

CAN ONLINE INTERVENTIONS ENHANCE HIV CASE FINDING AND LINKAGES TO CARE? COMPARING OFFLINE AND ONLINE MONITORING DATA FROM A COMBINATION PREVENTION PROGRAM WITH MSM AND TRANSGENDER WOMEN IN CENTRAL AMERICA



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1. BACKGROUND

Under the USAID Combination Prevention Program for HIV in Guatemala, El Salvador, Honduras and Panama, the Pan American Social Marketing Organization (PASMO) implements offline and online interventions to increase the uptake of HIV testing services (HTS) among at-risk MSM and transgender women (TW), and link reactive cases to care.

Offline interventions use an adapted respondent driven sampling recruitment model with “recruiters” (peers who refer individuals in their social network), and “seeds” (reactive individuals who refer partners and others in their social network).

Online recruitment is performed by PASMO “cyber-educators” trained to use social media platforms (i.e. Facebook and WhatsApp) to generate demand for and refer to HTS among at-risk MSM and TW with emphasis on “hidden” populations.

HTS is performed by PASMO counselors, laboratory technicians, or private laboratories.

2. DESCRIPTION

PASMO uses a Unique Identifier Code (UIC) to track program participants from initial engagement through entry of care.

The UIC is assigned by the counselor performing HTS or the cyber-educator and the information is documented in print monitoring forms. Print or online vouchers are used to refer to HTS.

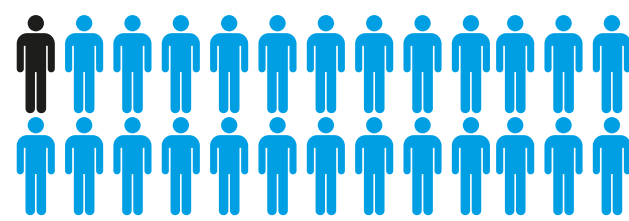
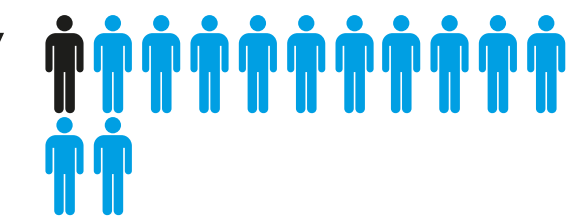
On a monthly basis, PASMO enters the monitoring data into its management information system, allowing it to track the number of individuals reached, percentage of individuals who receive HTS, yield (number of reactive cases identified per number of tests), and percentage linked to care.

3. RESULTS

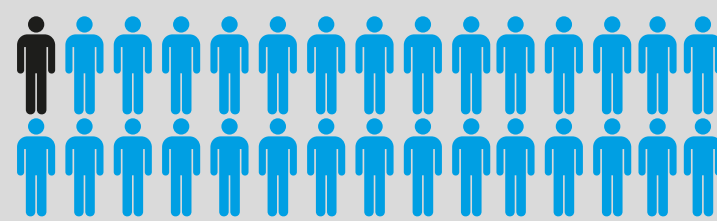
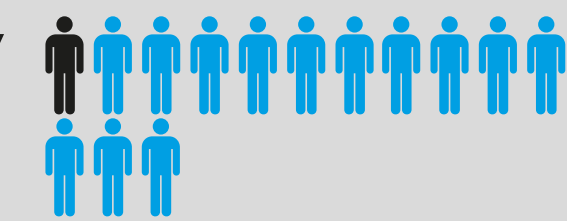
From October 2016 to September 2017, PASMO reached a total of 10,343 MSM and TW across the four countries through offline interventions, of which 10,187 (98%) received HTS, 406 were reactive (yield of 1 of every 26), and 52% were linked to care.

When comparing to those reached through online interventions alone, PASMO reached 6,219 individuals, of which 2,096 (34%) received HTC, 152 were reactive (yield of 1 of every 13 tests), and 64% were linked to care.

RESULTS 2017 OCTOBER 2016 – SEPTEMBER 2017 (GUATEMALA, EL SALVADOR, HONDURAS, PANAMA)

	OFFLINE	ONLINE
Total MSM and TW reached	10,343	6,219
Total MSM and TW tested	10,187	2,096
% tested	98%	34%
% of tests with reactive results	4%	7%
Yield (reactive test result)	1 of every 26 tests 	1 of every 13 tests 
Linked to care	52%	64%

RESULTS 2018 UP TO JUNE, OCTOBER 2017 - JUNE 2018 (GUATEMALA, EL SALVADOR, HONDURAS, NICARAGUA AND PANAMA)

	OFFLINE	ONLINE
Total individuals reached	4,403	5,921
% tested	94%	33%
HIV prevalence found	3%	7%
Yield	1 of every 30 tests 	1 of every 14 tests 
Linked to care	55%	71%

4. CONCLUSIONS AND RECOMMENDATIONS

- ▶ PASMO's offline and online strategies contribute to HIV case finding among MSM and TW in Central America.
- ▶ Although online interventions reach a smaller number of individuals and test a smaller percentage, a better yield is produced, and a greater proportion of individuals are linked to care, proving an effective intervention for concentrated epidemics.



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