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PSI Increases Private Sector Contributions to HIV/AIDS Prevention and 90-90-90 Targets in Vietnam

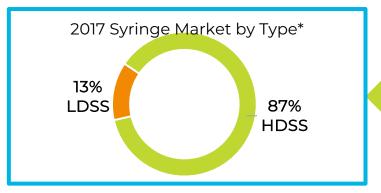
Healthy lives. Measurable results

CONTEXT

Vietnam is making impressive progress towards global 90-90-90 targets, reporting that 75% of people living with HIV (PLHIV) have been diagnosed and 63% are on treatment. 93% of those receiving treatment are now categorized as having suppressed viral loads. i,ii,iii Goals set by UNAIDS to ensure that by 2020, 90% of PLHIV are diagnosed, 90% are on treatment and 90% have viral suppression. Achieving 90-90-90 targets and reducing incidences among most at-risk groups, including people who inject drugs (PWID), men who have sex with men (MSM), and female sex workers (FSW), will require increased contributions from private, civil society, and public sectors to motivate preventive behaviors as well as increased uptake of HIV test and treat services. Nearly half (45%) of new HIV infections in Vietnam occur among PWID. In addition, an estimated 88.5% of the 227,000 PWID living in Vietnam are infected Hepatitis C (HCV).iv,v Unsafe practices—including needle sharing and use of high dead space syringes (HDSS)—as well as sexual transmission are contributing to an estimated 11,000 new infections in Vietnam every year.vi While commercial and social marketing sales of low dead space syringes (LDSS) have increased since 2012, the overwhelming majority of all syringes sold or freedistributed are high dead space despite World Health Organization (WHO) endorsement of LDSS based on reduced risk of HIV and Hepatitis C (HCV) transmission.vii



Evening HIV testing events at syringe outlets, like the one pictured here, are appreciated by PWID because of their convenience and privacy. As one of PSI's beneficiaries explains "I prefer HIV testing without a crowd and at a venue that I am familiar with—like this coffee shop where I buy my syringes at night."



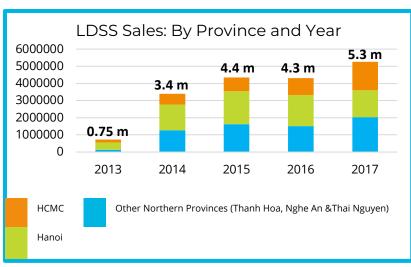
*Based on 2017 data available from key syringe market players: 145m commercial HDSS sold (70m 3mL; 75m 5mL) & 29m free 3 mL HDSS distributed; 20m commercial 1 mL LDSS sold & 5m 1 mL LDSS social marketed, no free LDSS distributed.

Despite high rates of HIV and HCV infection, PWID face significant barriers to accessing HIV prevention products as well as test and treat services. Local registration documentation required to access HIV services through the public health system is difficult for PWID who have migrated from other provinces. In other cases, issues such as limited operating hours at public health facilities, perceived complicated administrative procedures, general concerns of client confidentiality and fear of penal consequences may prevent PWID from learning their HIV status or accessing the anti-retroviral treatment (ART) through the public sector. The cost of HCV diagnosis and treatment remains unaffordable for PWID and others most at risk, and, unlike HIV, HCV services are not yet covered by the national insurance system.



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Since 2005, PSI has collaborated with the Ministry of Health in Vietnam to address barriers to HIV prevention, testing and treatment among PWID and other most at-risk groups using sector channels private PSI's harm reduction approaches. interventions have benefitted PWID as well as FSW-PWID, as PSI's "Song Dep" ('Beautiful Life'') program, funded by USAID/PEPFAR, was the first effort to motivate safer sexual and injecting practices women among multiple risks of HIV. In 2012, PSI launched a low dead space syringe social marketing initiative to expand late-night access to a 1ml LDSS



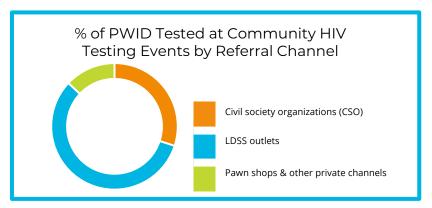
manufactured by B Braun. As a result of PSI's LDSS market strengthening activities, access to and use of LDSS among PWID has increased.*ii PSI's evidence-based social and behavior change communication (SBCC) messages emphasize LDSS benefits most likely to resonate with PWID—including reduced drug loss/wastage, improved needle quality and reduced risk of scaring and pain. During the first five years of LDSS social marketing in 5 provinces, PSI sold approximately 13 million LDSSs through tea stalls and other outlets accessible to PWID late at night. Further syringe market strengthening—to crowd out HDSS-will require greater LDSS distribution coverage and efficiency, reduced interference by security teams, and expanded LDSS product offering, including a larger (2.5ml or 3ml) LDSS.

PSI'S SOLUTION: BRINGING HIV SERVICES CLOSER TO COMMUNITIES AT RISK



By integrating HIV service referrals into pawn shops (pictured above) and other outlets reaching PWID, PSI brings quality HIV services closer to underserved communities.

Since January 2017, with support from the Elton John AIDS Foundation, PSI has been leveraging its network of LDSS outlets to bring PWID-friendly HIV services closer to underserved communities at risk. Using both PSI's network of LDSS outlets and other private outlets serving the PWID community—such as pawn shops—PSI promotes PWID-friendly HIV testing at LDSS PSI network outlets serving PWID such as, coffee shops, pawnshops and private clinics. Operators and providers have been trained by PSI and Provincial AIDS Committee partners to utilize streamlined 'Yes to Test' pre-test counseling procedures designed with input from PWID in Vietnam.





Between January 2017 and April 2018, PSI, Provincial AIDS Committee (PAC), and CSO partners helped 6,996 PWID learn their HIV status through testing at PWID-friendly private venues. Of those tested, 8% came back positive and were referred to nearby public health facilities for confirmation and treatment. Analysis of Unique Identifier Code (UIC) data reveals less than 6.4% of those tested through PSI's private sector events were tested more than once during the same time period—suggesting minimal duplication, but also a need to further strengthen PWID understanding of the benefit of testing every 6 months. PSI has expanded the network of PWID-friendly Case Managers capable of providing ongoing support to PWID who test positive by identifying and training peer Case Managers through the LDSS network as well as ART/MMT clinics.

STRENGTHENING VIETNAM'S SYRINGE MARKET

PSI is developing a LDSS wholesaler network to improve the efficiency of LDSS distribution. By the end of 2018 PSI aims to have 50% of LDSS outlets resupplied by mobile wholesalers so that PSI's LDSS sales agents can focus on opening new outlets and contributing to community-level uptake of HIV test and treat services. In 2017, 66% of LDSS distributed to outlets accessible to PWID were sold by PSI sales agents and 36% by wholesalers.

LDSS access and uptake among PWID in Vietnam limited.xiii In partnership with syringe manufacturers commercial distributor partners, PSI is using targeted social marketing approaches to address the following market gaps:

- Lack of LDSS product sizes available beyond 1ml preferred by PWID for substance mixing and dissolving practices:xiv
- consumer and retailer awareness regarding LDSS benefits;
- Limited late-night access to safer syringes; and
- Limited availability northern provinces.



Ms. Phuong, a 38-year old mobile wholesaler sells tea, cigarettes and syringes to tea stalls serving PWID in Ha Dong district of Hanoi. She stocks LDSS in exchange for a modest margin on sales to outlets. Every day Phuong sells as many as 2,000 syringes along with other items to some of the 70 tea stalls she supplies by motorbike.

In 2018 PSI will integrate at least one larger LDSS into its established LDSS social marketing program. Pending positive feedback from northern PWID, PSI will collaborate with local HDSS manufacturer Vinahankook to co-package a low dead space needle (manufactured by Exchange Supplies with a locally manufactured syringe) to provide a safer syringe option for northern PWID who currently use a 3ml HDSS.xv As additional LDSS products become available globally or locally, PSI will assess opportunities to further diversify the LDSS product line, considering the needs and preferences of PWID. PSI's experiences procuring, distributing and promoting LDSS in Vietnam were shared with national and provincial stakeholders through multiple forums including LDSS Procurement Guidance developed by VAAC and PAC in 2013.

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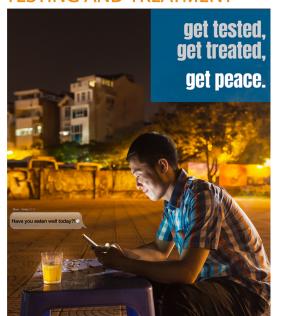
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SOCIAL AND BEHAVIOR COMMUNICATION CHANGE FOR HIV TESTING AND TREATMENT



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901 Deace. HIV is not a death sentence, it can be managed! Get tested and take your medicine so you - and those who love you

most - will be free from worry.

To address misperceptions about HIV and HIV treatment, PSI designed a SBCC campaign titled "Get Tested, Get Treated,

Get Peace" (for those who care about you most). Key insights from PWID that informed this campaign included: 1) the misperception that HIV is a death sentence; 2) lack of knowledge on the effectiveness of treatment; and 3) the desire to ensure loved ones of PWID never worry.

SBCC materials were designed to address these insights, including billboards, posters and leaflets for public as well as private HIV service sites and provider behavior change tools. Final creative designs and key messages were developed with further input from PWID collected through pre-testing. Point-of-sale and trade marketing materials including LDSS storage canisters and cooler boxes with campaign messages, were placed at syringe outlets to increase PWID exposure to key messaging.





cần thấy nhệ lông hơn.

Gọi cho bạn bè, người thần hay số hotline trên tr rơi này để được hỗ trợ khi bạn cần

Mhumhiếu loại thuốc có hiệu quả khác, thuốc ARV có thể có tác dụng phụ mà với sự hỗ trợ của một bác sĩ bạn có thể kiểm soát được. Tu vấn với bác sĩ để điểu chính thuốc nếu bạn gặp phải tác dụng phụ. Duy tr đều trì trừ khi bác sĩ bảo bạn báo nauct lại.

PSI used qualitative feedback from PWID to design a provider training module to help health providers deliver more client-centered HIV services. The module includes a "Yes to Test" simplified pre-test counseling tool designed specifically for use with PWID as well as treatment literacy client materials—such as the leaflet pictured left—to address the misperception that HIV is a death sentence.



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PRIORITIES FOR 2018-2019

PSI is actively fundraising to increase private sector contributions to prevention and 90-90-90 goals in Vietnam including LDSS market strengthening and increased HIV testing benefitting PWID and other most-at-risk groups. In close collaboration with the Ministry of Health and other partners, PSI will integrate social marketing activities with complementary public-sector HIV service strengthening activities, including expanded access to HIV self-testing and pre-exposure prophylaxis (PreP). Results, evidence, and lessons learned from PSI's private sector HIV programming will be shared with the Government of Vietnam and other stakeholders at national/provincial levels to inform on-going efforts to increase uptake of HIV testing, ART adherence and viral load suppression.

SUPPORTING PARTNERS:











EXCHANGE SUPPLIES

CONTACT

For more information about PSI's engagement of the private sector to address priority health issues in Vietnam, visit www.psi.org/vietnam or email psi@psi.org.vn.