

Peer power: the Coach Mpilo model in South Africa

Nina Hasen, PhD for the Mpilo Project

CQUIN Differentiated Service Delivery Across the HIV Cascade Workshop

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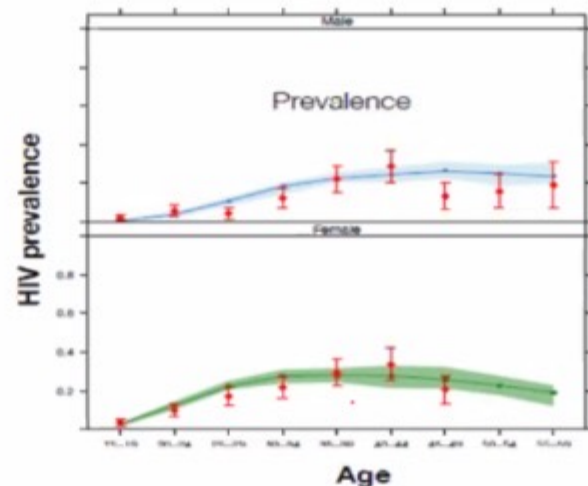
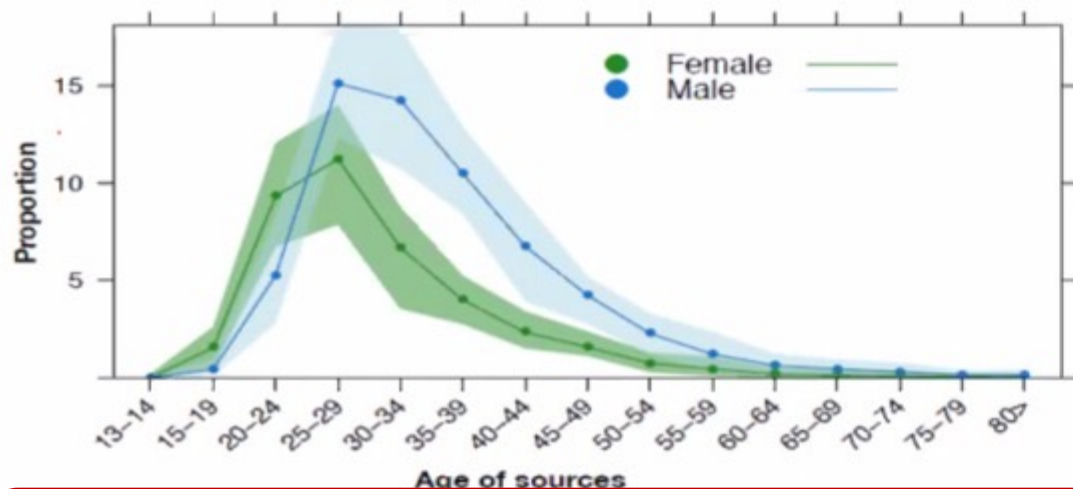


Why is it so important to reach men in South Africa

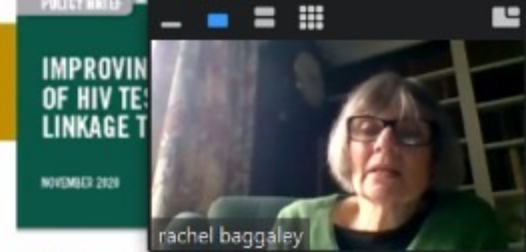
Morbidity and Mortality Weekly Report

TABLE 1. Adult human immunodeficiency virus (HIV) prevalence, by sex — 20 PEPFAR-supported African countries, October 2018–September 2019*

Country	All	HIV tests conducted		All	HIV tests positive	
		Men	Women		Men (%)	Women (%)
Rwanda	888,336	371,405	516,931	7,343 (0.8)	2,929 (0.8)	4,414 (0.9)
Eswatini	305,714	106,448	199,266	21,341 (7.0)	8,697 (8.2)	12,644 (6.3)
Botswana	278,908	119,530	159,378	14,407 (5.2)	6,105 (5.1)	8,302 (5.2)
Namibia	398,722	130,566	268,156	14,078 (3.5)	5,385 (4.1)	8,693 (3.2)
Malawi	3,741,494	1,362,235	2,379,259	122,509 (3.3)	52,870 (3.9)	69,639 (2.9)
South Africa	12,131,042	3,996,848	8,134,194	759,465 (6.3)	267,255 (6.7)	492,210 (6.1)
Zimbabwe	2,059,970	709,379	1,350,591	112,605 (5.5)	43,340 (6.1)	69,265 (5.1)



As a group, men infect ~twice as many women as vice-versa.
 This peaks age 25-35.
 There are half as many infected men as women.
 Per capita, men infect ~four times as many women as vice versa.



- Men have less access to testing
- Men less likely to be on ART and virally suppressed
- Reaching, testing and linking to ART and prevention will have benefits for men and prevent new infections in women

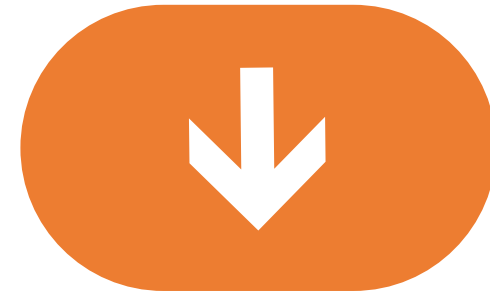
Qualitative and quantitative research with men at high risk yielded three insights that guided our design



HIV leaves many men anxious and afraid, not stubborn and indifferent. They need comfort and reassurance.



Most men are hungry for support in coping with an HIV diagnosis, but none of the sources feel safe or relatable.



Many men do not believe it is possible to live a happy, healthy life with HIV.

The Coach Mpilo model

I CAN HELP YOU GET BACK IN THE GAME

LET ME HELP YOU STAY ON YOUR MEDS.
Having the courage to get tested is great. Knowing that HIV is not the end of the world is even better. I know because I've been there. I took charge of my health, stayed on my meds and asked for support. Today, I'm doing better than ever. And if you let me, I'll show you how you can deal with it too.

Contact me

No judgement. Private. Confidential.
Take my number and let me help you.

MIND
For Men, For Health.

COACH MPILO
SAYA SAKSI BISA

Health
Department of Health
011-319-2811

7300 NDP

What it is

- A reimagined male community health worker
- Employs men living well with HIV as ‘coaches’ of newly diagnosed men and men lost to follow-up

Why it resonates with men

- Breaks the isolation and paralysis that many men feel
- Gives men a source of support that feels safe and relatable
- Provides living proof that a man with HIV can live a normal life

Coach Mpilo gives a man living proof that everything is going to be OK.

What makes Coach Mpilo different?

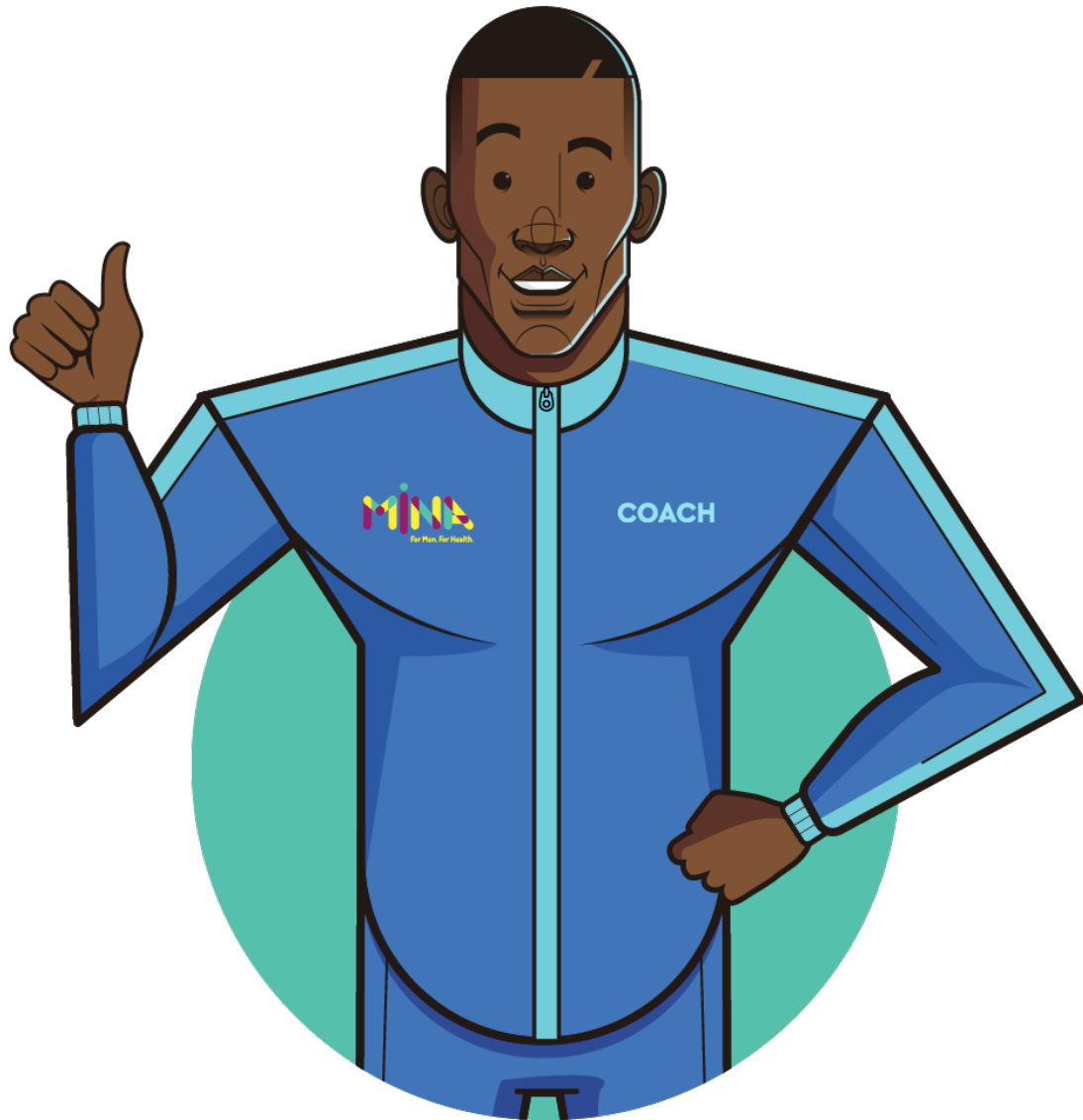
Expert client or case manager

- May or may not be living with HIV
- Associated with and often based in the clinic
- Typically leads with the health objective
- Uses clinical language



Coach Mpilo

- Always a man living with HIV
- Associated with and based in the community, with a strong link to the clinic
- Leads with his own story
- Uses everyday language
- Focuses on building a relationship with the client



Piloting Coach Mpilo

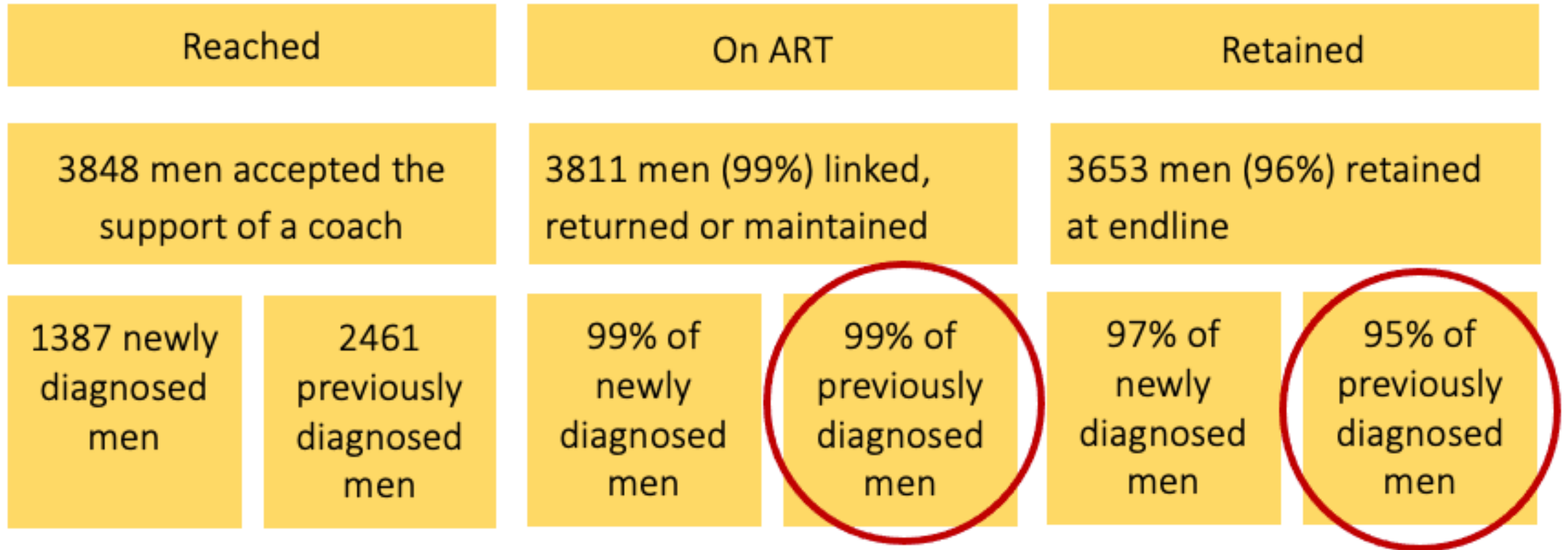
We piloted and evaluated the Coach Mpilo model in three districts over 7 months.

- March to September 2020
- 3 districts – Ugu (KZN), Ehlanzeni and Gert Sibande (MPU)
- 63 coaches supporting 70 clinics
- 3848 men with a coach (avg 61 men/coach, range 25-100)

What was the process?

- Coaches were recruited, trained, linked to a clinic, and deployed in their communities.
- Clinics referred men to a coach and gave coaches the roster of men who had missed appointments. Coaches also connected with some men through community outreach.
- Coaches engaged one-on-one with each man and supported him in addressing whatever barriers he faced.
- Within 3-4 months, most men became stable on treatment.
- As men overcame their barriers, support tapered off, though coaches still checked in periodically and remained available.

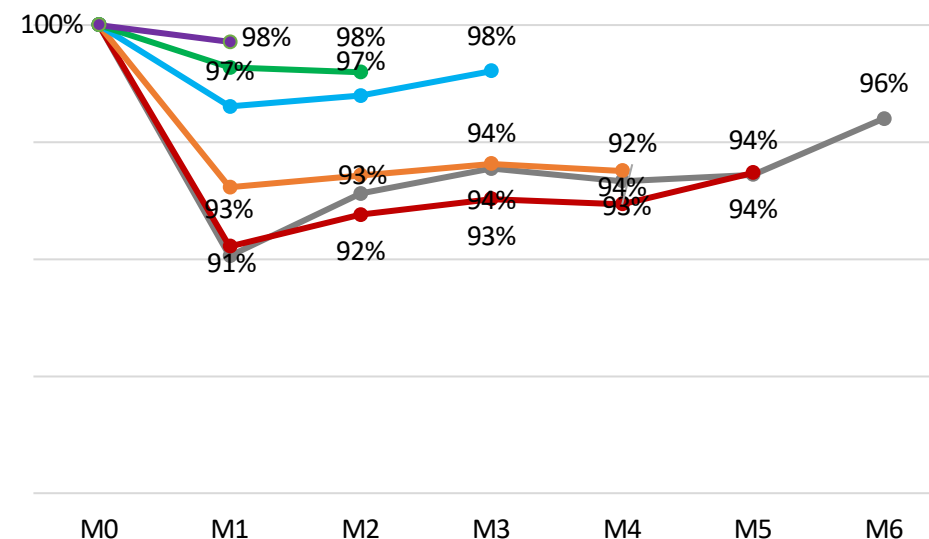
Coaches helped men initiate or re-initiate ART



Retention results were consistent across cohorts

	Number on treatment by cohort and month of piloting							
	Mar	Apr	May	Jun	Jul	Aug	Sep	At pilot endline
March cohort	375	338	348	352	350	351	360	
<i>Retention</i>		90%	93%	94%	93%	94%	96%	96%
April cohort		888	804	816	822	820	832	
<i>Retention</i>			91%	92%	93%	92%	94%	94%
May cohort			996	927	932	937	934	
<i>Retention</i>				93%	94%	94%	94%	94%
June cohort				662	639	642	649	
<i>Retention</i>					97%	97%	98%	98%
July cohort					496	487	486	
<i>Retention</i>						98%	98%	98%
August cohort						279	277	
<i>Retention</i>							99%	99%

Retention by Cohort over Time



At pilot endline, 3653 of 3848 men (96%) were reported as current on ART. Retention ranged from 94-99%, varying modestly but not significantly by cohort.

Success factors: Coaches help men disclose

*"After Coach helped me disclose to my girlfriend, she was proud of me because it showed that I cared for her and that I was concerned about her health. She accepts me and HIV now."
- Client in Gert Sibande*

*"I am enlightened as I did not know how disclosure would lighten my load of keeping my status a secret."
- Client in Ugu*

Coaches are supporting men in coping with their fear of disclosure and making a plan to overcome it, often accompanying men as they have those conversations.



Success factors: Nurses and Implementing partners see Coach as an ally and a resource



"We are utilizing coaches in everything to do with HIV-positive men. They have cleared waiting lists for ART. They track and support men who have missed appointments and men lost to follow up. They support men who have unsuppressed viral load and encourage men to transition to TLD."
- BroadReach sub-district manager, Ugu

"Men are more cooperative with coaches. When I see a coach talking to a man, I know he is saying things to him that it is impossible for us to say. They listen to the coach and respond. We give the coach our 'early misses' and he gets them into the clinic. We are surprised—maybe we need to change the way we speak to men." – Nurse in Ugu



Success factors: Coaches are relatively low-cost

One team of 20 coaches and a squad manager:

- Costs approximately **US \$100,000***
- Can support **~4800 men per year**
(~240 men per coach per year / 20 new men per month)

Projected cost of **~US\$20 per patient** at scale

** Includes training and direct supervision, excludes higher-level management and overhead costs*

Want to learn more?

- <https://www.coachmpilo.co.za/>
- <https://www.coachmpilo.co.za/videos>



Thank you!

