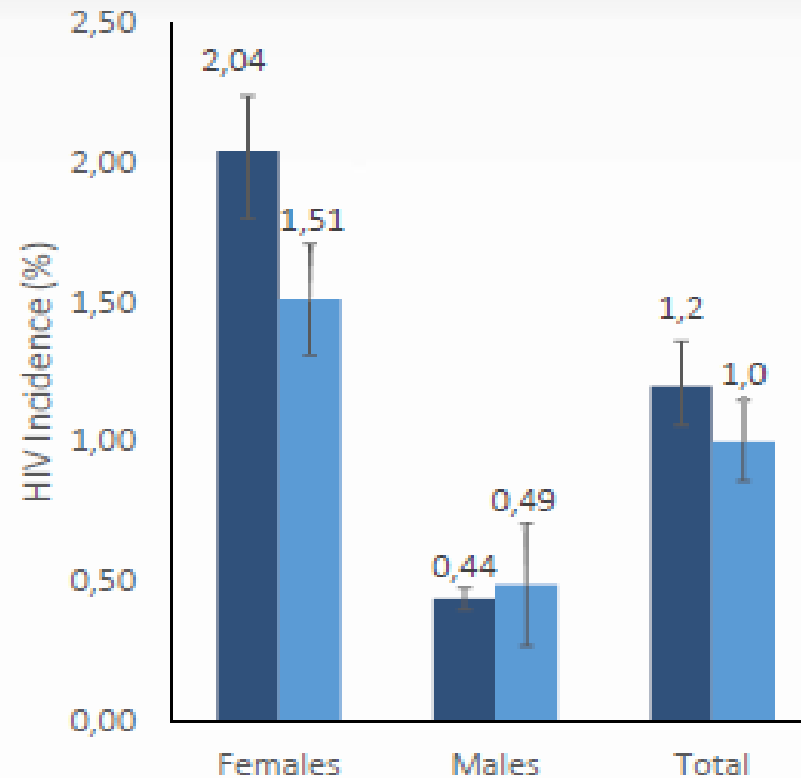


# Behavioural Prevention for HIV

SA Clinicians Society October 2018

Dr Sue Goldstein

- The overall HIV incidence among youth declined by 17%
- The decline in incidence was only among females (26%)
- Whilst among males incidence increased by 11%



“

The provinces of South Africa differ in the timing and magnitude of their HIV epidemics. Most of the heterogeneity in HIV prevalence between South Africa's provinces is attributable to differences in the prevalence of male circumcision and the frequency of non-marital sexual activity

”

Johnson 2017

District	Male condom distribution per male per week	HIV testing % Coverage
Amathole	1.47	62
Bojanala	0.65	31.1
City of Cape Town	0.80	30
City of Tshwane	0.70	22.4
Dr KKK	0.85	31.7
eThekweni	0.73	46.8
Ekhuruleni	0.51	33.2
Hary Gwala	1.57	48
Ngaka Modiri Molema	0.76	33.8
Ugu	0.92	55.9
Umgungundlovu	1.26	36

But we can

# BUT WE CAN! Ex-Buddyz were less likely to have MSP in past month

Characteristics	AOR	95% CI	P value
<b>Exposure</b>			
Not an SBC member	Ref		
SBC member	0.33	0.16 - 0.68	0.003
<b>Age</b>	1.06	0.93 - 1.22	0.383
<b>Sex</b>			
Female	Ref		
Male	2.95	1.57 - 5.52	0.001

Controlling for age, male ex-Buddyz were less likely to have had MSP in the past month (AOR 0.38 , 95% CI 0.16 - 0.87, p=0.023)

# AND: Female Ex-Buddyz were less likely to be HIV positive than a control group

Multivariate logistic regression results for HIV status\* and exposure to SBC

Characteristics	AOR	95% CI	P value
<b>Exposure</b>			
Not an SBC member	Ref		
SBC member	0.43	0.20 - 0.92	0.029
<b>Age</b>	1.37	1.16 - 1.62	0.000

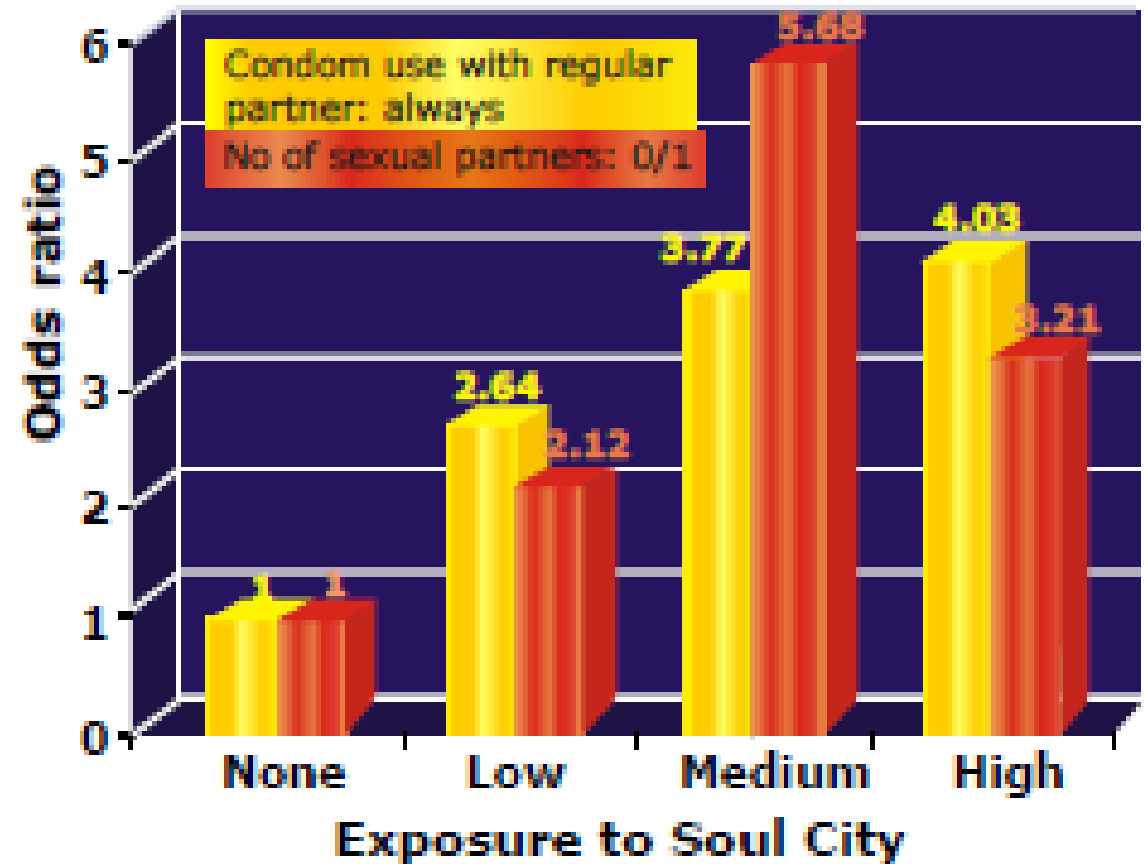
- n=403, p=0.0000

# AND

- In South Africa, a study in 2005 shows that 701, 494 people would have been HIV positive if they had not practiced some form of HIV prevention behavior (Kincaid et al)

Figure 2: Soul City over 6 series and safer sexual behaviours

## Soul City and HIV Prevention





BUT

- Social change is complex
  - Billboards and 30s ads alone may do more harm than good
  - Process of communication involves more listening than telling
  - Every HIV prevention intervention (including Vaccination if it ever comes) needs good communication and social change

Must be done properly and be “evidence” based

- Not being imposed from other countries
- Not being scaled up without adherence to the principles
- Not just taking ad industry as final - selling coke is different to complex behaviours