

**WHO AND UNAIDS VISION FOR THE USE OF DIGITAL INTERVENTIONS;  
EXPERIENCES WITH INNOVATIONS IN HIV TESTING**

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WHO Global HIV, Hepatitis and STI,  
Geneva

UNAIDS RST Asia Pacific





# BACKGROUND

Meeting places for key populations changed from physical to virtual platforms

Many high-risk populations that don't identify themselves as key populations but need to be reached with services

Countries implement virtual interventions but no structure

COVID-19 gave virtual interventions a boost for mitigating impact on programs

Countries seek technical assistance for implementing approaches

# WHY DO POPULATIONS NOT ACCESS SERVICES?



- Lack of information and awareness
- Non identifying populations
- No risk behavior
- Stigma and discrimination
- Lack of options for accessing services
- Lack of confidentiality



# VIRTUAL INTERVENTIONS

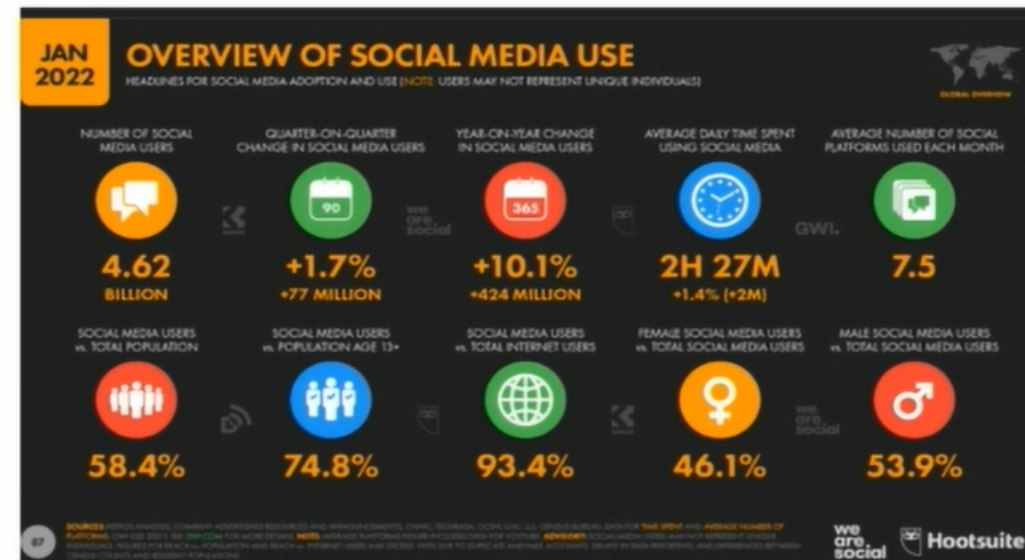
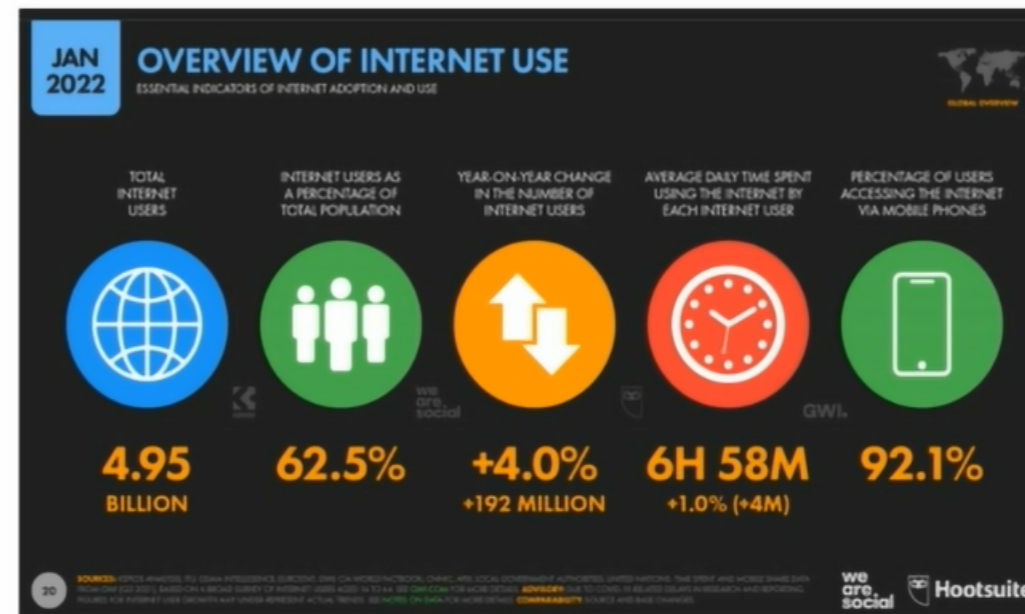


- Reach hard to reach, non identifying populations
- Interventions that use any of the strategies or approaches virtually without coming face to face with the client is called virtual interventions.
- This can be internet-based awareness, social media posts, demand creation or mailing a HIV self test kit
- Telehealth, digital interventions, digital data management, virtual demand creation
- With the experience of COVID -19, globally HIV programs are looking for ways to mitigate the impact on the HIV programs
- Virtual interventions help programs to continue providing services to the populations without coming to the facility.



# WHY SHOULD WE GO VIRTUAL?

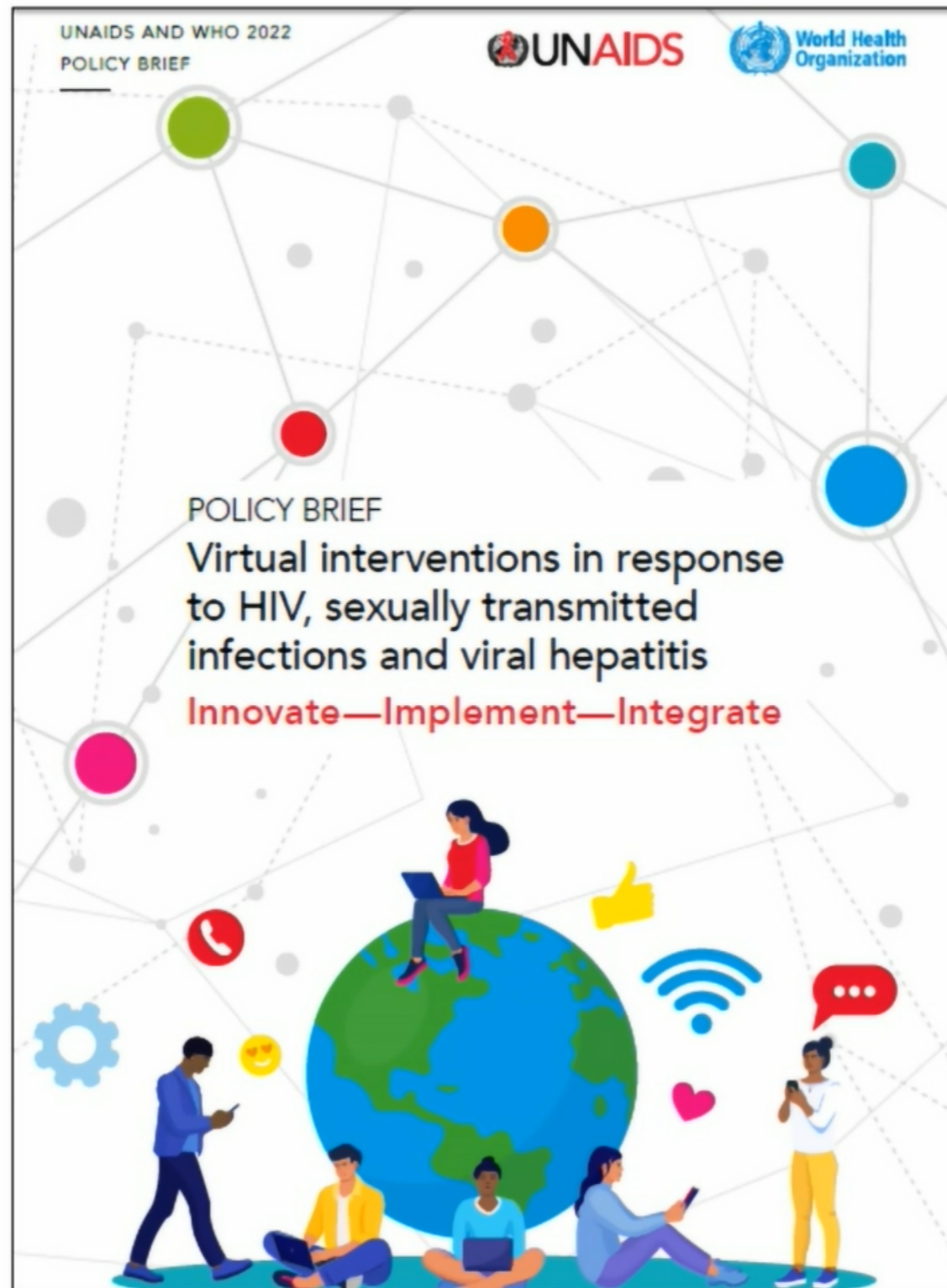
- **4.95 billion internet users** (63% of total population)
- 4.62 billion active social media users (92% mobile users)
- **2.5 hours on social media**
- Reach broader audience
- Targeted reach
- **Offers choices**
- Improved efficiency
- Less opportunity costs for clients
- Less time consuming





# POLICY BRIEF ON VIRTUAL INTERVENTIONS IN RESPONSE TO HIV, HEPATITIS AND STI PROGRAM

IAS 2022, Montreal

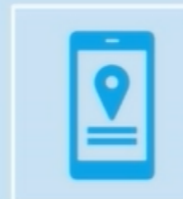




# WHAT DOES IT INCLUDE?



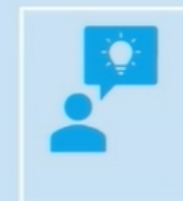
Define priority population



Approaches



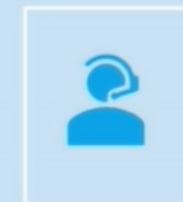
Steps for implementation



Examples



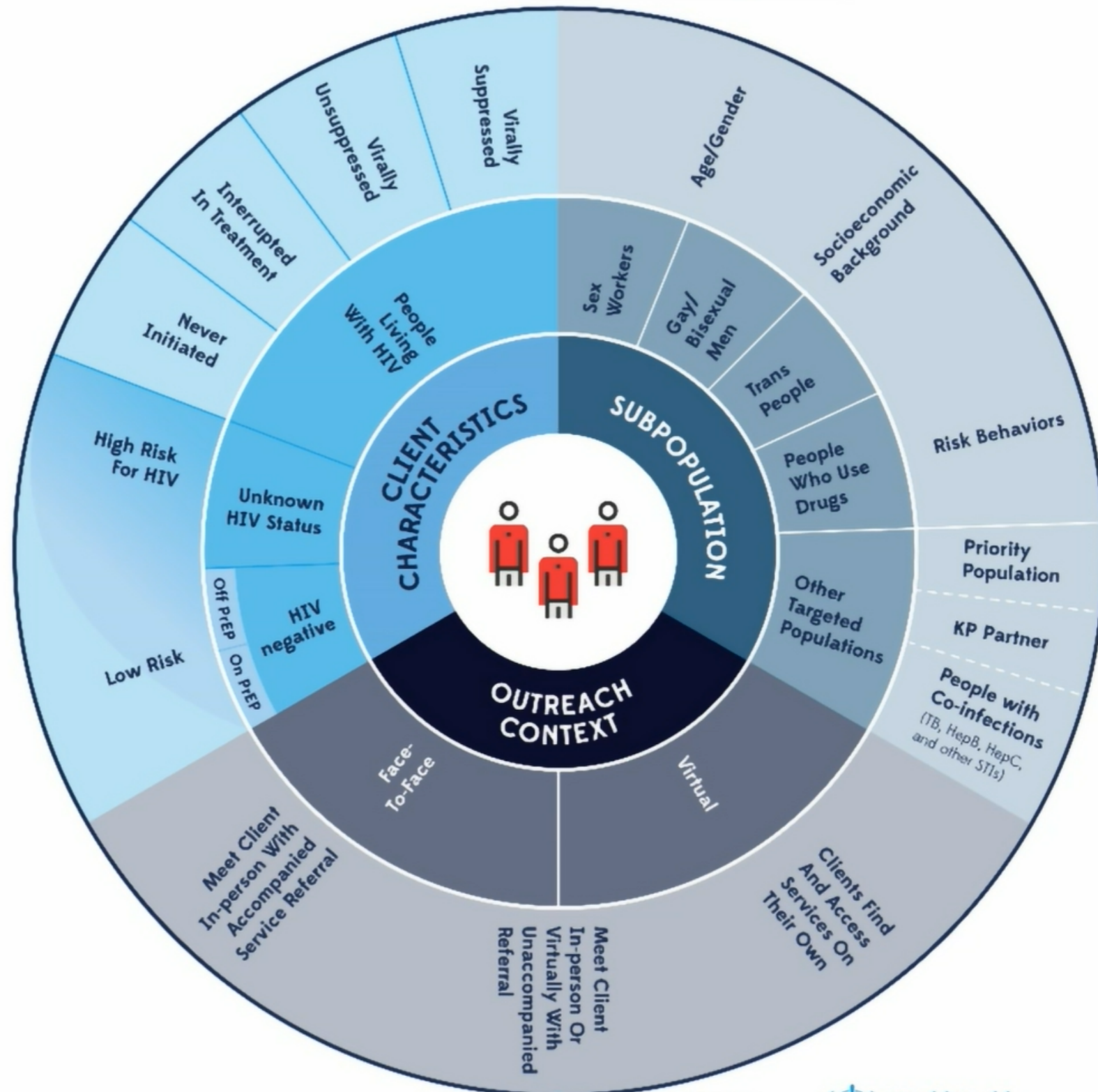
Safety and security considerations



Technical assistance



# WHO CAN BE REACHED?

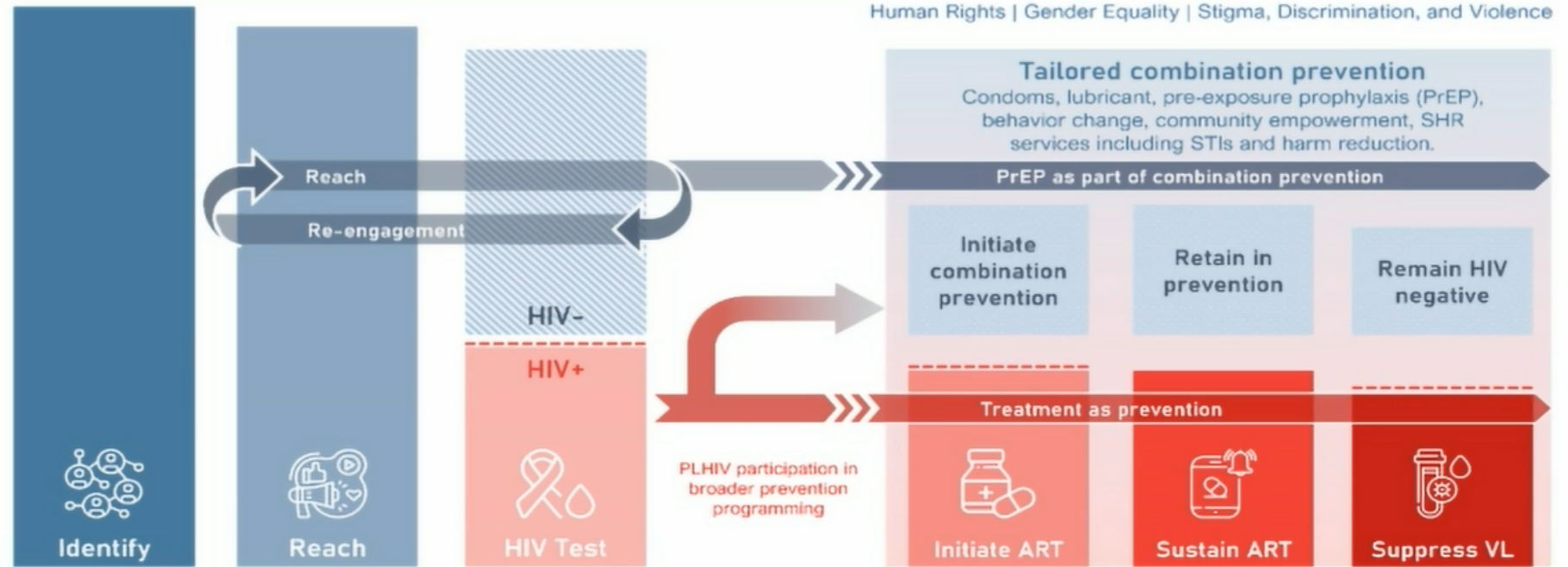


# IMPLEMENTATION FRAMEWORK

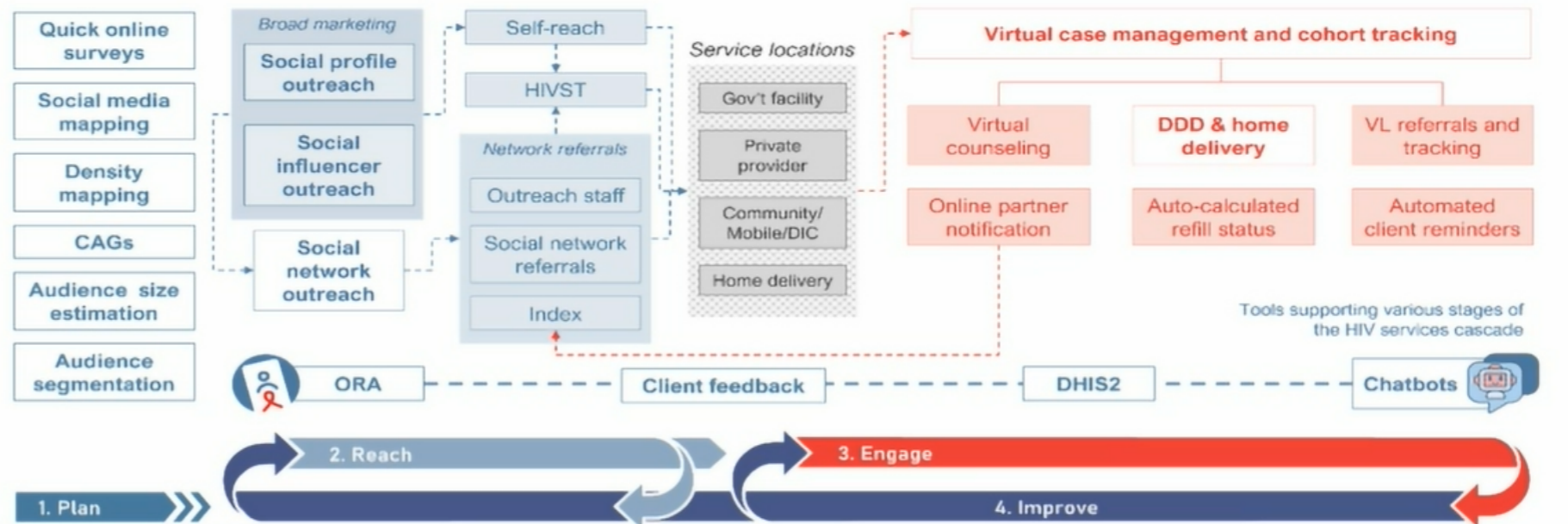
## Community Engagement and Capacity Development

## Enabling Environment

Human Rights | Gender Equality | Stigma, Discrimination, and Violence



### Approaches



### Acronyms

ART antiretroviral treatment; CAGs community advisory groups; DDD decentralized drug distribution; DHIS2 District Health Information Software 2; HIVST HIV self-testing; ORA Online Reservation and Case Management App; PLHIV People Living with HIV; PrEP Pre-Exposure Prophylaxis; SRH sexual and reproductive health; STIs sexually transmitted infections; VL viral load



# WHY WAS THIS NEEDED?

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Support programmes and governments to plan and implement virtual interventions to accelerate the progress towards meeting global goals

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Help programmes and governments to plan, adapt and implement safe and effective virtual service delivery during COVID-19 related restrictions and learn from these for future implementation.

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Provide guiding principles and an adaptable framework for virtual interventions to enable stakeholders to prioritize approaches and activities based on the country context and needs.

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Help programmes to identify technical assistance needs for approaches they would like to plan and implement.

# WHO CAN USE IT?

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Community based  
organizations

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NGOs

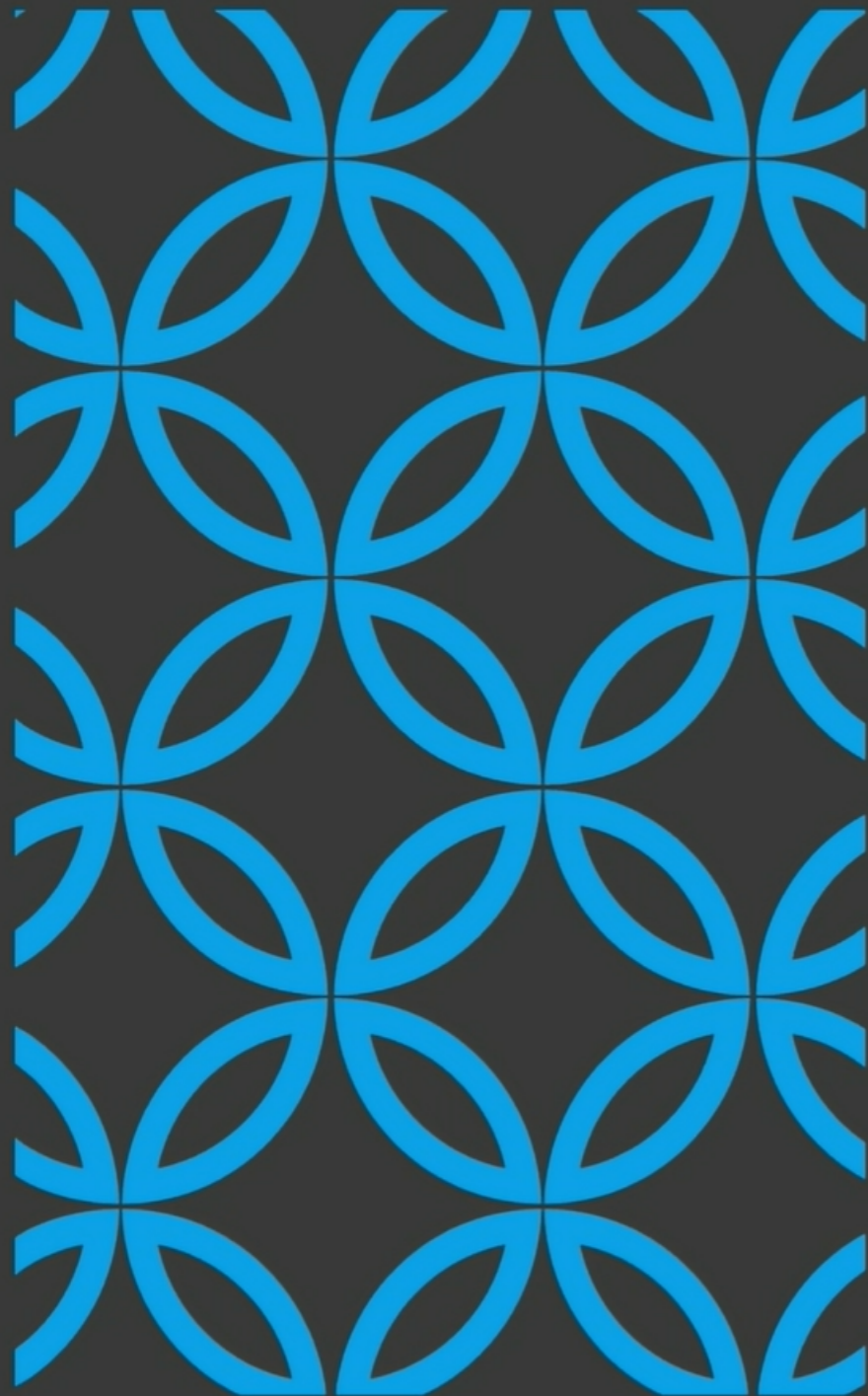
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National health programs

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Public and Private facilities





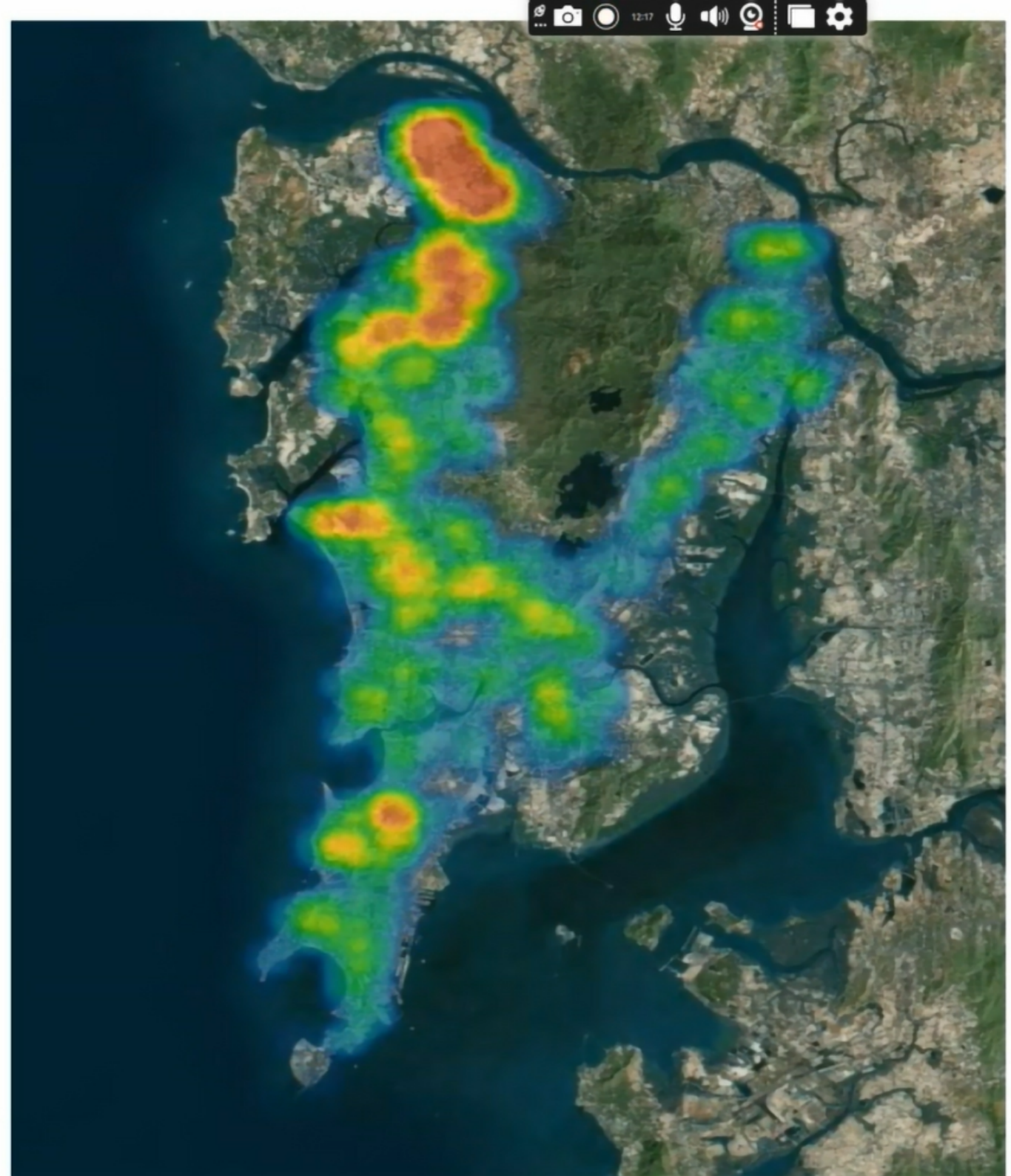
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# INNOVATIONS FOR HIV SERVICE DELIVERY USING VIRTUAL INTERVENTIONS

# DENSITY MAPPING INDIA

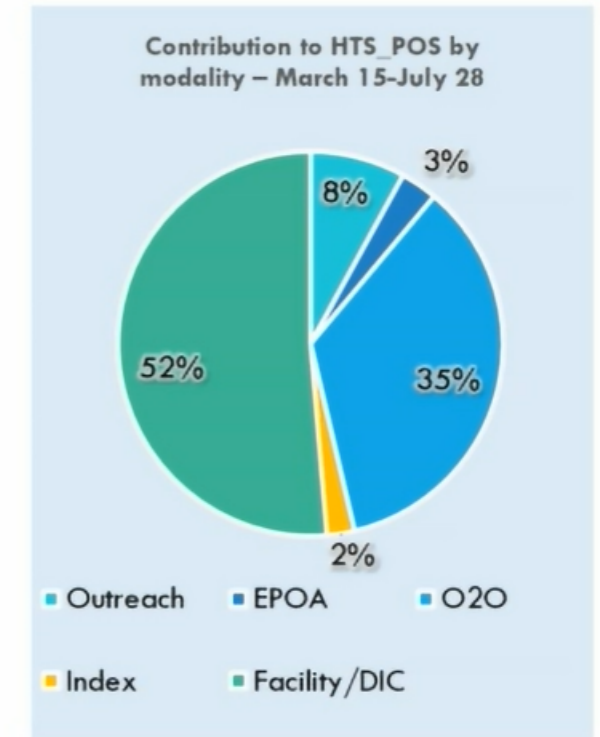
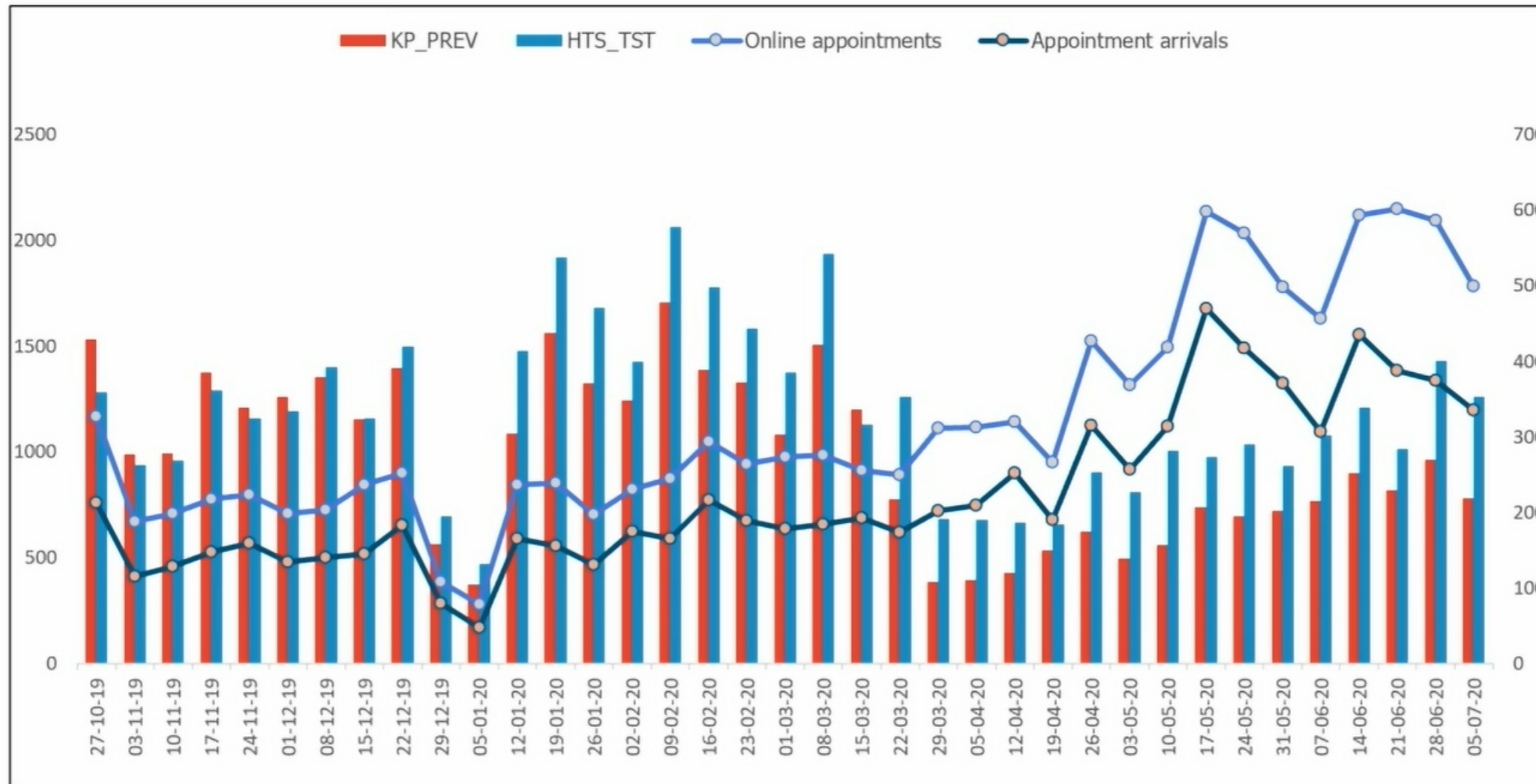
Source: Presented at AIDS 2018:

<http://programme.aids2018.org/Programme/Session/160>



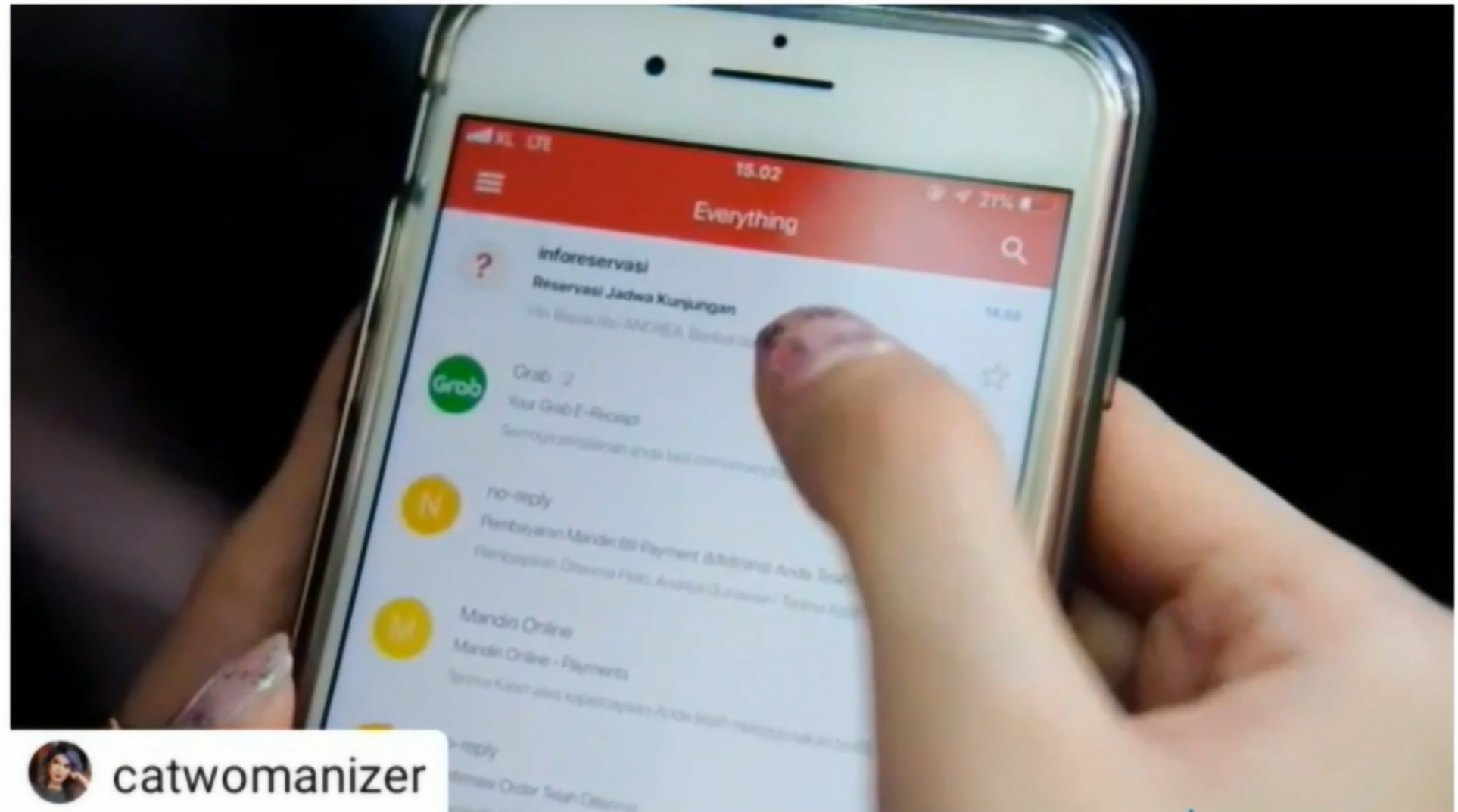


# SOCIAL NETWORK OUTREACH - THAILAND



# SOCIAL INFLUENCER OUTREACH - INDONESIA

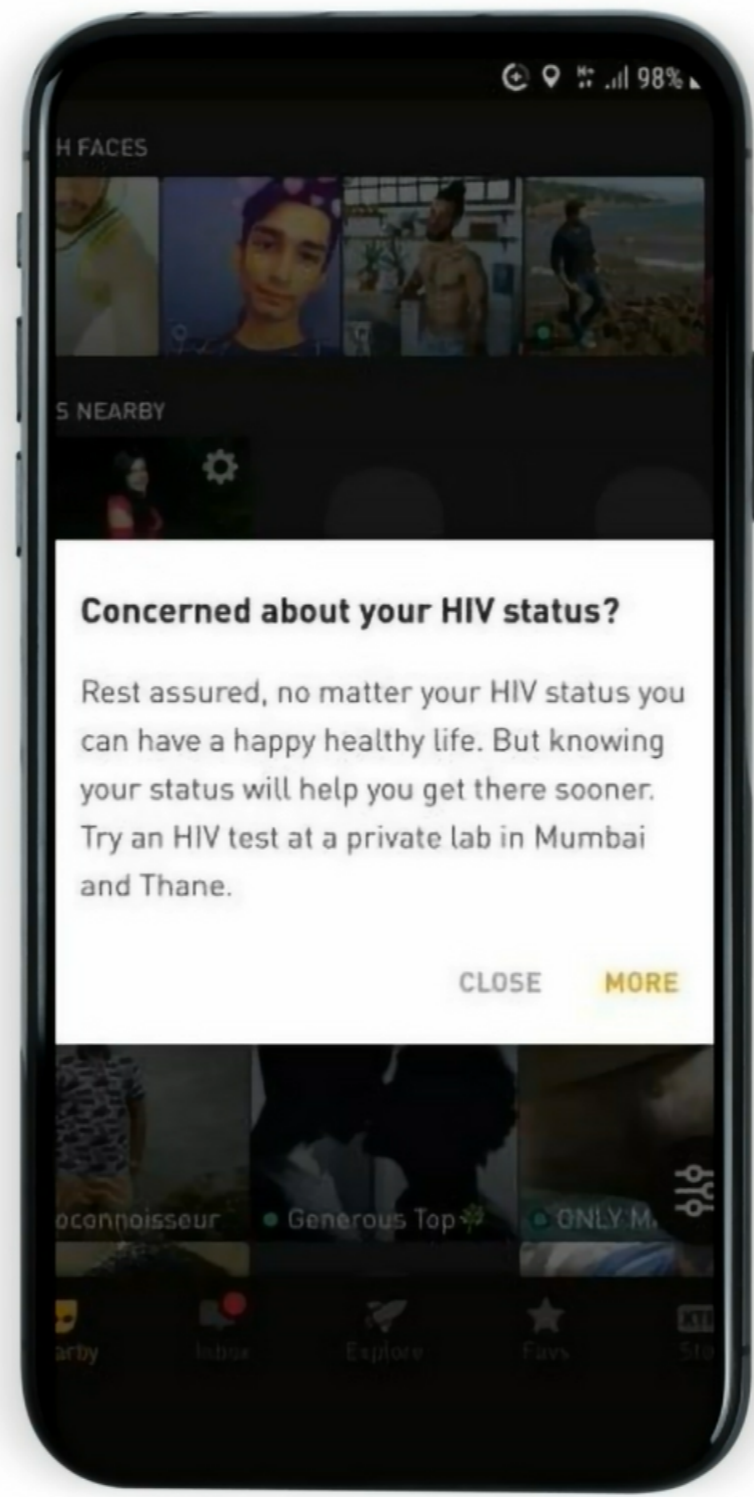
- Influencer video making a booking on an online platform



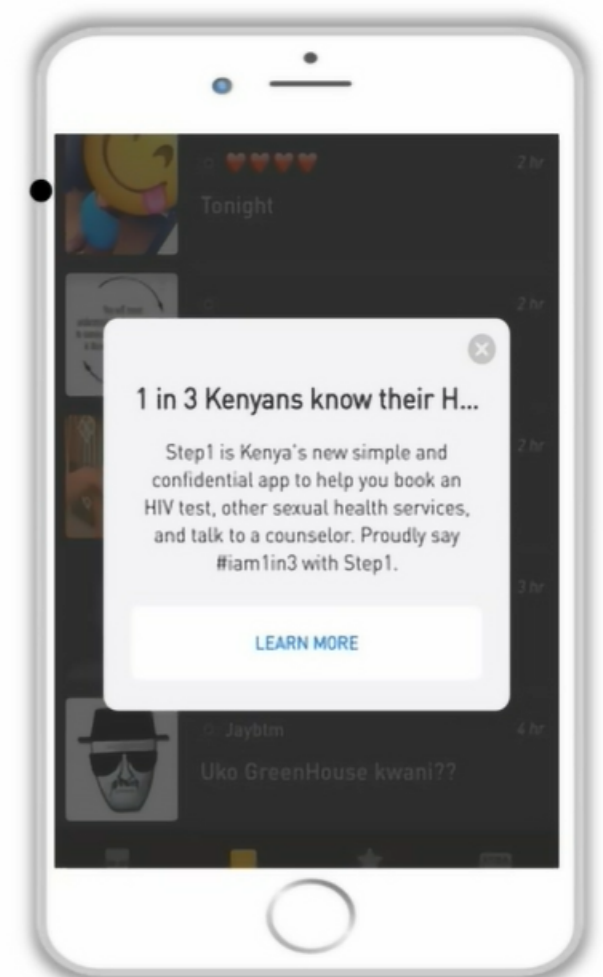
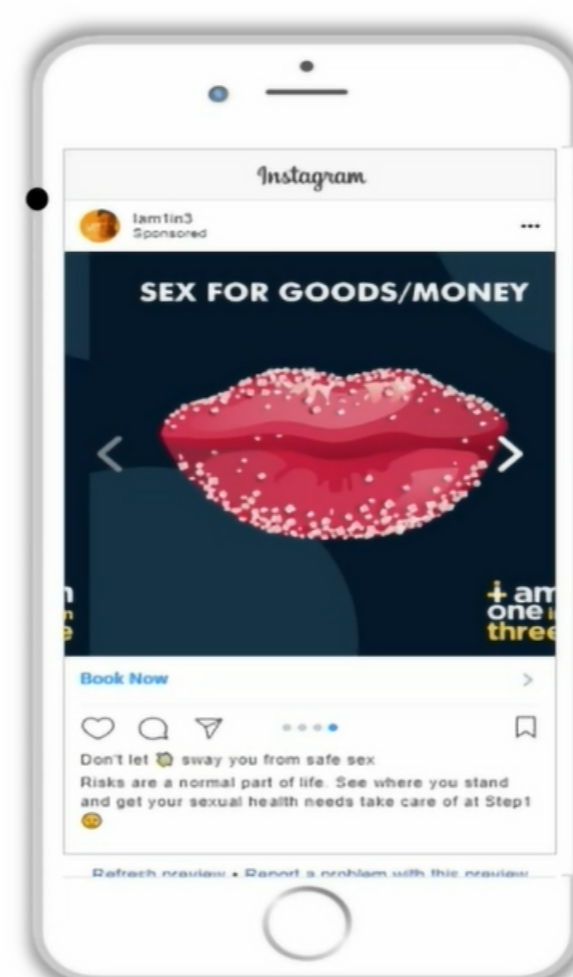


# SOCIAL PROFILE OUTREACH - ESWATINI

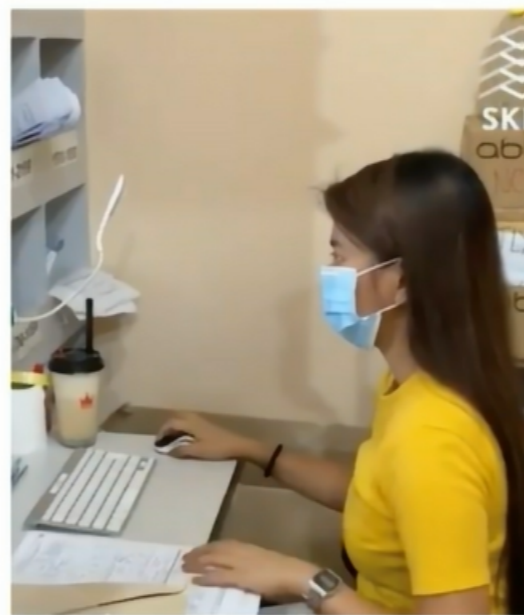
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# EXAMPLES OF SOCIAL MEDIA ADS - KENYA





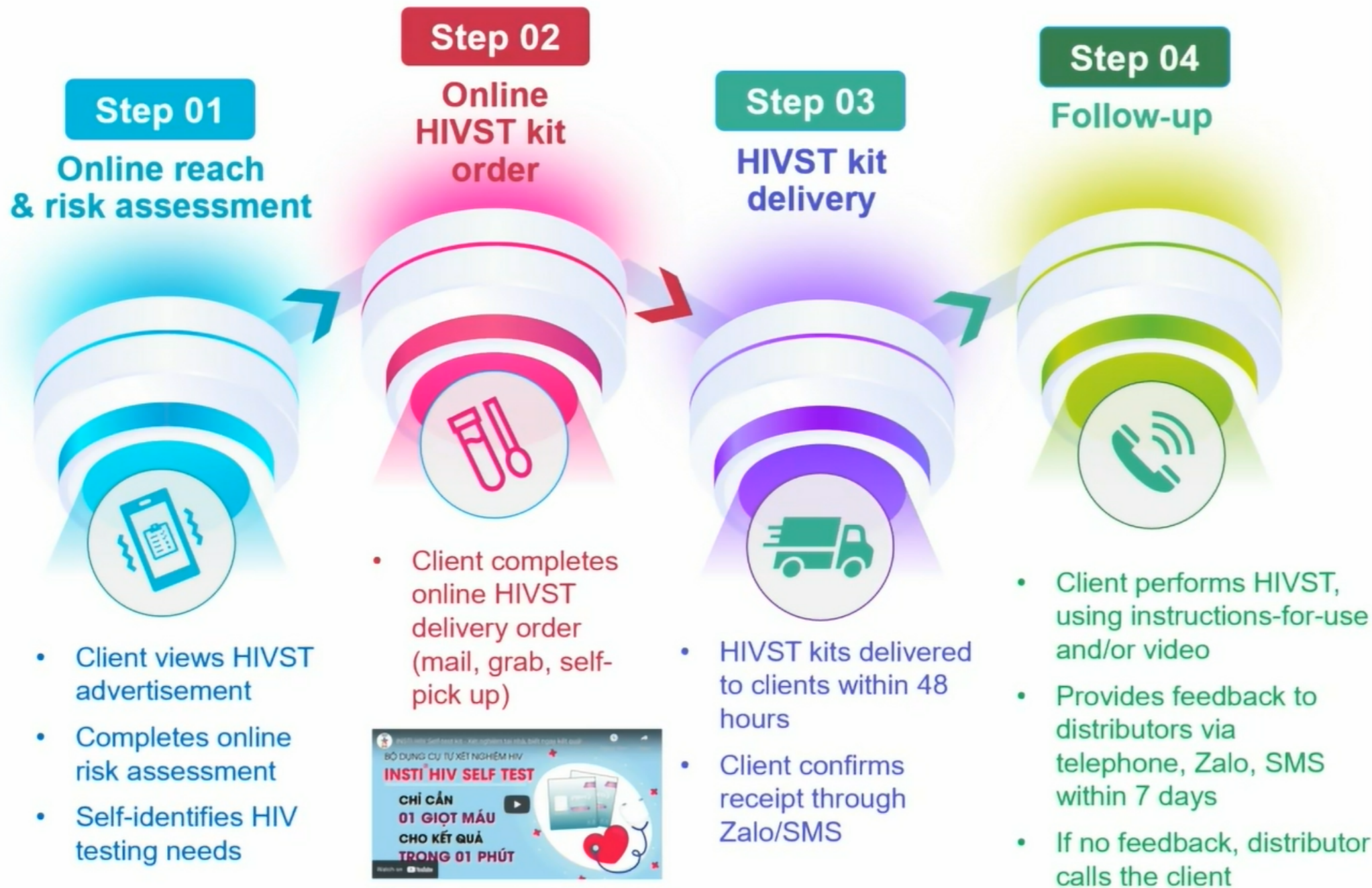


# VIRTUAL CASE MANAGEMENT





# VIRTUAL HIVST SERVICE DELIVERY MODEL



<https://xomcauvong.com/tu-xet-nghiem-hiv-bang-bo-test-insti-hiv-self-test/>

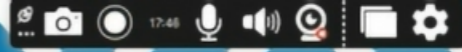
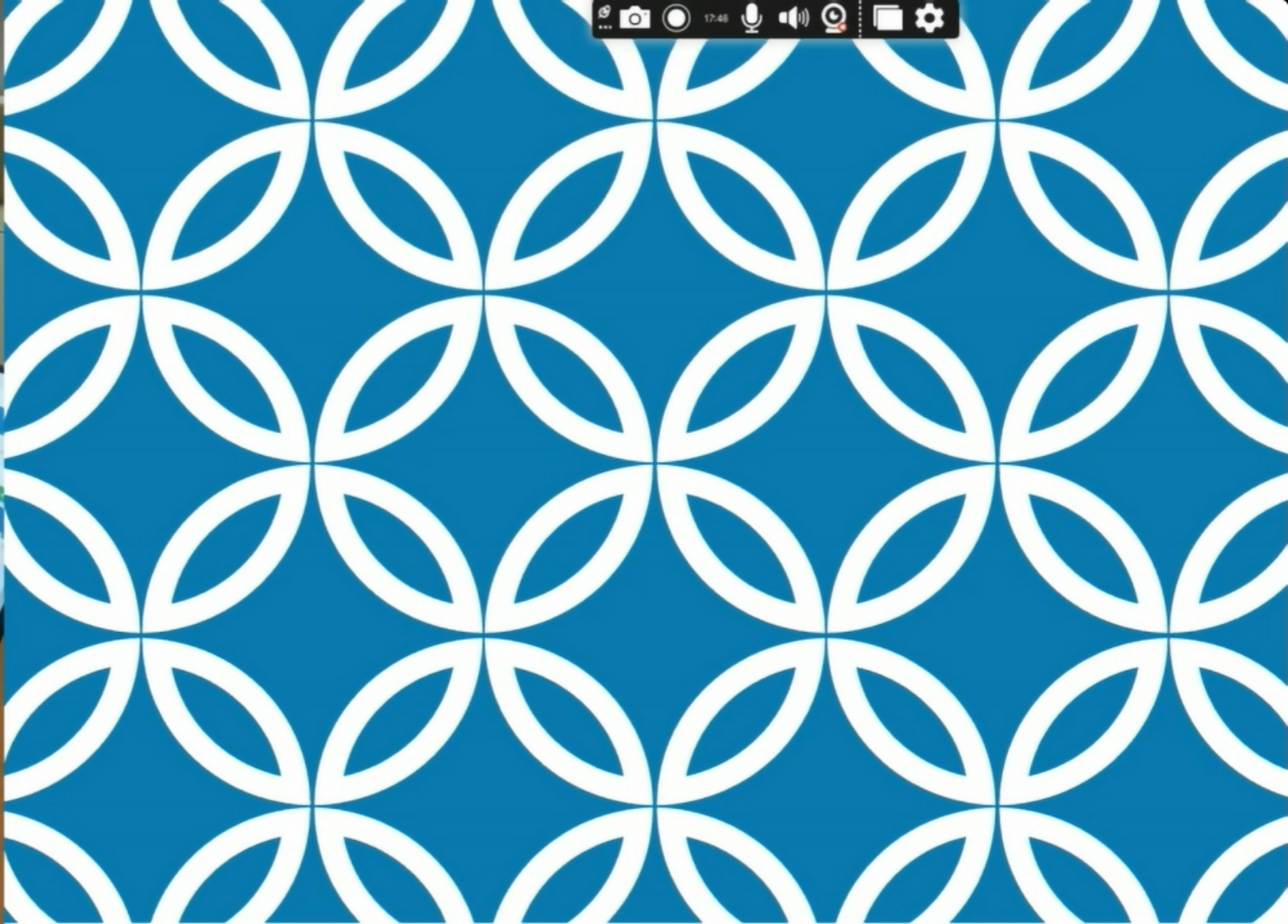




# PROTECTING SAFETY AND SECURITY ONLINE



- Informed consent from clients
- Avoid collecting identifying information
- Aggregate and summary data to avoid the identification of individuals
- Secure access to sensitive data and program data
- Inform clients about platform security risks and how to stay safe
- Remain aware of platform's terms of use and vulnerabilities



**THANK YOU**

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Acknowledgements  
UNAIDS  
WHO

