

Assessment of the awareness of Undetectable=Untransmissible (U=U) messaging among people living with HIV in six regions in Tanzania, 2022

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Background

U=U
UNDETECTABLE
viral load means HIV is
UNTRANSMITTABLE

- There has been global movement to promote U=U to address HIV treatment as prevention, continuity of care, and reduce HIV-related stigma. In Tanzania, U=U message is being implemented to varying degrees across selected regions in Tanzania.

Assessment Question

What is the reach of U=U messaging among PLHIV in Tanzania?

Methods

- Cross-sectional, facility-based survey was rapidly conducted between August- September 2022 in six regions in mainland Tanzania and Zanzibar.
- A total of 106 out of 703 health facilities were randomly selected.
- From these, 1,198 PLHIV aged > 18 years were identified and participated in the structured exit-interviews to assess awareness (i.e., ever heard) of U=U message.
- Modified Poisson regression models accounting for facility clustering were used to assess correlates of awareness. Prevalence ratios (PR) and their corresponding 95% CI were estimated.

Results

- Overall, 31% of PLHIV had ever heard of the U=U message.
- Seventy-five percent (75%) PLHIV were exposed to U=U message through health facilities.
- The likelihood of U=U message awareness was higher in Kigoma compared to Dar es Salaam region [aPR: 1.76, CI:1.22 – 2.53] and among PLHIV aged 25 – 49 years [aPR:1.35, CI:1.08 – 1.67] compared to those aged 18 – 24 years.
- PLHIV with no formal education were less likely to be aware of U=U messaging [aPR: 0.45, CI:0.30 – 0.67].

Conclusion

- Our results serve as a baseline to inform and evaluate the programmatic scale-up of U=U among PLHIV in Tanzania.
- Findings demonstrated low exposure to U=U messaging among PLHIV especially among young adults and with no formal education which points to the need for stronger U=U promotion through diverse communication channels.

