

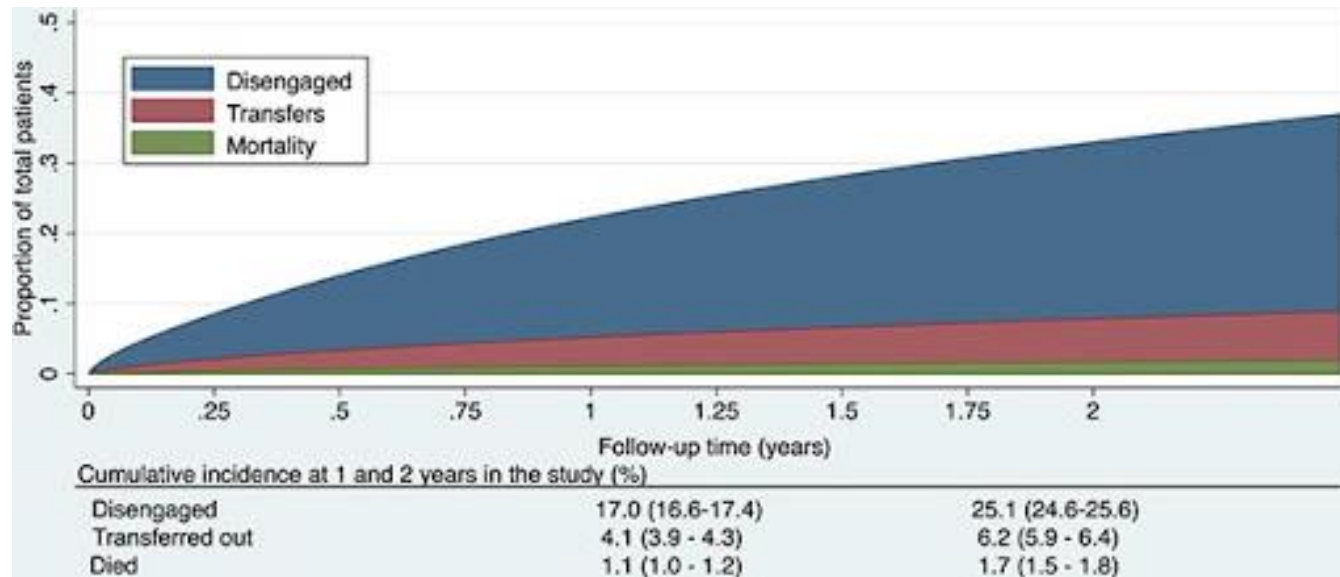
Using Facebook to find patients who have disengaged from HIV services, and linking them back to care in Khayelitsha, South Africa

Background to the Research (2018)

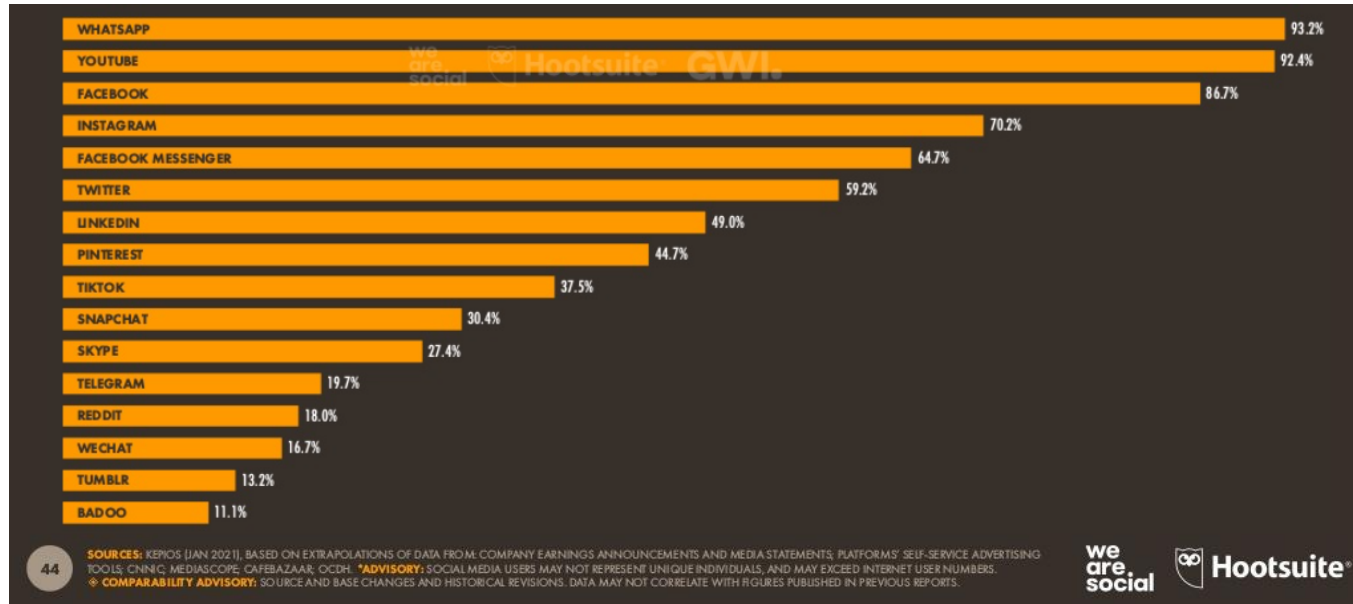
- MSF in South Africa
 - Khayelitsha – HIV & TB
 - Eshowe – HIV & TB
 - Rustenburg – SGBV
 - Tshwane – Migrants & Mental Health

Background to the Research (2018)

- Welcome Service Initiative



Background to the Research (2018)



Background to the Research (2018)

Best performing ads (see all ads)

Younger women

Health Hub - Doctors Without Borders / MSF South Africa
April 23 · G

Kgomotso Care Centre helps people who have been exposed to unprotected sex or feel unsafe in their relationship.

- Located inside Botetong clinic.
- Open Monday to Friday: 7 AM to 4 PM.
- No waiting time. Friendly and confidential.
- No ID or passport required. Free transport.
- Mobile: 072 176 7054 (WhatsApp, SMS and Callback).
- Toll-free: 0800 112 112.

“Come for care even if you don't want to leave the relationship. You won't be judged for your choices.”



Issues of relationship seemed to be the factor driving the success of this ad compared to the discarded ones.


Older women

Health Hub - Doctors Without Borders / MSF South Africa
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Kgomotso Care Centre can help anyone who suffered from any form of violence.

- Located inside Thabane clinic.
- Open Monday to Friday: 7 AM to 4 PM.
- No waiting time. Friendly and confidential.
- No ID or passport required. Free transport.
- Mobile: 072 176 7054 (WhatsApp, SMS and Callback).

“I did not have physical injuries, but the free counselling services at Kgomotso helped me.”



Preferred ad was more directly addressing issue of non-physical violence, the less preferred ad was only general description of services.

Migrant women

Health Hub - Doctors Without Borders / MSF South Africa
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- Toll-free: 0800 112 112.

“I was welcomed at Kgomotso. Their services are confidential and open to every nationality.”



The less popular ad featured a clinic staff rather than a patient.

- During the campaign, we reached 72 394 people.
 - In total, the ads were displayed 430 809 times
 - Each person has seen the ad roughly 6 times.
 - The cost to reach every 1000 people 6 times would be 207 ZAR.
- In BKCC, the increase in new cases presenting before and after the campaign was between 38 – 84 %.
- In TKCC, the increase in new cases presenting before and after the campaign was up to 21 %.

Background to the Research

Ethical Concerns

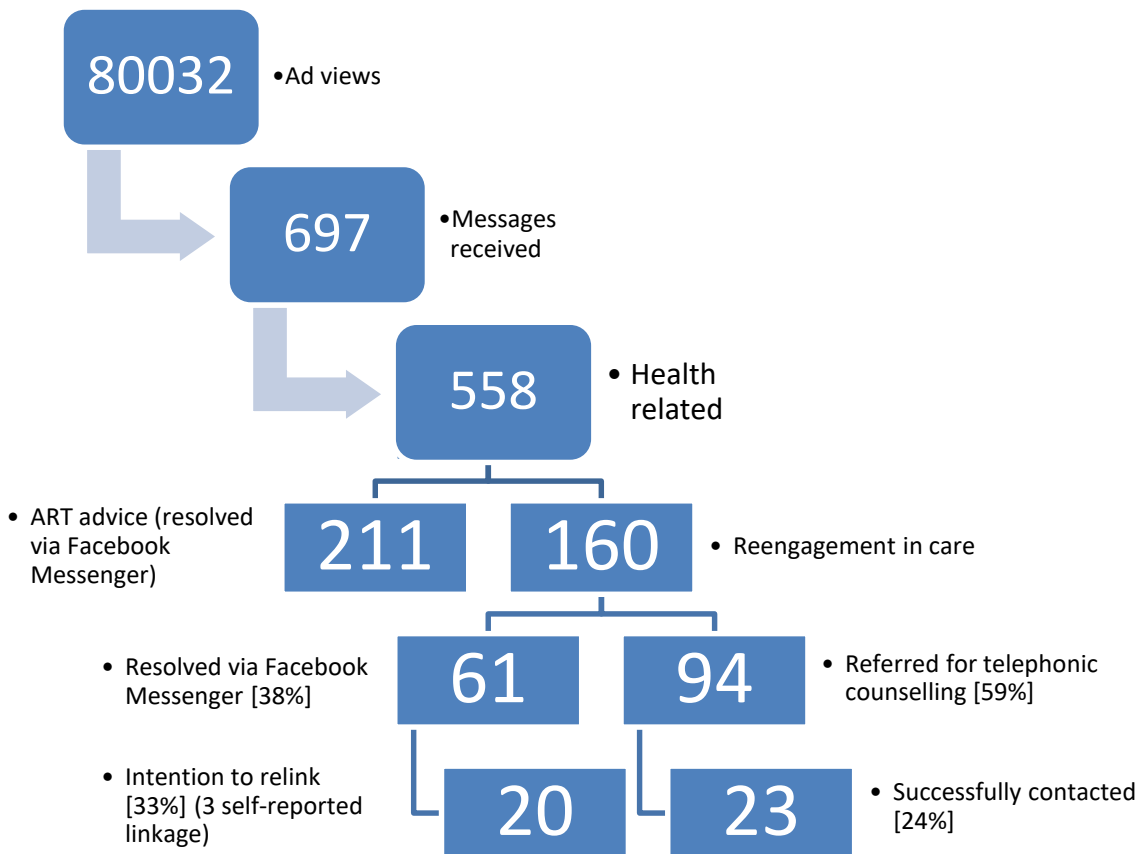
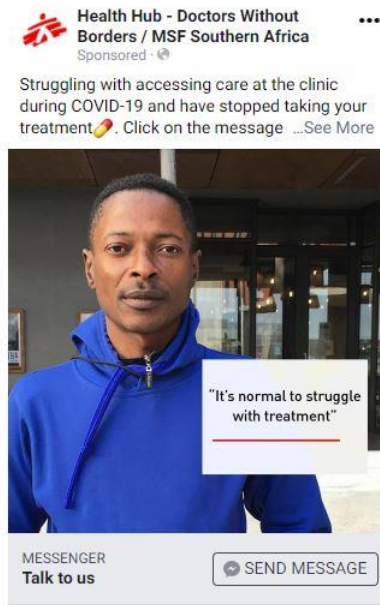
- Community surveys
- External DHP expert consultant (Brothers4Life)
- Internal consultation with Medical & Patient Support, Social Media Comms
- Data Privacy Impact Assessment
- Conservative approach (off-platform referrals)
- Operational Research Protocol (ERB and local)

OR Aims & Objectives

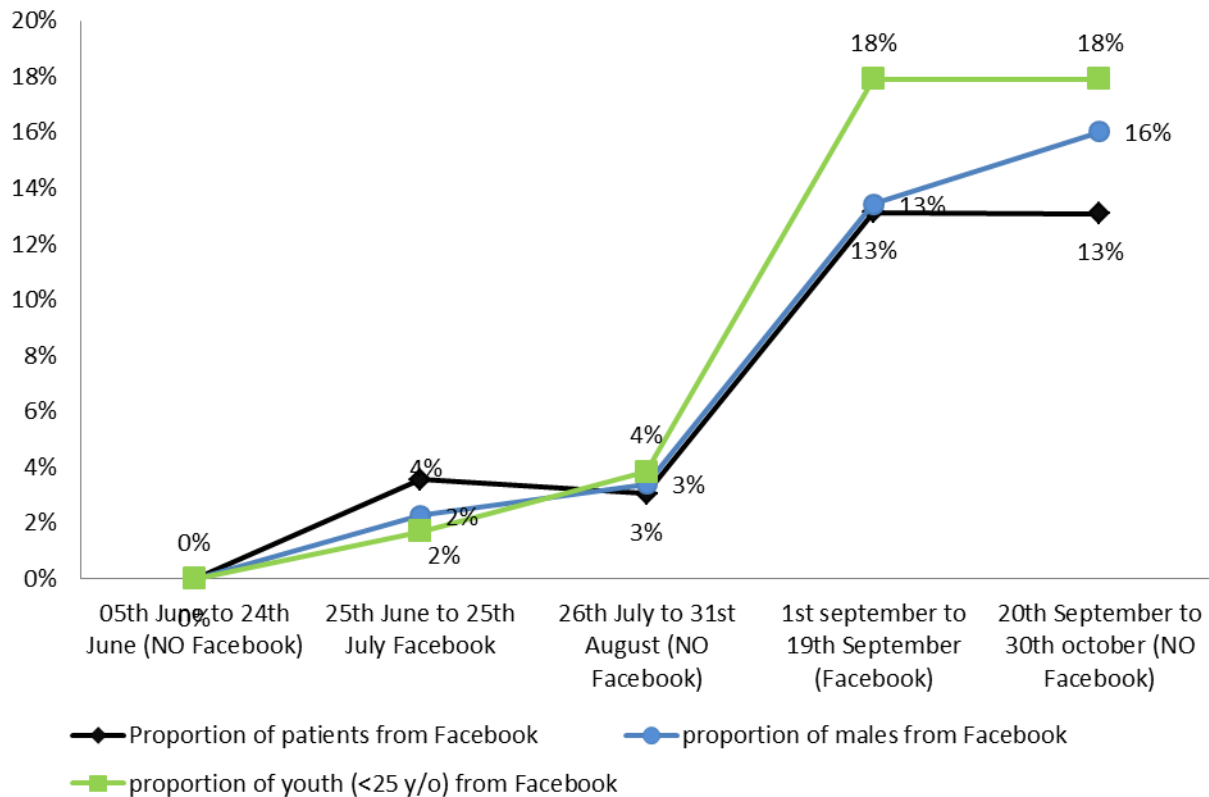
- **To describe the reach and feasibility of paid and unpaid Facebook content as methods to promote MSF services to target populations**
- **To evaluate how Facebook can be leveraged for health promotion and to link target populations to health services**
- **To describe the use of two way communication/direct messaging methods on Facebook and its impact on patient health-seeking behavior**
- **To explore whether users that like the Facebook page and/or send private messages, find the services acceptable and beneficial.**

Disengaged HIV patients

- 4 week campaign
- ZAR 11000 (US\$725.44)
- Moderated by DHP officer and counselor



Linking Males & Youth to HIV services



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For fast 🕒, convenient and confidential health care services 🏠, visit the Mobile Clinic in Endlovini, Khayelitsha 📍. Come in ... See More

COME IN YOUR SCHOOL UNIFORM AND GO TO THE FRONT OF THE LINE

👍❤️👉 Promise ... 32 Comments 14 Shares

👍 Like 🗨️ Comment ➦ Share

Take home messages

- Facebook is an effective platform for health promotion to link patients to services
- Patient support can be provided via Facebook Messenger
- Interrupting communication pathways results in loss of patients