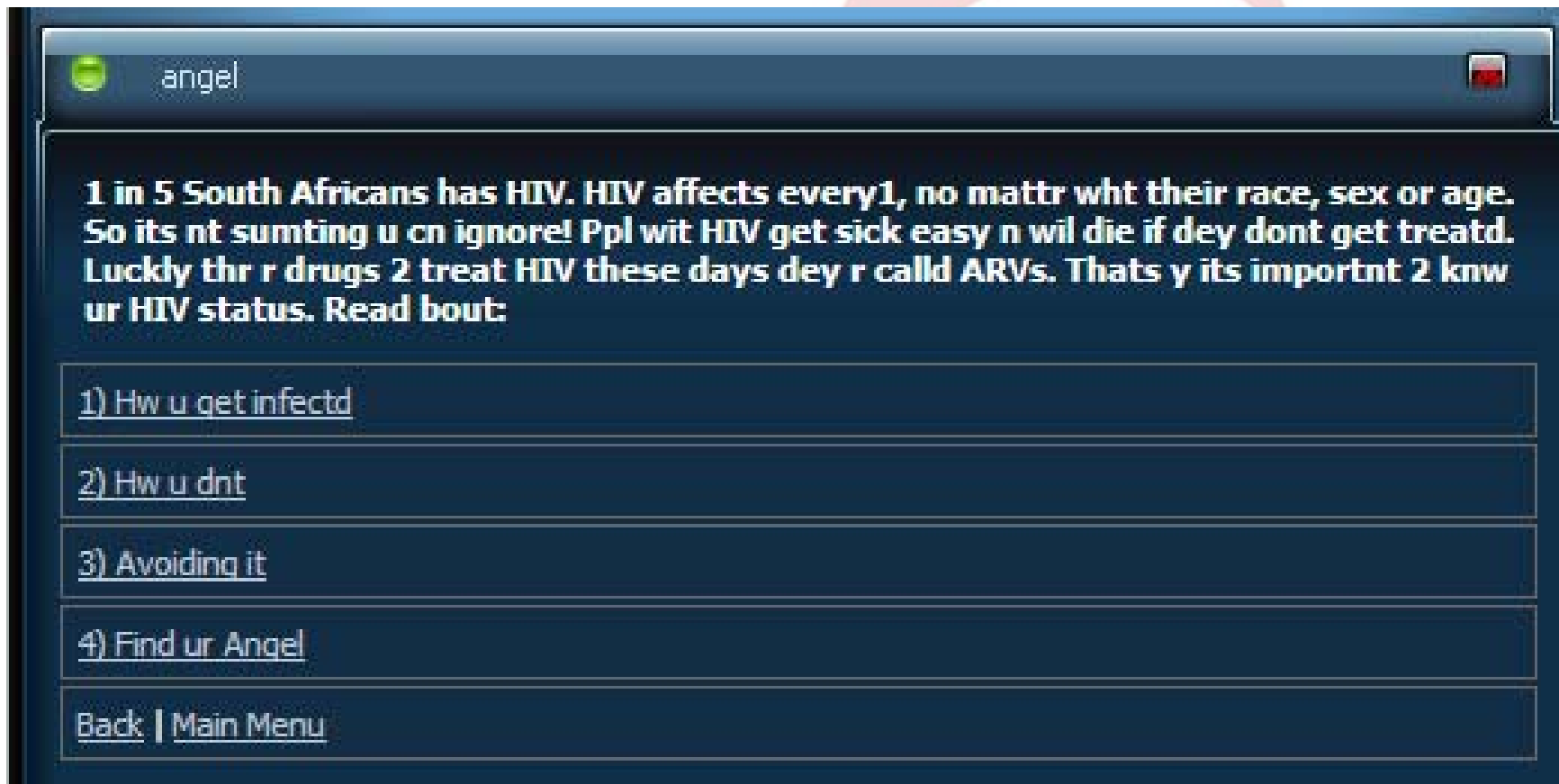
# USSD pilot (story)



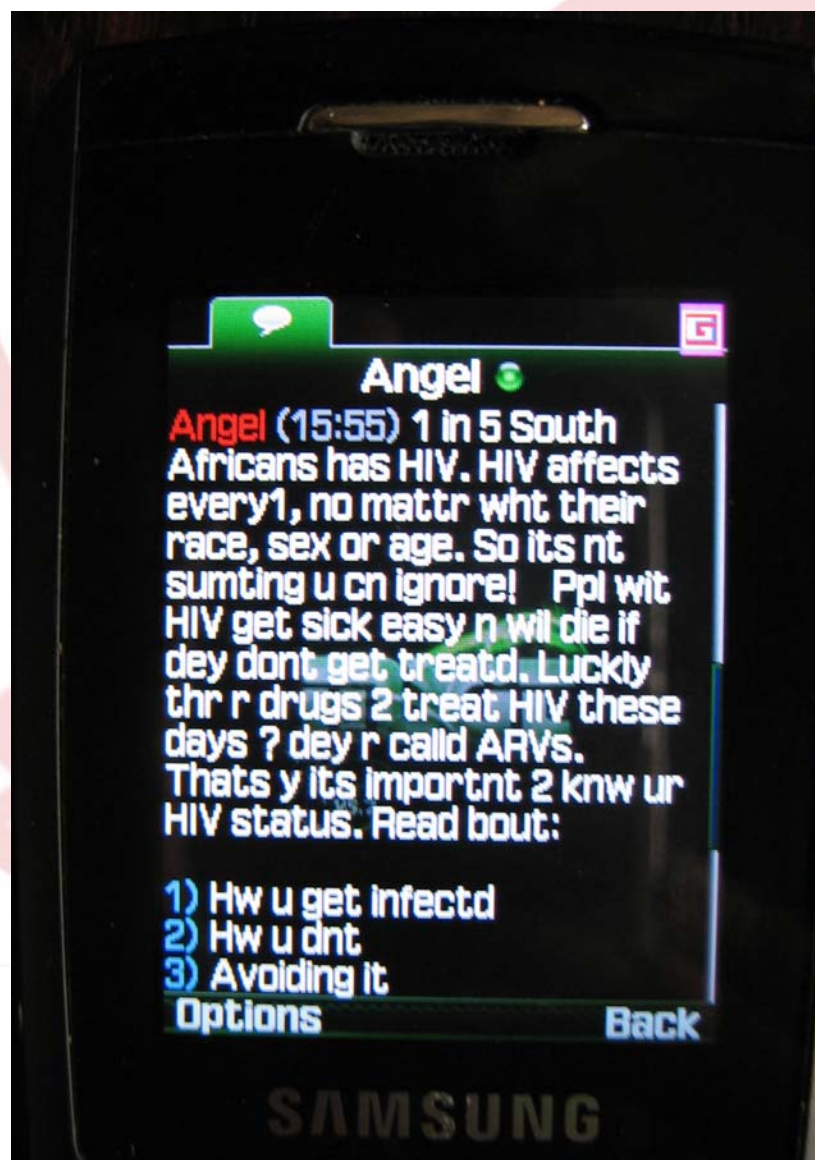
# USSD pilot (info)



# MXit pilot



# MXit pilot





# Future pilots

✂ WAP

✂ Voicemail push

✂ Peer-to-peer counselling (Mxit & MYMsta)

