



PEPFAR

U.S. President's Emergency Plan for AIDS Relief

Engaging Faith Communities to Find Men and Children:

Messages of Hope for Men and Children Tool

17 YEARS OF SAVING LIVES THROUGH AMERICAN GENEROSITY AND PARTNERSHIPS

This Messages of Hope for Men and Children Tool

follows the slide deck called
*Engaging Faith Communities to Find Men and Children:
New Choices – New Treatment – New Timing –
New Hope*

These key Messages of Hope for Men and Children will be adapted for the cultural context in each country.

Reaching Men by Breaking the Silence

“[In reference to early AIDS epidemic in Botswana] “Speaking became a healing space, silence was killing us.”

- (Professor Musa Dube, University of Botswana)

“Need more role models. Culture of silence. “Men are still dying in silence.”

- (Elsie Alexander, Chair of Gender and Social Welfare Committee at Anglican Diocese)



Stanley Monageng



PEPFAR Research Findings: Together we can Close the Gap!

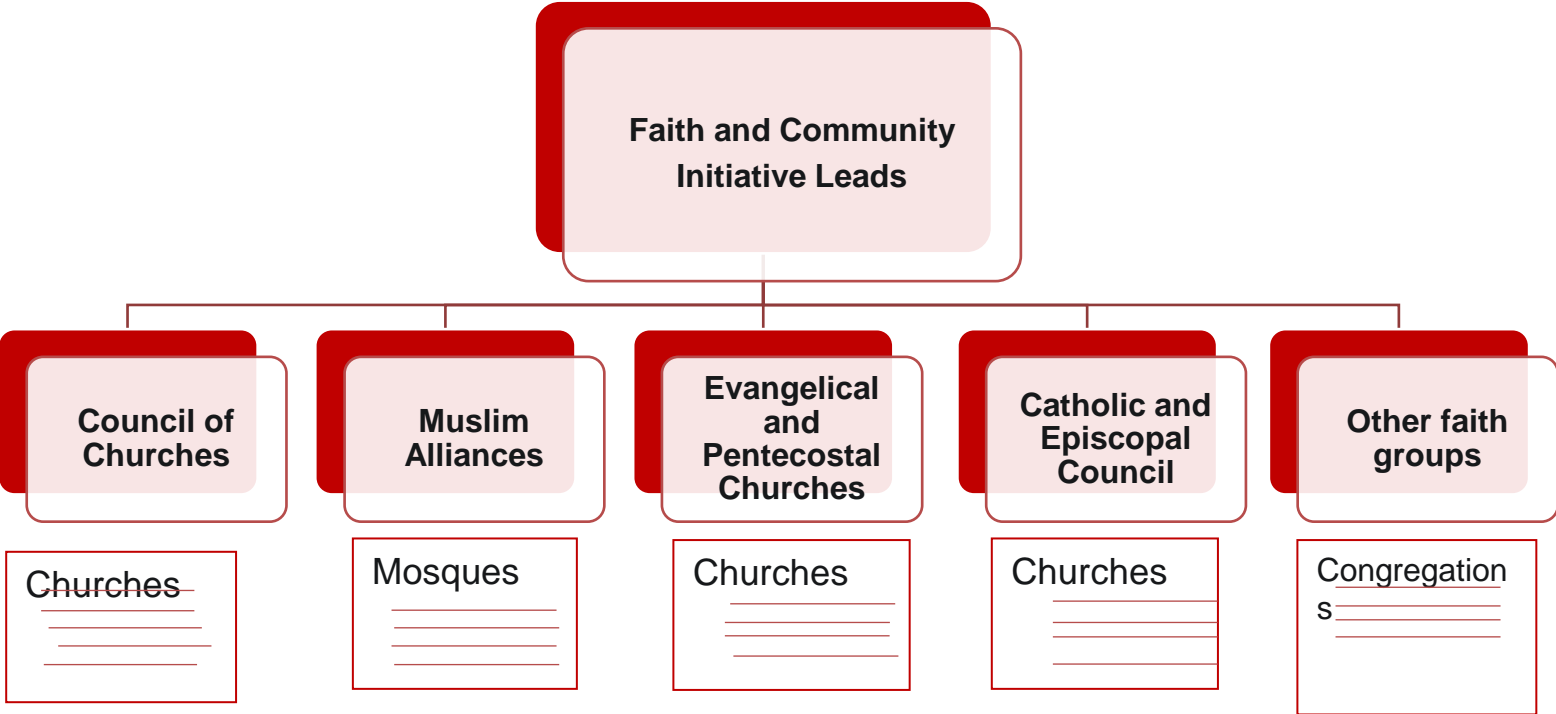




Disseminating Messages of Hope Down and Across Faith Community Infra- structures

Messages of Hope for Men and Children Tool –

Disseminate *Key Messages of Hope* in each Parent Body



Men's Journey - Faith and Community Settings



How Men Feel	Men & Clinics	New Messages
Engaging Men	How Providers Feel	
Mothers' Voices	Faith Leaders for Children & Youth	

Key Messages of Hope based on Research – Adaptations for Faith Leaders on 6 Topics

How Men Feel

Engaging Men



Men & HIV Care

How Care Providers Feel



Mothers' voices

Faith Leaders for Children and Youth

Before focusing on the 6 topics for
New Messages of Hope,
Let's be sure to AVOID old negative messages

- AVOID negative messages, like AIDS KILLS!
- AVOID messages that use guilt, shame, fear, pressure
- AVOID messages that may cause men to feel that being HIV positive is yet another failure
- AVOID messages telling men, “get over it and be a man”

- DON'T use approaches that force or coerce
- DON'T reinforce stigma around HIV
- DON'T focus on sickness and death

Messages Addressing How Men Feel

How Men Feel – Research Insights

- Men associate HIV with weakness, unattractiveness, disability
- Men want option of community-based self-testing, with quality and competence
- Men are ignorant about VL suppression and “intransmissibility”
- Messages are unaware of the benefits of couples testing together

How Men Feel - Message Adaptations for Faith Leaders

TAKE CARE OF YOURSELF AND TAKE CARE OF YOUR FAMILY! – An HIV test may help you and your family stay strong and live well! With self-testing available you chose where and when! If you or someone in your family has risk or is living with HIV, make sure you and your partners and children get tested.

- **ARV's are GOOD FOR YOU!** -- Your life matters! Live productive, strong & long -- with HIV treatment for life!
- **ARV's are GOOD FOR YOUR FAMILY!** – Treatment stops the virus from passing!
- **ARV's are GOOD FOR YOUR FAITH!** – The Church needs men like you, so live well with ARVs -- start treatment at once and stay on treatment every day!
- **TESTING can IMPROVE COUPLES COMMUNICATION!** Give each other courage to test together, or apart and disclose; when two become one, they are open about health – because they are ONE!

Messages Addressing Engaging Men

Engaging Men - Research Insights

- “Wellness” is not seen as an aspirational value for men
- Messages of hope are not promoted or received among men – there is a clear need to use trusted influencers (faith leaders, mothers, fathers), peer expert clients, & community radio to spread messages of hope

Engaging Men - Message Adaptations for Faith Leaders

- **REAL MEN CELEBRATE HEALTH** in body and soul!
- **REAL MEN SHOW REAL STRENGTH** by asking for help when we need it!
- **PROTECT YOURSELF AND PROTECT YOUR FAMILY!** by taking your ARVs religiously, as prescribed! Prayer together with ARV adherence protects you and those you love!
- **STRONG MEN STAND** together in health for body and soul, as we pursue our dreams for ourselves, our families, our congregation, our nation!
- **WE RAISE A VOICE OF HOPE!** – with open arms to those living with HIV!
- Broadcast radio messages from expert client champions in faith settings, **“I AM A STRONG MAN! I TAKE CARE OF MY FAMILY! I AM OPEN ABOUT MY STATUS!”**
- **BE SMART! REALIZE YOUR DREAMS** by taking ARVs every day!
- **WE ARE OUR “BROTHERS KEEPERS”**- HIV affects us all, so we care for one another!

Messages Addressing Men's Preferences for Care

Men's Preferences for HIV Care – Research Insights

- Go to where men are to expand confidential, efficient community testing
- Role for FIRST TEST at home/church/community as self-test, 2nd at clinic
- Create 'Men-Friendly' branding for faith, clinic & community settings

Men's Preferences for HIV Care - Message Adaptations for Faith Leaders

'MEN-FRIENDLY' MEETINGS IN SAFE FAITH SPACES open new doors of hope. Simple health education and HIV self-tests can be integrated into regular positive structures (bible studies, services, sports, conferences) for men's meetings (weekly/monthly/ quarterly/annually). When a man has a partner who may be at risk of, or living with HIV, it is important for him to test.

WITH LIFE AT IT'S BEST -- MEN CHOOSE WHERE TO TEST! - at churches and mosques, it's easy, private, and fast! Combining health fairs with testimonies and self-tests for the right people, with accompaniment and support groups can keep families strong!

RESPONSIBLE MEN PLAN AND GET TESTED FOR HIV because it is the first step to a healthy life and a healthy family!

Messages Addressing How Providers Feel

How Care Providers Feel – Research Insights

- Need to engage men to find and care for men
- Need to engage trusted faith leaders to help counsel & support men
- Make it easy with first test in home/church/mosque/community as self-test
- Provide tools & resources that train providers and counsellors in compassion

How Care Providers Feel – Message Adaptations for Faith Leaders

- ***WE MAKE IT EASY FOR MEN TO TEST***, with our HIV champions to help the right people get tested right here. We support each other to live well and stay strong! We will say more about this at our next Men's Meeting!
- ***WE ARE REPLACING OLD MESSAGES OF DEATH WITH NEW MESSAGES OF LIFE*** for every person living with HIV and who knows someone living with HIV! And the leaders of our men's groups, alongside our HIV champions, will encourage, build up, and support every man who needs testing and every man who needs treatment, to LIVE STRONG with HIV by taking treatment for life.
- ***OUR TRAINED CARERS GIVE HOPE THROUGH ACCOMPANIMENT AND SUPPORT GROUPS*** for anyone living with HIV! Prayer together with ARV adherence protects everyone we love!
- ***IN THE FACE OF ANY CHALLENGE, WE STAND*** in compassion, hope, and love!

Messages Addressing How Mothers Can Help

How Mothers Can Help – Research Insights

- A mother's voice is still the most influential in the life of an adult man!
- A mother is also influential for the whole family...husbands, partners, children, teenagers, brothers and sisters!

How Mothers Can Help – Message Adaptations for Faith Leaders

- **TAKE CARE OF YOUR FAMILY!**
 - An HIV test helps you and your family stay strong and live well!
 - If you or someone in your family is living with HIV, make sure your partners and children get tested.
- **EVERYONE LIVING WITH HIV DESERVES TREATMENT RIGHT NOW!**
 - Treatment is free, and it works – for sons and daughters, for fathers and mothers, for brothers and sisters – for the whole family!
- **HIV TREATMENT PROTECTS YOU AND THOSE YOU LOVE!**
 - Everyone in your family can live strong with HIV treatment for life! And treatment stops the virus from passing!
- **REMEMBER THAT CHILDREN CAN GET HIV, TOO.**
 - If you are caring for children after one of their parents died, be sure they get tested for HIV, too!
 - All children with HIV can take treatment, and most children who start ART right away can look forward to growing and developing normally, going to school, and making friends.

Messages Addressing How Children's & Youth Leaders Can Help

How Children's & Youth Leaders Can Help – Research Insights

- A Sunday School or Madrasa teacher often is one of the most trusted adults in a child's life and as such, can pass on messages of hope about HIV.

How Children's & Youth Leaders Can Help – Message Adaptations

- **CHILDREN CAN GET HIV, TOO –**
 - Sometimes as babies, from their mothers -- so if it's possible the parents of someone you know may have HIV, it's good for their children to get tested! Free ARVs will keep them healthy for life!
 - All children with HIV can take treatment, and most children who start ART right away can look forward to growing and developing normally, going to school, and making friends.
- **EVERYONE LIVING WITH HIV DESERVES TREATMENT RIGHT NOW!**
 - Treatment is free, and it works for everyone – for children, for sons and daughters, for fathers and mothers, for brothers and sisters – for the whole family!
- **HIV TREATMENT PROTECTS YOU AND THOSE YOU LOVE!**
 - Everyone in your family can live strong with HIV treatment for life!
 - Treatment stops the virus from passing!
- **WE YOUTH LEADERS STAND STRONG FOR HEALTH!** We are creating dramas, clips, youtube, WhatsApp, and social media messages for youth in our communities about living well with HIV! We use youth language in messaging, like “Getting an HIV test is dope!” 😊

Faith leaders from the front lines of their communities can change the course of HIV for their entire nations, by reaching the men with messages of hope



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Thank You!

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