



Center for
Communication
Programs



Tchova Tchova
Histórias de Vida
Community Dialogue
Gender Tool
HIV Prevention, ART
Adherence and
Demand Creation



USAID | **MOZAMBIQUE**
FROM THE AMERICAN PEOPLE



JOHNS HOPKINS
BLOOMBERG SCHOOL
of PUBLIC HEALTH

Background

- Since 2007 JHU-CCP implementing HIV behavior change communication activities at community level
- Comprehensive community tools developed and adapted, based on evidence and formative research
- Capitalizing on participants' desire to change certain behaviors and social norms at community level (ex. gender, violence, intergenerational sex)
- Model: structured community dialogue sessions, triggered by video profiles of role models

PACTO Model for HIV Combination Prevention

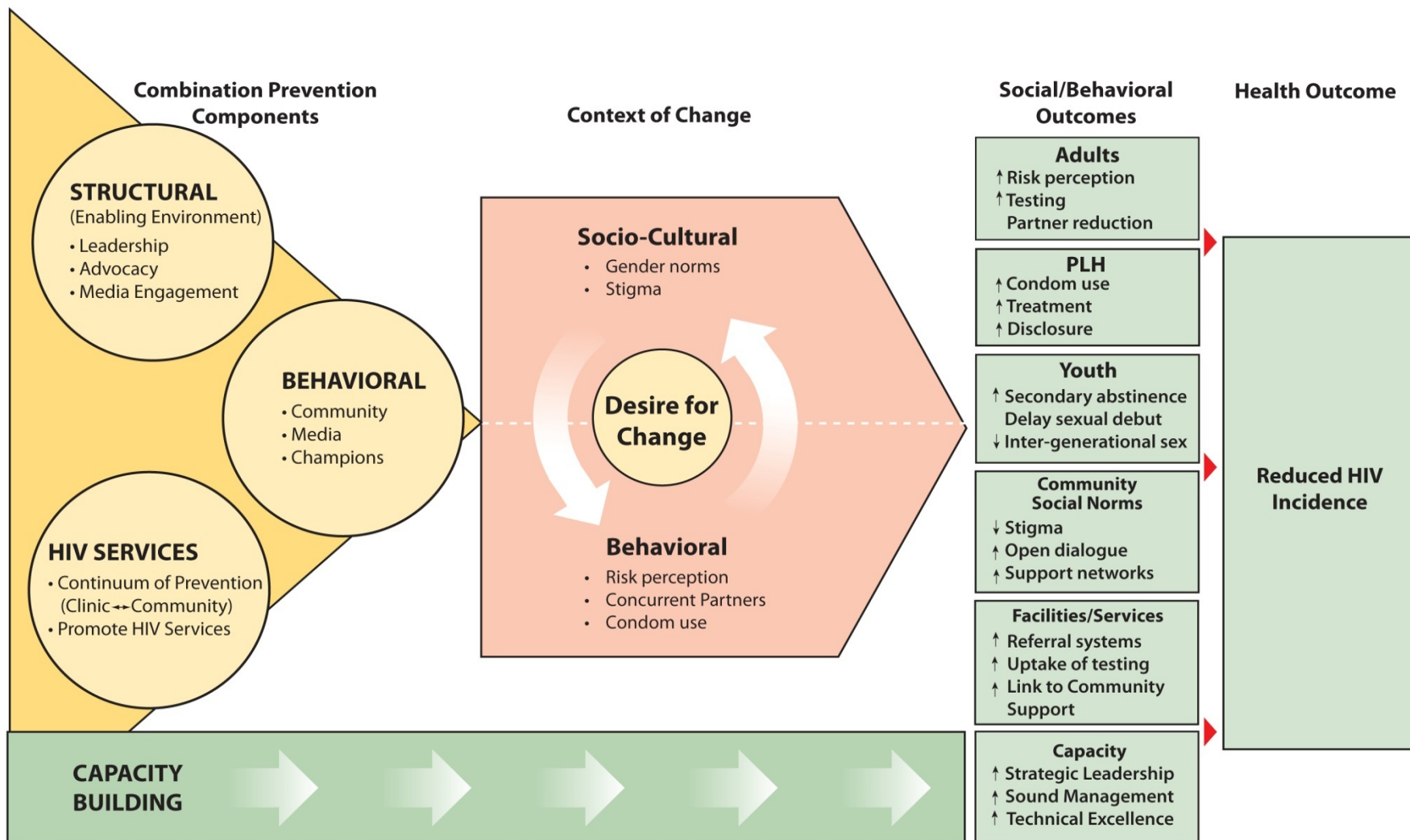


Figure 1

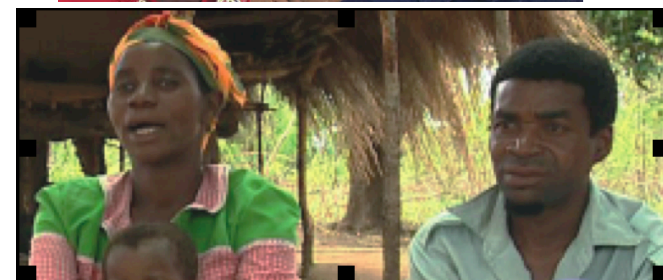
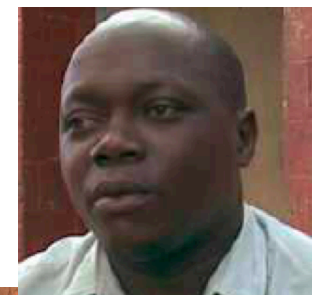
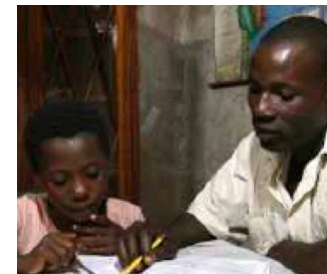
Tchova Tchova Histórias de Vida (TTHV) Community Dialogue HIV Gender Tool

- Trained facilitators form groups of 25-30 participants with local leader support
- Eight 2-hour sessions, begin with a 10 min video featuring a champion; after, group activities using Facilitators' Manual
- Massive roll out through CBOs: 100,000+ program graduates to date
- Community Action Groups promote sustainability of normative and behavioral messages
- Action oriented: Clinic referrals & counter-referrals, HIV services demand creation, support groups, active ART defaulter tracing
- TTHV Tool: Manuals, video profiles, “*lembranças*”, guide for action groups
- In partnership with STV and TVM, a weekly TV TTHV show has been produced and aired (85+ episodes)
- Radio Magazine featuring emerging champions of change (64 produced episodes and over 100+ live debates)



TTHV profiles

1. Gender roles and HIV
2. Cultural norms and HIV
3. Blaming women for bringing HIV home
4. ART adherence: live longer; sexual networks
5. Serodiscordant couples: Managing differences
6. Overcoming domestic violence
7. Adult/Child Dialogue & Sex Ed
8. Staying together & acting together



Enabling environment

- TTHV HIV Gender tool is supported by
 - Involvement of local leadership
 - Community radio programs supporting on-air debates on same topics discussed in community sessions, leading to further dissemination of messages and resulting in greater visibility and program reach
 - TV programs using same branding and generating program demand

Health Outcomes

- Contribute to reduction of new infections caused by cultural and traditional rituals
- Increase safe sex practices (promote fidelity, condom use and reduce number of sexual partners)
- Promote use of health services
- Reduce stigma around HIV and TB
- Reduce domestic violence
- Education on the benefits of gender equity
- Create demand for all HIV services: HTC, ART, PMTCT, VMMC, TB and PEP/GBV
- Refer people to HIV services and support counter-referrals
- Create self-sustaining support groups for PLHA, through *Positive Prevention* program

Evidence

- **Impact Evaluation Study, 2010**
 - High recall of topics discussed
 - Doubling gender equitable attitudes
 - Increased partner communication on HIV related issues
 - Increased risk perception
 - Increased positive attitudes towards PLHA
 - Reduced MCP

Evidence (cont.)

- **Outcome Monitoring Study, 2010**

- Sparked admiration, prestige and high regard for TTHV participants
- Provided a sense of belonging and brotherhood identity
- Encouraged family harmony (violence, alcohol)
- Viewed as new doctrine with strong learnings for a better life
- Increased community cohesion: better relations & understanding with neighbors
- “Valuing” of women
- Recognition of property rights of widows & their children
- Changing roles of men & women
 - Men assisting with work culturally seen as “women’s work” (ex. cooking, raising kids)
 - Recognizing women’s rights to work & study
- Better understanding of HIV/AIDS
- More inclusion of PLHA

Evidence

- Clinic referrals from 2012 to 2014

	HTC	ART Start	ART Restart	PMTCT	GBV	TB	STI	MC	Total
Maputo City	682	28	300	116	0	96	295	537	2,054
Maputo Province	485	69	315	332	10	81	94	125	1,511
Gaza Province	5,412	1,823	559	395	168	609	2,327	1,703	12,996
Grand Total	6,579	1,920	1,174	843	178	786	2,716	2,365	16,561

- The tracking of referrals is recent.
- General difficulty to record referrals