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## **HIV Prevention in Young People: Current Context , Opportunities and Challenges**

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*Web-Conference: Mass Media for HIV Prevention Among Young People*

*19 November 2010*



# Presentation Outline

- 1. Global epidemic in young people.**
- 2. New opportunities**
- 3. Key challenges**
- 4. Where does mass media fit in?**

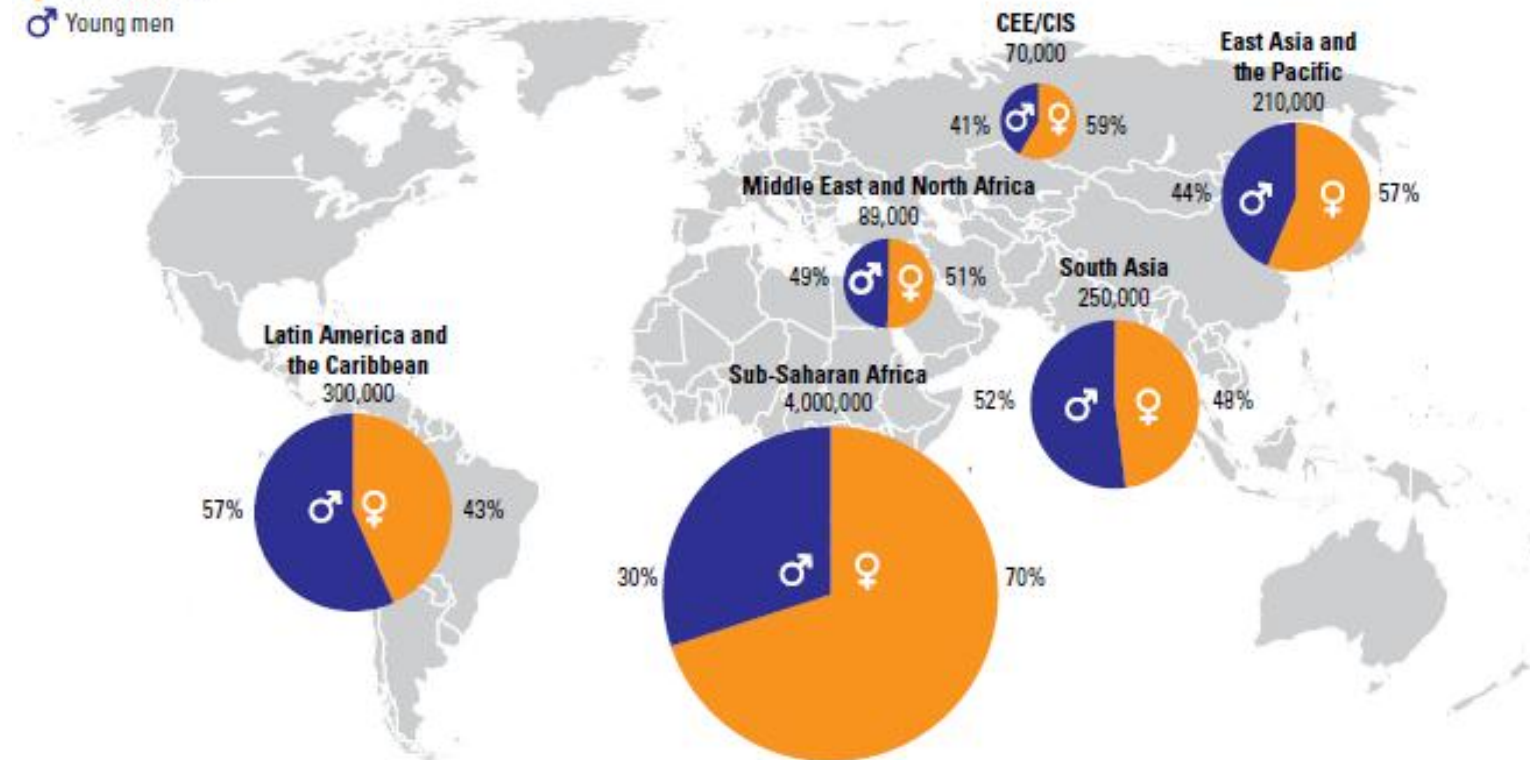


# The Global Epidemic in Young People

**About 4.9 million young people were living with HIV in developing countries in 2008: 3.23 million young women and 1.64 million young men**

Estimated number and percentage of young people 15–24 years old living with HIV, by region, 2008

♀ Young women  
♂ Young men



**Note:** The size of the pie charts indicates approximately the number of young people living with HIV.

**Source:** UNAIDS, *AIDS Epidemic Update*, 2009.



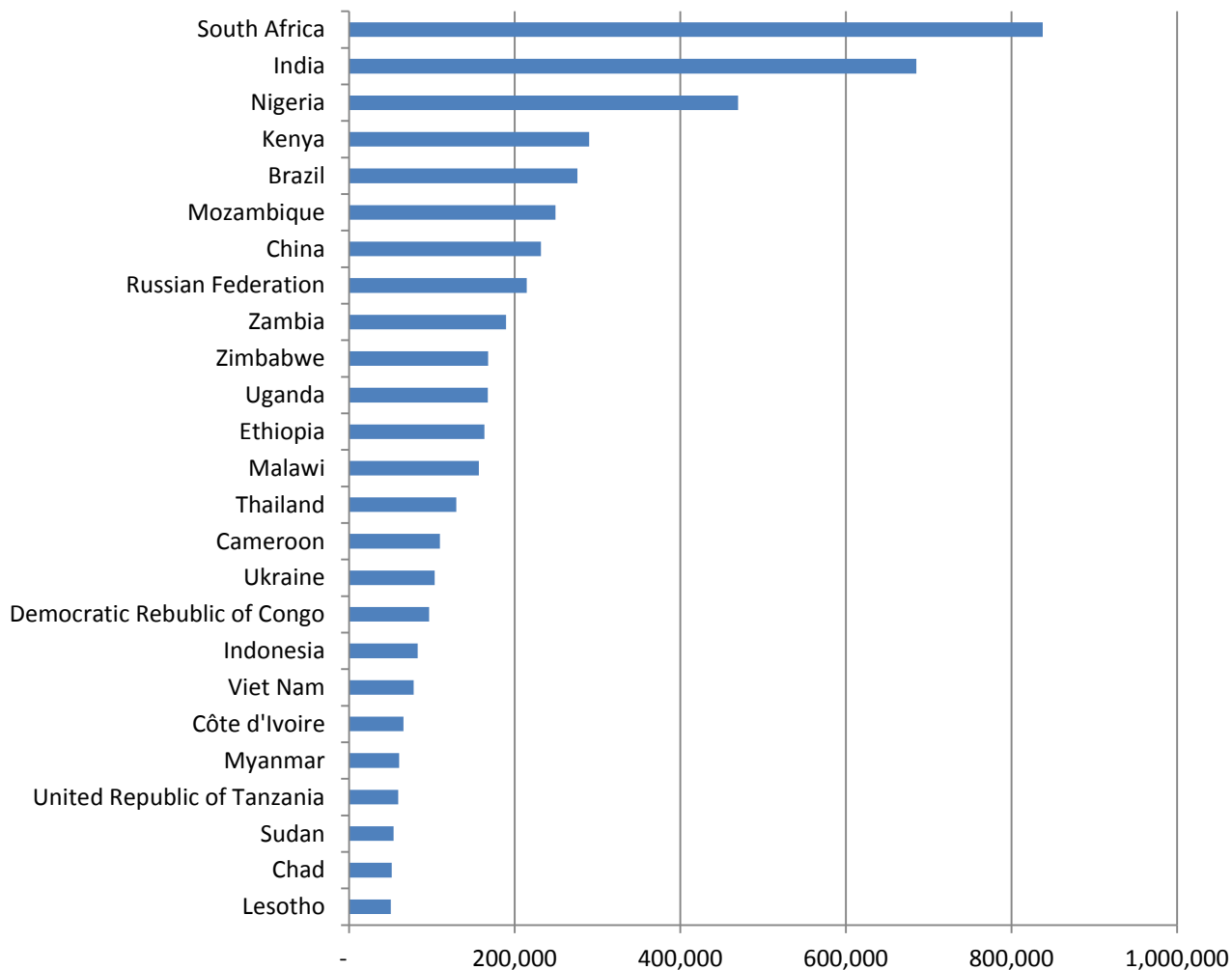
# HIV Infections in Young People

- Of the estimated 33 million people living with HIV globally, about 4.9 million are young people aged 15 – 24 years.
- Two thirds of all young people living with HIV are young women
- 80% (4 million) of all young people living with HIV are in sub-Saharan Africa
- Globally, predominant modes of exposure to HIV infection are:
  - Sexual transmission
  - Injecting drug use
  - Perinatal infection



# 25 countries account for 85% of the epidemic in young people

**Number of Young People (15 – 24 years) Living with HIV**





# Opportunities

- **Declining prevalence in some high burden countries:** Noted in 22 of 30 high burden countries.
- **Male circumcision:** Since 2007, 14 priority countries (high HIV prevalence, low circumcision) initiated national plans to scale up access to medical male circumcisions. At least 175,000 performed by May 2010.
- **Investment in health systems:** Improving quality and availability of key services has brought more people into care. ART access scaled up through improvements from VCT/PITC to patient monitoring. Additional health interventions on horizon – microbicides, PrEP. Need to show that services are ready to ensure that young people benefit proportionately from service scale up.
- **Increasing school enrolment rate:** More young people accessible for strategically timed support for prevention. Must be combination of information, skills and services. Quality and adequacy of these need to be reviewed.



# Key Challenges

- **Leadership commitment** : Insufficient leadership support for responsive prevention services for young people (harm reduction, prevention of sexual transmission)
- **Coverage and Access for Young People to Services:** Barriers to access to health services including age of consent laws. Inadequate investment in service delivery for young people. Improved age-disaggregation of service data will help highlight inequity in access and service gaps. More rigorous evaluation will inform changes required for better impact.
- **Reaching young people where they are:** Underutilization of schools as an entry point for improved service delivery to young people. Need for partnership arrangement between health and education sectors.
- **Young People in the Margins:** Continued discrimination against and marginalization of adolescents most at risk for infection (young people who inject drugs, young women who sell sex, young men who have sex with men)



# Where does Mass Media Fit In?

- **Combination prevention seeks to reduce new HIV infections by:**
  - **Reducing risk for exposure** – behaviour change such as reduced frequency of sex or injection drug use, reduction in multiple partners,
  - **Reducing probability of transmission** – through use of commodities (condoms, clean needles and syringes) and services that lower efficiency of transmission (male circumcision)
  - **Reducing infectivity** – through services that decrease viral load
- **Behaviour change and service access and uptake are critical for HIV prevention**
- **Opportunity from mass media:**
  - Promotion of behaviour (change), use of services and social communication to further challenge/change norms, attitudes and practices through structured, consistent messaging.
  - Mobilization at large scale.
  - High penetration – reaching those who are hard to reach.



# Lessons from Evidence 1998 - 2010

- **Four Major reviews of mass media programmes for health (1998 – 2005)**
  - **Mass media interventions and their impact on use of HIV testing** (Vidanapathirana, 2005). Fourteen studies/evaluations reviewed concluded the interventions had significant immediate impact on use of services.
  - **Mass media effect on use of health services** (Grilli, 2002). Twenty studies concluded mass media was effective in promoting use of effective services and discouraging use of non-proven services.
  - **Mass media on smoking cessation.** Two reviews (Bala 2002, and Sowden 2005) noted highly variable quality in interventions.
- Two recent reviews (Snyder et al, 2009 and Wakefield et al, 2010) showed **mass media programmes had greater effect when they ran longer and when combined with service scale up, interpersonal interventions** (letters, calls, face-to-face support) **and a supportive policy and legal environment.**
- **Key lesson:**
  - **Mass media effective in driving important short term changes** but the **quality of the intervention**, its **duration** and the **intensity of the programme, the degree to which it is linked to and reinforced by complementary interventions** has a significant impact on the effect size.



# Key Resources

- UNICEF, Progress for Children: Achieving the MDGs with Equity. September 2010
- UNICEF, Children and AIDS: 4<sup>th</sup> Stocktaking Report, December 2009
- Vidanapathirana J, Abramson MJ, Forbes A, Fairley C. Mass media interventions for promoting HIV testing. *Cochrane Database of Systematic Reviews* 2005, Issue 3. Art. No.: CD004775
- Grilli R, Ramsay C, Minozzi S. Mass media interventions: effects on health services utilisation. *Cochrane Database of Systematic Reviews* 2002, Issue 1. Art. No.: CD000389.
- Bala M, Strzeszynski L, Cahill K. Mass media interventions for smoking cessation in adults. *Cochrane Database of Systematic Reviews* 2008, Issue 1. Art. No.: CD004704.
- Sowden, AJ 1998, Mass media interventions for preventing smoking in young people, *Cochrane Database of Systematic Reviews*, Issue 4. Art. No.:CD001006.
- UNAIDS interagency task team on HIV and young people, Preventing HIV/AIDS in young people : a systematic review of the evidence from developing countries .Eds: Ross, D. Dick, B and Ferguson, J. WHO, 2006
- Snyder et al, *Effectiveness of media interventions to prevent HIV, 1986-2006: A Meta-Analysis*. Abstract, Annual APHA Conference, November 7 – 11, 2009
- Wakefield MA, Loken B, Hornik RC. Use of mass media campaigns to change health behaviour, *Lancet*, 376: 9748. pp 1261-1271. 9 October 2010



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**Thank You!**