

## Phase 4 (Jan-April 2005):

family focus, “onyesha mapenzi yako” means “show your love”; familiar logo and “chanukeni pamoja” retained



ONYESHA  
MAPENZI YAKO

“I am a loving  
father because  
I know my  
HIV status”.

CHANUKENI  
PAMOJA  
VCT  
VOLUNTARY COUNSELING  
AND TESTING CENTRES

## Phase 4 (Jan-April 2005): some billboards directly addressed testing positive



ONYESHA  
MAPENZI YAKO

"I know I'm  
HIV positive and  
my Husband  
still loves me".

CHANUKENI  
PAMOJA

**VCT**  
VOLUNTARY COUNSELING  
AND TESTING CENTRES

# Results: Trends in uptake of couples 2001 - 2005

- Number of couples accessing CT increased
- ***BUT:*** percent of clients who came with a partner for CHCT remained stable at ~10%
- Phase 3 with couples focus was associated with a *decline* in utilization per site

# The first and fourth campaigns increased attendance

Campaign phase	% change in uptake	95% CI	P value
Phase 1	28.5%	15.9%, 42.5%	0.0392
Phase 2	-11.2%	-19.5, -2.1%	0.0083
Phase 3	-7.1%;	-15.9, 2.6%	0.5523
Phase 4	42.5%	28.4%-64.1%	0.0089

# Summary

- Promotional phases that directly mentioned possibly testing HIV+ associated with increases in utilization per site
- Phase 3 that promoted couples HCT but no mention of possibly testing positive associated with a decline in utilization
- Phase 4 with a family focus & mention of possibly testing positive increased utilization overall

# Conclusions

- No mass media phase increased % of clients who came together with a partner
- Essential to carefully assess impact of mass media campaigns
- Mass media campaigns may help increase couples utilization, but...
- Other promotional methods as well may be needed to increase percent of persons who come for testing with their sexual partner or partners