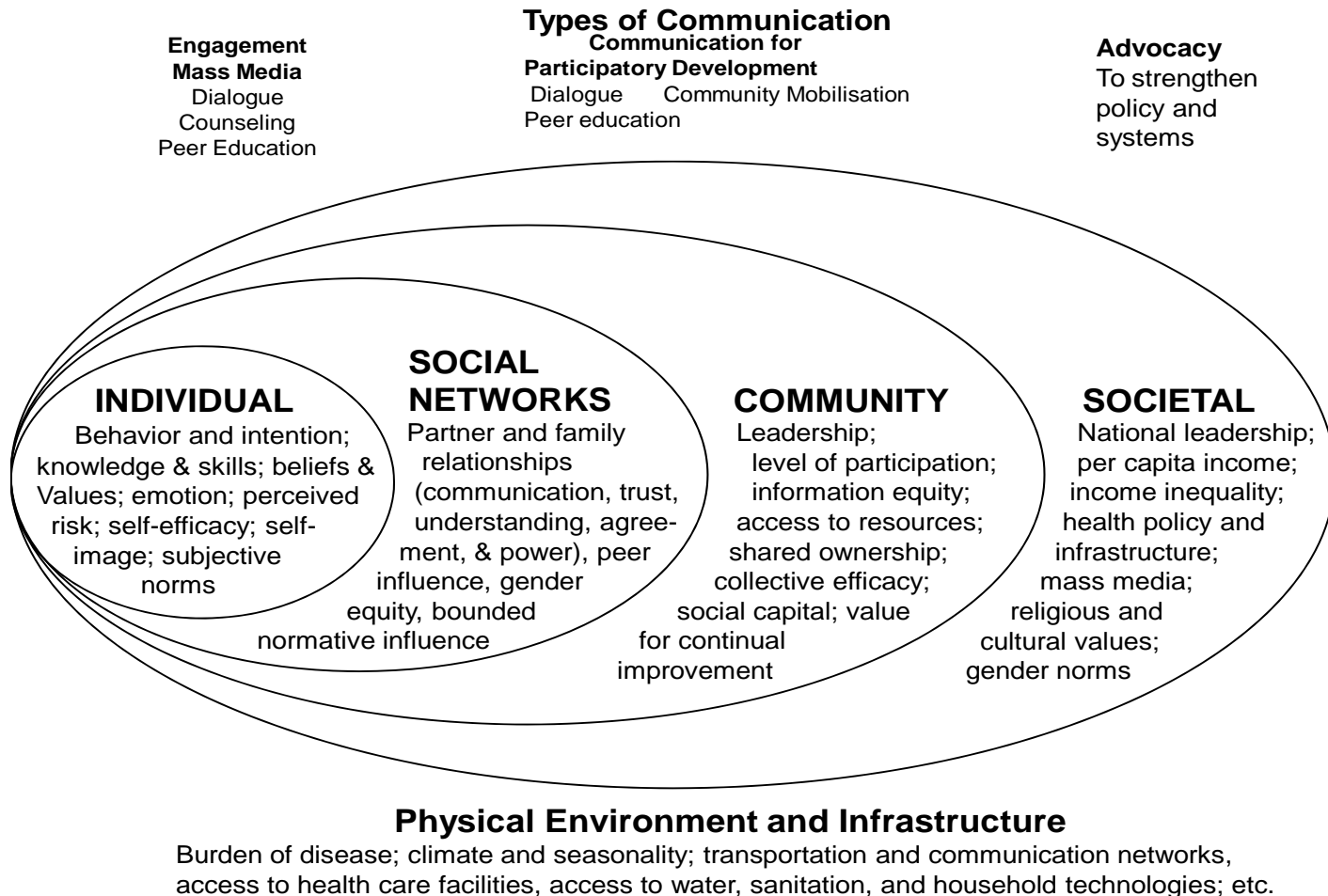


# PMTCT Update meeting

26<sup>th</sup> August 2009

## SOCIAL ECOLOGY MODEL & COMMUNICATION FOR SOCIAL AND BEHAVIORAL CHANGE



# What are we committed to deliver?

- Branding of MCH and PMTCT services
- Media briefing on the A-Plan
- Publicity and media advocacy to support A-Plan
- Community dialogues
- Advocacy thru community & Ukhozi radio

# Advocacy

- Literature review- report available
- Formative research- delayed due to need for ethics clearance

# Strategic Meetings

Zululand for the situational analysis (7 <sup>th</sup> April 2009)
Zululand for the QI training (6 <sup>th</sup> - 8 <sup>th</sup> May 2009)
Presentation at SANAC Children's sector meeting in Durban- 13 <sup>th</sup> May 2009
Community dialogue in Zululand
A-Plan meeting at Kopanong on the 8 <sup>th</sup> June 2009
Situational analysis meeting at Senqu on the 17 <sup>th</sup> -18 <sup>th</sup> June 2009
North West A –Plan meeting at Mafikeng- 23 <sup>rd</sup> June 2009
Situational analysis at Maluti-a-Phofung 30 <sup>th</sup> June- 1 <sup>st</sup> July 2009
Situational analysis meeting at Moretele- 7 <sup>th</sup> July 2009
National PMTCT Steering Committee meeting, Rustenburg 15 <sup>th</sup> -16 <sup>th</sup> July 2009
Senqu Community dialogue 27 <sup>th</sup> -28 <sup>th</sup> July 2009
Situational analysis at iLembe 29 <sup>th</sup> -31 <sup>st</sup> July 2009

# Community dialogues

- Conducted in Zululand and Senqu
- Main purpose:
  - To engage with community stakeholders on HIV prevention & PMTCT
  - To contribute to building AIDS-Competent Communities
  - I.D barriers to PMTCT
  - To get commitment from sectors on how they can assist the dept with the implementation of the A-Plan.
- Key findings include:
  - Early ANC- pregnancy is to be hidden, men/family influence on ANC attendance, teen pregnancy, HCW attitudes
  - Testing- fear and stigma, men are not involved (culture), individual and community knowledge and awareness
  - Infant feeding- cultural issues (isicakathi, etc.), mother-in-law & partner influence on breastfeeding
  - Breastfeeding and abstinence- enforced on women- 3 months to 2 years- implications for HIV prevention
- Next dialogues: iLembe (27-28 Aug), MAP (31-1Sep), Moretele (3-4 Sep), Amajuba (14-15 Sep)

# Challenges

- Delays in developing and finalising branding- MCH and PMTCT
- Delays in the launching of the A-Plan
- Short and intense period of the contract-implications are diff to recruit staff (journalist)
- Sustainability & follow-up post dialogues

Thank You