



Report on a radio interview to create awareness on PrEP

Radio station. Ghetto radio

Frequency: 89.5 FM

Show: Chanuka Dada

Host: Jackie Waithaka

Broadcast Time: 11am to 1pm

Broadcast Date: 15th January 2017

Topic: Sensitization on PrEP and DREAMS IC project

Guests: **Mercy, Faith & Esther**

One of BHESP strategy on achieving the project objectives, goals on creating consumer demand driven use of PrEP, is to use media popular to the AGYW to create awareness. BHESP was invited to have a live radio interview with Ghetto Radio as the station has a direct link with Kenyan youth based in the east side of Nairobi also it is well popular to the AGYW. Chanuka Dada show was the preferred show as it targets young teenage girls with reproductive health messages targeted at equipping them with knowledge and skills on HIV prevention. Chanuka Dada Show takes a radio talk show format.

Radio Interview Proceeding

The presenter introduced the guest to the show and each one of them was given a chance to introduce herself and the role they play at BHESP.

Mercy (DREAMS IC project manager) started the show by giving the basic facts about PrEP. She informed the listeners that Pre-exposure prophylaxis (PrEP) is antiretroviral regimen taken daily by an HIV-negative individual that are vulnerable to HIV infection. She explained that PrEP can stop HIV from taking hold and spreading throughout your body and it's highly effective for preventing HIV if used as prescribed, but it is much less effective when not taken consistently. She added that daily PrEP reduces the risk of getting HIV by more than 90%, however, it is not a standalone component it should be used in combination with condoms alongside family planning agents so as to prevent sexually transmitted infections and unwanted pregnancy respectively.

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Mercy continued after a short break and raised that BHESP is working with DREAMS Innovation Challenge through PEPFAR and JSI (John Snow Inc.) in implementing PrEP awareness creation and PrEP provision, targeting AGYW age 15-24 years in Makadara, Kayole, Dandora, Embakasi, Majengo, Kasarani and Githurai. She added that PrEP use had been approved in the country, and NASCOP (National Aids and STI Control Program) rolled out PrEP guidelines in July 2016 together with the new ART guidelines. And this preceded a pilot study on PrEP uptake that had been done in 2015 with BHESP taking part.

The interviewer asked Mercy why that age group and why that gender. Mercy responded that the project is focussed on that age and gender since it is the more vulnerable population to HIV infections and the high HIV vulnerability is attributed to inability of AGYWs to negotiate safe sex and coercion from sexual partners, low-risk perception, high-risk behaviour including multiple partnerships with inconsistent condom use and preference for unprotected sex as a show of love. Other factors include unemployment and poverty, sexual violence, alcoholism and drug use, permissive social norms that encourage sexual relationships with older men with unknown HIV status whom they submit to sexually without raising protection issues.

Faith, who is currently on PrEP, told the listeners she decided to take PrEP to prevent herself from HIV as she is very active in sex. She was asked about some of the side effects of PrEP, she said just like any other medicine PrEP had some side effects like vomiting, dizziness, and nausea during the first days of initiation but with time the body adjusts to the drug

On her part Esther who is BHESP PrEP ambassador told the listener how she creates awareness about PrEP among her peers. She said that she uses group discussions and one on one session to reach her peers as well as the distribution of IEC materials and posters. She mentioned that she does not only create awareness but refer them to the site of PrEP uptake.

Feedback from the listeners

Caller 1: The youth should abstain or use preventive measures like condom and PrEP.

Caller 2: What is PrEP and how does it work?

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Caller 3: It's my first day to hear about PrEP and I have been well informed.

Caller 4: Happy to learn about new things.

Caller 5: PrEP will be very beneficial to the youth. My question is when should one start taking PrEP? Is it for daily use?

On social media below are some of the feedback;

Mburu Neymar Mpenda Mamake: hae jackie...tuache ignorance kah venye dem amesema

@Brendabibi9: @Jackiewaithaka izo prep zinapatikana wapi huku kenya @Ghettoradio895 #Chanukadada

@valerie_webz: have u talked about the side effects of using PrEP?

@BrenderOmari: @JackieWaithaka where can I get PrEP in kenya? #Chanukadada

Before concluding the show, Mercy was given chance to address the issues raised in the listeners' feedback. She responded that PrEP is for free and they can reach BHESP offices through a number she shared for more information. And she emphasized that as mentioned in the introduction it is a daily pill however one can discontinue with reported vulnerability risk.

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Mercy explaining why AGYW are vulnerable to HIV and basic facts about PrEP during the Chanuka Dada show on Ghetto radio

#ENDS#

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