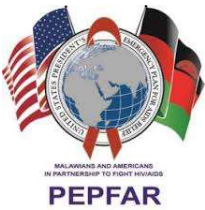


MALAWI EMPOWER ACTIVITY



20th January 2021

Demand Creation Plan for Reaching AGYWs with SRH/HIV/GBV Services in Zomba and Machinga

Strategies for reaching AGYWs with SRH/HIV/GBV Services

Malawi EMPOWER Activity has proposed a number of strategies to reach AGYWs in DREAMS clubs with SRH/HIV/GBV services in Zomba and Machinga districts. The strategies have been developed to support scheduled clinical outreaches in order to increase uptake of SRH/HIV/GBV services. Proposed activities will be implemented in collaboration with APA community partners YONECO in Zomba and GLOHOMO in Machinga and all will follow COVID 19 preventative measures.

The following are the proposed evidence-based demand creation approaches/activities to be implemented to ensure AGYW access SRH/HIV/GBV services:

i. Engaging traditional leaders, religious and key opinion leaders in the communities.

Taking advantage that most AGYWs are fully available in their communities following the suspension of schools due to COVID 19; EMPOWER in collaboration with APA community partners will conduct and intensify buy-in meetings traditional leaders, religious leaders, and other key influencers at community level, to support the mobilization AGYWs through sensitization and awareness on the availability and benefits of accessing services in the communities. Service delivery schedules will be shared to the traditional and religious leaders to inform their communities through different community gatherings on the dates of the service provision. They will also be key in encouraging parents or guardians to escort and consent AGYWs between ages 10 to 13 to access HIV testing services other SRH/GBV services being provided on-site.

ii. Know Your Status Campaign

EMPOWER to collaborate with APA community partners through their DREAMS Club Facilitators in continuation of implementing a health education and counselling

campaign targeting AGYW in clubs to raise awareness on the benefits of knowing one's status. The campaign focuses increase knowledge on HIV and AIDS amongst AGYW and help reduce stigma related to HIV Testing. EMPOWER will ensure that information is conveyed to DREAMS Club Facilitators to prioritize Go! Girls club sessions that emphasize on the need for all AGYWs to access HIV testing services through conventional testing. The campaign targets at least 25,000 AGYWs (including the newly 10,000 enrolled AGYWs) with unknown HIV status to access testing services.

iii. Verification of Scheduled Service Delivery Sites

Two days or a day before actual service delivery, service delivery leads to contact Club facilitators for given sites where service delivery will be conducted to verify with them if the AGYWs in clubs has been fully mobilized to access the SRH/HIV/GBV services. This will also help to eliminate miscommunications in terms of time and date of the service delivery that was experienced during the just ended extended clinical outreach exercise.

iv. Use of Health Talks

These will be follow-on session to the club session during outreaches before the AGYWs access the services. EMPWOWER will provide opt-out counselling services to the AGYWs for them to understand HIV testing and other SRH/GBV services and discuss any negative perceptions or worries they may have. Thereafter, tailored advice will be given to the AGYWs depending on the outcome of the test or choice of SRH/GBV service.

v. Conduct dialogue session with parents/guardians of AGYWs on SRH/HIV/GBV and effective referrals and linkages

EMPOWER to link-up with APA community partner particularly the Club facilitators in identifying parents or guardians for AGYWs who are between the ages of 10 to 13. These sessions will be key in mobilizing the parents or guardians to escort and consent the AGYWs to access HIV testing services and other follow-up services like referrals to treat and care. Emphasis should be made that parents who escort the AGYWs to the service delivery site will be prioritized.

vi. Use of Megaphones

Megaphones will be used in some sites to reach-out to AGYWs and sensitize them on benefits of the services and actual day of services provision. This will be done a day before and during the service delivery.

vii. Engaging community/local celebrities to promote service utilization.

Community or local celebrities in services provision sites in both Machinga and Zomba will be identified to act as role models in mobilizing AGYWs to access HIV testing services as evidenced during the extended clinical outreach exercise where some community celebrities mobilized AGYWs through health educating songs and drama to access HIV testing services. They will also be key in bringing awareness and information on PrEP and promote its use as well as accessibility as an HIV prevention method through community safer spaces.

viii. Using Existing Community Structures

EMPOWER will also engage HSAs/HDAs/Peer Mobilizers/Community Resource Persons in mobilizing the AGYWs to access SRH/HIV/GBV services as most of these structures are conversant with AGYWs who are in DREAMS clubs.