



SPECIAL DIGEST ISSUE

COMMUNITY ACTION FOR HIV CONTROL

How communications help to engage clients in HIV testing

ВСЕ ПРОСТО, ЛИШЕ ПРИЙМИ ПРАВИЛЬНЕ РІШЕННЯ



- European Testing Week
- World AIDS Day

These are dates that are commemorated in many countries around the world primarily to remind people of the importance of HIV testing, early detection and starting treatment. On these days, HIV service organizations hold testing campaigns, post thematic publications on social networks and media, give interviews on radio and TV channels, and launch information campaigns.



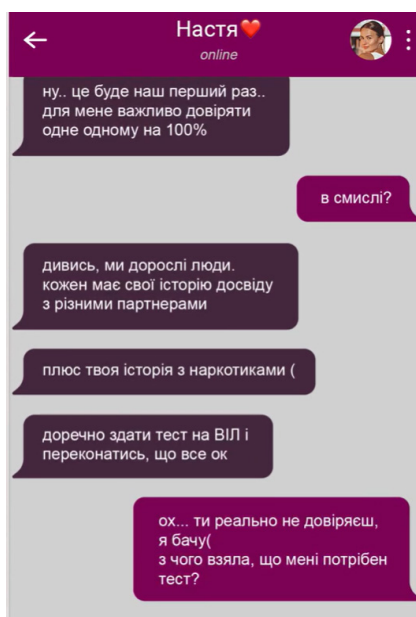
We shot an incredible social video to motivate people to get tested for HIV and find out their status. And 742 tests have already been ordered as a result of this campaign.



and many other projects and organizations have supported the distribution of the video so that even more people can make the right choice for their health.

Please turn English subs on!

In this special issue of the situational report, we describe how we and our partner NGOs highlighted the topic of HIV testing during the European Testing Week and World AIDS Day.



The communication specialists of our partner NGOs were assisted by mentors who actively joined them a few months ago to support their work and help ensure that everything they planned was successful! See feedback on working with them below.





In Uzhhorod, Chynadiyevo and Mukachevo communities, PO 'Istok' conducted HIV testing at events for key populations, students and visitors to administrative centers, distributed condoms and lubricants, and gave educational talks on the spread of HIV, especially during the war, when taking care of one's health is often on the back burner.



Social workers of PO «Istok» promoting HIV testing among community members and students

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Our acquaintance during Oleksandr's visit and further cooperation was pleasant and useful. The help of a mentor is very useful because I am just learning to be a communications specialist.



In Lviv, we held campaigns to involve representatives of key and priority populations in HIV testing. Together with the mentor, we prepared riveting story about the life and fight against HIV and drug addiction of social worker Zhanetta.

I recently started testing people for infectious diseases (HIV, hepatitis, syphilis). It is an fascinating job. Unfortunately, I have noticed a trend that people are unwilling to be tested for infectious diseases due to ignorance or prejudice against the disease.

Vitaliy, social worker, CO «Charitable society «All-Ukrainian network of people living with HIV/AIDS» of Lviv city»



HIV testing of students of Lviv National Medical University by a social worker of CO «Charitable society «All-Ukrainian network of people living with HIV/AIDS» of Lviv city»

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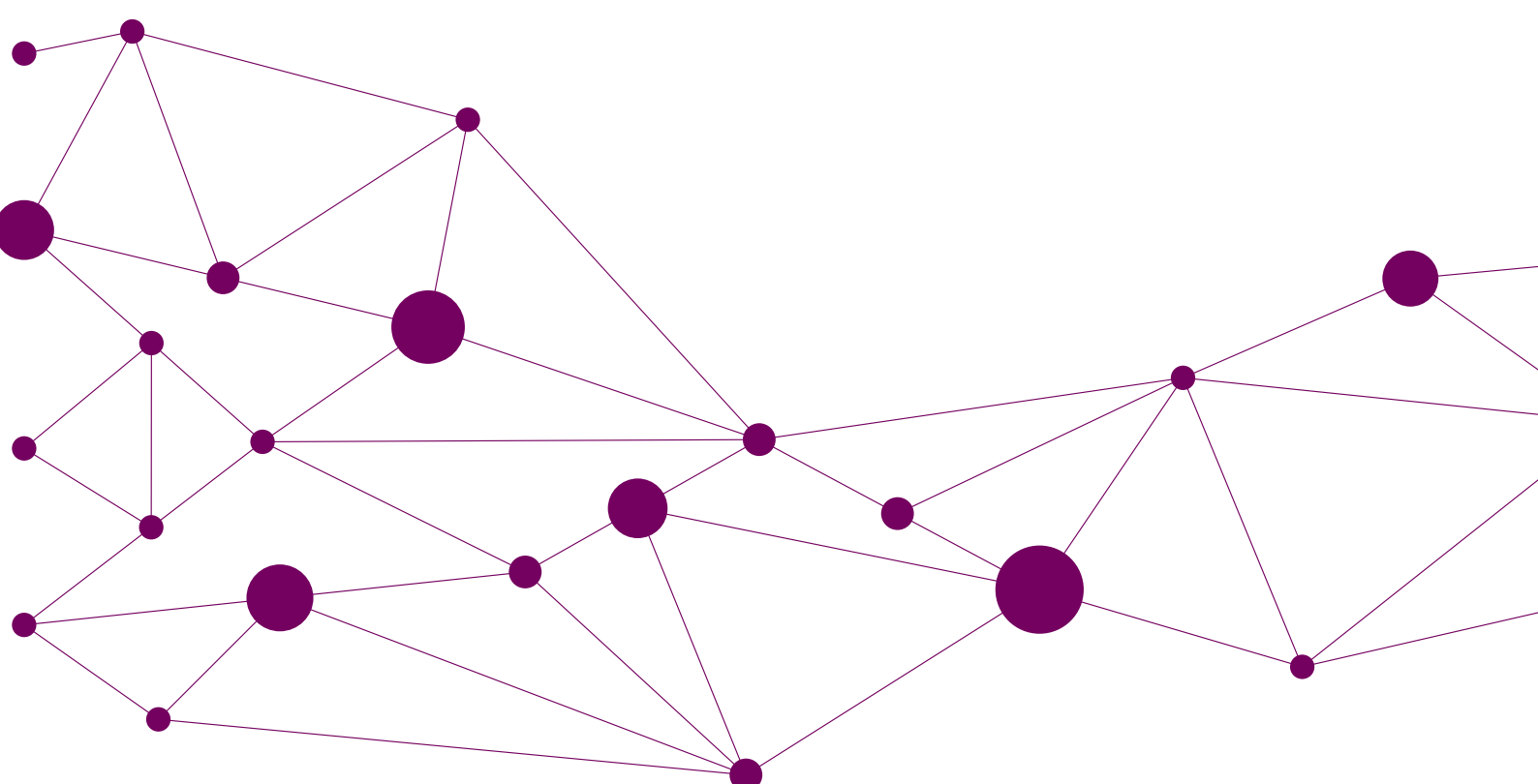
I feel super comfortable working with Mariia. We met with the mentor offline, and now we are constantly in touch. She helps me and gives me some useful tips. We recently had an interview.



Among other activities, the BO «100 VIDSOTKIV ZHYTTYA IVANO-FRANKIVSK» organized testing campaigns for students and visited a rehabilitation center. They held an educational talk, explained the very high risks of HIV infection through injecting drug use, and conducted HIV testing for students.



Testing event at Vasyl Stefanyk Precarpathian National University





CO «100 percent life. Kropyvnytskyi», NGO «Alternative» and CO «Free Zone» conducted information campaigns in social networks to engage representatives of key and priority populations in HIV testing.

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It's comfortable to work with Mariia as a mentor. She is wonderful and gives valuable advice.

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Anastasiia and I are doing great. The mentor helped us finalize our communication plan, audited our social media page, and gave us recommendations. Now we need help setting up advertising accounts. I think this will be the next stage of our cooperation.



**«Я ЗРОЗУМІВ,
ЩО ХОЧУ ЖИТИ»**

це ВІЛ-позитивний
запоріжець

What has HIV become for me? I think it was a motivation to change. I grew up in a small town. The people there didn't have much of a future and generally didn't want to improve their standard of living. I don't know if I would have been able to achieve anything if I hadn't learned about my HIV-status.

Serhiy Starostenko, Executive Director of CO «Network 100 percent of life. Zaporizhzhia»



A video motivating people to get tested for HIV at an NGO is broadcast on the main square of Zaporizhzhia. It's truly beautiful!

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We have a perfect match with Oleksandr. The work is going on and on!



On World HIV/AIDS Day, CO «100 % LIFE» DNIPROV REGION» held lectures for students of the Kryvyi Rih Patrol Police Academy and Donetsk State University of Internal Affairs. It is very important for future police officers to be open to the different experiences of key and priority populations and to be free from prejudice about HIV, drug use, safe consensual sex, etc.



Lecture for students of the Kryvyi Rih Patrol Police Academy

And they conducted tests in two shopping centers in the city, which revealed two positive results out of 269 tested. The clients are already receiving treatment.

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Maria is amazing, talented, and extremely experienced. I am very grateful to the project for this opportunity to work together. She helps, shares her experience, and has a lot of creative ideas.



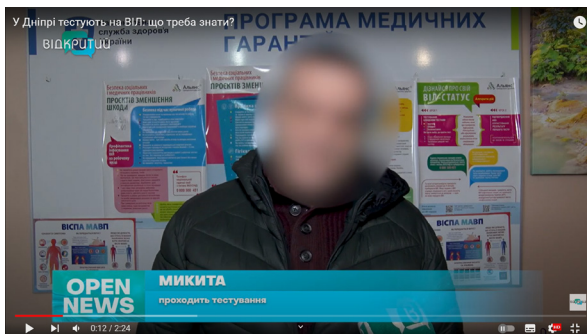
The lecture held in the community center of PO «Alliance.Global»

The PO «Alliance.Global» commemorated December 1 within the community: they held an interesting lecture for representatives of the LGBTQI+ community, where they discussed injectable PrEP, which has recently appeared in Ukraine as a pilot project, and life hacks for choosing men's underwear.

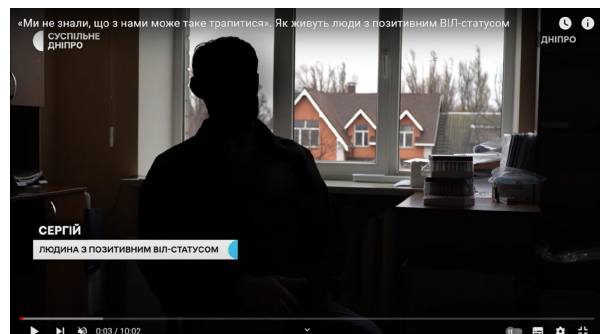
We live now, and life goes on. There is a lot of stress now and sometimes we forget about safety during sex, so PrEP is a reliable protection against HIV, especially with a condom it is 99%.

Mykyta, social worker at PO «Alliance.Global»

CO «Charitable society network 100 percent Life Dnipro», CO «CF URC» and PO «Synergy of souls» conducted an information campaign in social networks and reminded about the importance of HIV testing on regional TV channels.



Mykyta talks about HIV testing, PO «Synergy of souls»



Serhiy tells about his experience of living with HIV, CO «Charitable society network 100 percent Life Dnipro»



In a Poltava shopping mall, social workers from the CO «Light of Hope», together with medical students and nurses from the AIDS Center, conducted an HIV testing campaign. They handed out information materials, condoms, lubricants and oral HIV tests to visitors who got tested at the location if their partners were at high risk of infection.

We want regular HIV testing to become a common thing for people. After all, it shows a conscious attitude to one's health. If the disease is detected in the early stages, treatment helps to stop the virus from multiplying. It does not develop to the stage of AIDS

Ivanna Danylyshyna, head of the public health department at the CO «Light of Hope».



Location for conducting HIV testing



CF «Let your heart beat» managed to place the social video on three main screens in Zhytomyr for free! Now Zhytomyr residents will definitely not forget that they need to take an HIV test if they are at risk of infection, and will know where to go.



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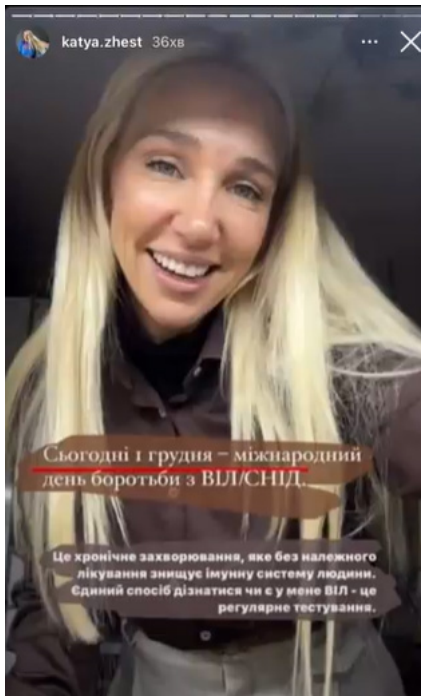
Maria is just awesome, I'm very glad I have the opportunity to work with such a mentor. I hope we will continue to work together.



CO «Chernihiv branch of charitable organization «All-Ukrainian network of people living with HIV/AIDS» held several online events: a conversation about HIV with CO «Positive Women. Chernihiv», an interview on the Chernihiv Radio Wave and a report on the New Chernihiv TV channel. They also told students of the military lyceum about sexual health and protection against HIV and its diagnosis.



A lecture at a military lyceum



The CO «One hundred percent life Cherkasy» encouraged to get tested for HIV in the regional media and on their own social media pages. Also, they collaborated with blogger Katya Zhest to make a cool video! Watch it here



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Nastia is very comfortable to work with. She has a lot of great ideas, and it strengthens the team. We implemented several ideas by December 1st. It's great that she responds promptly to all questions and requests. Everything is great at this stage!



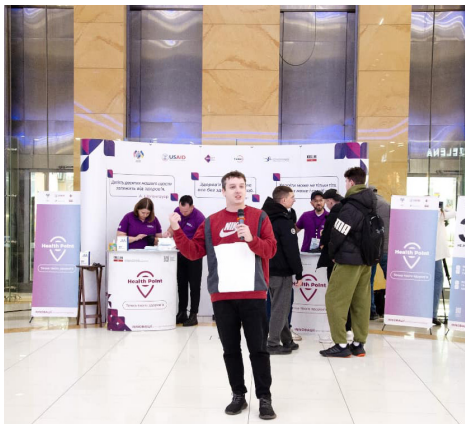
And in the capital, in one of the most popular shopping centers «Gulliver», social workers of the CO «100 percent of life. Kyiv Region» organized an event dedicated to sexual health.

More than 300 people were tested for HIV, syphilis and hepatitis C. Three people tested positive for HIV and have already started treatment. More than 2500 people stocked up on a strategic supply of condoms and lubricants, and more than 3000 people watched performance of the Stand Up artist Bohdan Boyarin.



It's nice to see the surprise. It would seem that the city center, branded stores, people came for shopping, delicious food... And here we were with our HIV tests and condoms. People were surprised, but came to us, laughed but paid attention to us, did not understand why, and still came up and asked questions. What is the result? Even more Kyiv residents now know what they need to do to avoid getting infected, and those who have learned about their «positive» HIV status are already registered with the clinic and have started taking medication. This is good news.

Yulia Melnyk, social issues' consultant at CO «100 percent of life. Kyiv region»



The organization also held a series of events for high school and university students in Kyiv, and participated in the Civil Society Forum «What will give us strength». **At this event, the organizers conducted testing and detected one positive case of HIV.**



Action at the Civil Society Forum at Mystetskyi Arsenal

● OUR INSTRUMENTS



Platform #TESTnearby
testporuch.phc.org.ua



Chat-bot #TESTnearby
t.me/HIVfree_bot



Chat-bot #ARTnearby
findart.phc.org.ua



Platform #ARTnearby
t.me/HIV_AIDS_bot



To access all the instruments of the project, follow the link:
linktr.ee/hiv.innovations

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