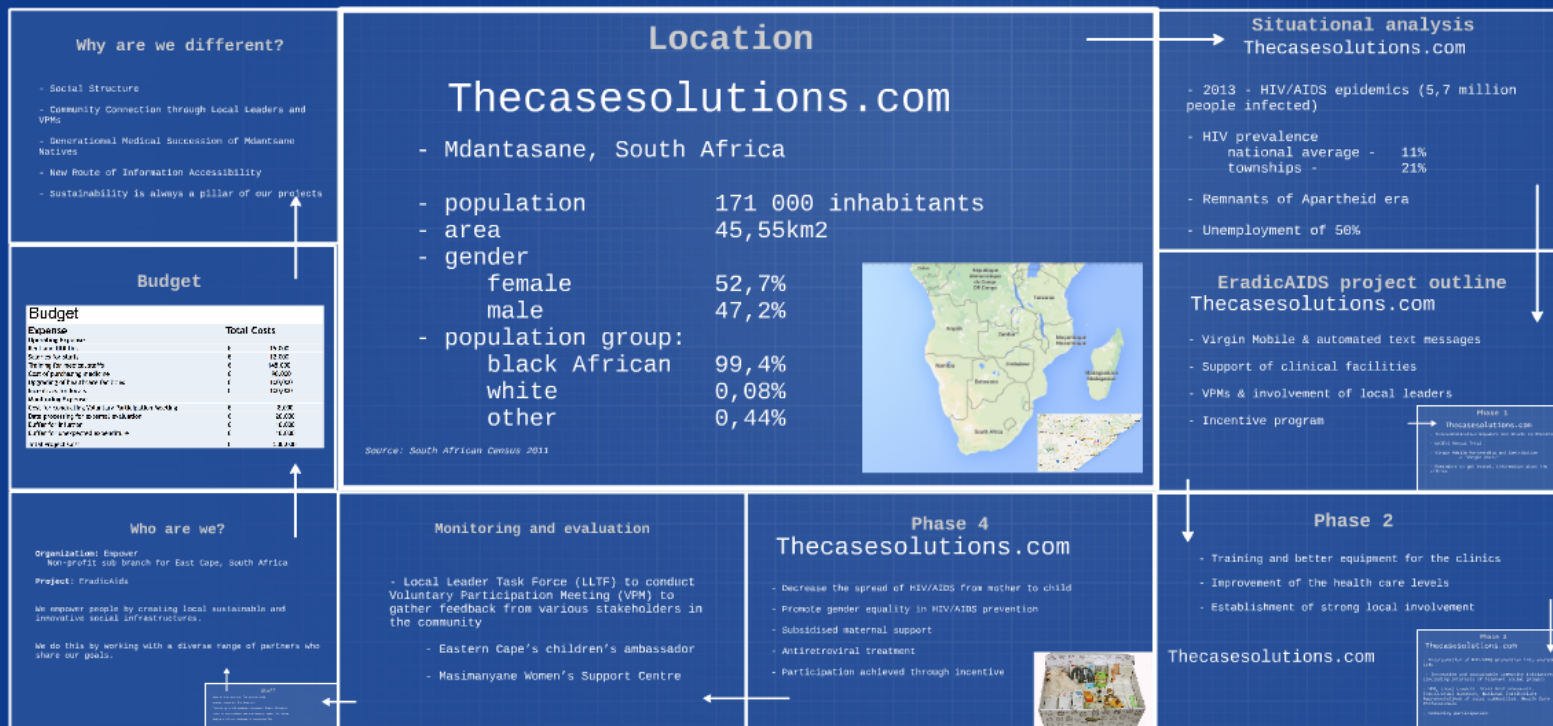


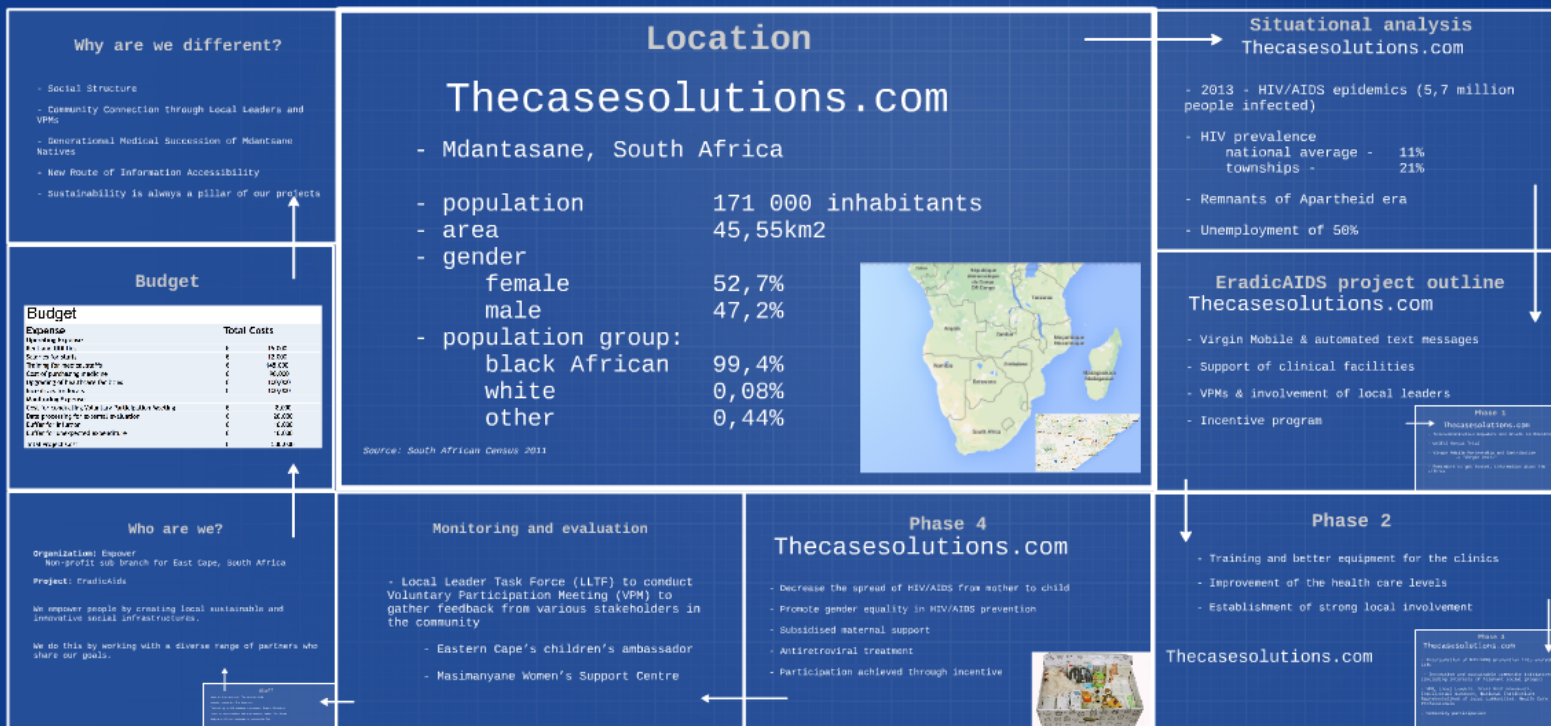
TACKLING THE HIV/AIDS PANDEMIC THROUGH MULTI-PARTNER STAKEHOLDER ENGAGEMENT

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Location

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- Mdantasane, South Africa
- population 171 000 inhabitants
- area 45,55km²
- gender
 - female 52,7%
 - male 47,2%
- population group:
 - black African 99,4%
 - white 0,08%
 - other 0,44%

Source: South African Census 2011





Situational analysis

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- 2013 - HIV/AIDS epidemics (5,7 million people infected)
- HIV prevalence
 - national average - 11%
 - townships - 21%
- Remnants of Apartheid era
- Unemployment of 50%

EradicAIDS project outline

- Unemployment of 50%

EradicAIDS project outline

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- Virgin Mobile & automated text messages
- Support of clinical facilities
- VPMS & involvement of local leaders
- Incentive program

Phase 1

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- Telecommunication Exposure and Growth in Mdantsane
- WelTel Kenya1 Trial
- Virgin Mobile Partnership and Contribution
-> "Virgin Unite"
- Reminders to get tested, information about the clinics

Phase 2

Phase 1



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Phase 2

- Training and better equipment for the clinics
- Improvement of the health care levels
- Establishment of strong local involvement

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Phase 3

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- Incorporation of HIV/AIDS prevention into everyday life
- Innovative and sustainable community initiatives (including interests of relevant social groups)
- VPM, Local Leaders, Grass Root movements, Intellectual movement, National Institutions, Representatives of local communities, Health Care Professionals
- Community participation

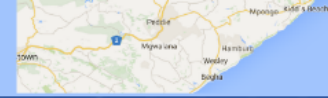


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Phase 4

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- Decrease the spread of HIV/AIDS from mother to child
- Promote gender equality in HIV/AIDS prevention
- Subsidised maternal support
- Antiretroviral treatment
- Participation achieved through incentive

