

DIFFERENTIATED CARE PART 1
RADIO PRODUCTION GUIDE

COMIC RELIEF

RADIO PRODUCTION GUIDE

DIFFERENTIATED CARE



PREPARING FOR THE SHOW

WAYS TO TALK ABOUT DIFFERENTIATED CARE

- Access and adherence challenges to antiretroviral therapy (ART) in South Africa
- The benefits of differentiated care at community level
- Key populations and differentiated care solutions
- Differentiated care for young people living with HIV (PLHIV)

Different ways to talk about: “Differentiated care for PLHIV”.

CHOOSE AN ANGLE

Differentiated care for PLHIV

- The specific needs of PLHIV in my community in terms of treatment and care
- Young people’s perceptions of the existing healthcare system in my community, including its strengths and weaknesses
- How to find differentiated care options in my community
- How to advocate for differentiated care options in my community

FORMATS



VOX POP



Aim

To get many opinions on one topic.



Who do you talk to

Anybody from the community.



Question

Do you think young people living with HIV have different needs from other PLHIV?



AUDIO COMMENTARY



Aim

To get people’s opinion about a topic that they care deeply about.



Who do you talk to

A young person living with HIV, whose viral load is undetectable. Ask if they can describe how differentiated care helped him/her to adhere to treatment and remain in care.

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FORMATS



AUDIO PROFILE



Aim

To get a first person account of someone's experience, passion and journey. Audio profiles often aim to inspire.



Who do you talk to

A nurse who describes how her clinic processes have changed and benefited from adopting a differentiated care approach.



Questions

- What were the challenges you encountered in terms of keeping young people in HIV care and treatment programmes?
- Can you describe the changes that were made in your clinic to make differentiated care possible? Please describe what a typical day looks like now.
- What has been the reaction of your young patients?
- Did you encounter challenges in implementing these changes?



- What are the benefits of differentiated care for you as a healthcare professional treating PLHIV?
- What advice would you give to a young person who is starting his/her ART?

OR talk to a young girl living with HIV, who is struggling to adhere to treatment about her specific needs when it comes to treatment and care.

Questions

Can you describe some of the challenges you encounter when adhering to your ART?
What would help you adhere better?
Can you describe what a perfect environment would look like?
Do you know your sexual and reproductive rights and how to enforce them?



PUBLIC SERVICE ANNOUNCEMENT (PSA)



Voice 1: Themba, get out of bed, it's time to leave for the clinic to collect your antiretroviral treatment!

Voice 1: Ok, so at least get up to find out if you can join such a group. Come on! There must be a way to make this work for you!!!



Voice 2: Mum, I really don't feel like going. It takes me over an hour to walk there and the nurses are horrible. They always make comments about my sexual life that make me very uncomfortable.

Voice Over: Nowadays, more and more clinics and health centers are taking a differentiated care approach to HIV care and treatment. This means that they are trying to adapt their services to the different needs of different people.

Voice 1: But getting your treatment is more important than all these little inconveniences.

Slogan:

It's not about everybody getting the same thing.

Voice 2: I have heard that things are different in other clinics around here. Some of my friends are even able to get their drugs at a self refill group.

It's about everybody getting what they need to live a healthy life!

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HOW TO PRESENT YOUR SHOW

Use your produced radio formats, your research and the suggested script and questions to write your own script.

Suggested questions for your interview:

- Can you explain what the differentiated care approach is and how it came about?
- What are the main challenges for people want to access HIV services today in South Africa?
- Can you tell us about your specific context and the challenges you face?
- How has differentiated care addressed some of these challenges? Can you give specific examples?
- Was it difficult to implement the differentiated care approach? What challenges did you have along the way?
- Do you feel this new way of doing things has really benefited the people who come to the clinic? If so, can you give concrete examples?
- In terms of actual results, can you share some of the areas (testing, adherence...) where this approach is making a difference?

[INTRO:]

Host 1: It's just gone [TIME] and you're just in time for the [NAME OF SHOW] on [RADIO STATION]. My name is [NAME].

Host 2: And my name is [NAME], and today's show is all about the differentiated care approach to HIV! I know these are BIG words, so let's break it up so you guys get exactly what we are talking about! In brief, it means that anyone testing for HIV or living with HIV should receive treatment and care that are adapted to their specific needs

Host 1: So for example, it means that a teenager living in a big city does not require the same care as a pregnant woman living with HIV in a rural area or even a sex worker living with HIV. For all these people, the services from prevention to testing, to check-ups and getting their pills would be adapted to them rather than everybody getting the same service in the same way. In a nutshell, it's not about everybody getting the same thing. It's about everybody getting what they need to live a healthy life!

Host 2: It makes total sense! This approach also came about when people realised how overstretched the whole health system is when it comes to HIV prevention, testing and care. So why not make the services more flexible? Take some of the load off the healthcare workers. That could mean for example, having youth-friendly clinics, where only young people come and can get their ARVs straight away without having to wait in line with everybody else. Differentiated care can also mean having workshops for the health workers about patient's rights! So that they stop behaviours that can prevent people from coming back.

Host 1: It seems pretty awesome, no? So today, we'll be exploring how this differentiated care approach can actually be implemented. Cause, as you can imagine, it's not thaaaat easy!

Host 1: So first, let's hear from a clinic manager who is a champion of differentiated care in his community.
[PRESENT WHO IS BEING INTERVIEWED]
[PLAY THE INTERVIEW]

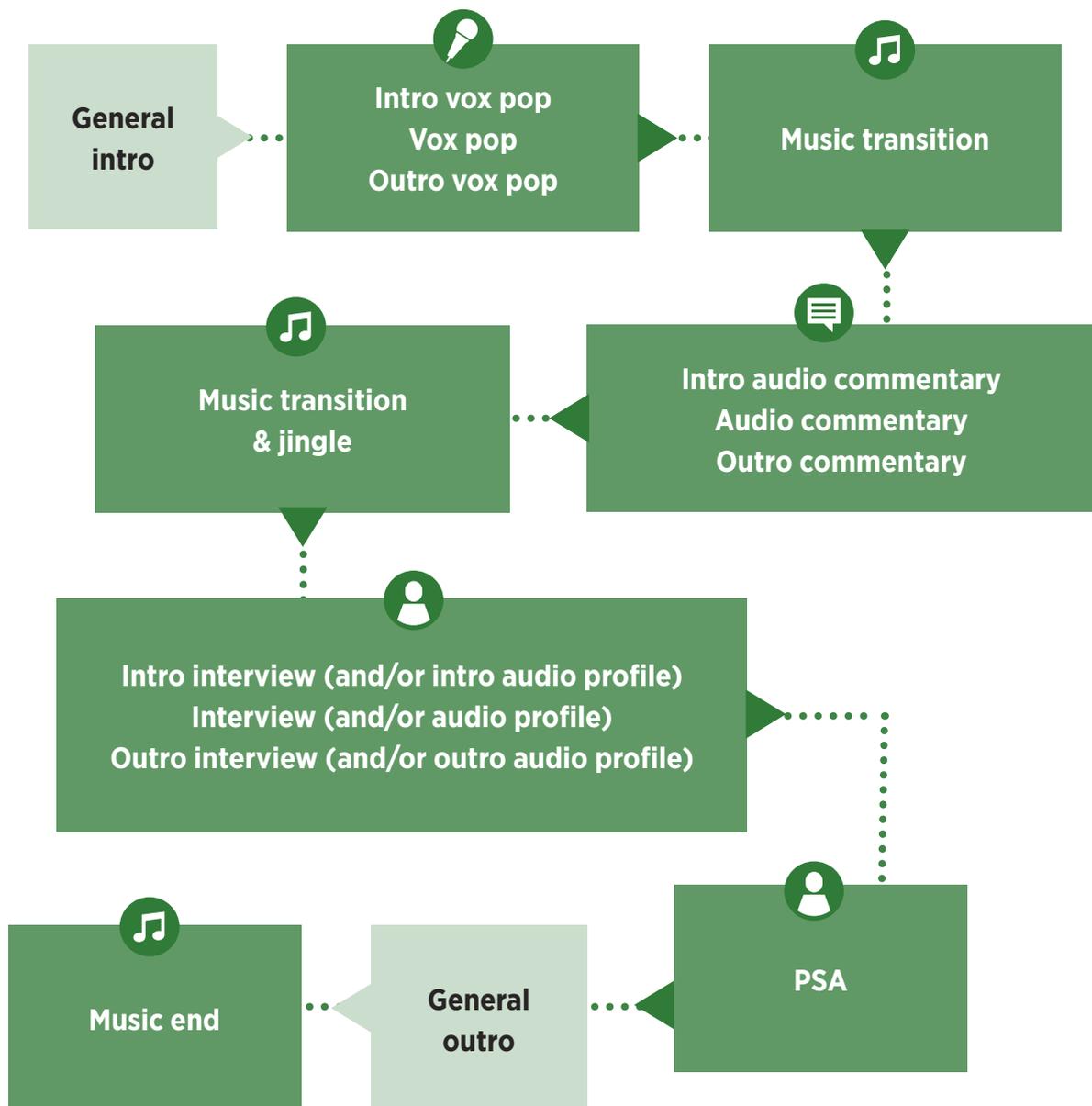
[OUTRO:]

Host 1: Today, we've heard about an amazing new approach to HIV care and services: the differentiated care approach.

Host 2: Yes, actually it makes so much sense to treat different people differently! But I guess it's not always easy when you are trying to provide services to a lot of people.

Host 1: Next week on [DAY] at [TIME] we'll be talking all about [NEXT WEEK'S SHOW TOPIC]. Until then, it's bye from us!

SHOW OUTLINE



ETHICS AND CONSENT

This may be a sensitive topic for some, so make sure you inform your audience to respect those who share personal stories in the space.