Targeted Interpersonal Communication for AGYW’s integrated maternal health services in Uganda: Evidence from DREAMS Project 2016- 2017

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Uganda Census report 2016:
- Youngest population in the world
- 11.3% adolescent girls
- 9.7% young women
- Contraceptive use among adolescent is 11%
- 34% unmet for family planning

HIV prevalence among AGYW
- 4.9% for the (15-19 yrs)
- 7.1% for 20-24 yrs
- Low FP use
- Early sex debut exposes them to the risk of HIV and unplanned pregnancy
Role of CHC in DREAMS

CHC is a 5 year, USG mechanism that supports GOU and USG IPs to design and implement quality HC Interventions that contribute; to reduction in HIV infections, total fertility, maternal and child mortality, malnutrition , malaria and tuberculosis

- DREAMS is a global initiative implemented in 10 countries. The program is in 10 districts in 3 regions-Central & Northern
- **Target**: 10-24
- Conducted by a consortium of IPs
- Interventions empower AGYW and reduce their risk, mobilize communities for norm change & strengthen families to support & protect AGYW

- Provided technical support to spearhead SBCC Interventions
- Conducted participatory development of HC materials and tools
- Strengthened the capacity of peer champions in use of HC materials while engaging peers.
- Support districts &IPs to conduct targeted demand creation activities
- Integration of messages WASH, nutrition, malaria, tuberculosis and other RH services
- Supported IPs to reproduce and disseminate materials.
AG (15-19) and YW (20-24) HCT before (April 2015-March 2016) and during (July 2016-June 2017) DREAMS project evaluation: Source CHC Baseline Survey 2015 & OBULAMU Audience Listening Survey 2017
Levels of comprehensive HIV knowledge among AGYW 2015 – 2017

- Has comprehensive HIV knowledge
- Lacks comprehensive HIV knowledge

51.6%  
49.4%

26.6%  
74.4%

Tested and linked to care

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<tr>
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<th>April 15-March 16</th>
<th>July 16-June 17</th>
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<tbody>
<tr>
<td>No. tested HIV positive 15-&lt;19 Years, Female</td>
<td>1,114</td>
<td>1,803</td>
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<tr>
<td>Estimated (20-24) Positive</td>
<td>3,396</td>
<td>5,234</td>
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<tr>
<td>No. linked to care 15-&lt;19 Years, Female</td>
<td>1,203</td>
<td>1,755</td>
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<tr>
<td>Estimated 20-24) Linked to care</td>
<td>2,673</td>
<td>4,509</td>
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Total FP Uptake Before and after DREAMS implementation in the districts

Short Term & Long term FP new users before and after implementation in the DREAMS districts
IMPLICATION

- Coordination and layering with IPs who provided the services to AGYWs
- IPC was key in promoting behavioral change for AGYWs
- Visual materials increased comprehensive knowledge of AGYWs
- Tackled key barriers to uptake of DREAMS service
Profile

• Has experience in media engagement
• Over the years she has cultivated deep interest in gender, maternal and child health issues.
• Expertise in adolescent health and programming, coordination and layering, community mobilization, nutrition and social behavioral change communication.
• Works as a Regional Communications Officer Central region 2 with FHI 360