



Western Cape  
Government

BETTER TOGETHER.

# KNOW YOUR STATUS AND WIN CAMPAIGN

Reflections on behaviour change & sustainability

Cape Town |

Nick Clelland |

# The campaign



**25 November - 10 December**

**“Know Your Status & Win”/ “Weet en Wen”**

**16 days of Activism - 28 November to 10 December 2011.**

**To start addressing women and children’s vulnerability to HIV infection in a meaningful and substantive way.**

**Key to achieving this is for everyone to take responsibility for knowing their HIV status by getting tested.**

# The campaign

**The Western Cape has a successful routine testing programme**

**We still, however, have thousands of people who have not been tested, and who continue to put their health and that of others, at risk.**

**We are committed to trying all possible methods to ensure that we achieve universal coverage of adults regularly testing their HIV status.**



# Behavioural economics

**Psychology and Economics = understanding what incentivises behaviour**

- **Choice architecture** –  
organ donations: Belgium 98% v.s. Denmark 4%
- **The power of reminders** –  
glow cap pill case
- **Use descriptive norms** –  
honour code & gender
- **Facilitate plan making** –  
clocky & designated drivers
- **Promote the right identity** –  
bloody legend



# The campaign

Under our campaign, every citizen that took an HIV test at any of the **204** non-medical testing points across the province was entered into a draw in which they stood a chance of winning a **R50 000** cash prize or one of five **R10 000** cash prizes.

Promotion and communication of the campaign through radio advertising and the free media



# The campaign results

From an initial base of 167 non-medical sites, an increased total of **204** testing sites were operating by the end of the campaign (Including our Thusong centres)

Over **14 000** tested for HIV at the campaign's testing stations over 10 days in addition to the increased routine testing at our medical sites (Monday to Friday over two weeks)

In the Central Karoo over a 3-day period **648** people were tested against the norm of 600 people per month

The total result is **30% more** than non medical sites routinely provide in a month



# Analysis of the campaign

**Who was coming to get tested?**

**The right people?**

- **Repeat testers?**
- **People who haven't been tested this year?**
- **The risk populations?**
- **People incentivized by the lottery?**
- **People incentivized because of the convenient, non-clinic locations?**

**Non-medical site drop off in returning for CD4 count results:**

- **Is it stigma and fear?**
- **Is it simple forgetting?**
- **Is it the hassle and inconvenience?**





# The next campaign/s

Main objective is to measure clearly the results of different interventions at different stages

- Get the right people & right incentives to test
  - Double lottery for 15 – 29 year olds
  - Smaller nudges or incentives
  - More localised, focussed campaigns
- Follow through to get CD4 count results
  - Reminders & nudges
  - Other incentives







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**THANK YOU**