

RETENTION LESSONS LEARNT AND STRATEGIES

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MTN Regional Meeting-2012

TODAY'S DISCUSSION

- Retention Challenges
- Strategies
- Lessons Learned: Clinic vs. Community/Outreach
- What we will be doing in ASPIRE
- What we will not do
- Questions

RETENTION CHALLENGES

- Relocations
- ✓ Family-related demands/commitments
- ✓ Employment opportunities
- ✓ Changing lifestyle needs/goals: studying/ job-searching

- Commitments related to employment/studying

- Difficult/long-term defaulter participants

- Duration/length of study visits – perceived as being too long

STRATEGIES

- ❑ **Participant waiting room education sessions**
- ❑ **Monthly, full day Saturday clinics for working and studying participants**
- ❑ **Additional BREC approved reimbursement for transport, for those participants who have relocated**
- ❑ **Peer Educator Involvement: tracing/ locate and support participants that are long term defaulters (LTDs)**

STRATEGIES...

CAB Involvement

- ✓ provided with monthly overall and site-specific retention rates-
- ✓ Shared the site's retention challenges
- ✓ CAB provided the site with ideas/input on how the challenges may be addressed-individualised education/counselling for LTDs, media, outreach campaigns

Hosted retention meetings/events

LESSONS: CLINIC/OUTREACH

- ❑ **Strict adherence to site's retention plans/SOPs-daily retention meetings**
- ❑ **Proper utilisation and monitoring of retention tools-logs**
- ❑ **Incorporating input from CAB members to site strategies**
- ❑ **Participant allocated to one staff member for maintaining a rapport**

WHAT WE WILL CONTINUE TO DO IN ASPIRE

- Ensure comfortable waiting area (tea, juice, radio, TV, magazines etc.)
- Ensure that staff are friendly and attentive
- Avoid long waits for participants if possible
- Thorough explanation of study visit schedule and procedures to be completed at each visit
- Conduct group education and address any concerns and rumours about the study

CONTINUE...

- Participants who miss their visits will be counselled and appointments scheduled at beginning of window**
- Participants' experience in the clinic is important to retention**
- Participants to be reminded of suggestion box, their comments will be reviewed by Co-ordinator and IoR and action taken if needed**

WHAT WE WILL NOT DO

- Indiscriminately recruit from universities and colleges
- Minimise recruitment of women who are not permanent residents of Durban, surrounding townships and rural areas
- Recruit from sites which cater for mobile populations-e.g. pay points which are in town
- Pursue women who cannot indicate how she plans to adhere to study clinic visit between her work/study schedule

QUESTIONS

THANK YOU