



International AIDS Society

iasociety.org



Digital Health and Virtual Interventions for HIV in Southeast Asia

Purvi Shah
World Health Organization (WHO)
SEARO

Connect at purvi.shah@who.int

Background

Meeting places for key populations changed from physical to virtual platforms

Many high-risk populations that don't identify themselves as key populations but need to be reached with services

Countries implement virtual interventions but no structure

COVID-19 gave virtual interventions a boost for mitigating impact on programs

Countries seek technical assistance for implementing approaches

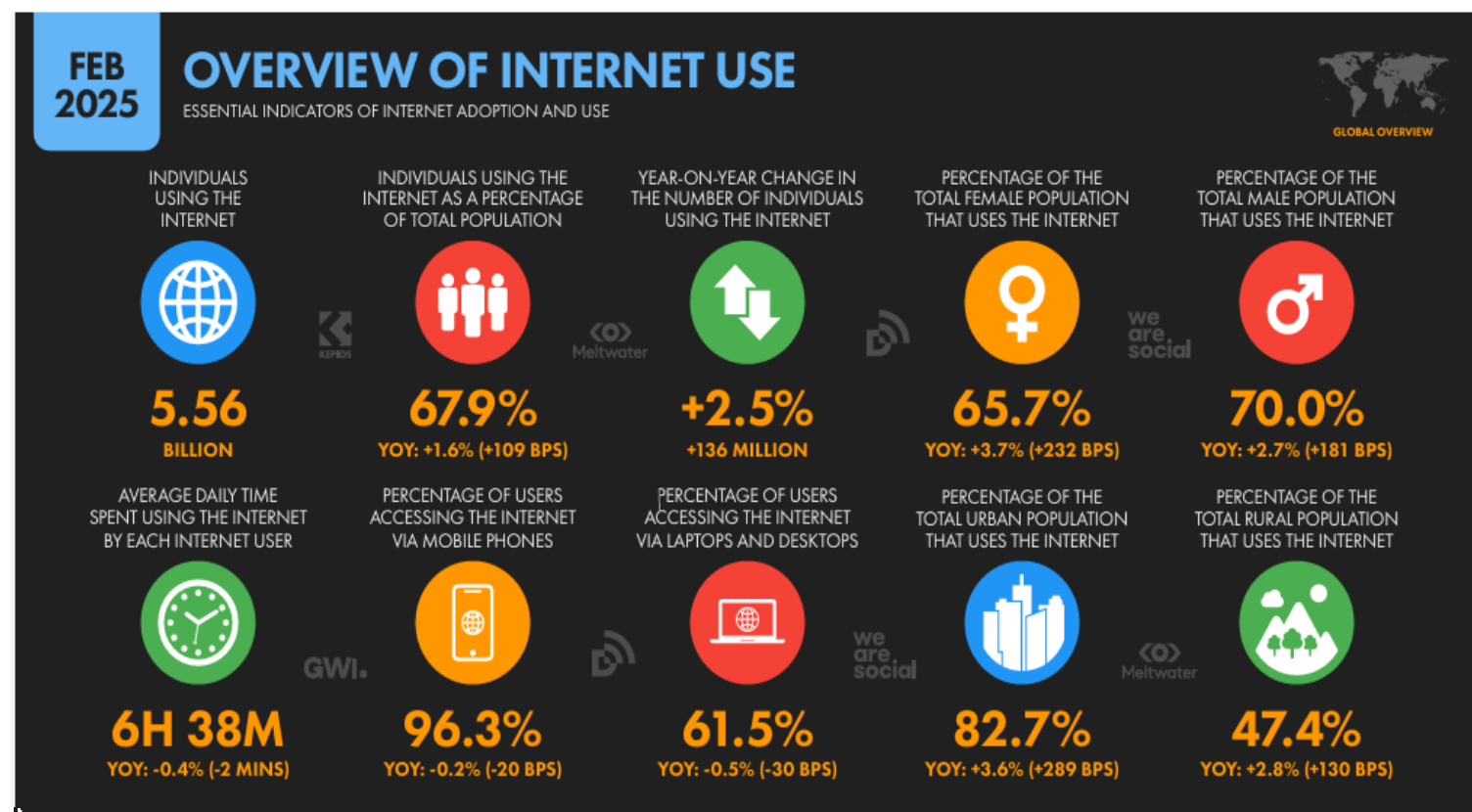
Why do populations not access services?

- Lack of information and awareness
- Non identifying populations
- No risk behavior perception
- Stigma and discrimination
- Lack of options for accessing services
- Lack of confidentiality

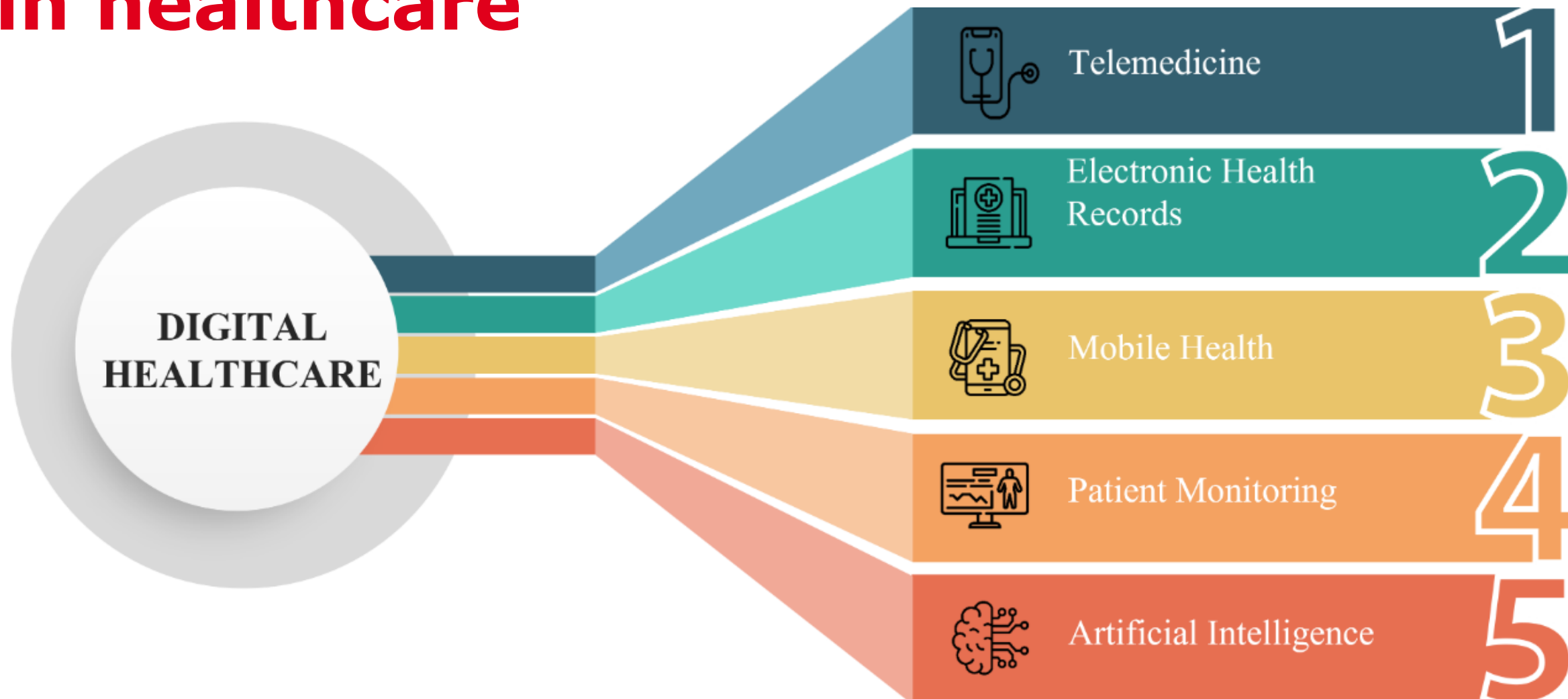


Why should we go virtual?

- 5.56 billion internet users (68% of total population)
- 5.24 billion active social media users (92% mobile users)
- 6.5 hours on internet
- Reach broader audience
- Targeted reach
- Offers choices
- Improved efficiency
- Less opportunity costs for clients
- Less time consuming

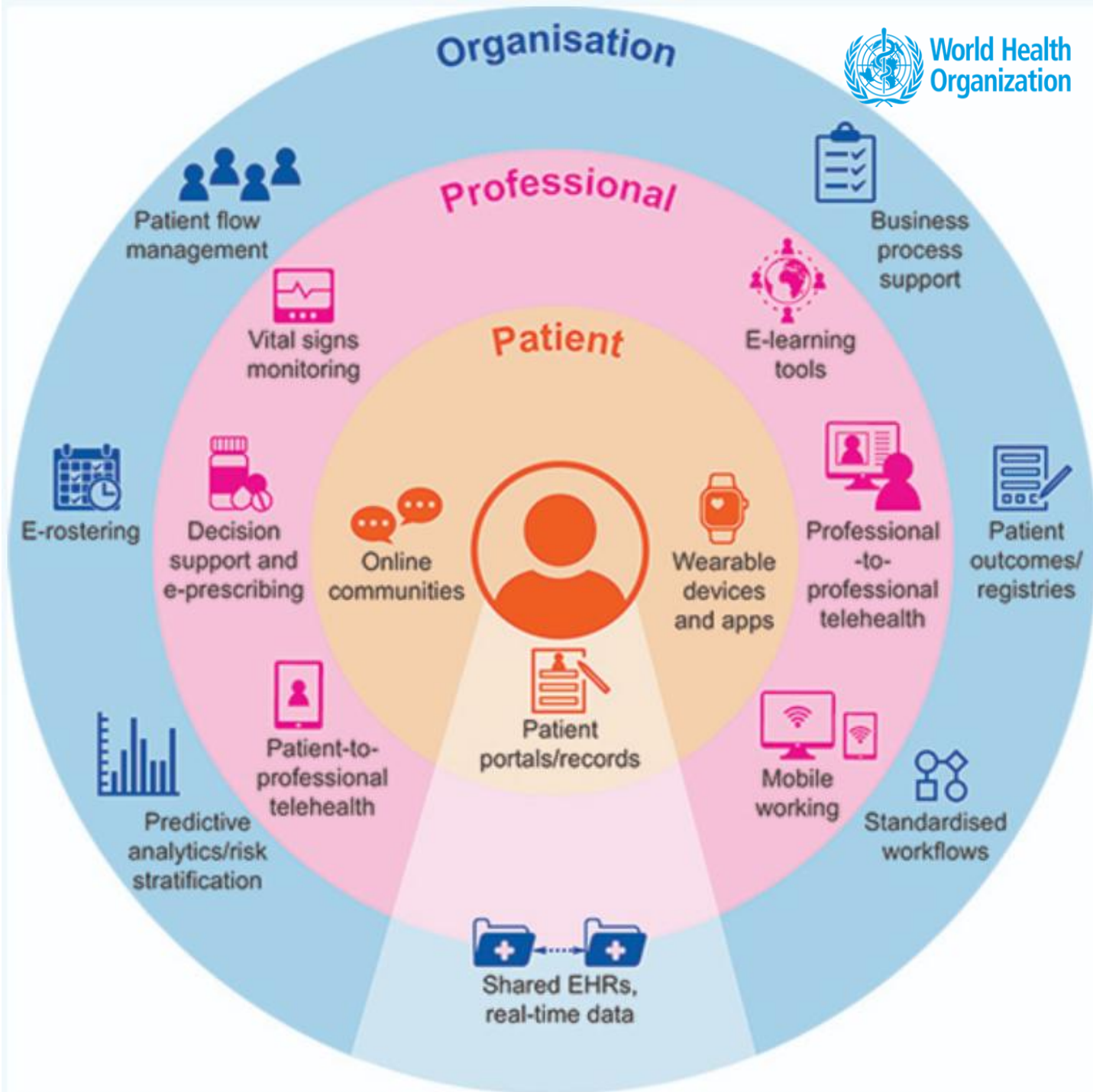


Features of digital technology in healthcare



Digital health

- Multi level users
- Stakeholder benefits
- Shared vision and outcomes
- Real time
- Accurate
- Time saving





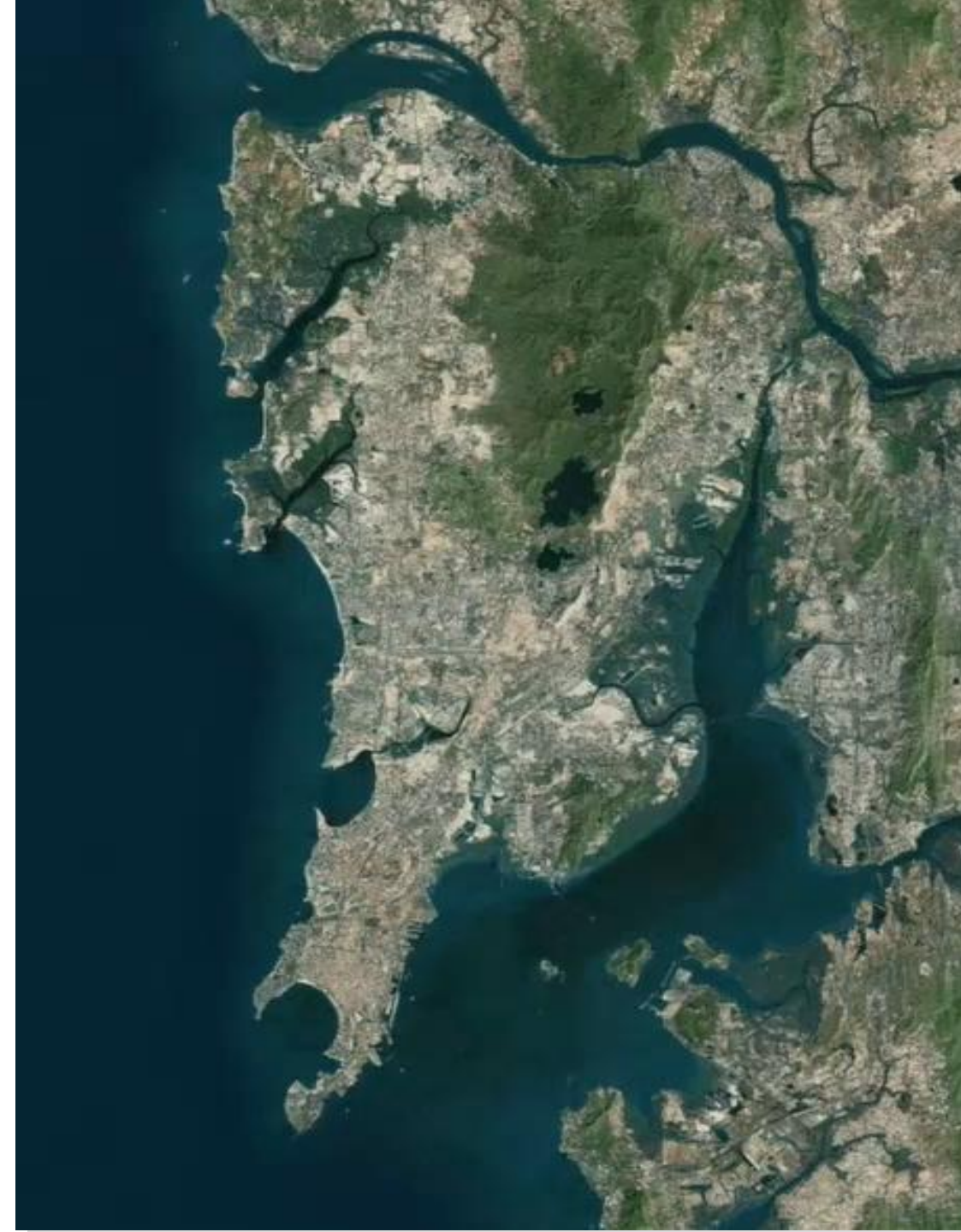
International AIDS Society

iasociety.org

Density Mapping – Mumbai, India

Presented at AIDS 2018:

<http://programme.aids2018.org/Programme/Session/160>



Social Media Influencer Indonesia

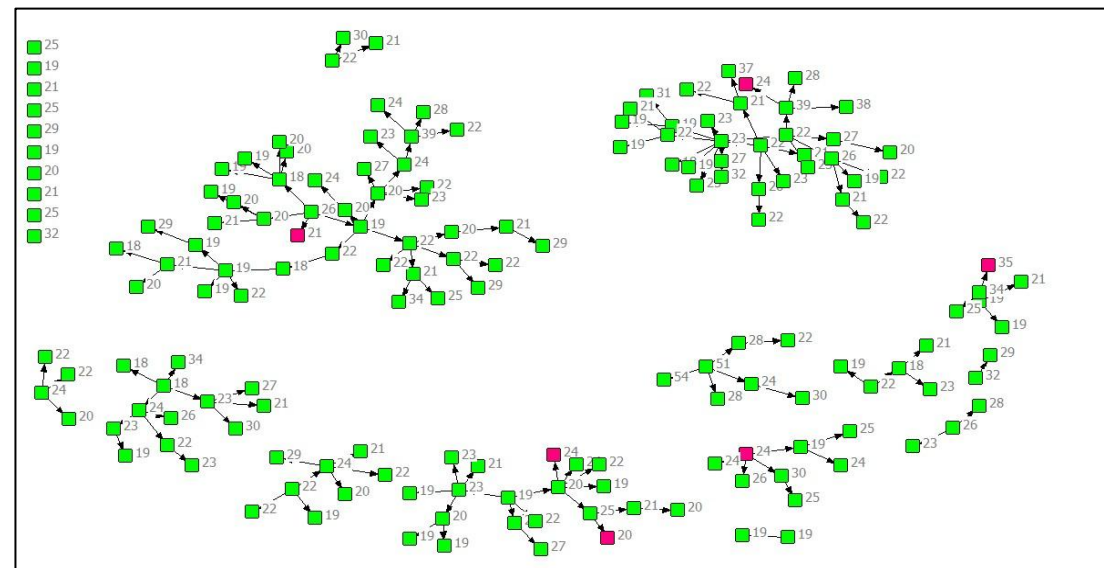
Influencer making a HIV
test booking on an
online platform



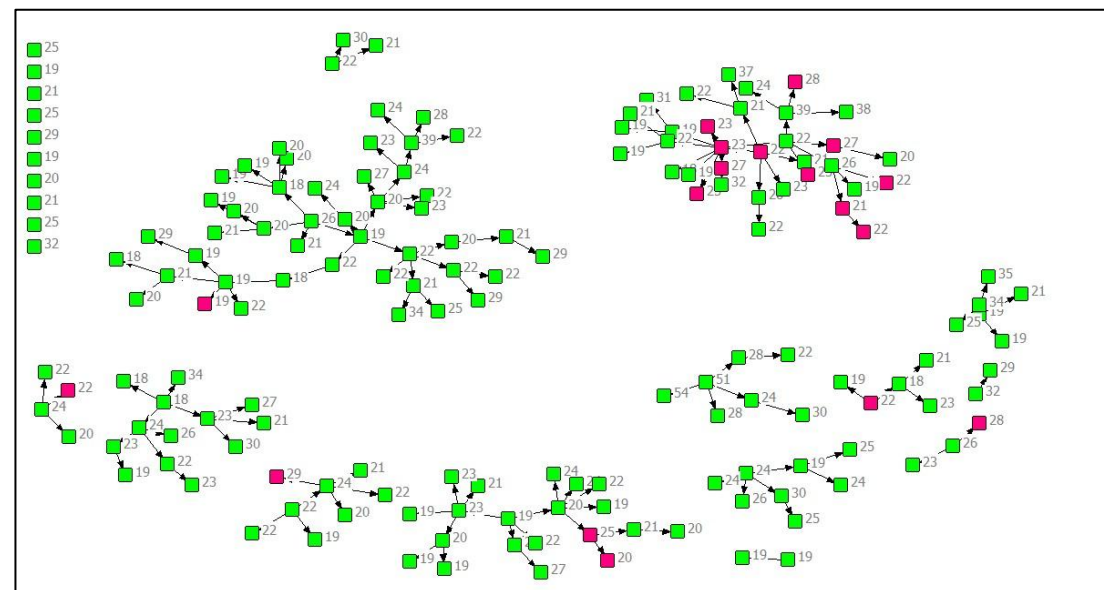
Social Network based Approach - India

- Targeting hard to reach MSM operating on social media platforms and dating apps
- E – Coupons used
- Data for 1 week
- # MSM reached through SNA – 194 (eligibility >18 yrs and non-TI)
- # of MSM tested for HIV and syphilis – 180
- # of MSM HIV positive – 6 (3.3%)
- # of MSM syphilis positive – 19 (10.5%)

HIV



Syphilis





Social Media posts for demand creation

#HIVTreatmentWorks

STAY UNDETECTABLE

Make HIV care and treatment a part of your daily routine. Keep your medical appointments and take your medications as directed.

safe zindagi

How do I start PrEP

Consult a doctor before starting PrEP.

If you're eligible your doctor will prescribe PrEP.

Blood tests to check kidney function, Hepatitis B & Hepatitis C status.

Get tested for HIV (You should be HIV negative).

Buy PrEP from a trusted pharmacist or online.

To know more, visit us at <https://prep.yes4me.net/> or call our helpline 91-7397313873/ give a missed call at 9700710071

Note: Take PrEP some days before any exposure to HIV (7 before anal sex and 21 before vaginal sex).

SPREAD ONLY LOVE

PRACTICE SAFE SEX

Stop the spread of HIV today.
#endthestigma

FREE HIV self-testing kit *

So private,
you can pick up your
HIV self-testing kit
anonymously

#SelfTest4SelfCare

ORDER HERE

97 0072 0072 Give a missed call
Counsellor will call back

safezindagi.in/selftesting

USAID PEPFAR Accelerate

* HIV self-testing is a screening test; get a confirmatory test if you screen positive

safer Now

National HIV Prevention Month 2020

HIV Combination Prevention

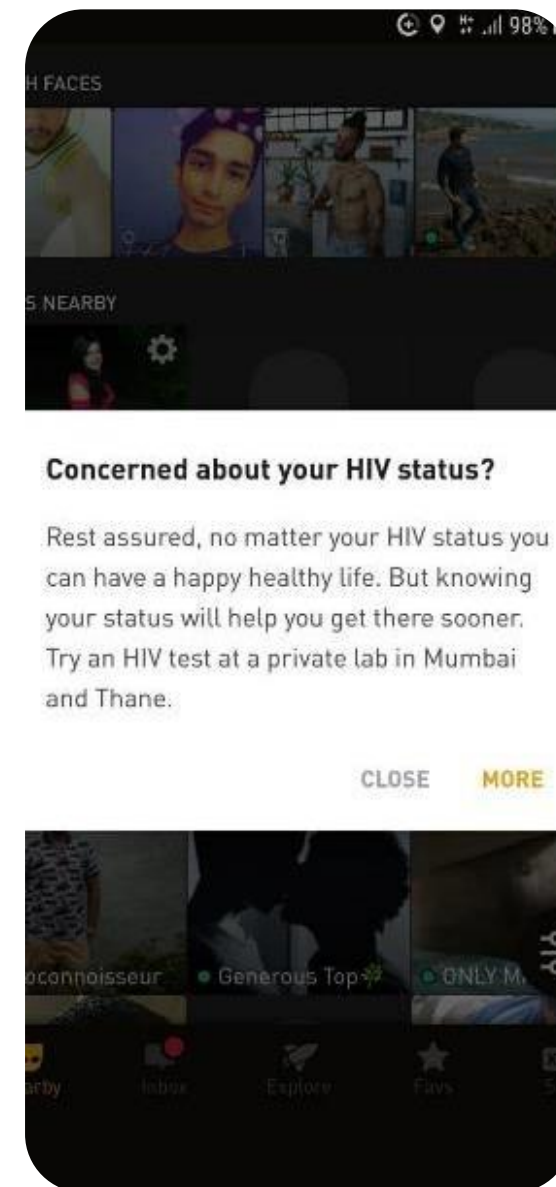
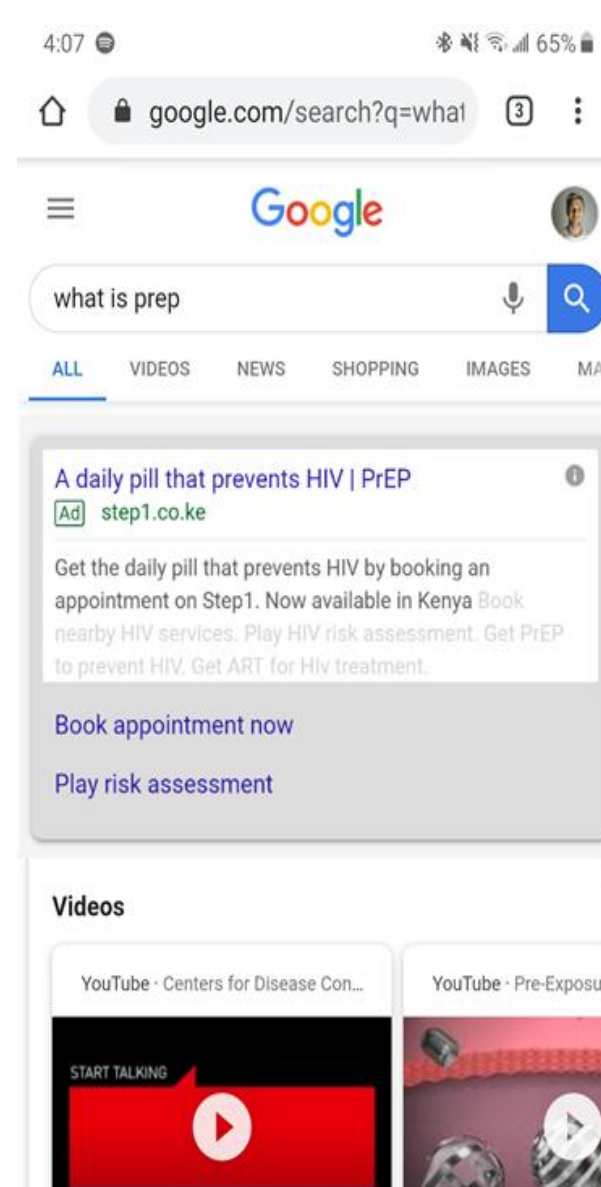
A combination of methods to prevent HIV transmission, including condoms and lubricant, pre-exposure prophylaxis (PrEP), post-exposure prophylaxis (PEP), and treatment-as-prevention (TasP) or adherence to HIV treatment.

Combi Heroes

#SaferNowPh

SKPA champion UNAIDS AIEC afao apcom loveyourself

Advertising on social media



HIV self-testing 3.0: Using online ordering and home delivery to ensure continued access in Vietnam



<https://xomcauvong.com/tu-xet-nghiem-hiv-bang-bo-test-insti-hiv-self-test/>



https://www.youtube.com/watch?v=wiEUV_biXQc



CHALLENGES AND CONSIDERATIONS

01

DATA PRIVACY AND SECURITY

Ensuring the privacy and security of user data is crucial for the widespread adoption of AI-powered tools in the healthcare domain.



03

LACK OF EVIDENCE DRIVEN DATA

The limited availability of high-quality, diverse datasets can hinder the development and validation of effective models for these infections.



02

EQUITY

Many nations face significant disparities in terms of technological infrastructure, digital literacy, and access to data.



04

COMPLACANCY AND RESISTANCE

Overcoming the reluctance of some service providers to adopt new technologies and ensuring their trust in digital tools is a significant challenge.

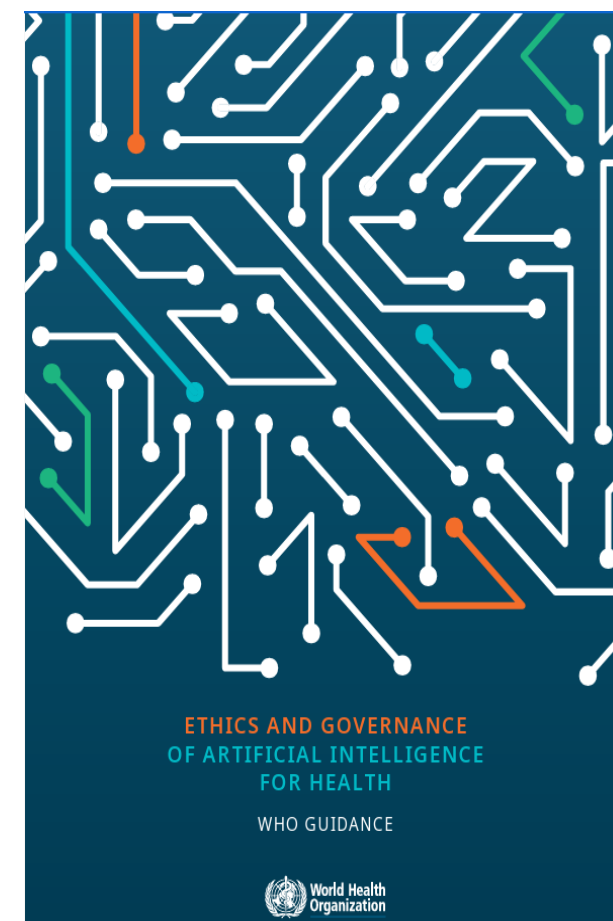
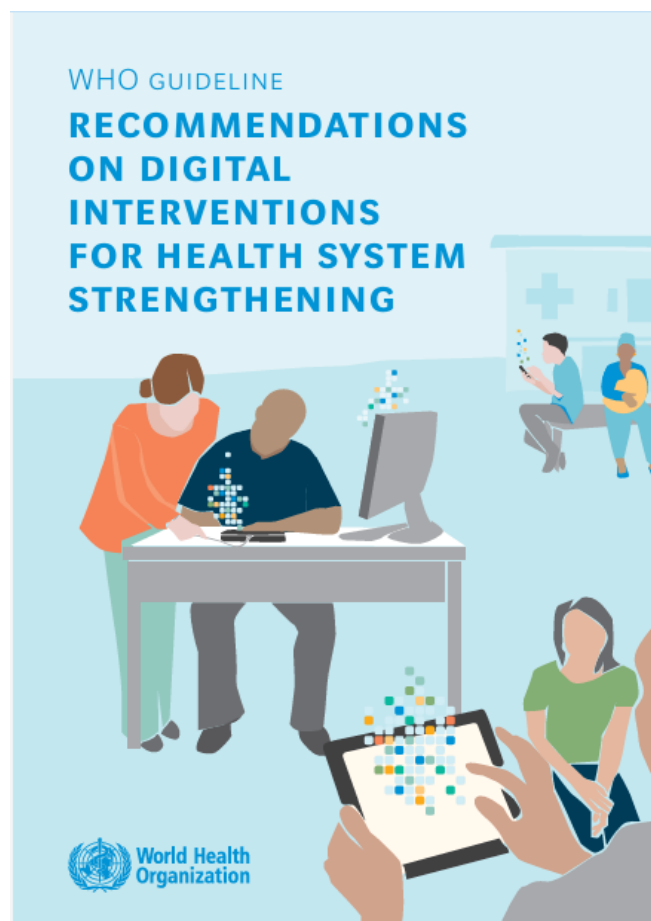
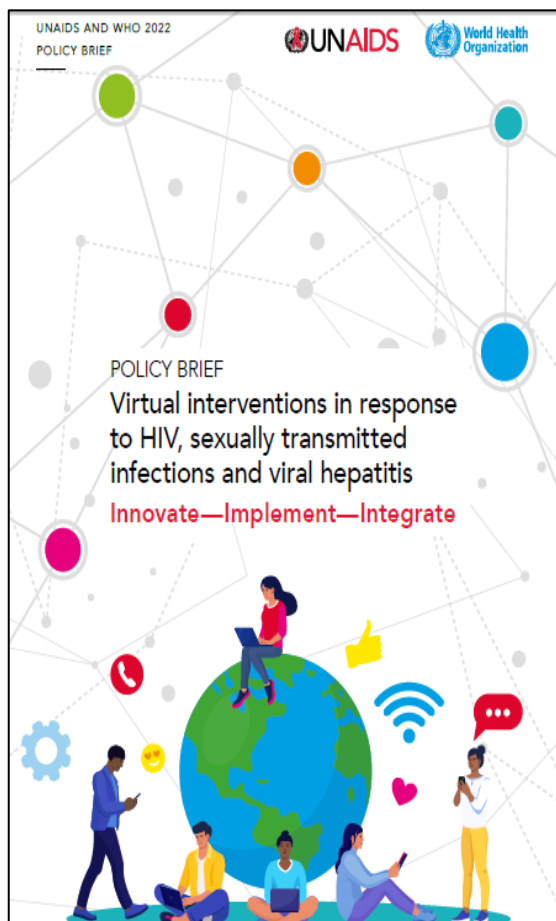


Protecting safety and security online



- Informed consent from clients
- Avoid collecting identifying information
- Aggregate and summary data to avoid the identification of individuals
- Secure access to sensitive data and program data
- Inform clients about platform security risks and how to stay safe
- Remain aware of platform's terms of use and vulnerabilities

Products on Digital health by WHO



Key recommendations

- Virtual interventions or digital health tools should not be used to replace the physical services but rather supplement
- Digital Health should be integrated as part of the national program
- It is important to understand the pros and cons of using technology
- Ensure safe and responsible use of AI
- Data security and confidentiality should be a priority for programs using digital health tools including AI



International AIDS Society

iasociety.org



Acknowledgements

WHO HQ
WHO SEARO
All partners for sharing the
examples

Thank you

Questions -
purvi.shah@who.int