Social, Behavioural and Cultural Challenges Affecting Adherence to Product Use in VOICE

SOUTH AFRICAN MEDICAL RESEARCH COUNCIL HIV PREVENTION RESEARCH UNIT

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Background

- Adherence to an intervention is critical for demonstrating efficacy
- Multiple factors may contribute to non-adherence by clinical trial participants

Objective

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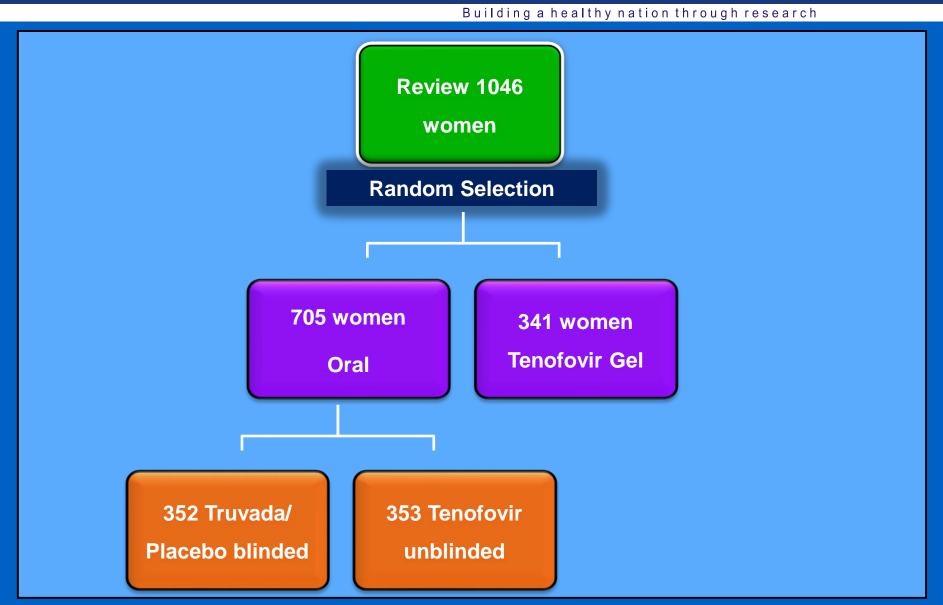
To determine the type of cultural, social and behavioural factors that could have impacted on adherence to products in VOICE.

Definition of Cultural, Social and Behavioural

- Cultural: Set of traditions, values, beliefs and morals held by the individual, community or religious group
- Social: The influence of a woman's relationship with her partner, family and environment on her adherence to product
- Behavioural: Actions and perceptions of the woman that affected her adherence to product

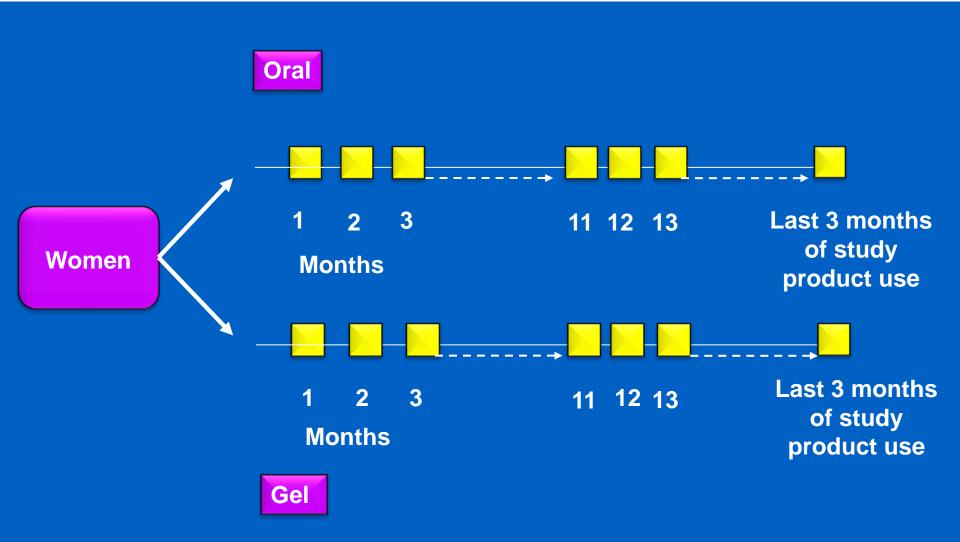


Methodology - Design





Data Review



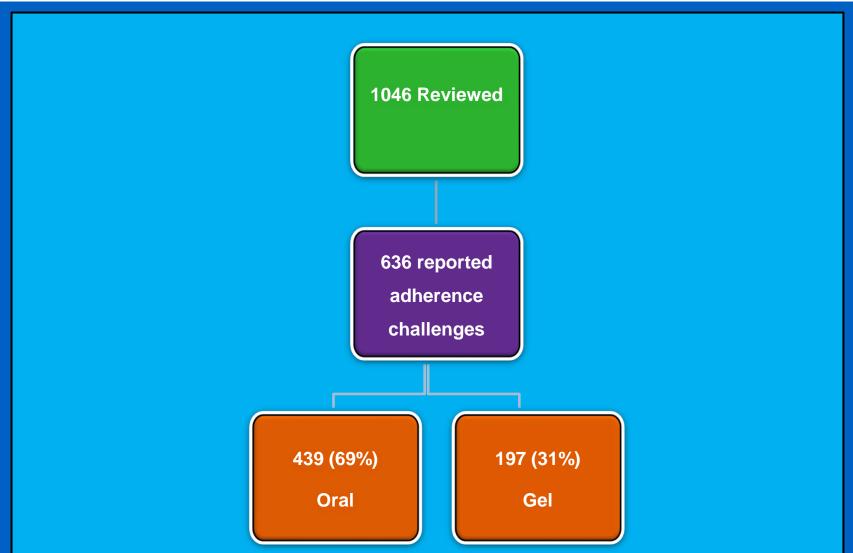
Methodology – Data Source

- Adherence counselling worksheets
- Pharmacy product return Slip
- Adverse events logs
- Chart notes
- Behavioural questionnaire
- Missed visit CRF



Result

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NB. The majority of challenges were noted in months 1 - 3, and waned over time



Social Factors

Building a healthy nation through research No Leave **Employment** Night shifts Visiting family/ Away from Home friends/ partner Local Relocation Provincial No leave **Studying** Writing exams Family objection Product discarded **Family** • Family responsibilities: carer **Partner objection** Product not used when and nonvisiting partner disclosure • Gel > oral Partner Affected emotional state of **Violence** participant **Alcoholism** Damage to home Product sharing Theft of product Othe No money for transport to clinic Friend/family discarded product Job interviews



Behavioural Factors

Building a healthy nation through research Dizziness Nausea **Adverse Events** Vomiting Abdominal pain Cell phone not charged Vaginal discharge **Reminder Failures** Lost cell phone •TV programs Alcohol **Substance Misuse** Recreational drugs **Expiry date** Misunderstood Product Mixed up tablets **Instructions** Gel not used at night Discarded/ burned unused Vomiting **Double Dose** product Missed dose **Difficulty Swallowing Tablets** Size of tablet Menses Gel not used Contraceptives Pill Burden • TB treatment Natural remedies Hospita lized Product omitted



Cultural Factors

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Concerns
about drug
interaction eg.
TB treatment
& traditional
medicines

Fasting for religious reasons

FACTORS

Product used to treat other ailments eg. abdominal cramps



Other Cultural Factors

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Stigma attached to attending HIV research clinic Traditional healers consultation and advice

FACTORS

Rumours that research clinic is selling blood specimens

Rumours that study products are giving participants HIV



Limitations

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 A general tool was used to capture all challenges reported by participants, which was then thematically analysed. A categorised questionnaire could provide more detail

 Not all women may have disclosed non-adherence and reasons thereof



Conclusion

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Multiple factors play a role in participant adherence to product

 Knowledge of social and behavioural challenges during counselling would be useful to determine the participant specific adherence counselling requirements

 A standardised tool to collect social, behavioural and cultural challenges to adherence at every quarter, would provide information on participant challenges, which in turn could impact on the level of individual adherence counselling provided



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THANK YOU



