Solidarity Services Network Launches PMTCT Campaign to Test and Consolidate Inter-Institutional Referrals in the Mexico City Metropolitan Area

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Description

In 2006, Project HOPE and Elder John AIDS Foundation (EJAF) helped form the Solidarity Services Network.

9 member organizations with 31 service sites provide coordinated access to prevention education, condoms, VCT, PMTCT, ART, psychosocial support, and income generation workshops. All share a common commitment to providing high quality, stigma & discrimination-free care.

In July 2007, a rapid test donation launched a Network-wide PMTCT campaign using collective resources to consolidate membership & referral mechanisms.

- EJAF & Onitsuru provided a donation of 2,000 rapid tests.
- Project HOPE and CEPVIDA (NGO) trained HWs in counseling adapted to the rapid test.
- Project HOPE and SER BIEN (NGO) recorded 4 HIV positive mothers’ MTCT testimonies on CD for educational outreach, protecting anonymity and increasing sustainability.
- Government HWs in 21 clinics provided PMTCT education and VCT for groups of women in prenatal care.
- SER BIEN (NGO) provided psychological support after diagnosis.
- Government hospital (ENPe) provided PMTCT services.
- Malte (NGO) provided free baby formula and monthly support group meetings.

Over 10 weeks, 21 clinics performed 1,869 tests. The average woman was 24 years old and 25 weeks pregnant, with 60% under age 24. 85% were in prenatal care, while 6% were recruited via campaign posters. 95% reported counseling to their first HIV test, with 60% reporting the CD motivated them to test. 3 women and 2 family members (husband and daughter) tested positive. 1 child has been born HIV-free to date.

Lessons learned

- Networks benefit from resource-sharing, improving referrals.
- Taped testimonies are cost-effective and sustainable, increasing acceptance of VCT and awareness of PMTCT among pregnant women and HWs.
- Testimonies also sensitize HWs and the community about stigma & discrimination.
- Campaign results suggest >0.3% prevalence.

Next steps

In 2008 the Network expands to Chiapas (southern border with Guatemala), replicating the PMTCT campaign with CD translated to 2 indigenous languages, growing outreach.

The “Test of Love” campaign features a CD in which 4 young mothers living with HIV share their stories about maternal-child transmission.

Listening to the CD increased VCT acceptance among pregnant women, increased detection, and increased referrals to PMTCT services.

Join the campaign! In booth 452 Ask for your CD! (Spanish language, only)