

# Youth IEC 2.0 (HIV Counselling)



TRANSFORMATIONAL  
INVESTMENT  
CAPACITY

## Project Summary

### Problem

Current HIV counselling is paper-based, one-size-fits-all, with outdated visual imagery. Adolescents / youth are a key concern as both mortality and new infections remain high and even increasing.

### Proposed Solution

Design, build, test and learn patient-centred learning on HIV for male and female youth that speaks directly to youth using digital, mobile and other accessible content.



### Potential Impact

- Improves youth knowledge about HIV and sensitizes them to HIV's impact on their lives. Transforms HIV content and learning methods in a person-centric way.

### Viability

- Builds upon a pilot that tested the initial concept. Deploys a step-by-step, interactive approach with test, learn and metrics.
- Measures patient outcomes and change in knowledge.

### Risk Mitigation

- Works closely with youth in communities to decrease adoption risk.

### Scalability

- Can be scaled/translated for other contexts.

**Area/Type:** HR, Learning and Development; Incubator

**Sponsor/Support:** OCB/MSF Southern Africa

**Length/Project Status:** 16 months; **ONGOING**