



Toolkit for Rapid Syphilis Test Introduction

OPPORTUNITIES FOR IMPLEMENTATION OF RAPID SYPHILIS TESTS (RST) IN LATIN AMERICA FOR THE ELIMINATION OF
CONGENITAL SYPHILIS

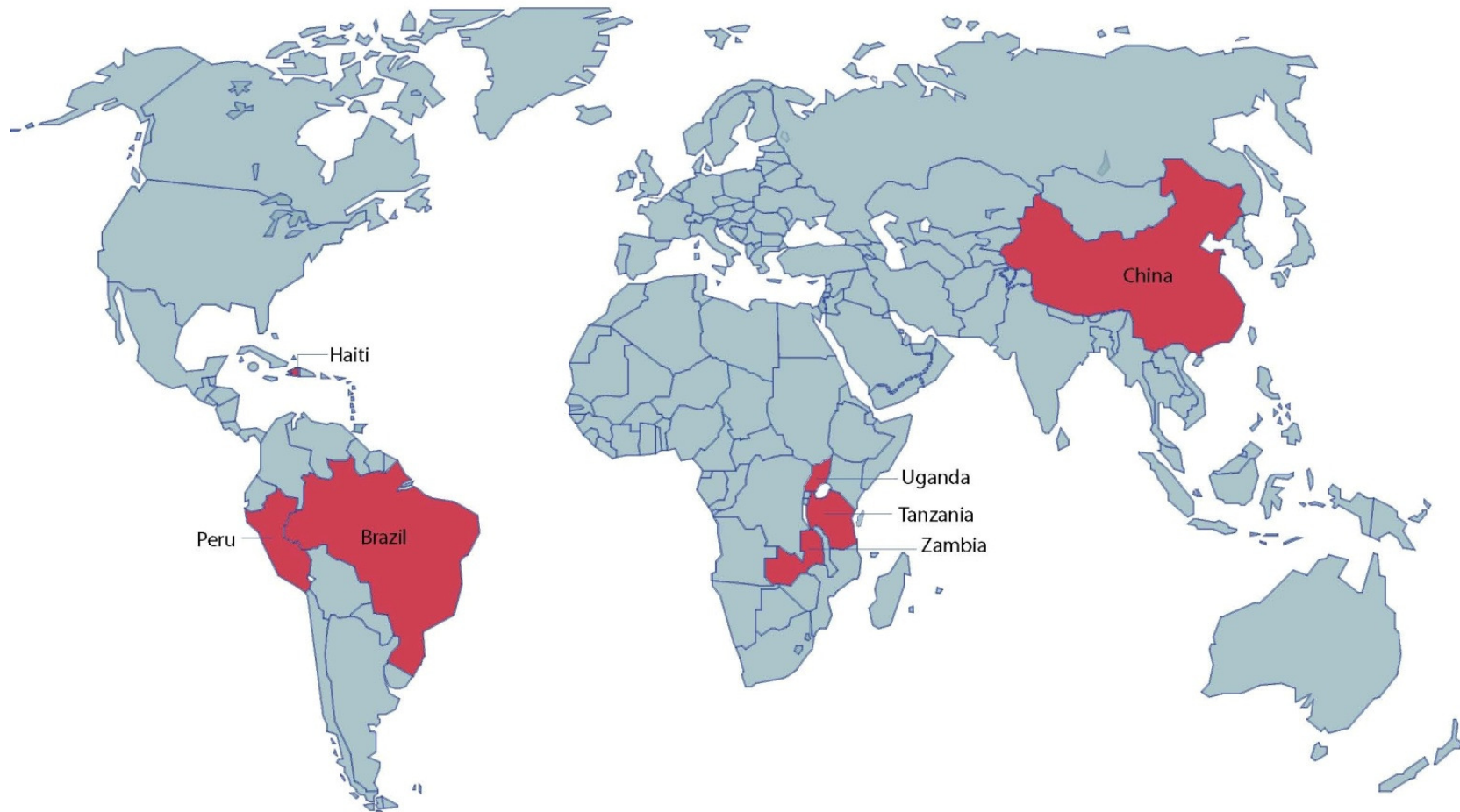
WORKSHOP
NOVEMBER 18-19, 2010
LIMA, PERÚ

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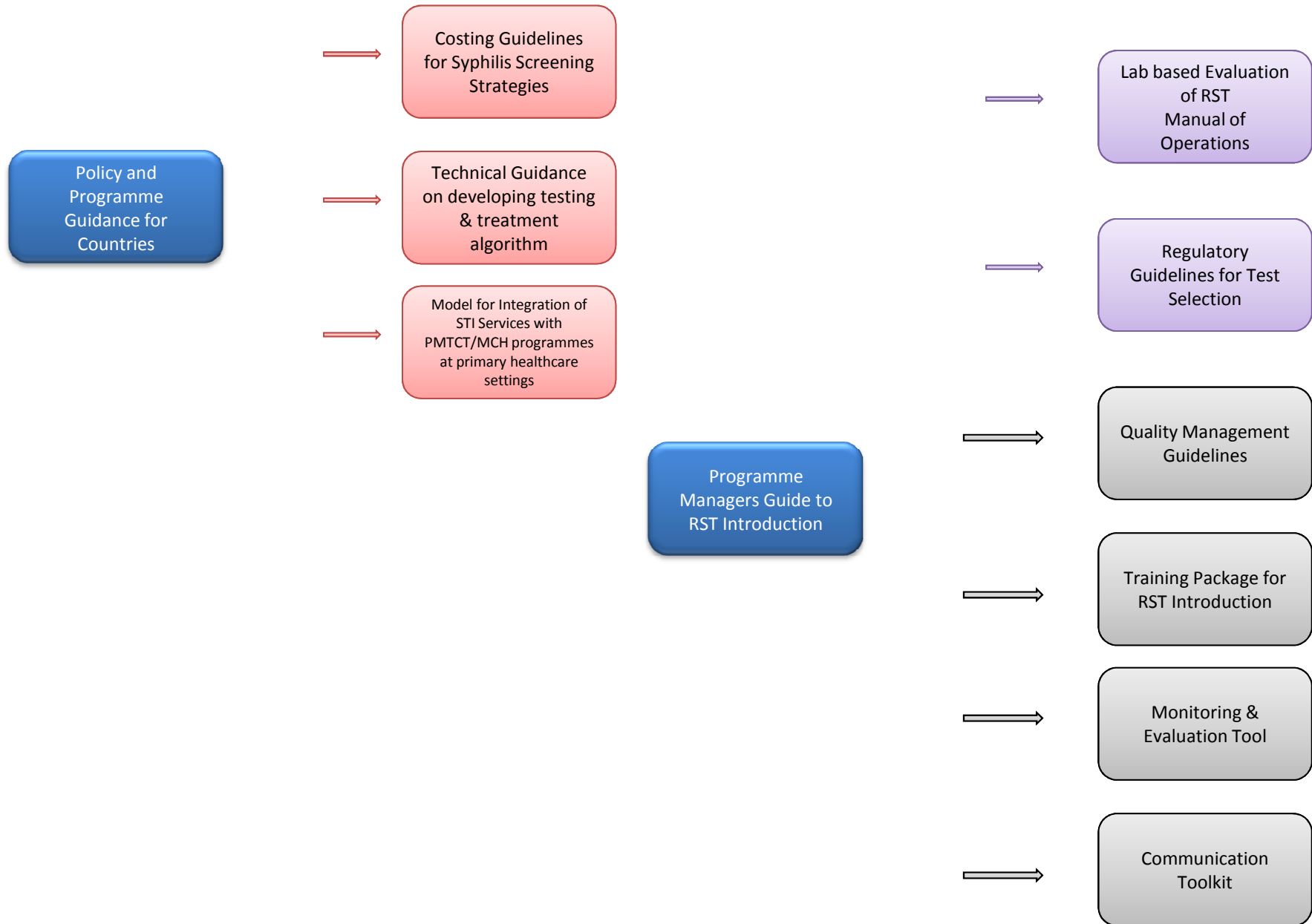
A Framework for Rapid Syphilis Test Introduction

- **Purpose of toolkit:**
 - To provide policymakers, decision makers, programme managers and healthcare providers with the necessary tools for introduction of rapid syphilis testing at point of care.
 - The toolkit should enable users to identify problems or challenges related to RST introduction, and draw up a strategy for addressing these challenges using information and other resources assembled for this purpose
- Work is on-going with each study country to use individual experiences to guide development of documents. Case studies will be provided in documents
- Can be used as a model for other programmes

Introduction of Rapid Syphilis Tests as part of Gates project for Accessible Quality Assured Diagnostics for STDs



Framework for Rapid Syphilis Test Introduction



Timeline for Completion and Availability

- Draft documents currently available on LSHTM collaboration network with access by invitation
- Final documents will be made available from central website, from June 2011

- Any countries that may have experience in rapid syphilis test introduction may want to share experiences and provide feedback on the utility and improvement of the RST Toolkit

THANK YOU

London School of Hygiene & Tropical Medicine

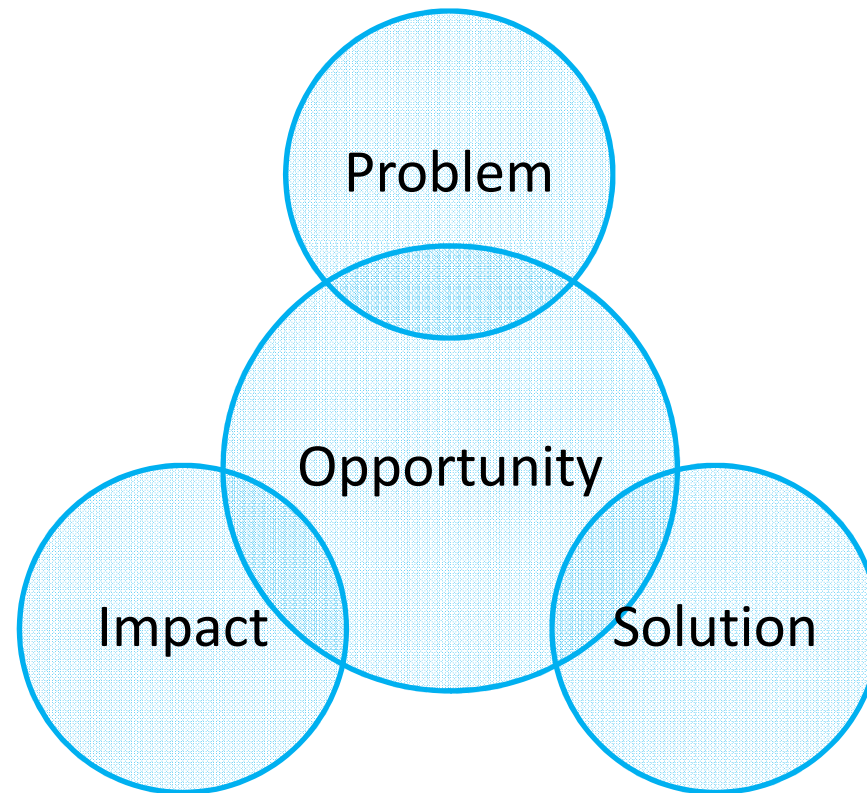
Diagnostic Innovation Congenital Syphilis

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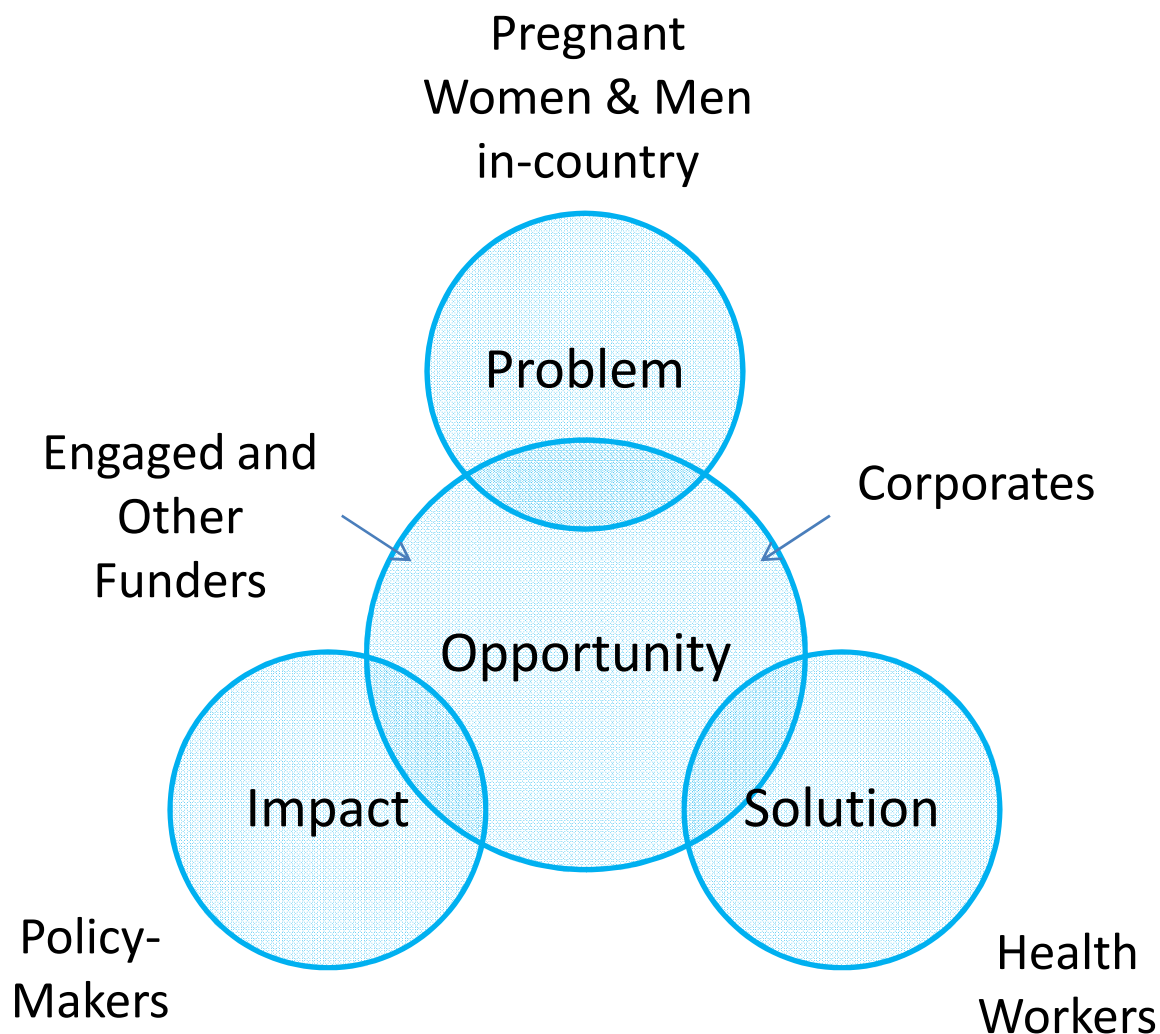


Messaging

Messaging structure



Message entry points for audiences



Each audience needs to see the full picture, but their entry points should be informed by their base understanding and key concerns.

NB: The exit point for all audiences should be the Call to Action.

Messaging at a glance

Funders: Global

- Problem / Opportunity / Solution / Impact
- Call to Action: Generic; Start/Increase & Improve funding; Add Testing/Treatment to Funding Guidelines

Policy-Makers: Global

- Problem/Impact / Solution / Opportunity
- Call to Action: Generic; Integrate Screening in Strategy, Policy & Practice; Engage funders; tackle HIV

Policy-Makers: In Country

- Problem/ Impact / Solution / Opportunity
- Call to Action: Generic; Integrate Screening in Strategy, Policy & Practice; Co-Ordinate Implementation; Advocate with CCM and other relevant committees; Improve country reports; tackle HIV

Corporates: Global

- Problem/ Opportunity / Solution / Impact
- Call to Action: Generic; Start/Increase & Improve funding to enhance your reputation and effectiveness; Add Testing/Treatment to Funding Guidelines;

Health Professionals: In Country

- Problem/ Solution / Impact
- Call to Action: Generic; Advocate for STI/Repro health and HIV committees to include in requests to funders; inform pregnant women of their rights to healthcare; promote male partner testing; use your voice to overcome barriers

Pregnant Women: In Country

- Problem / Solution / Impact
- Call to Action: Request the test; Engage with sexual health; Promote test to partner; Save and protect your child

Messaging: pregnant women

Problem

- If left untreated, syphilis can damage your heart, brain, eyes and bones and in some cases, can be fatal. Transmitting syphilis to your baby could threaten their life. They could be stillborn, born early, born with a low birth weight, or very unwell as a result.

Solution:

- A simple test for you *and* your partner followed by a single shot of penicillin could treat syphilis if you have it and prevent your baby being affected.*
- You get the test results there and then at the point of care, you get your result within half an hour and if you are positive, you can be treated that day.

Impact:

- Preventing and treating congenital syphilis could help save the lives of you and your baby.
- It can improve the health of you and your partner

Call To Action:

- Request the test
- Sexual health
- Child health
- Partner health

*NB Partner can go direct to treatment

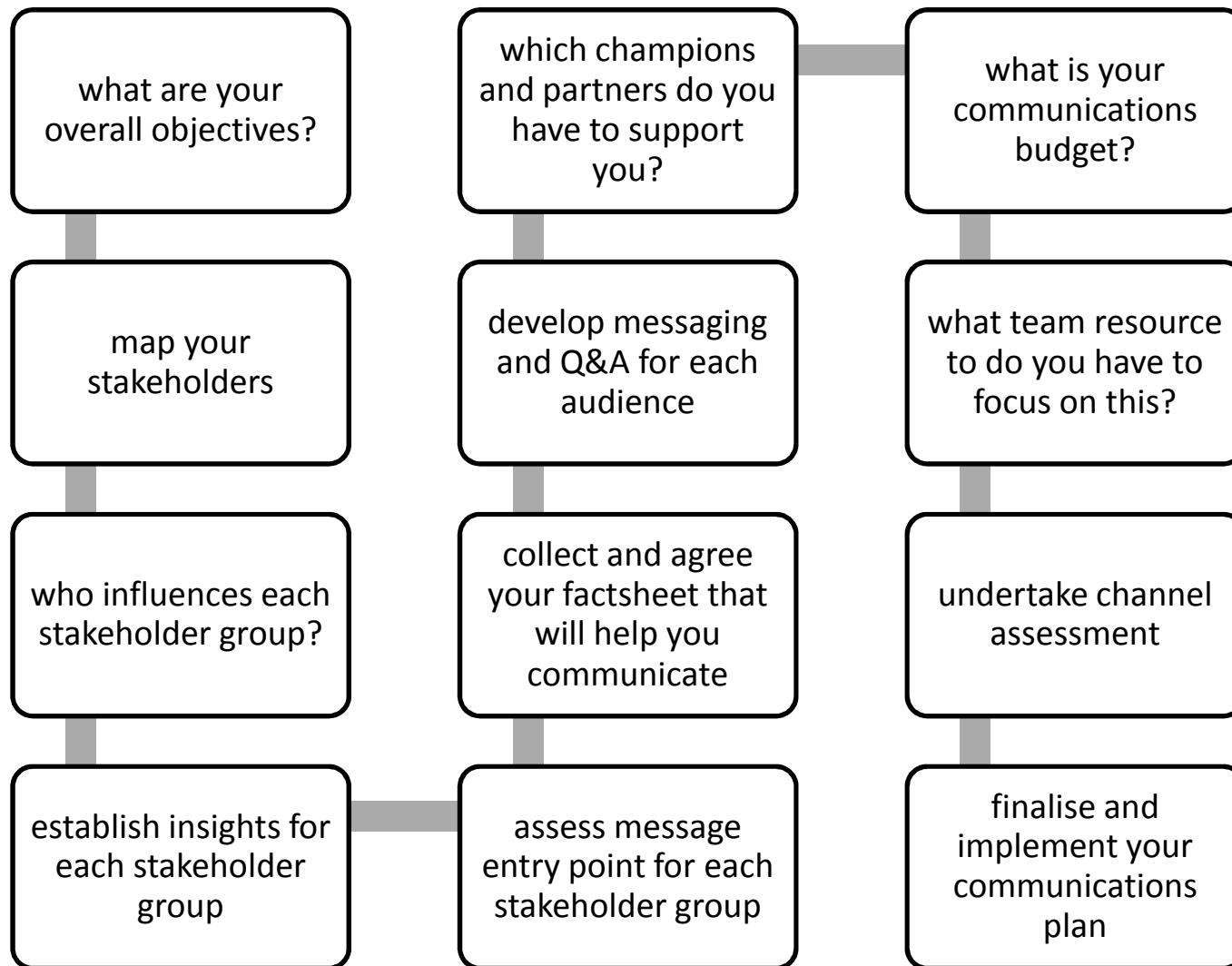
Communications Planning

Successful Communications

- Make newspaper headlines
- Grab attention
- Use the power of words
- Only bring in the detail later
- Annual/repeated
- Fun – popularise or make relevant the issue and create an activity for the public
- Have a symbol/colour
- Bring about clever corporate partnerships
- Overcome any barriers such as the stigma associated with syphilis
- Make change happen

CLEAR MESSAGING AND GREAT IDEAS ARE AT THE HEART OF EVERY SUCCESSFUL CAMPAIGN

Communications Planning



Channel Usage

| | Pregnant Women | Partners | Health workers | Policy makers and those applying for funds | Funders |
|---|----------------|----------|----------------|--|---------|
| Printed material (posters) | ✓ | ✓ | ✗ | ✗ | ✗ |
| Printed material (manuals) | ✗ | ✗ | ✓ | ✗ | ✗ |
| Printed material (partner slips) | ✗ | ✓ | ✗ | ✗ | ✗ |
| Face to face (counselling) | ✓ | ✓ | ✗ | ✗ | ✗ |
| Face to face (other mothers/fathers) | ✓ | ✓ | ✗ | ✗ | ✗ |
| Face to face (advocacy meetings) | ✗ | ✗ | ✗ | ✓ | ✓ |
| Face to face (training) | ✗ | ✗ | ✓ | ✓ | ✗ |
| Radio | ✓ | ✓ | ✓ | ✓ | ? |
| TV news | ✓ | ✓ | ✓ | ✓ | ✗ |
| Celebrity endorsement | ✓ | ✓ | ✓ | ✓ | ✓ |
| Champion within health industry | ✗ | ✗ | ✓ | ✓ | ✓ |
| Digital communication | ✗ | ✗ | ✗ | ✓ | ✓ |
| SMS/use of mobile phones for technical and marketing purposes | ✓ | ✓ | ✓ | ✗ | ✗ |
| Film | ✓ | ✓ | ✓ | ✓ | ✓ |
| TV Advertising | ✓ | ✓ | ✓ | ✓ | ✓ |
| Event | ✗ | ✗ | ✗ | ✓ | ✓ |
| Support materials | | | | | |
| Website | ✓ | ✓ | ✓ | ✓ | ✓ |
| Brand | ✓ | ✓ | ✓ | ✓ | ✓ |
| Message development kit | ✓ | ✓ | ✓ | ✓ | ✓ |

Campaign planning-the key ingredient

- Vision
- Objectives
- Timeline
- Brand
- Team and time
- Content – both evidence and creative content
- Clarity
- Q&A – can *we* answer all the difficult questions?

Thank You.