

Speaker's Profile



Ye Min Aye

Community Engagement Manager, LPK Association

- 3 years experience in Community Engagement team at LPK; Provide support in delivering services to targeted population (MSM/TG and FSW) by key interfaces (service providers) Social media team, Counselors, Outreached supervisors and Peer Navigators/Case Coordinators through the continuum of HIV Cascade of Care.
- Developing and delivery of training in start-up and follow up phases of new and existing activities. Ensure quality of services by Monitoring & Coaching as necessary. Involving in implementation of new activities such as PrEP ,Index testing, HIVST and etc..Closely collaborate with other implementing partners to get the better result.
- 5 years experiences of L&D_ Learning and Development Manager in Telenor Myanmar Limited. Provide training to employees in Onboarding, Network (new) Launching activities and vendors who provide Customer Care Services. Encourage employees to participate in Online Learning through LinkedIn, Coursera and Telenor Global learning platforms.
- 11 years experience of Counseling Coordinator in MSF_OCA; Provide training to newly recruited/existing counselors, Peer Educators and Outreached Adherence Supporters in Yangon, Kachin, Shan and Raphine states. Involves in start-up activities to equip competency training from Psycho-Social Support aspect.

Speaking Topic – Reaching the Unreached through Online Outreach



USAID
FROM THE AMERICAN PEOPLE



HIV/TB Agency, Information and Services Activity

Reaching the Unreached through Online Outreach

LPK Association

28th April 2023





USAID
FROM THE AMERICAN PEOPLE



HIV/TB Agency, Information and Services Activity



USAID
FROM THE AMERICAN PEOPLE

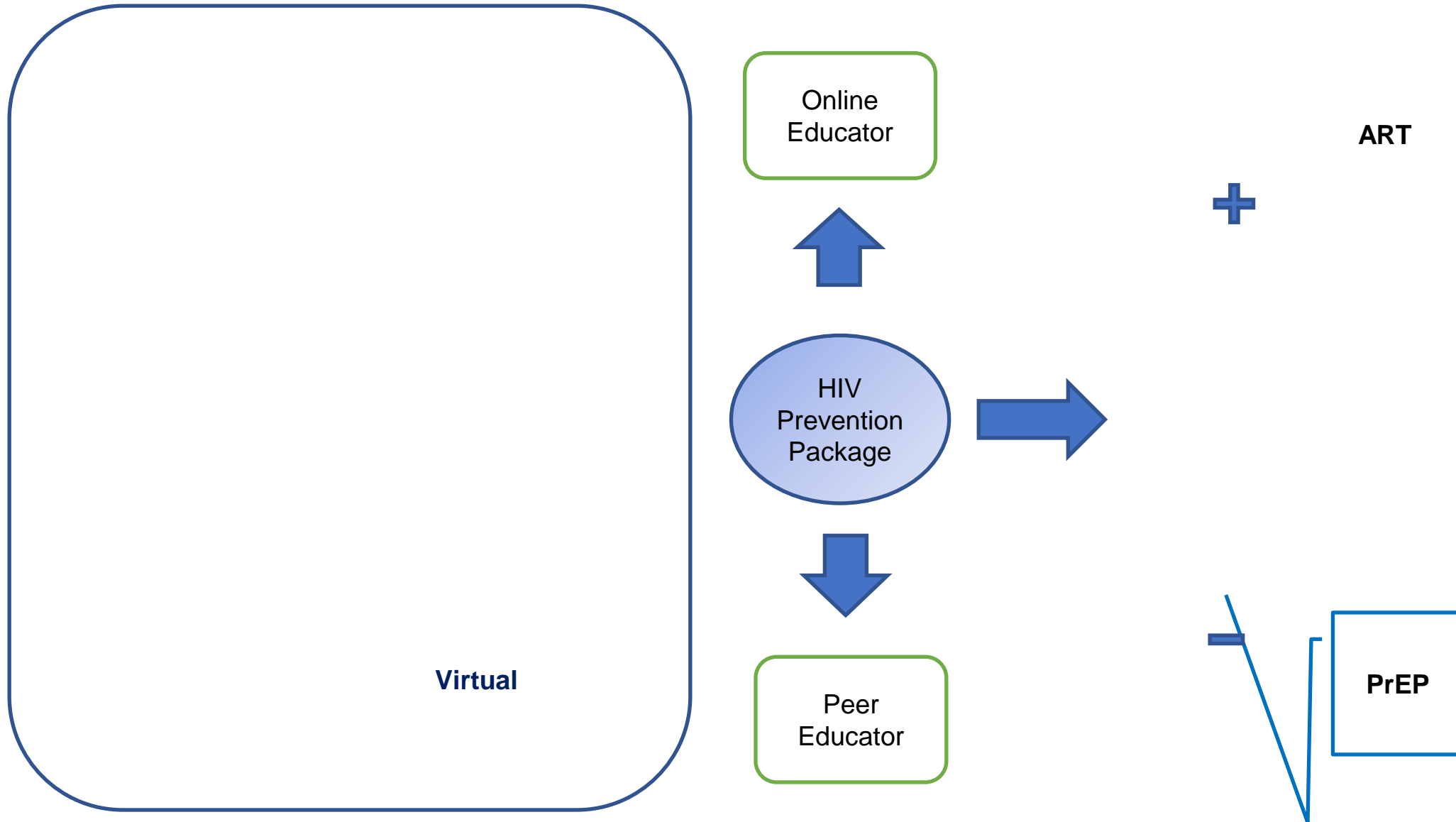


HIV/TB Agency, Information and Services Activity

Operation Flow (Online Engagement)



Community action. Leveraging Services



Online Engagement Data_LPK

(Jan_2022 March_2023)



Community action. Leveraging Services

TOP Center Myanmar (MSM)				
Month	HTS_LPK	HIV Positive_LPK	Engagement	Message Conversation
Jan_2022	125	19	60143	787
Feb	130	28	67215	707
Mar	98	22	64390	773
Apr	108	18	38521	565
May	153	29	42991	691
June	191	36	32628	867
July	181	34	92729	870
August	179	28	248335	816
Sept	193	34	208537	785
Oct	154	23	38243	725
Nov	143	18	48657	587
Dec	128	34	46582	710
Jan_2023	182	25	68871	804
Feb	149	30	42658	652
Mar	175	31	77361	793
Total	2289	409	1177861	11132

TOP Pretty Girl (FSW)				
Month	HTS_LPK	HIV Positive_LPK	Engagement	Message Conversation
Jan_2022	9	0	4745	56
Feb	6	2	3900	50
Mar	14	2	4249	76
Apr	10	3	4168	86
May	24	4	4999	121
June	22	3	6897	111
July	14	2	14597	160
August	19	2	17328	131
Sept	14	2	37044	107
Oct	7	2		83
Nov	17	2		56
Dec	17	1		51
Jan_2023	15	0		73
Feb	10	1		95
Mar	23	4		63
Total	221	30	97927	1319

Advantages (Online Engagement)

Jan 2022_ March 2023



Community action. Leveraging Services

Total HIV Positive (Online)	630
% HIV Positive Contribution (Online)	18 %
Linkage to ART (Online)	570
Linkage to PrEP (MSM)	225
Retention in ART (1 year)	485

Client motivation towards ART initiation and adherence is “high” in online engagement cases.

Challenges (Online Engagement)

- Linkage to PrEP from online engagement
- Difficult to maintain “Contacts” virtual clients
- Potential misuse by clients (SS of chat history) in personal problem
- Limited digital literacy (especially by FSW peer)
- Communication cost and mobile device



Way Forward_Virtual KPSC

Organize one focal team to provide virtual services
Identified services in Prevention & Testing and Case Management (ART/PrEP)

ENTRY

- LPK Social Profile
- SNS
- Hotspot
- Private Sector Engagement (Private Clinics)

TOOL

- Facebook
- Telegram
- Twitter

- Viber
- Hotline

- QR(Coupon)
- Vinyl Posters

VIRTUAL TEAM

- Hotline Counselor

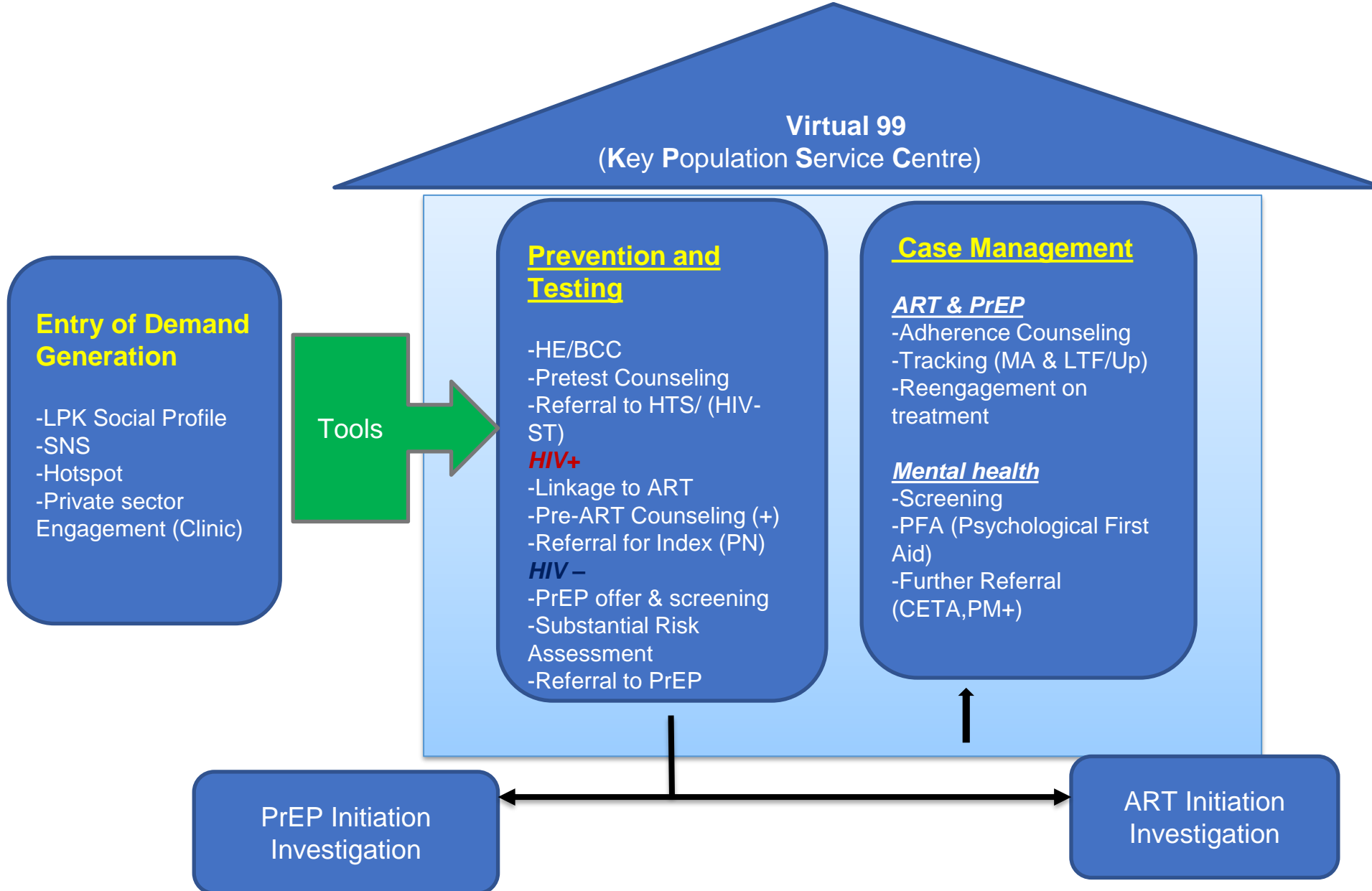
- Hotline Case Coordinator/Peer Navigator

- Online Educator

Way Forward_Virtual KPSC



Community action. Leveraging Services





HIV/TB Agency, Information and Services Activity

THANK YOU.