

U=U

**Undetectable = Untransmittable
Campaign:**

**RAISING AWARENESS
ON HIV/AIDS
PREVENTION AND
TREATMENT**

End of Project
Report



March, 2024

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Acronyms

AIDS	Acquired immunodeficiency syndrome
ART	Anti-Retroviral therapy
COM-B	Capability (C), Opportunity (O), and Motivation (M) for changing Behavior (B)
COMBI	Communication for Behavioural Impact
FMOH	Federal Ministry of Health
HIV	Human Immunodeficiency Virus
MPS	Media Planning Services
NACA	National Agency for the Control of AIDS
NASCP	National AIDS and STI Control Programme
PEPFAR US.	President’s Emergency Plan for AIDS Relief
PLHIV	People living with HIV
U=U	Undetectable = Untransmittable
UNODC	United Nations Office on Drugs and Crime
US CDC	United States Centers for Disease Control and Prevention

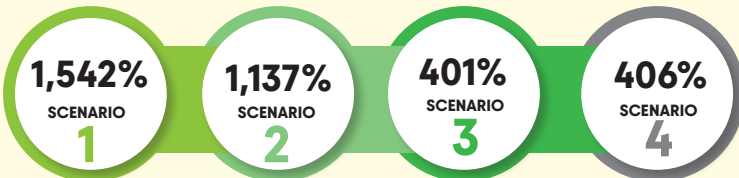
Executive Summary

Nigeria is one of the countries with the highest HIV/AIDS burden with over 2 million people living with HIV (PLHIV) (Onovo et al., 2023). Through PEPFAR support, about 938,000 PLHIVs receive life-saving treatment in US CDC-supported states in Nigeria. There is significant evidence indicating that PLHIV that are consistent and adherent to ART, whose viral load levels remain undetectable, have zero chance of transmitting the virus sexually. Hence, Undetectable = Untransmittable (U=U) messages are critical to driving epidemic control and can also help eliminate the stigma associated with HIV/AIDS.

With PEPFAR funds from US CDC, APIN contracted Nigeria Health Watch to develop and disseminate U=U messages aimed at increasing the awareness of U=U, promoting HIV/AIDS testing, increasing awareness of and adherence to HIV/AIDS treatment, and reducing the stigma associated with HIV. The project kicked off in May 2023, and the campaign, which was launched on July 14, 2023, ran through November 30, 2023. Prior to the development of key U=U messages, desk reviews (Appendix A), including situation analysis, audience analysis, and a capability, opportunity, and motivation for behavior change analysis, were conducted. The situation analysis, which included social listening, provided baseline data for the campaign. Four keyword and hashtag scenarios were utilized at baseline including #HIV, #AIDS, #U=U and #UequalsU for scenario 1, #HIV, #U=U and #UequalsU for scenario 2, #UequalsU for scenario 3, and #U=U and #UequalsU for scenario 4. Findings from these were utilized in developing a communication for behavioral impact strategy, as well as the message development framework. Based on the findings, a repository of key messages was collaboratively developed, reviewed, validated, and endorsed by the Federal Ministry of Health (FMOH).

These messages were disseminated via social media (Facebook, Twitter, and YouTube) and radio jingles. Primary disseminators included influencers, Nigeria Health Watch, and other US CDC implementing partners.

At end of the campaign, there were:



more conversations on social media linked to four scenarios. More so, compared to the four scenarios at baseline, there were



more engagements per post/message.



Nigeria is one of the countries with the highest HIV/AIDS burden with over

2 million

people living with HIV (PLHIV)



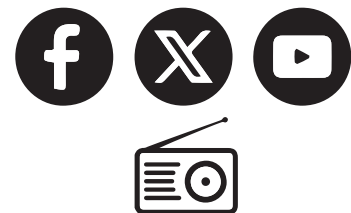
about **938,000**

PLHIVs receive life-saving treatment in US CDC-supported states in Nigeria.

Hashtags used were:


#HIV, #AIDS, #U=U #UequalsU

Messages were disseminated via



Background/Introduction

Nigeria has the highest HIV/AIDS burden



with over
2 MILLION
persons living with HIV (PLHIV) (UNODC, 2023).

As part of efforts geared towards curbing the spread of HIV, Prevention Access Campaign launched the Undetectable equals Untransmittable (U=U) advocacy campaign in 2016 (Prevention Access, 2023).

U=U



=



The U=U campaign introduced a groundbreaking concept that if an HIV-positive person consistently maintains an undetectable HIV viral load through daily antiretroviral therapy (ART), within six months they will reach an undetectable viral load and the virus cannot be sexually transmitted (National Institute of Allergy and Infectious Diseases, 2023).

It promoted the life-saving benefits of treatment and empowered PLHIV with the knowledge that they could prevent the sexual transmission of HIV by adhering to their treatment regimens. U=U has potential to transform the HIV response in Nigeria.

Through the U.S. President's Emergency Plan for AIDS Relief (PEPFAR) support, about

**938,000
PLHIVs**

receive life-saving treatment in US CDC-supported states in Nigeria.

An initial U=U campaign was launched in Nigeria on November 25, 2019, to commemorate World AIDS Day (The Cable, 2019). This strategic campaign was initiated through collaborative efforts between the National Agency for the Control of AIDS (NACA), the Federal Ministry of Health (FMOH), and PEPFAR. The campaign aimed to achieve zero new HIV infections and reduce stigma for Nigerians living with HIV by promoting the benefits of treatment and encouraging adherence to treatment to prevent sexual transmission of HIV (NACA, 2019). However, in January 2020, the COVID-19 pandemic hit and diverted majority of the resources from other health service interventions (including HIV) to pandemic response (Exemplars in Global Health, 2022).



In 2023, with support from US CDC, APIN engaged Nigeria Health Watch to amplify the U=U campaign by disseminating U=U messages in Nigeria, particularly among young people (18 – 35 years) with the highest HIV burden.



If you test positive for HIV, start taking your antiretroviral drugs as soon as possible to lessen the virus in your body.

Objectives

The objectives of 2023 U=U campaign were to

1

Promote HIV/AIDS testing among the young population (18 – 35 years) in Nigeria



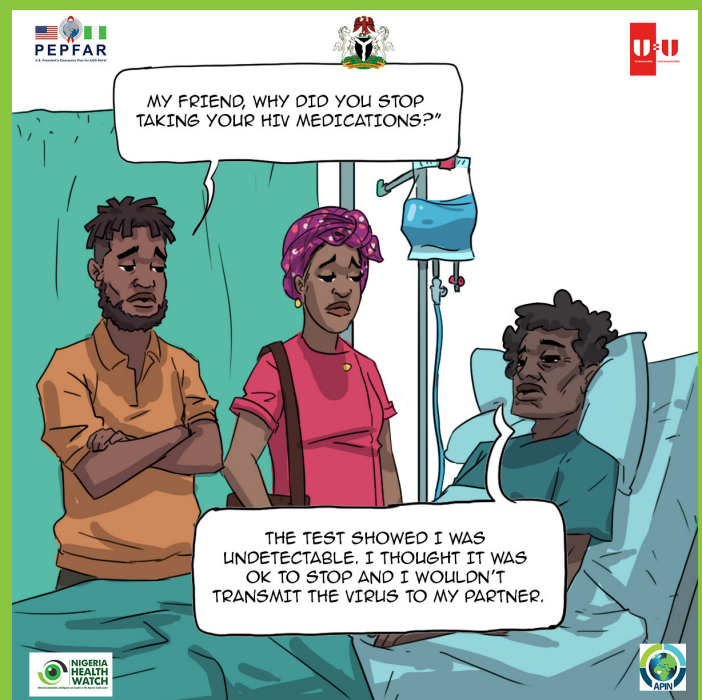
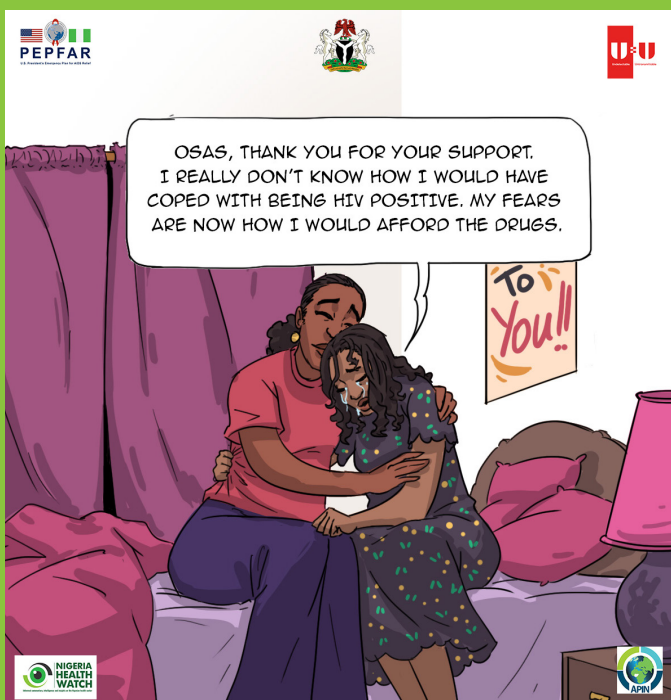
2

Increase awareness of and adherence to HIV/AIDS treatment among young people (18 – 35 years) living with HIV/AIDS

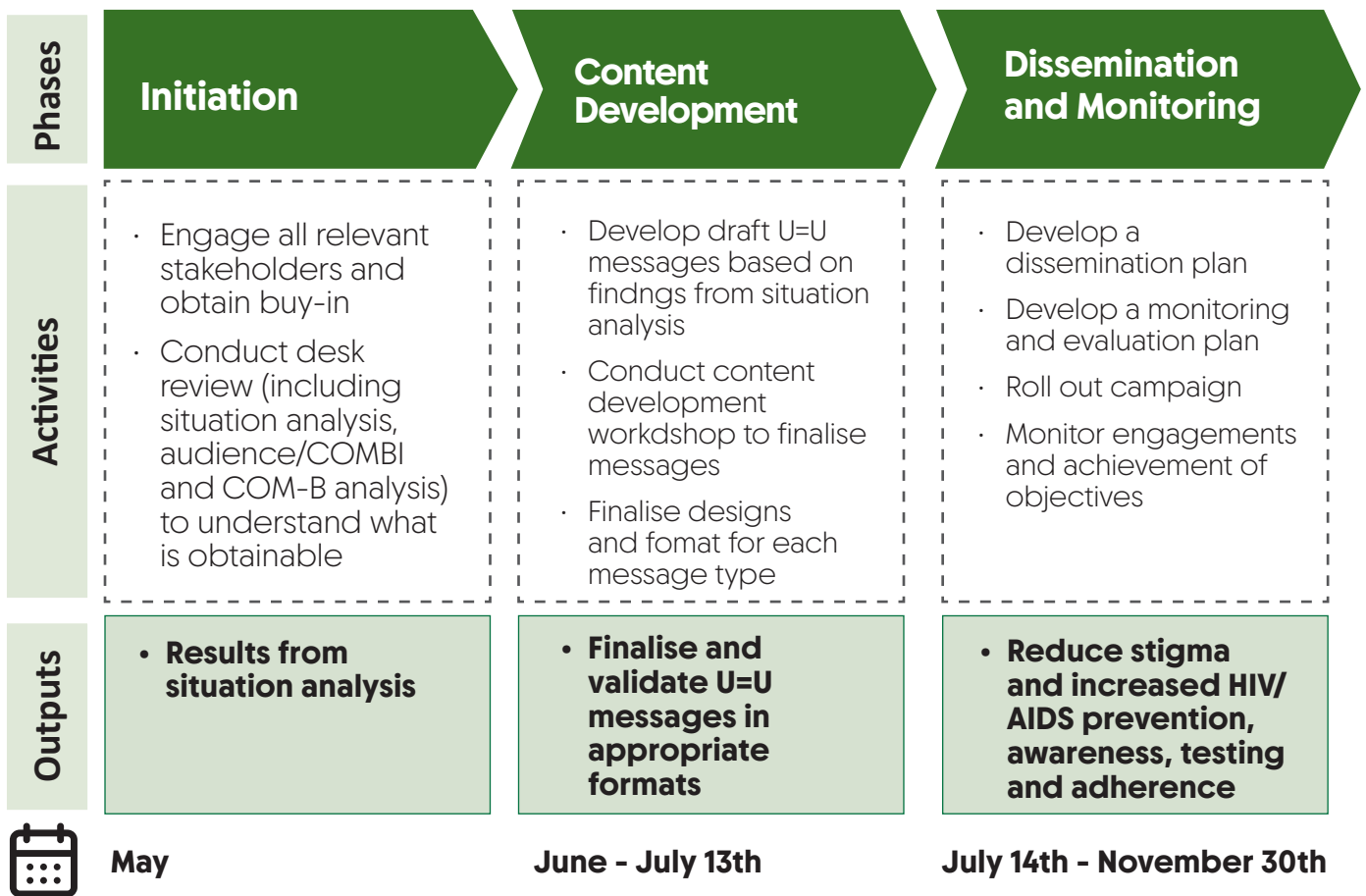


3

Reduce stigma and discrimination against young people (18 – 35 years) living with HIV/AIDS in Nigeria



U=U Campaign Approach/Strategy

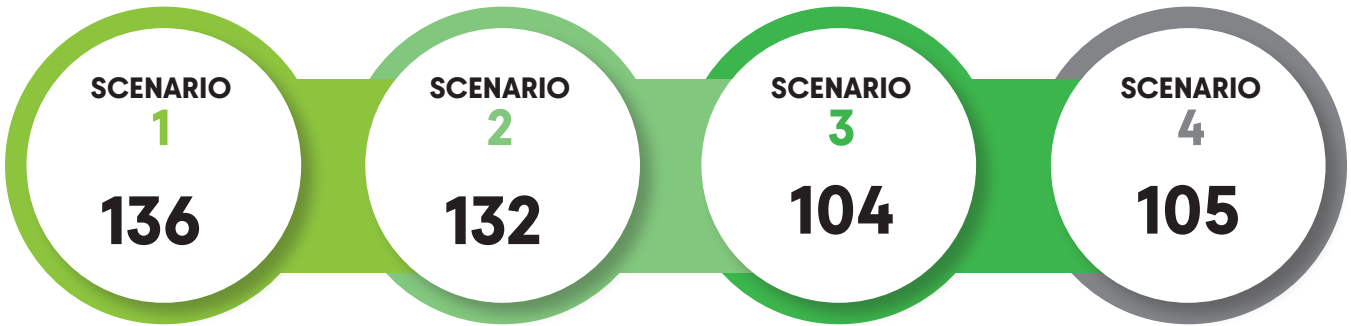


Initiation (May)

The Initiation phase of the U=U campaign commenced with a desk review (including situation analysis, audience/COMBI and COM-B analysis (Appendix A) to profile and understand the target audience as well as the appropriate platforms for communicating U=U to them. The review included an in-depth analysis of online and offline media channels to understand the landscape of HIV/AIDS awareness, knowledge, and perception among the target audience (young people aged 18 – 35 years) in Nigeria.

Online media analysis focused on assessing the current online conversations and sentiments about HIV/AIDS, U=U, and related topics among the target demographic using hashtags/keywords – #UequalsU, #U=U, #HIV, and #AIDS with the original posts that were specific to Nigeria as a location. This included conducting social listening on social media platforms, forums, blogs, and news articles that were related to the keywords and the target population. Social listening, and media monitoring (for radio) data was gathered in retrospect from April 15 to June 25, 2023. This data provided baseline data on the U=U content available online and U=U awareness and understanding, prior to the campaign.

Based on the baseline, the conversation volume were



60%

Being the percentage of them having positive sentiment (Radarr, 2023) (having positive words/sentences attached to them).



Photos and text were the most used content types to disseminate U=U messages, with social media being the most common channel.

U=U Content Development Workshop

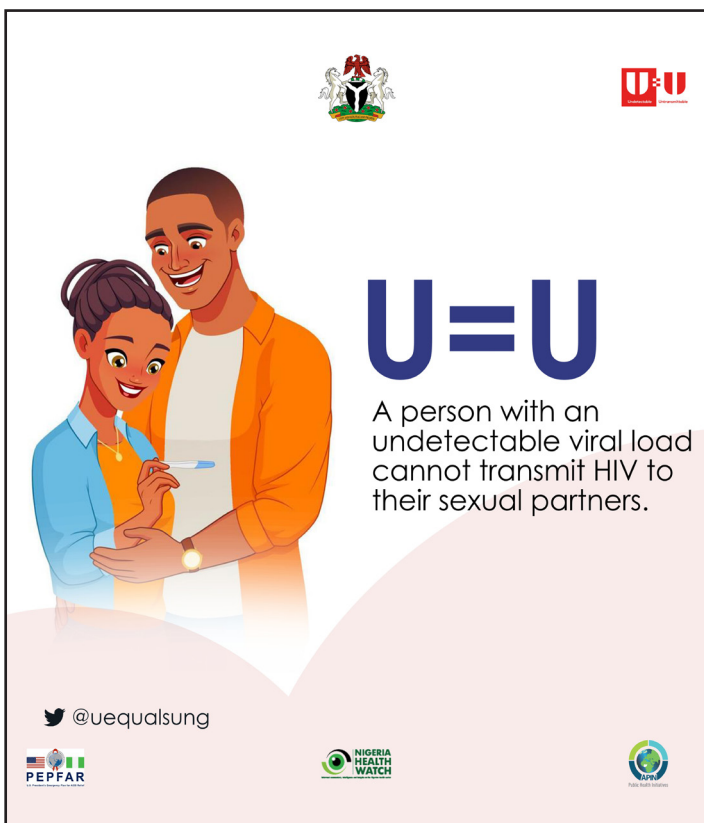


The offline media analysis reviewed traditional media channels such as



This aimed to gauge the portrayal of HIV/AIDS and U=U in mainstream media and identify any gaps or misconceptions. This analysis revealed limited coverage of HIV/AIDS and U=U in mainstream media, with instances of sensationalism, educational gaps, and stigmatising language. Furthermore, there was inconsistency in messaging across different media platforms, and mainstream media missed opportunities to educate the public about HIV/AIDS prevention and the U=U message. However, positive stories featuring individuals living with HIV/AIDS who were leading successful lives were noted. These findings highlighted the importance of partnering with traditional media outlets for campaigns and the need to create youth-centric content to reach the campaign's objectives effectively.

As part of the situation analysis, a literature review was conducted, the search was done using Boolean operators and the key words were "HIV/AIDS," "U=U," "knowledge, attitude, perception and practice," "PLHIV," "adolescents and young people," "Nigeria," and "low- and middle-income countries."



Findings from the desk review revealed two key insights that shaped the strategy for the U=U campaign.

- First, it brought to light notably low levels of awareness regarding U=U messaging among the intended audience (Ajayi et al., 2020). This knowledge gap emphasised the pressing need to amplify awareness of the concept and its pivotal role in preventing HIV transmission.
- Secondly, stigma related to and misconceptions surrounding HIV/AIDS, particularly among young individuals, were seen (Youssef et al., 2021 and Iwoi et al, 2017). These misunderstandings frequently led to discrimination and posed significant obstacles to HIV testing and treatment, highlighting the importance of addressing these issues directly.

Findings made it evident that a tailored approach was essential to close the gaps in awareness and decrease stigma associated with HIV. This also importantly highlighted the potency of social media as a formidable platform for information dissemination. However, it also revealed that this potential was not fully harnessed for HIV/AIDS awareness within the target demographic.

These insights collectively informed the comprehensive strategy of the U=U campaign, aiming to tackle these challenges and amplify the U=U message effectively.

U=U Content Development Workshop



Content Development (June – July 13th)

The U=U campaign's content development phase was designed based on findings from the desk review. It adopted an audience-centric approach, tailoring content to young people aged 18 to 35. The core U=U messages were designed to achieve the campaign objectives in simple, clear language. To achieve the objectives, real-life experiences of some young PLHIV were incorporated in the messaging, and this was further tailored to fit the dissemination channel/platform. Strategic partnerships with influencers ensured wider reach, and the campaign prioritized localized content, recognizing Nigeria's cultural diversity.



Nigeria Health Watch developed a U=U message development framework based on the COMBI strategy, and this guided the content focus.

U=U means
"Undetectable" equals
"Untransmittable"

@uequalsung

PEPFAR

NIGERIA HEALTH WATCH

U=U

PEPFAR

NIGERIA HEALTH WATCH

U=U

U=U

For your viral load to remain undetectable, you must continue to take your ART medication daily as prescribed.

Together we can achieve an AIDS free generation.

NIGERIA HEALTH WATCH

U=U

PEPFAR

NIGERIA HEALTH WATCH

U=U

U=U Content Development Workshop

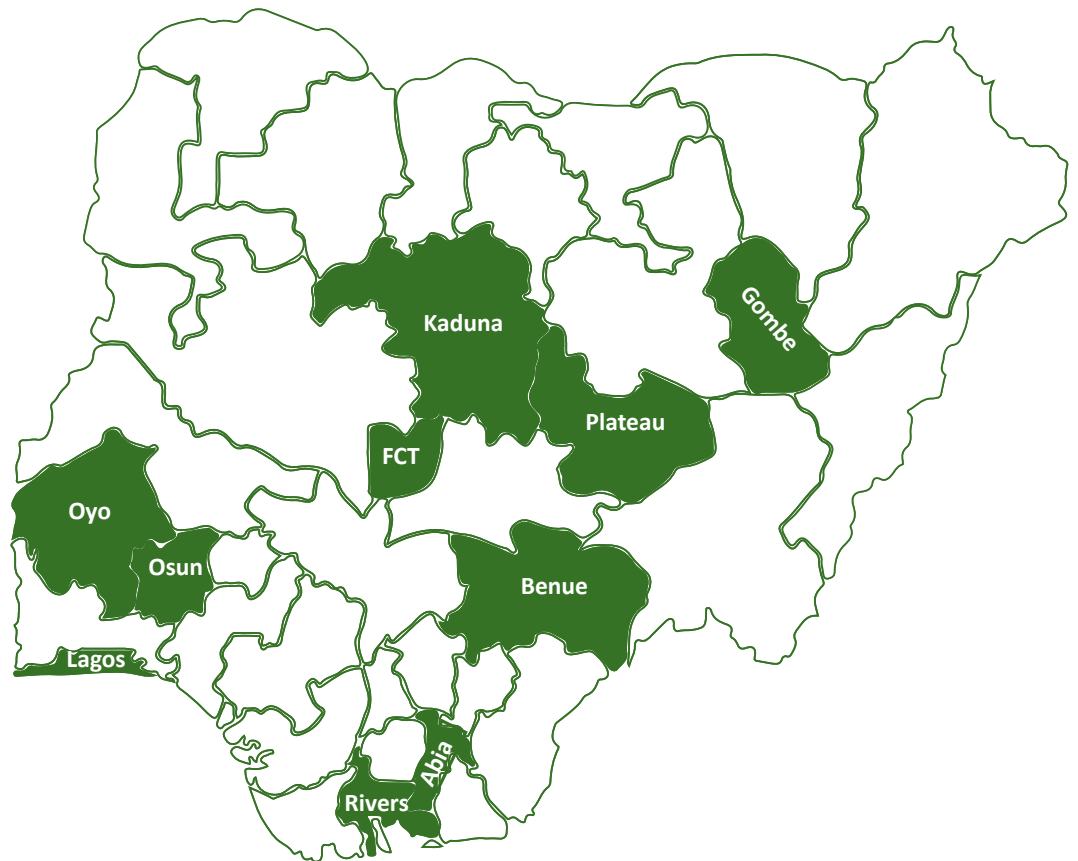
This sequential model illustrated how individuals understand and adopt U=U messaging, emphasizing clarity, language simplicity, and a central message in each communication (Appendix B).

Thirty-five key messages were developed and validated in a content development workshop, focusing on U=U, medication adherence, testing, and combating stigma. The stakeholders at the workshop included the government (FMOH NASCP, NACA), PHLIV in the target age group), influencers, and implementing partners. This diverse content aimed to cater to various learning styles and preferences, contributing to the campaign's success. The strategic use of influencers, combined with engaging content, facilitated increased awareness about the U=U messaging. The campaign's production and dissemination of radio jingles further expanded its reach, targeting diverse linguistic communities and demographics across ten states. The ten states where radio jingles were aired include Abia, Benue, Federal Capital Territory, Gombe, Kaduna, Lagos, Osun, Oyo, Plateau and Rivers, and they were prioritized based on four criteria including the State's viral suppression gap, young population, radio listenership and viral load coverage gap. The campaign strategically selected radio stations and timeslots to maximize outreach to this young demography, recognizing their importance in HIV prevention efforts.

The jingles, broadcast over 36 days on various stations, contributed significantly to the campaign's success in reaching a broad audience. This showed the campaign's commitment to creating impactful content for diverse audiences, employing various formats and channels to disseminate the U=U message effectively.



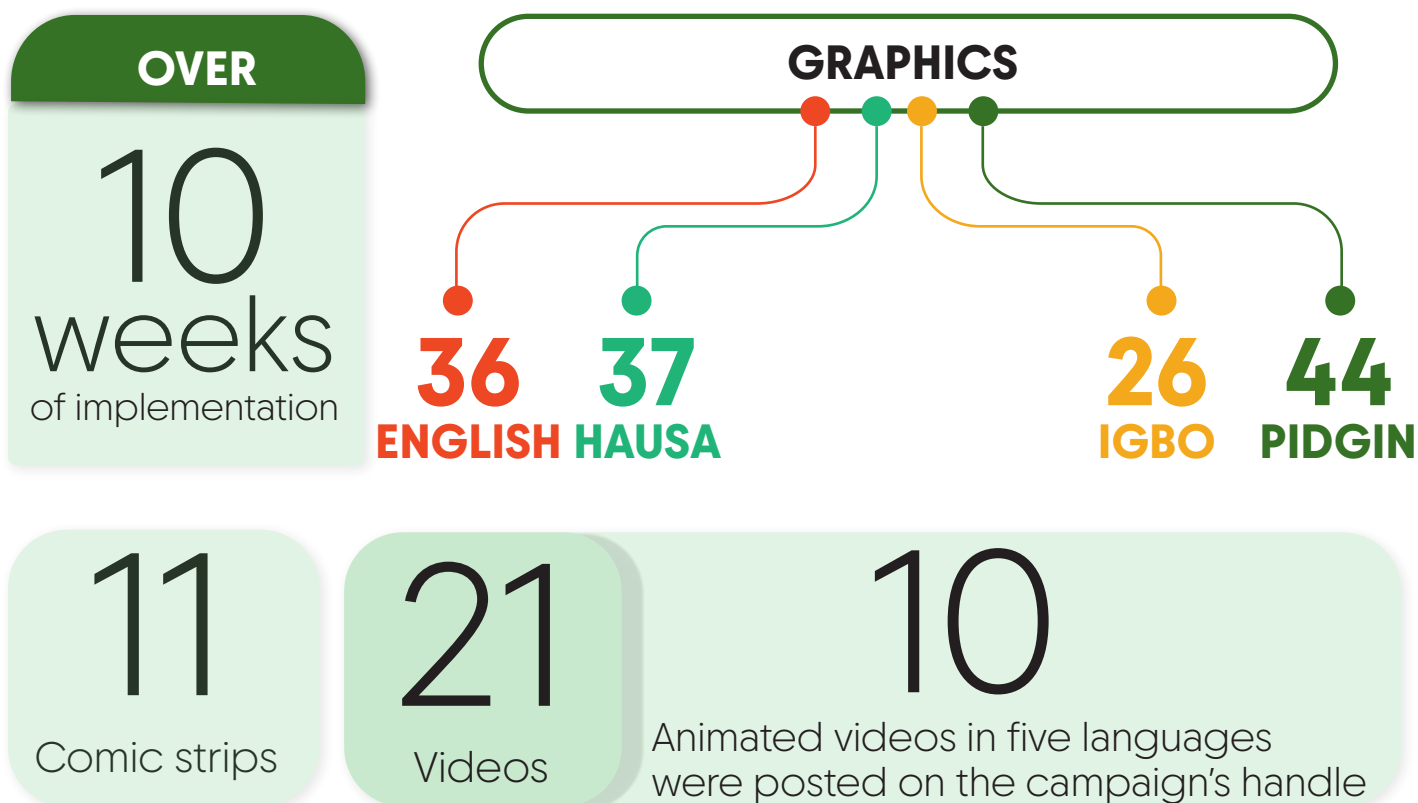
The ten states where radio jingles were aired include:



COMIC STRIPS

Dissemination and Monitoring (July 14th – Sept 30th)

The U=U campaign's content dissemination strategy was designed to ensure broad and impactful outreach to its target audience of young people aged 18 to 35. Recognising the power of social media in today's digital age, the campaign leveraged multiple online platforms, such as Facebook, Twitter, Instagram, and YouTube, to maximise reach and engagement.



The U=U Campaign's content dissemination strategy was marked by its multichannel approach, linguistic inclusivity, and commitment to engaging, informative, and culturally relevant messaging. The strategy aimed to raise awareness about U=U and foster a deeper understanding of its significance among Nigeria's young population. Through active engagement and partnerships, the campaign sought to achieve its objectives and leave a lasting impact on HIV/AIDS prevention and treatment in Nigeria.



Social Media Engagement

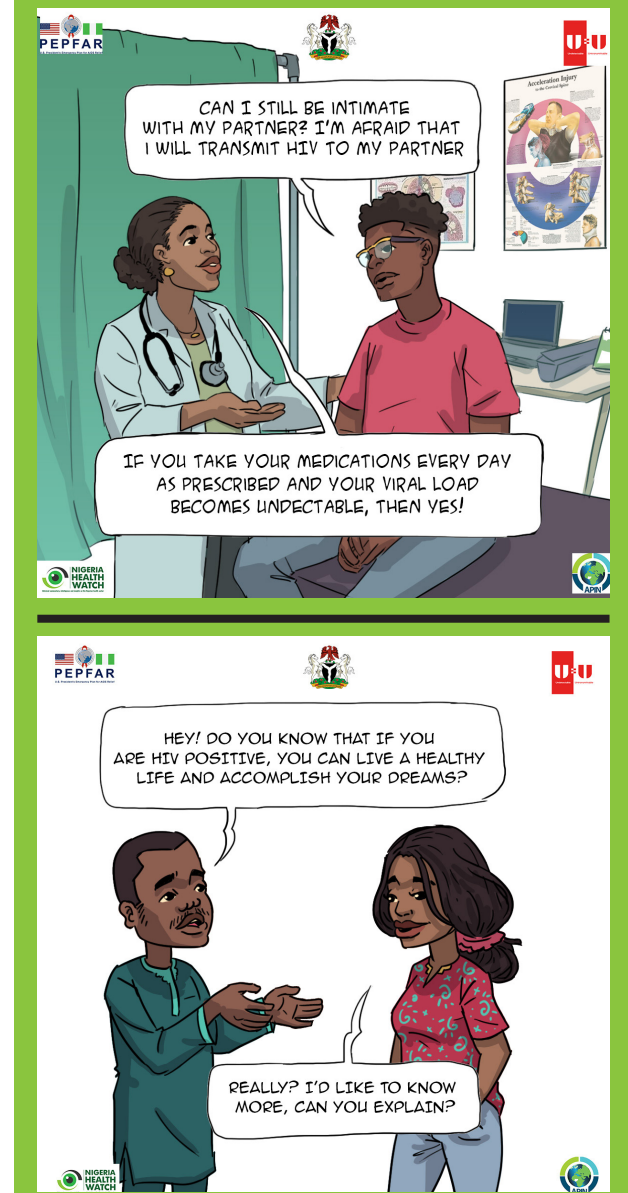
Strategic Scheduling: The campaign scheduled posts during peak online activity hours to optimise visibility and engagement. This ensured that key messages were shared when the target audience was most active on social media. Four social media influencers who resonated with the campaign's goals were strategically engaged. These influencers (Dr. Munirat Antoinette Lecky, Kanaga Jnr., Tomiwa Tegbe, and Ugo P. Nnamdi) had substantial followings among the campaign's target demography and effectively amplified U=U messaging.

To cater to Nigeria's linguistic diversity, content was translated into various languages, including: **ENGLISH, PIDGIN, HAUSA, IGBO, YORUBA**

This approach ensured that the campaign could effectively connect with different linguistic communities. Visuals, including images, infographics, and short videos, were used to convey key messages due to its ability to capture attention and facilitate better understanding and retention of information.

Comprehensive monitoring tools were deployed to track social media conversations, engagements, and sentiment analysis. Real-time data allowed for adjustments to content and strategy to maximize impact. However, the campaign was not able to evaluate message acceptance and any resulting behavior changes that may have occurred because the time constraints did not permit a comprehensive baseline and endline assessment.

Comic strips



Radio Jingles

Radio jingles were produced in English, Pidgin, Hausa, Igbo, and Yoruba to reach diverse communities and demographics. The jingles were aired on various radio stations across ten states during prime-time slots, ensuring that the U=U message reached a broad audience. Data on radio station listenership coverage and the frequency/number of times jingles reached the target audience were analyzed.

Achievements of the U=U Campaign

The U=U campaign significantly increased online conversation volume of U=U across HIV/AIDS prevention, testing, and treatment, primarily focusing on U=U messaging. On social media, primary disseminators included the influencers, Nigeria Health Watch, and other US CDC implementing partners like APIN.

Four keyword and hashtag scenarios were analyzed at baseline: #HIV, #AIDS, #U=U and #UequalsU for scenario 1, #HIV, #U=U and #UequalsU for scenario 2, #UequalsU for scenario 3, and #U=U and #UequalsU for scenario 4 (Table 1). At endline, the unique campaign hashtag, #UequalsUNG (created specifically for this campaign), was included for each scenario.

U=U Content Development Workshop



At the endline, the unique campaign hashtag, #UequalsUNG (created specifically for this campaign), was included for each scenario. At end of the campaign, there were 1,542%, 1,137%, 401% and 406% more conversations on social media for scenarios 1 to 4 respectively (Table 1). More so, compared to the four scenarios at baseline, there were 1,410%, 1,105%, 434% and 491% more engagements per post/message.

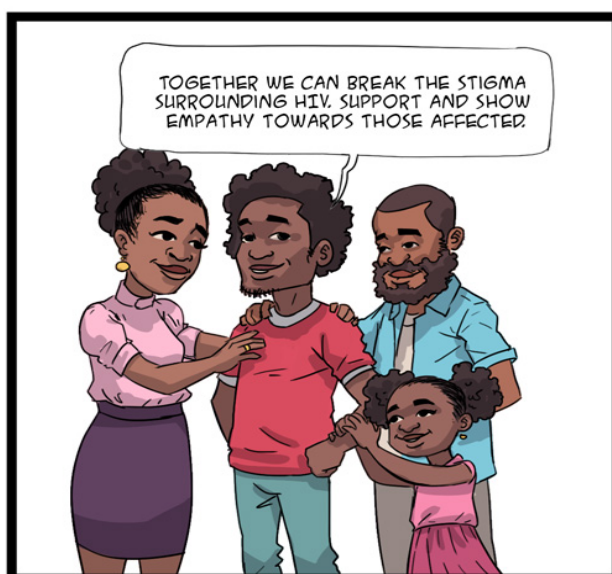
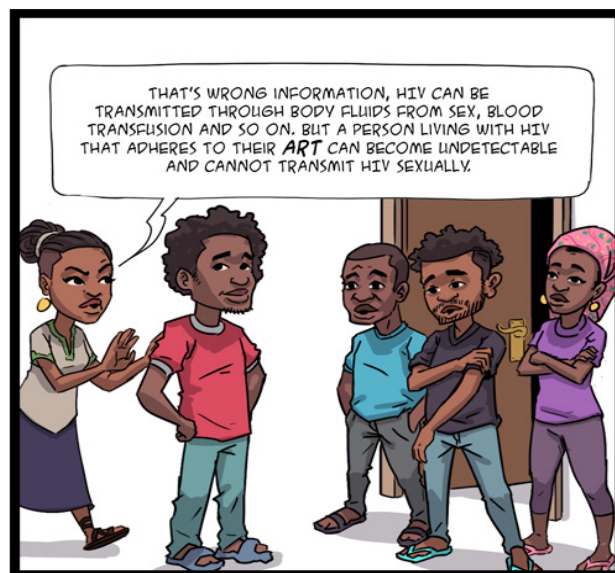
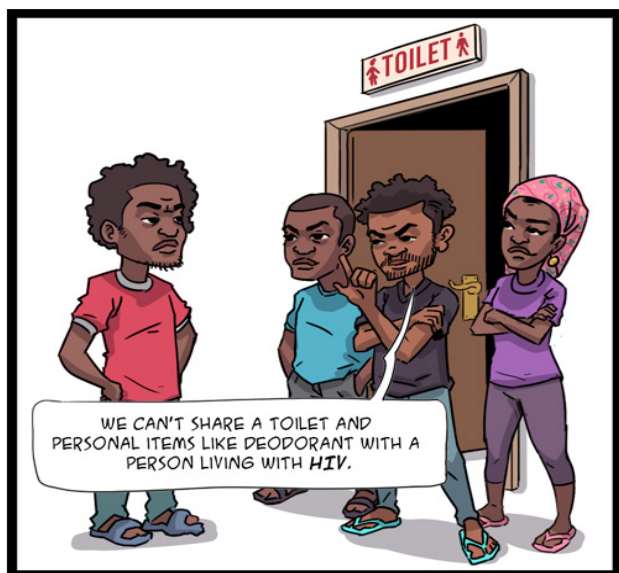


Table 1: Hashtag/Keyword scenarios and endline increased in volume

Scenario	Scenario 1	Scenario 2	Scenario 3	Scenario 4
	HIV, AIDS, U=U, UequalsU, UequalsUNG	HIV, U=U, UequalsU, UequalsUNG	UequalsU, UequalsUNG	U=U, UequalsU, UequalsUNG
Conversation Volume Increase	1541.91%	1137.12%	400.96%	405.71%

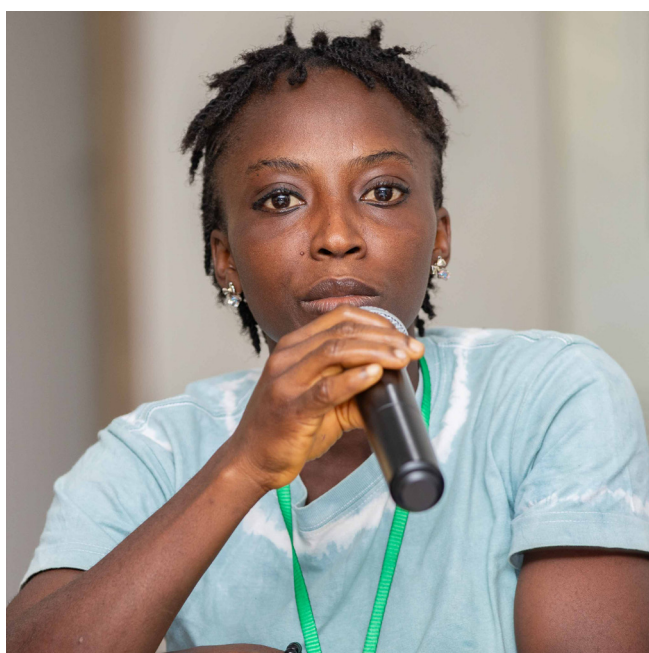
On traditional media, the U=U campaign reached a substantial number of radio listeners,

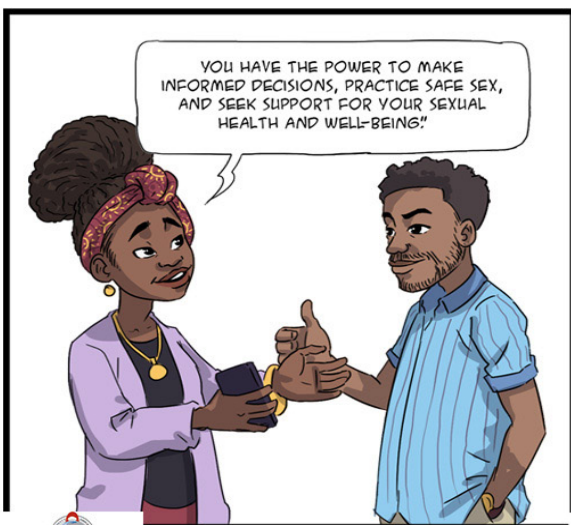
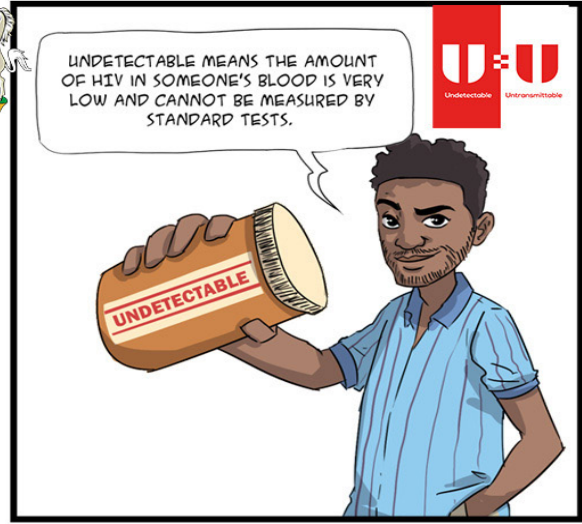
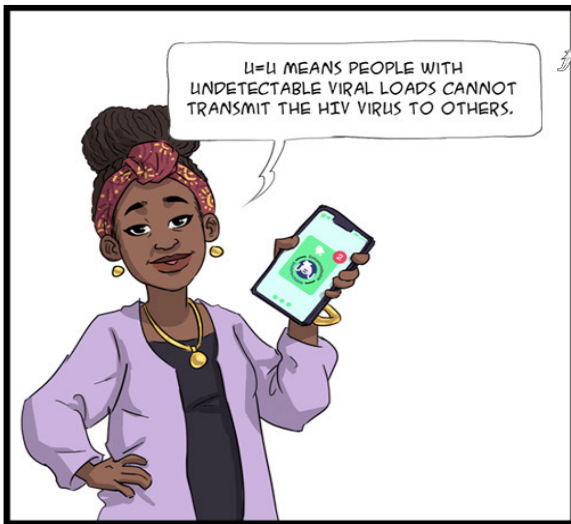
with the highest reach being in **Kaduna State**

where listenership reached about **3,116,762**

However, impact on knowledge, awareness or behavior change could not be measured because resources limited the capacity of the campaign to do so. The campaign’s specific achievements are outlined below.

U=U Content Development Workshop





Radio Campaign

A targeted radio campaign was executed across multiple stations and time slots from August to November 2023. The radio campaign aimed to disseminate vital U=U information to the 18-35 age group.

Jingles ran for **12 weeks**

consisting of **72 plays** in total

6 plays per week
(two messages in three languages)

Due to MPS data unavailability across 10 states, the data available provides insights into radio listenership in seven (Kaduna, Rivers, Plateau, Oyo, Abia, Lagos, and Abuja). The figure # below shows radio listenership by state.



Kaduna State has the highest potential reach.

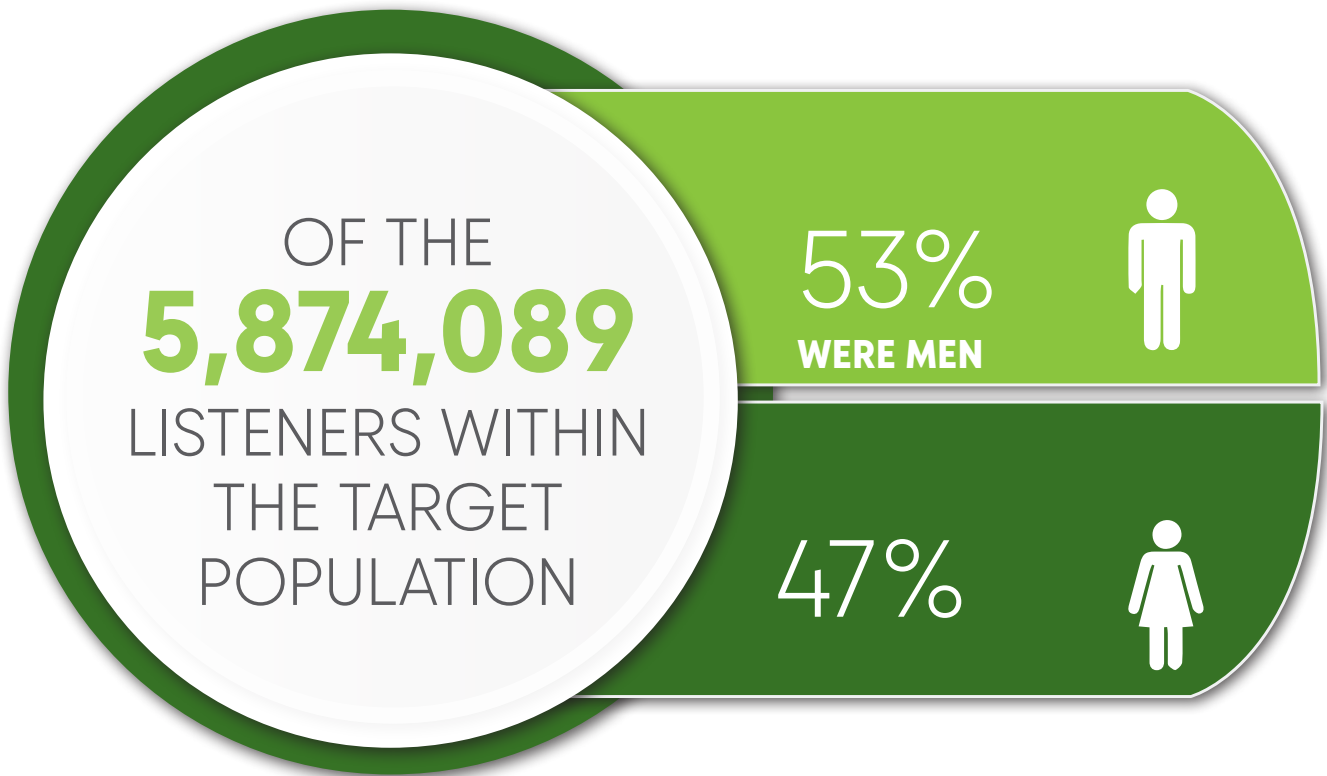
On the other hand, Lagos, and Abuja, despite their high population, exhibited a slightly lower listenership than anticipated, totaling approximately 9.5% combined. This lower listenership may be attributed to fewer radio jingle airs, which was due to financial constraints.

Figure 1: Radio Jingle Listenership by State

Radio Jingle Listenership Data by State						
Kaduna	Plateau	Oyo	Rivers	Abia	Lagos	FCT
3,116,762	665,531	542,568	512,183	481,127	443,477	112,429

U=U Content Development Workshop

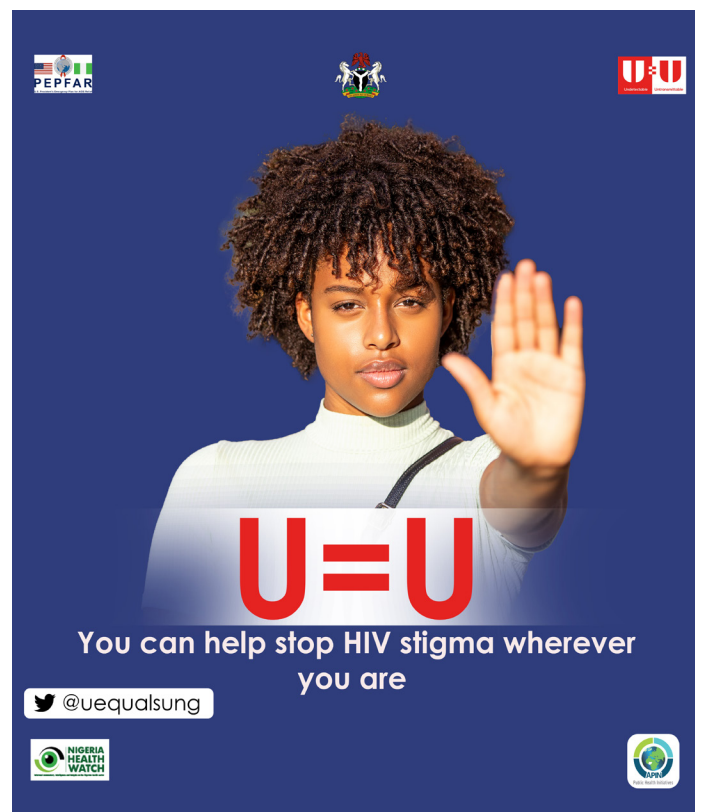


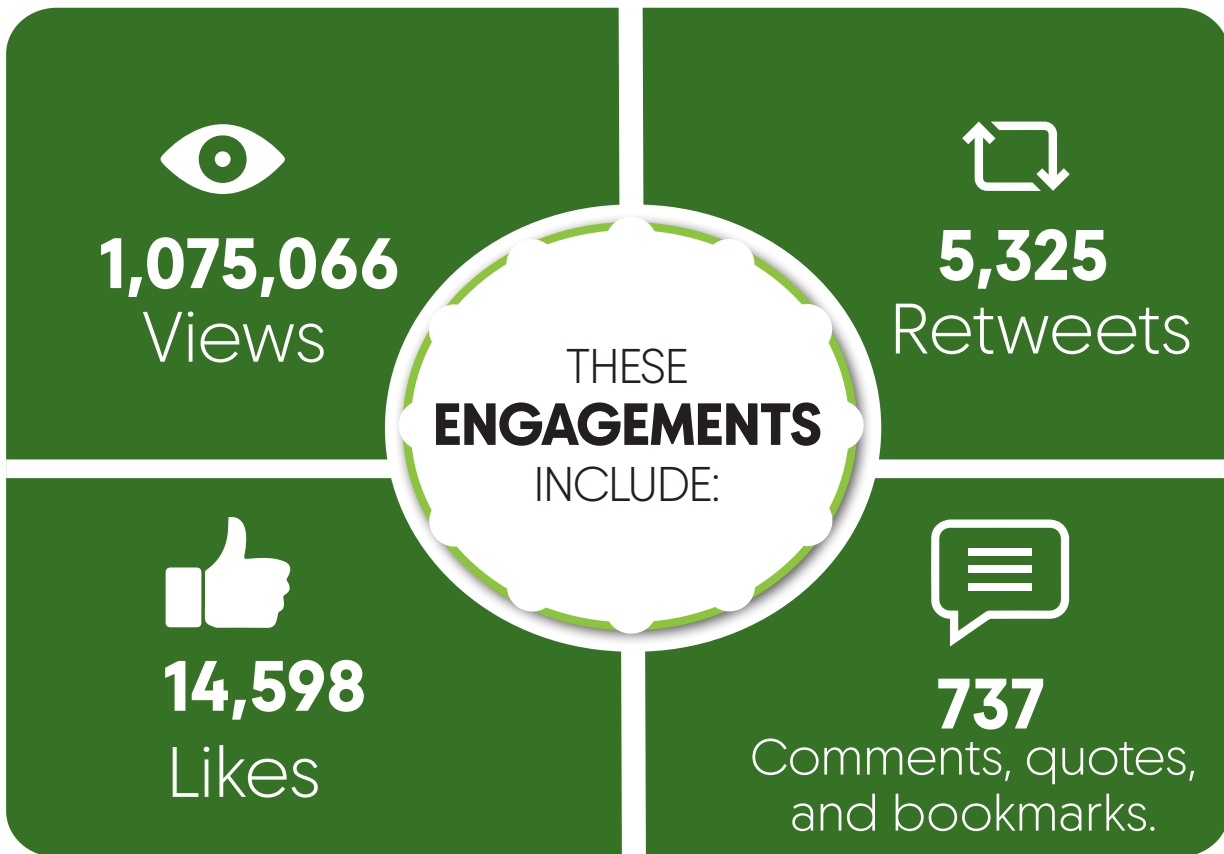


This trend aligns with previous studies conducted amongst the same target group that showed that more men listen to the radio than women (Ajaegbu, Akintayo, and Akinjiyan, 2015)

Social Media Campaign

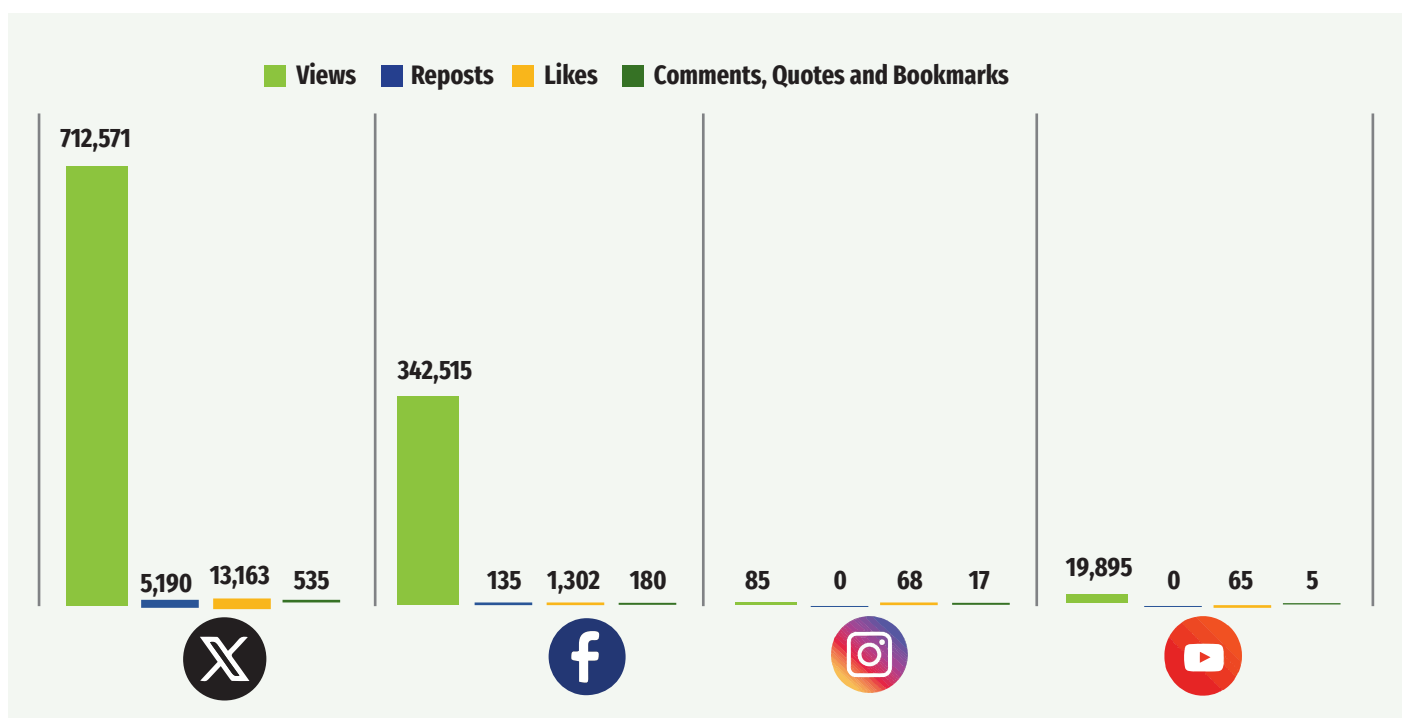
The social media campaign commenced in mid-July and ended by the end of September 2023, and it leveraged three platforms including X (formerly Twitter), Facebook, and YouTube. It entailed disseminating campaign materials focused on promoting the core messages of U=U. Nigeria Health Watch, APIN, and the influencers played a pivotal role in disseminating campaign content. Metrics from lead contributors (Nigeria Health Watch, APIN, Social Media Influencers and other Implementing Partners) reveal substantial engagement, totalling 1,095,726 engagements





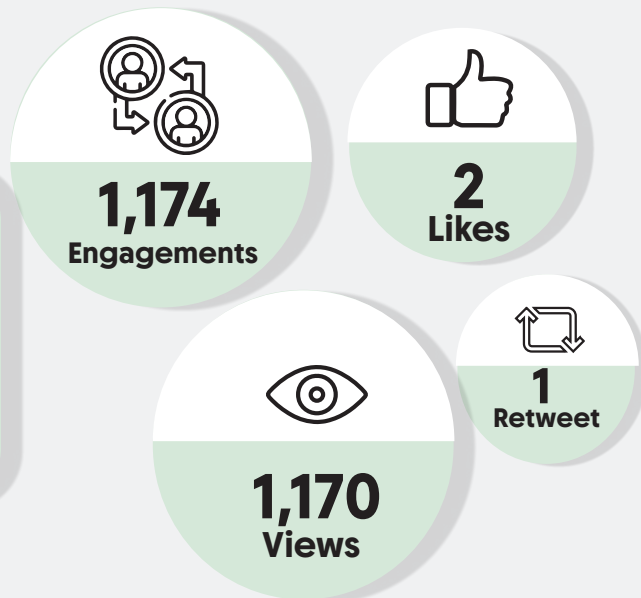
The high level of engagement from the lead contributors' audiences signifies that campaign messages reached a broad and diverse audience. The significant engagement underscores the influence of lead contributors on the campaign's objectives. They effectively amplified the campaign's core messages, conveyed the importance of U=U and adherence to treatment, and fostered a sense of community and support among their audience.

Figure 2: Engagements across the social media platforms



Accounts that shared campaign posts, whether sharing directly or creating new posts with their own messaging alongside campaign graphics also contributed to increasing the campaign's reach.

**THEIR
COMBINED
EFFORTS
RESULTED IN:**



This organic sharing demonstrates the broader impact of the campaign in fostering conversations about HIV/AIDS prevention and the significance of U=U.

Social Media Hashtag/Keyword Analysis

The campaign achievement was measured in four scenarios of keywords/hashtags (see table below). These scenarios depicted significant increases in the conversation volume signifying noteworthy success in the campaign. The keywords/hashtags associated with the campaign were compared with baseline data collected; the first scenario (#HIV,#AIDS,U=U,#UequalsU, and #UequalsUNG) showed a 1,541.91% increase, the second scenario (#HIV, #U=U, #UequalsU, and #UequalsUNG) showed a 1,137.12% increase, the third scenario (#UequalsU and #UequalsUNG) showed a 400.96% increase and the fourth scenario (#U=U, #UequalsU, and #UequalsUNG) showcased a 405.71% increase in conversation volumes.

In addition, compared to the four scenarios at baseline, there were 1,410%, 1,105%, 434% and 491% more engagements per post/message (Figure 4).

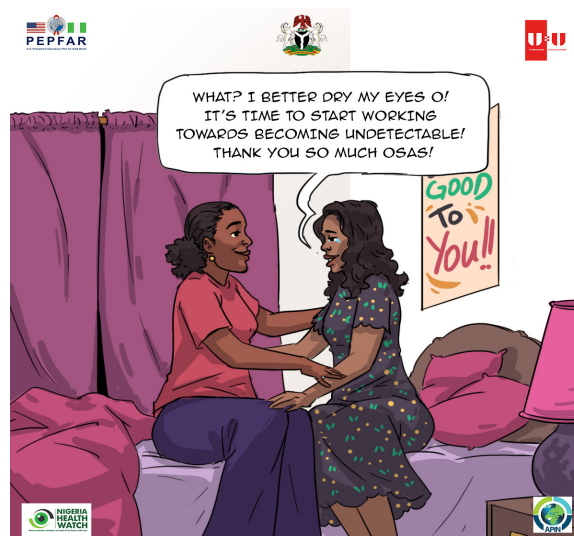
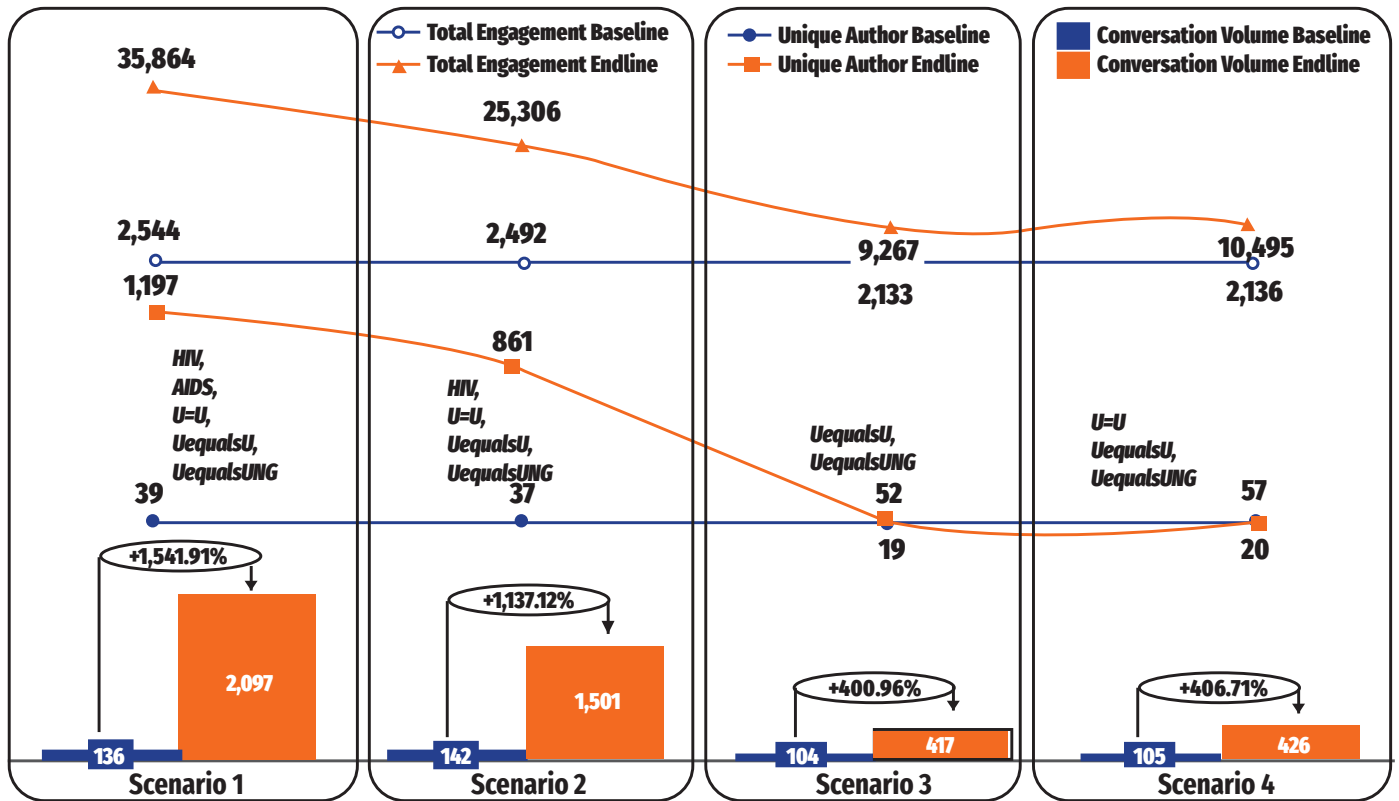


Figure 4: Engagement, Conversation Volume and Unique Author baseline and endline comparison



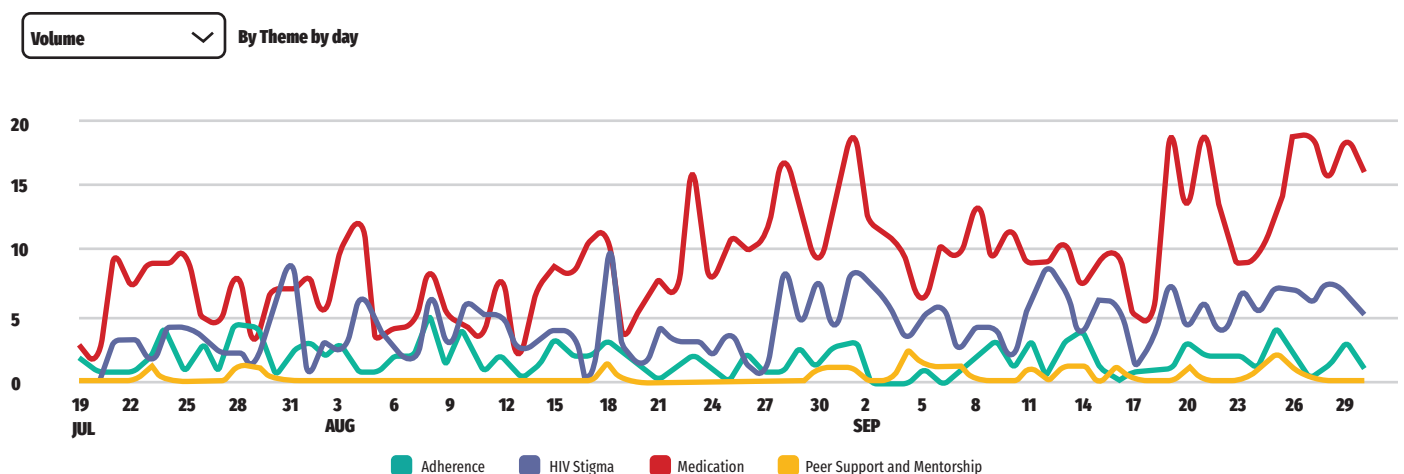
Informed commentary, intelligence and insights

Theme with Most Trend

Of the campaign's main themes, the theme "medication" garnered significant attention with 669 mentions, averaging at least 15 mentions per day throughout the campaign period. This reflects the audience's strong interest in the critical role of medication adherence in achieving an undetectable viral load.

Theme Trends

Analyse how conversation around Themes change over time.



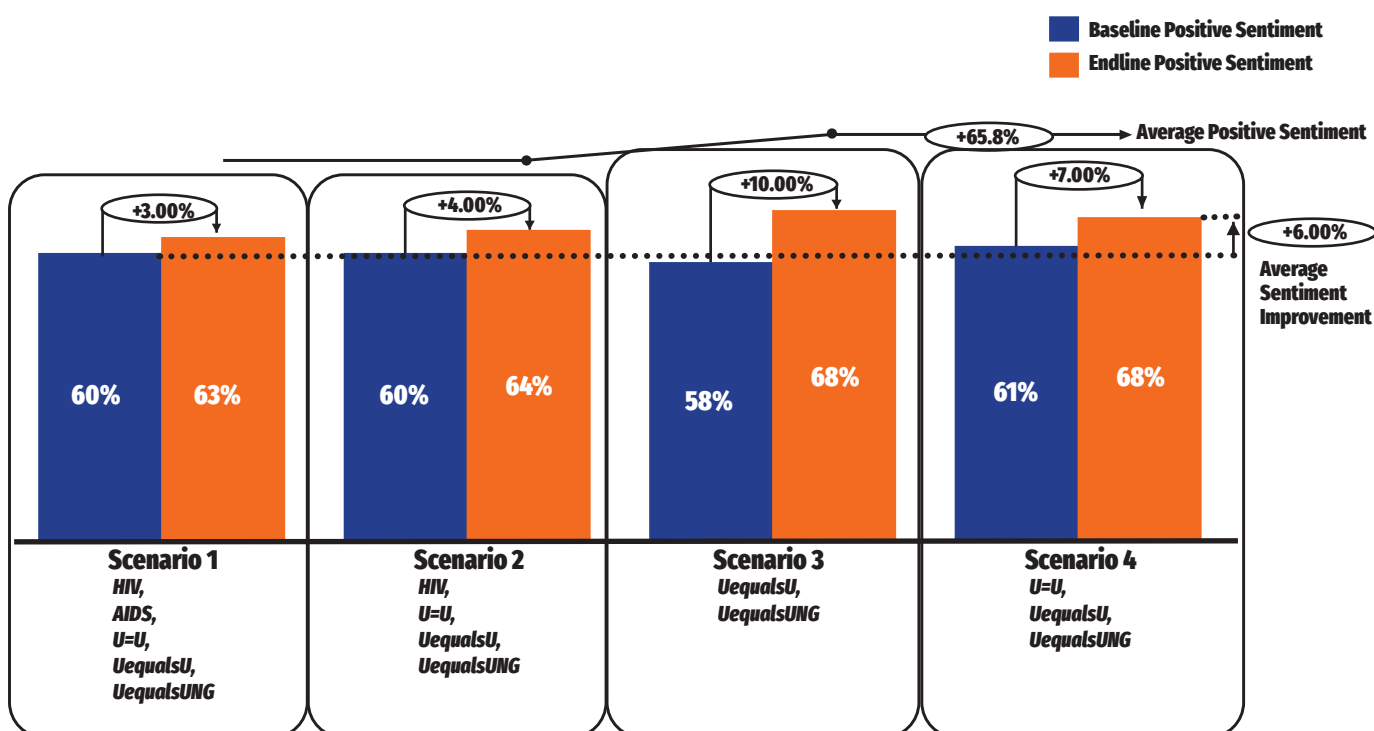
Sentiment Analysis

Sentiment analysis was conducted across the four keyword and hashtag scenarios analysed at baseline and endline. The sentiment for each keyword and hashtag scenario differed, as detailed below:

Table 2: Hashtag/Keyword scenarios sentiments analysis

	Scenario 1	Scenario 2	Scenario 3	Scenario 4	Average
	#HIV, #AIDS, #U=U, #UequalsU, #UequalsUNG	#HIV, #U=U, #UequalsU, #UequalsUNG	#UequalsU, #UequalsUNG	#U=U, #UequalsU, #UequalsUNG	
Baseline Positive Sentiment	60%	60%	58%	61%	59.8%
Endline Positive Sentiment	63%	64%	68%	68%	65.8%
Sentiment Improvement at endline compared to baseline	3%	4%	10%	7%	6%

Figure 5: Hashtag/Keyword scenarios sentiments analysis (Baseline and Endline)

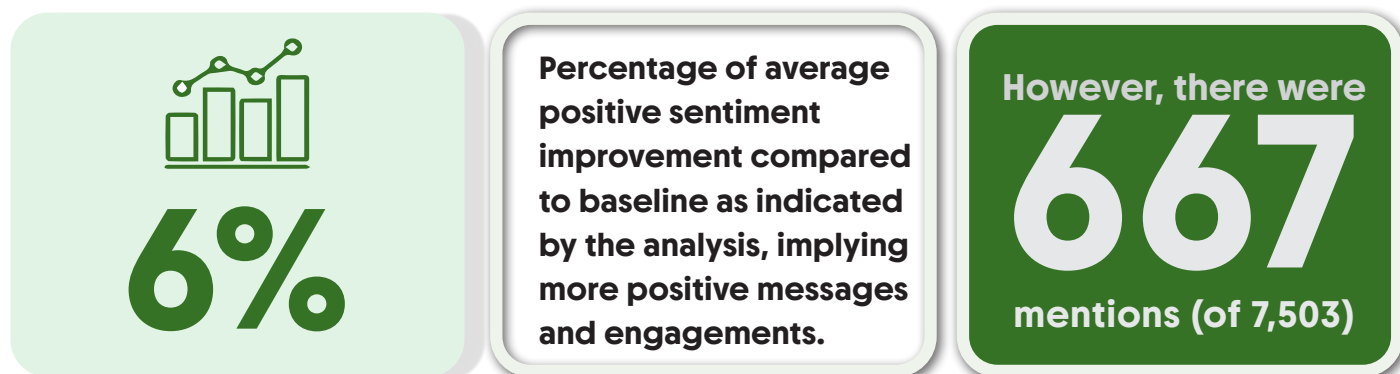


Informed commentary, intelligence and insights

Overall, the campaign generated predominantly positive sentiments, with an average positive sentiment of 65.8%. The net sentiment score, derived from the difference between positive and negative sentiments, was significantly positive across all four scenarios. This improvement from

baseline to endline indicates that the campaign resonated well with the audience and elicited favorable reactions.

To evaluate sentiment, an AI-based sentiment analysis tool was employed, using natural language processing algorithms to categorise mentions as positive, negative, or neutral. This AI tool's accuracy has been validated against manually annotated data to ensure reliability.



with negative sentiments that stemmed from a misinformation regarding the results of HIV tests conducted on a group of individuals in the capital city of Nigeria (Abuja). Based on qualitative analysis of the context and content of the negative mentions, majority of them emanated from a misinformation and reactions to the misinformation (see image below).

Figure 6: Collage of some negative sentiment messages identified to be misinformation incident.

<p>This is the kind of false PR that HIV has gotten that even Hepatitis B virus which is more deadly has not gotten. This is what is making international organizational organisations push more money into HIV prevention and treatment than Hepatitis. This is completely impossible in Nigeria. https://t.co/xlSnuxoyYW</p>	<p>People lie too much on this Twitter. Like for what? That's how one doctor said 60% of a test sample for aids in Nigeria was tested positive. Everything for clout. QT: The so-called Igbo Muslim girl is actually a guy and he's a Northerner. CATFISH!!!. https://t.co/hZ9IU8UnOc</p>
<p>By any metrics this data and figure is false. Don't post a misleading article. It's even difficult for the male to contact the virus (if exists just like covid 19 that was a hoax). Be guided QT: So last week the Red Cross reportedly ran HIV tests for 197 people in Abuja Nigeria. 119 of them were positive and 60% of the positive tests were male. If you can't control yourself, use condoms. Just stop playing games with your life. https://t.co/J0IXO1eeZE</p>	<p>Even South Africa with one of the highest HIV prevalence rate in Africa is at 15%. There is no way in the world you'd achieve 60% prevalence with a random sample in Nigeria. It is impossible. QT: So last week, the Red Cross reportedly ran HIV tests for 197 people in Abuja, Nigeria. 119 of them were positive and 60% of the positive were male. If you can't control yourself, use condoms. Just stop playing with your life. https://t.co/J0ix01eeZE</p>

While the campaign did not directly address the misinformation, as it was not the primary focus of the U=U campaign, understanding and addressing these negative sentiments can help refine future messaging and improve the campaign's overall impact.

Conclusion, Recommendations, and Limitations

Conclusion

In conclusion, the U=U campaign made progress in raising awareness about HIV/AIDS testing, and treatment, particularly emphasizing the importance of medication adherence for U=U. The campaign had a wide reach and generated predominantly positive sentiments. These achievements underscore the campaign's success in reaching its target audience and advancing its objectives to reduce HIV transmission and stigma.

Limitations

Despite the achievements, the campaign was limited by the duration of implementation. Due to the limited timeline of the project, a comprehensive baseline assessment could not be conducted to measure knowledge or behavior change outcomes. Additionally, due to financial constraints, radio jingles could not be aired across all US CDC supported states.

More so, the timeline for campaign implementation was only 11 weeks, limiting the potential reach of this campaign. This also contributed to posting less content than planned due to more time required to produce campaign materials.

Additionally, campaign's inability to measure radio jingle listenership in three states due to the absence of MPS coverage in those states was a limitation while buy-in was obtained from all relevant government stakeholders, they were not actively involved in the dissemination of these messages, which would have increased the overall reach and visibility.

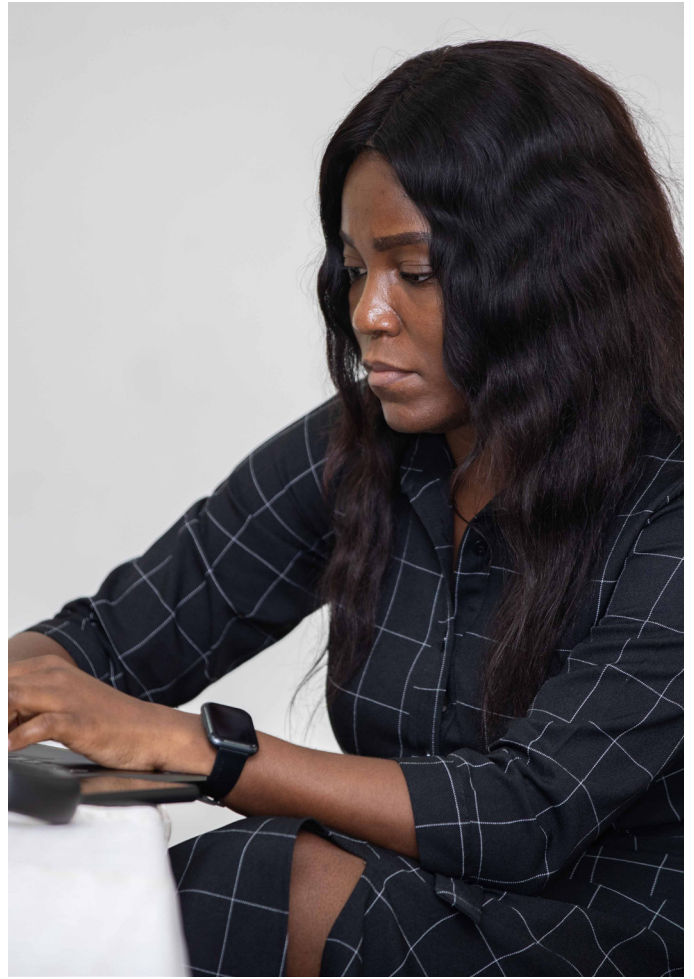
Recommendations

Although increased awareness as evidenced by the conversation volume has been created on this groundbreaking HIV prevention strategy; however, the campaign was short-term, and it is important to sustain the momentum of the U=U awareness campaign. There is a need to scale up this campaign for a longer duration, considering that a yearlong campaign is not sufficient time to move from awareness to behavior change (James, 2023 and Kite et al., 2018). More so, influencers significantly contributed to the increased conversation volume and sustained campaign momentum and should be utilized for subsequent campaigns targeting the same population. It is also important to expand the radio campaign's reach beyond the ten states that were prioritized. Moreover, for future campaigns, there is a need to conduct comprehensive baseline and post-activity knowledge assessments to enable adequate outcome measurement. In addition, to increase the potential reach and visibility of the messages, there is need for a far greater collaboration with government stakeholders.

Photo Gallery







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A. Baseline Assessment Audience Analysis (1/2)

SN	Components	Audience	Social-demography	Geographic characteristics	Psychographic characteristics	Communication Preferred media	Other opportunities
1a	Primary audience - people that are directly affected by the U=U campaign or the potential beneficiaries	Young people living with HIV (Association of people living with HIV)	<ul style="list-style-type: none"> Age ranging from 18 to 35 years Male and Female All education and income levels, religions, ethnics and occupation English, Pidgin, Hausa, Igbo and Yoruba 	<ul style="list-style-type: none"> Rural and urban areas 19 states including Benue, Plateau, Oyo, Ogun, Ondo, Lagos, Kaduna, Gombe, Kogi, Abia, Enugu, Imo, Osun, Ekiti, Delta, Rivers, Katsina, Nasarawa and the FCT 	<ul style="list-style-type: none"> Seeking healthy ways of living as a PLHIV Avoiding stigma linked to living with HIV 	Traditional media - radio, television, newspaper, Social media - Facebook, Twitter, Instagram, Tiktok, WhatsApp	<ul style="list-style-type: none"> Market places Universities/schools and school events Health clinic Community events Religious places Social media

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Audience Analysis (2/2)

SN	Components	Audience	Social-demography	Geographic characteristics	Psychographic characteristics	Communication Preferred media	Other opportunities
2	Secondary audience - people that are indirectly affected by the U=U campaign	Relative of PLHIV	<ul style="list-style-type: none"> All age groups Male and female All education level English, Pidgin, Hausa, Igbo and Yoruba All religion, ethnics and income level 	<ul style="list-style-type: none"> Rural and urban areas 19 states including Benue, Plateau, Oyo, Ogun, Ondo, Lagos, Kaduna, Gombe, Kogi, Abia, Enugu, Imo, Osun, Ekiti, Delta, Rivers, Katsina, Nasarawa and the FCT 	<ul style="list-style-type: none"> Potentially 	Traditional media - radio, television, newspaper, Social media - Facebook, Twitter, Instagram, Tiktok, WhatsApp	<ul style="list-style-type: none"> Health clinics/facilities

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COM-B Analysis (1/2)

SN	Current behaviour (to be filled from the baseline and desk review)	Capabilities (Knowledge, attitude and perceptions)	Opportunities (Barriers to improved behaviour)	Motivations (Facilitators of improved behaviour)	Audience segmentation
1a	<ul style="list-style-type: none"> Mostly unaware of U=U campaign Dealing with individual level S&D that could lead to identity crises, loneliness, low self esteem and lack of motivation to practise prevention 	<ul style="list-style-type: none"> Majority have good knowledge of HIV/AIDS and how it can be transmitted Most of them believe that a ARV as prescribed is till contagious and a good number think HIV is curable More than half of them have multiple partners Majority of those who have partners have unprotected sex and only a few of them spoke to their partners about their status Some PLHIV have negative attitude to HIV management due to stigma. Stigma is associated with loss to follow-up, poor adherence, failure to disclose status, decision to drop out of school, avoidance of antenatal care and testing by pregnant adolescents, and even depression and suicidal ideation among sub-Saharan African youth with HIV 	<ul style="list-style-type: none"> Stigma at all levels that may hinder adherence to HIV management Fear of rejection 	<ul style="list-style-type: none"> Supportive close associates 	<ul style="list-style-type: none"> Young people living with HIV living in urban areas Young people living with HIV living in rural areas.

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COM-B Analysis (1/2)

SN	Current behaviour (to be filled from the baseline and desk review)	Capabilities (Knowledge, attitude and perceptions)	Opportunities (Barriers to improved behaviour)	Motivations (Facilitators of improved behaviour)	Audience segmentation
1b	<ul style="list-style-type: none"> Potentially stigmatized people that are living with HIV 	<ul style="list-style-type: none"> Majority do not have good knowledge of HIV/AIDS and how it can be transmitted Approximately half of the young people are not accepting of PLHIV People who are less knowledge about HIV/AIDS are more likely to have negative attitudes towards PLHIV Most young people use condoms during intercourse for HIV/AIDS prevention 	<ul style="list-style-type: none"> Poor knowledge/ awareness of HIV 	<ul style="list-style-type: none"> Good knowledge of HIV and how it can be transmitted 	<ul style="list-style-type: none"> Other young people living in urban areas Other people living in rural areas
2		<ul style="list-style-type: none"> Majority have good knowledge of HIV Majority have positive and supportive attitude to PLHIV 			

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B. Directory of Developed and Disseminated Contents

Infographics	https://nhwat.ch/UequalsUinfographics
Comic Strips	https://nhwat.ch/UequalsU_ComicStrips
Videos	https://nhwat.ch/UequalsU_Videos
Jingles	https://nhwat.ch/UequalsU_Jingles
Blog	https://nhwat.ch/UequalsU_Blog



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