

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

**SOUTH AFRICAN MEDICAL
RESEARCH COUNCIL**

HIV PREVENTION RESEARCH UNIT

Dr Vaneshree Govender

MTN Regional Meeting

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

Objective

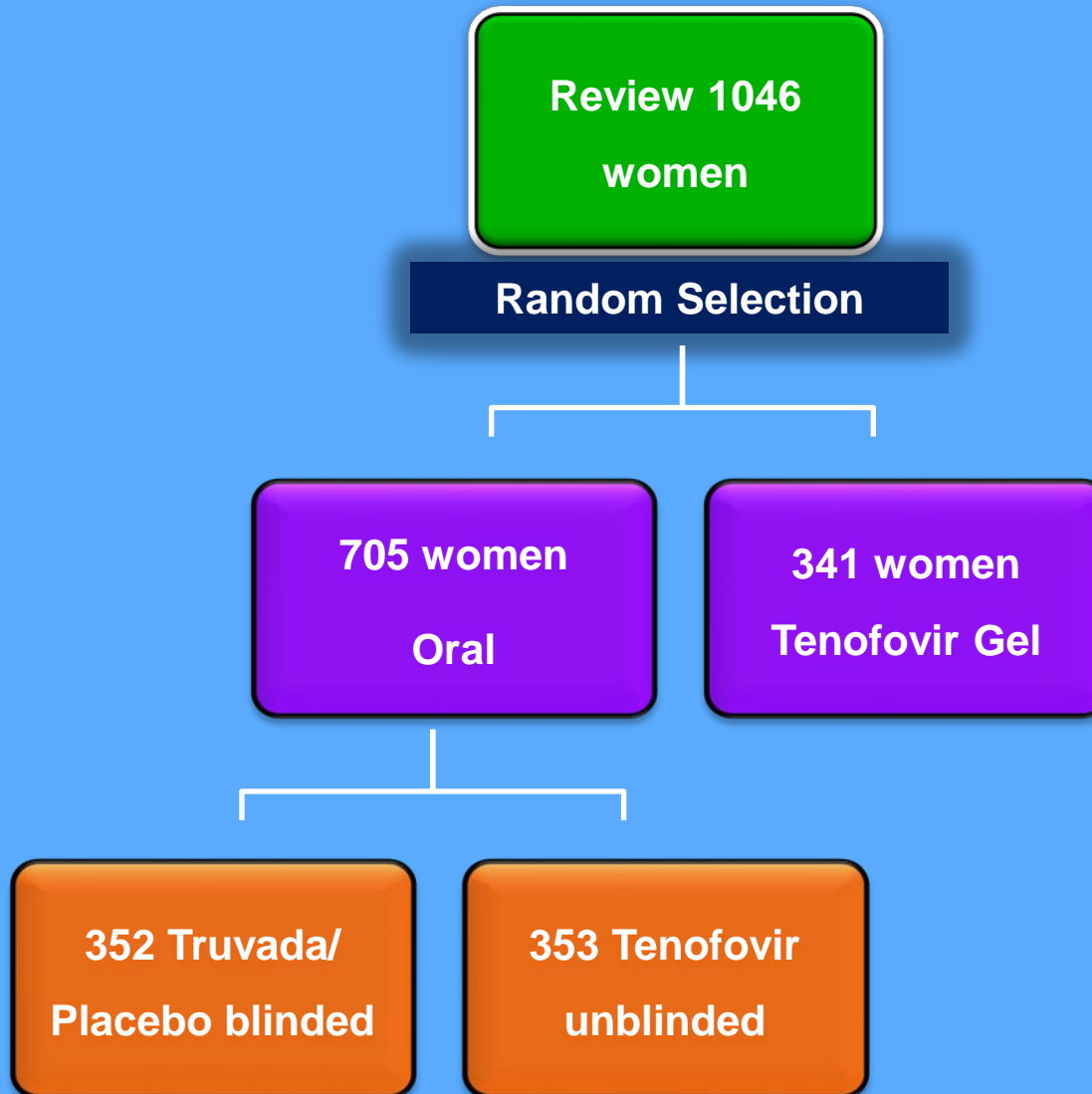
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To determine the type of cultural, social and behavioural factors that could have impacted on adherence to products in VOICE.

- **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

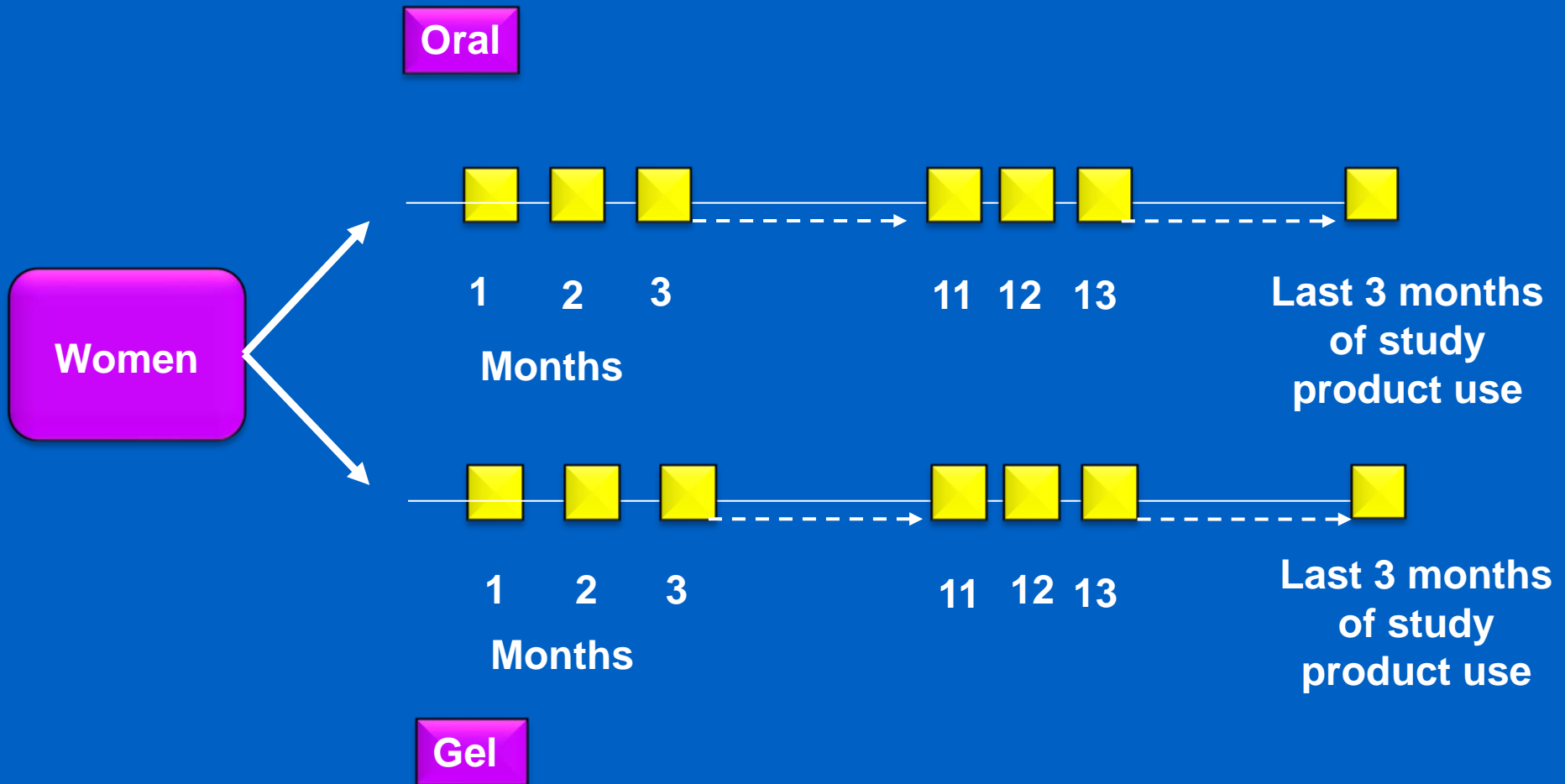
Methodology - Design

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Data Review

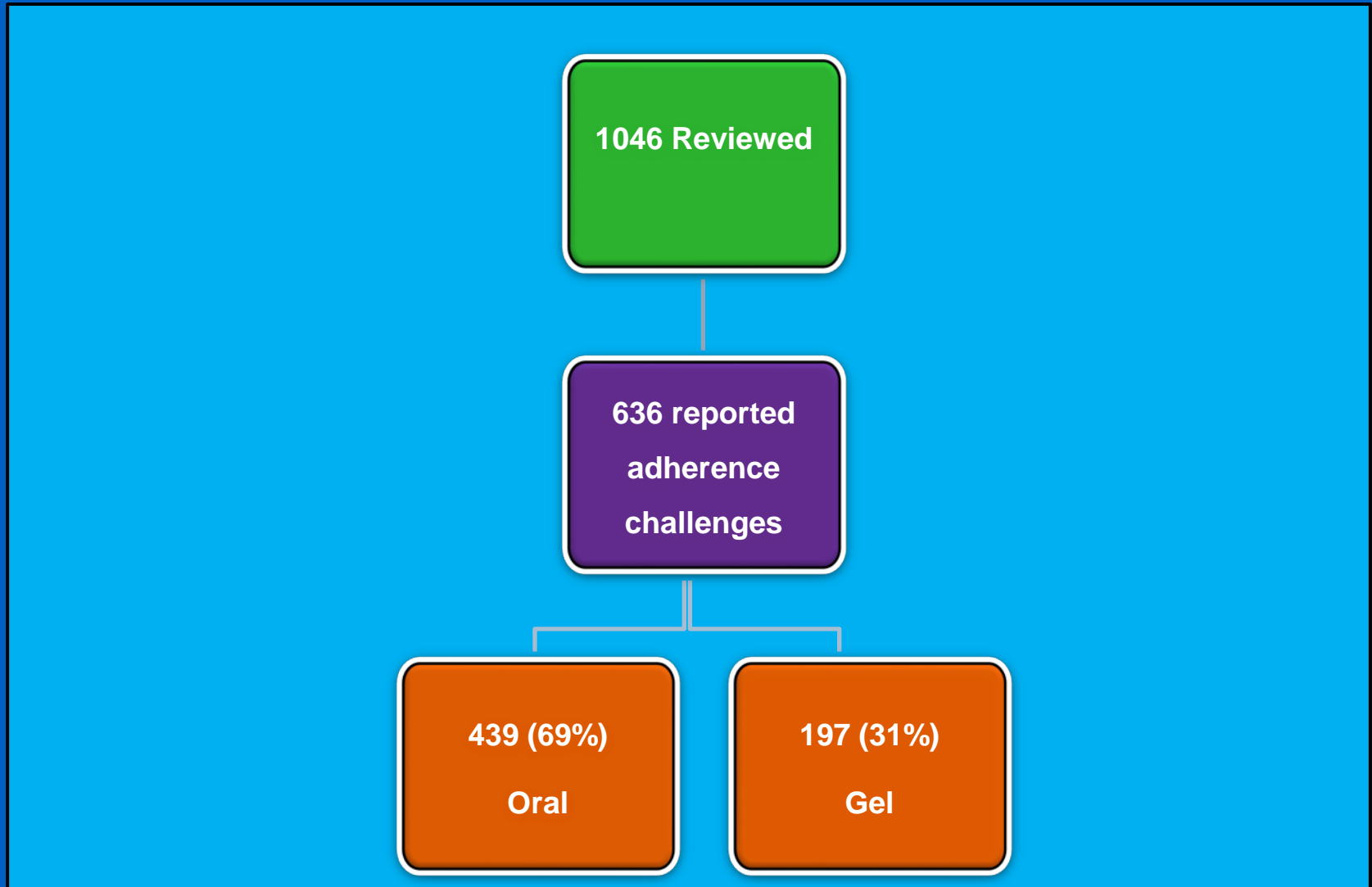
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- **Adherence counselling worksheets**
- **Pharmacy product return Slip**
- **Adverse events logs**
- **Chart notes**
- **Behavioural questionnaire**
- **Missed visit CRF**

Result

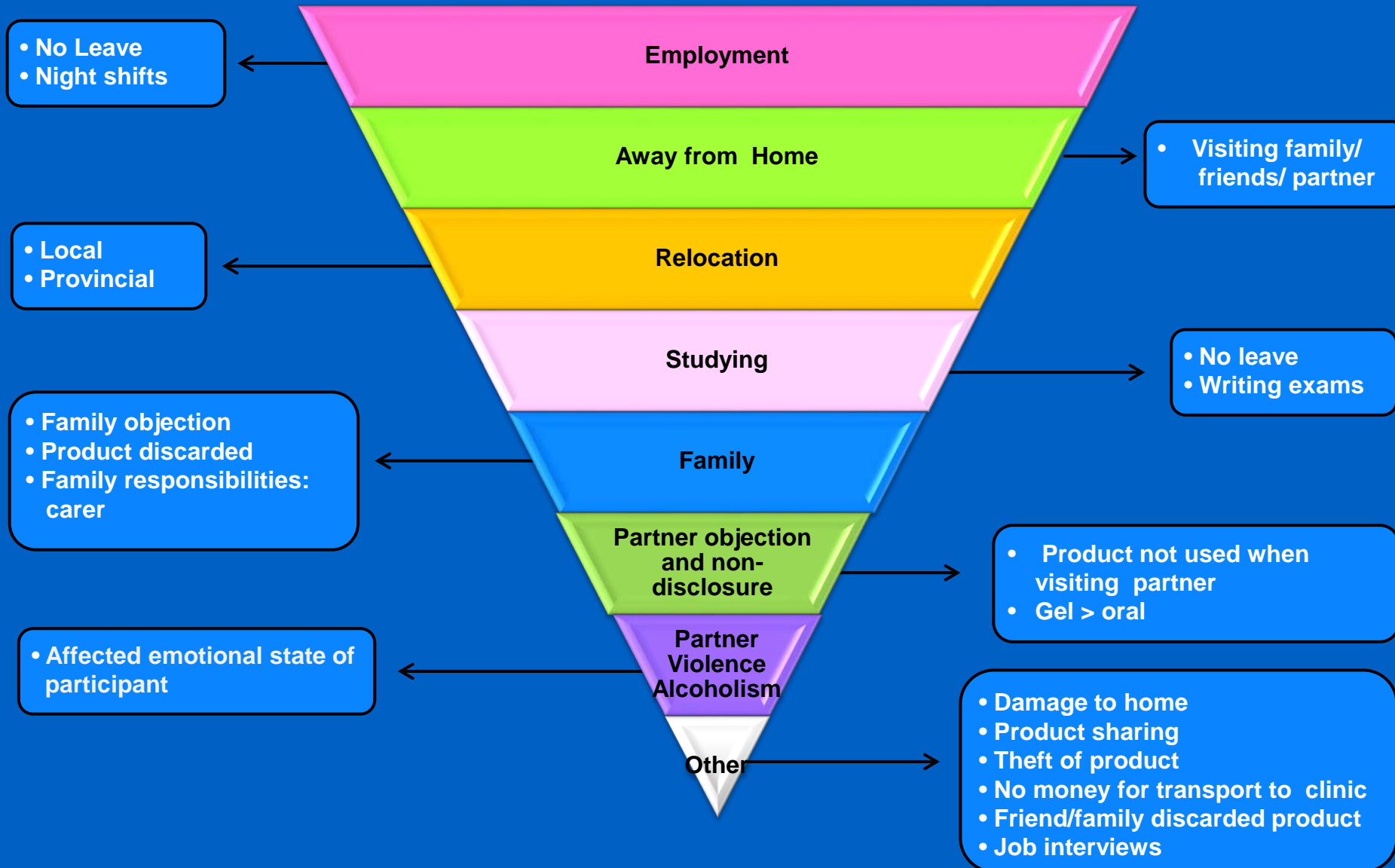
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NB. The majority of challenges were noted in months 1 - 3, and waned over time

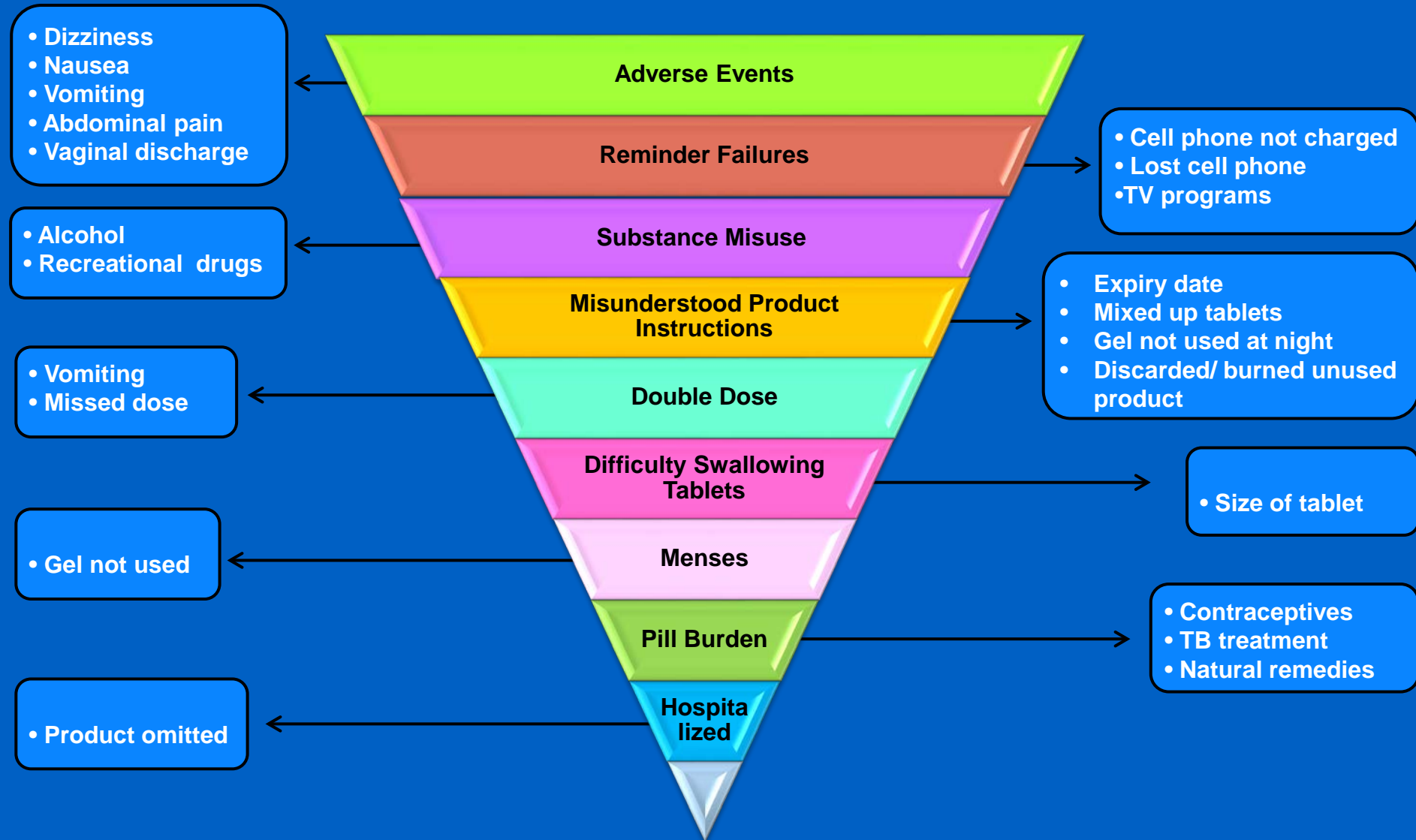
Social Factors

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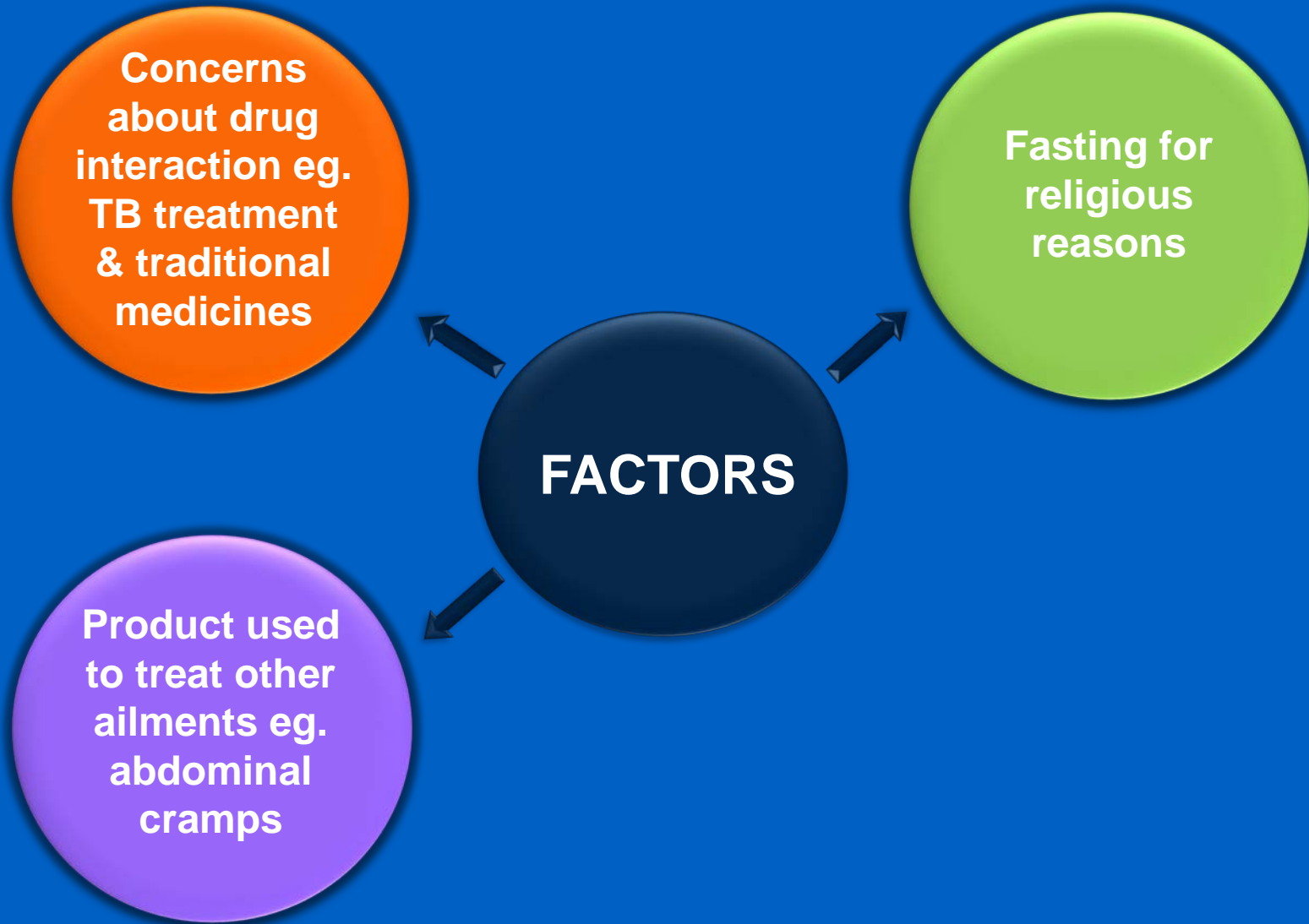
Behavioural Factors

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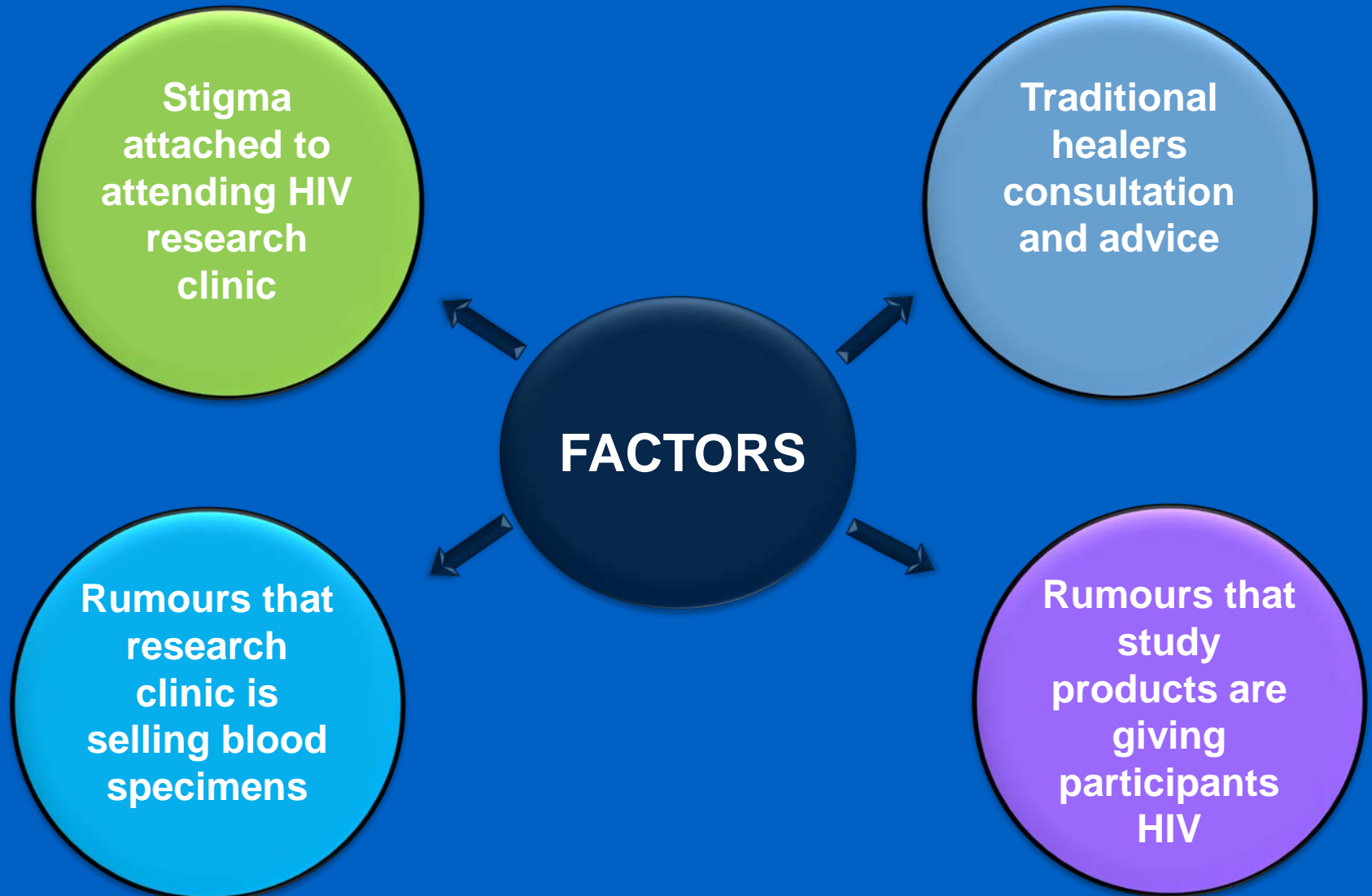
Cultural Factors

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Other Cultural Factors

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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**

Acknowledgements



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- **MTN 003 HPRU study team and participants**

THANK YOU

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