







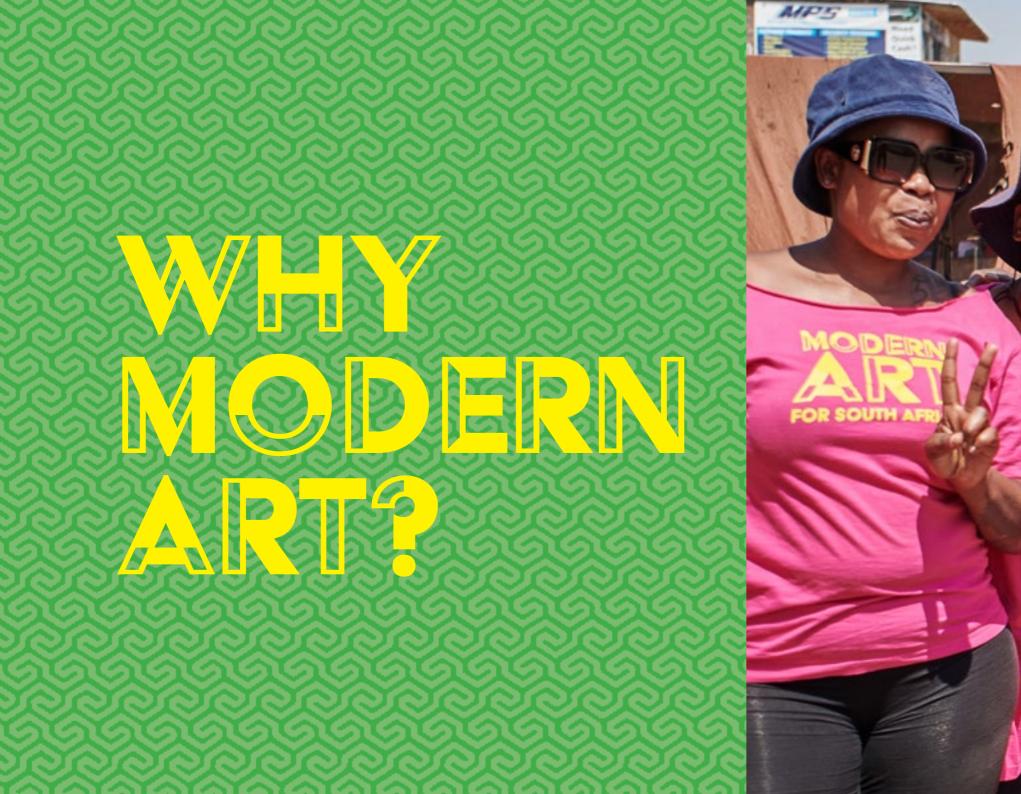
Modern ART for South Africa began as a collaboration between the Treatment Action Campaign (TAC) and HIV i-Base.

The project was set up in 2016 to provide treatment literacy resources and training to communities in South Africa. It was developed primarily to support the ADVANCE study – which compared HIV treatments – and the introduction of a new dolutegravir-based national firstline regimen.

From 2016 to 2022, Modern ART was funded by Unitaid as part of their ART Optimisation Portfolio.

This period has been one of many highs and lows for HIV in South Africa: from the news that about 5.5 million people across the country have started ART, to the onerous effects of COVID-19.











Despite HIV having been with us for over 40 years, with effective treatment for almost 30 of them (yet responsible for over 32 million deaths), HIV-associated stigma is still very real.

We chose the name Modern ART (ART is an abbreviation for antiretroviral therapy, used worldwide to treat HIV), so that people did not have to worry about being seen with materials – such as the pocket-sized booklets and app – that make HIV too obvious.

Most medical information is dull at best and presentation is not a big consideration – so we wanted to send a very positive message with our visual identity. Our aim is to provide resources that people wanted to pick up, go and look at, talk about with their family and friends and otherwise engage with.









Pocket-sized booklets provide information in simple language to support people with HIV treatment and prevention. We also have information about coinfections, particularly tuberculosis and COVID-19.

The posters have summaries of the same information.

The booklets and posters are designed with and for people living with HIV and activists. They are distributed free through community groups and clinics.





# WHAT IS A NEURAL TUBE DEFECT?

The neural tube in a developing baby is what becomes the brain, spinal cord, skull and spine.

The neural tube closes in the first 28 days of pregnancy – that is before most women know they are pregnant.

If it does not fully close for some reason, the baby is said to have a neural tube defect. Neural tube defects vary, from very minor ones that are easily fixed, to ones that give severe disability and even death.

So, the risk was taken very seriously by the department of health, health workers and patients.

# for babies dolutegra

### WHAT ARE THE SIDE EFFECTS OF DOLUTEGRAVIR?

These are not common but can include mood changes and difficulty sleeping.

Occasionally people might need to change to another ARV.

Some people find it better to take dolutegravir in the morning than the evening.

Some people gain weight on dolutegravir. South African guidelines encourage everyone to eat a healthy diet and exercise.

## Two big issues emerged during the first few years of Modern ART.

The first was a potential safety signal for babies born to women receiving dolutegravir at conception. We needed to explain the risk and benefits in a matter-of-fact, non-scary way in our publications.

The second was the (as yet unresolved) issue of sometimes significant weight gain associated with newer HIV treatments. We have had to balance making sure that people remain on their treatment with explaining what is known and potential strategies to help manage this.





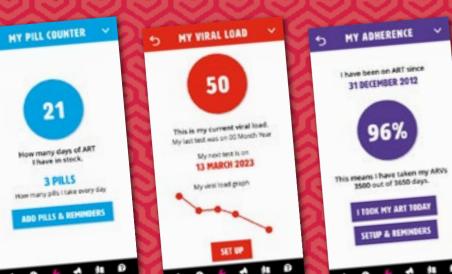


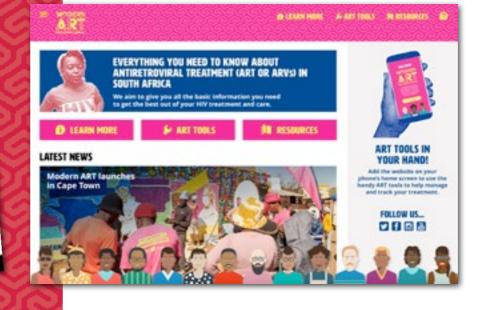


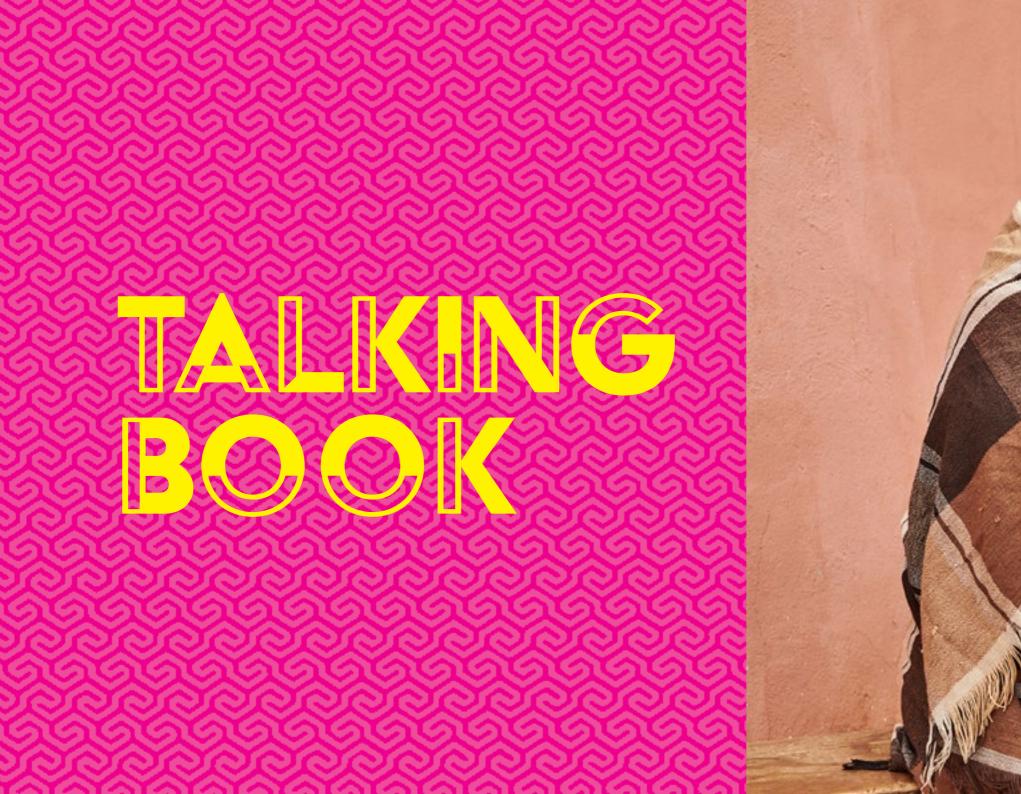
# All our resources are available on our website and our app.

The website includes news stories including of our own activities.

Our app also includes tools to help people manage their own treatment.















# There are still many South Africans for whom more conventional ways of sharing information might not be accessible – particularly in rural areas.

The hurdles range from stigma and adult illiteracy, to language barriers, high data costs and unreliable access to electricity.

So, for harder-to-reach communities we also produced a solar-powered talking book, which narrates the information in several local languages (as well as English).





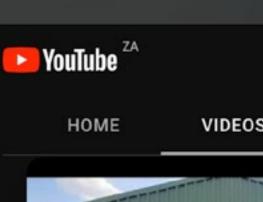




# We have an extensive training programme.

This takes a cascade approach, starting at a national level for the TAC trainers, conducted by experts from and associated with the Modern ART programme. The trainers then take this information out into TAC branches, clinics and community groups across the country.

Our website includes a training manual, with all the basic information.





### Caclot Dlephu Mobile Clinic

1 year ago

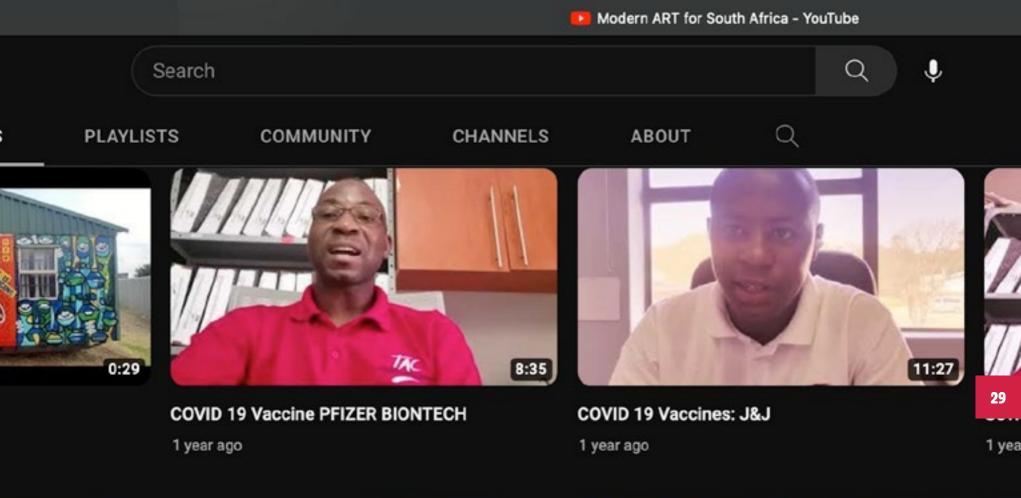
8



Painting the murals

2 years ago









#### Q&A 2 undetactable

2 years ago



## Modern ART Q&A: ARVs and Reinfection

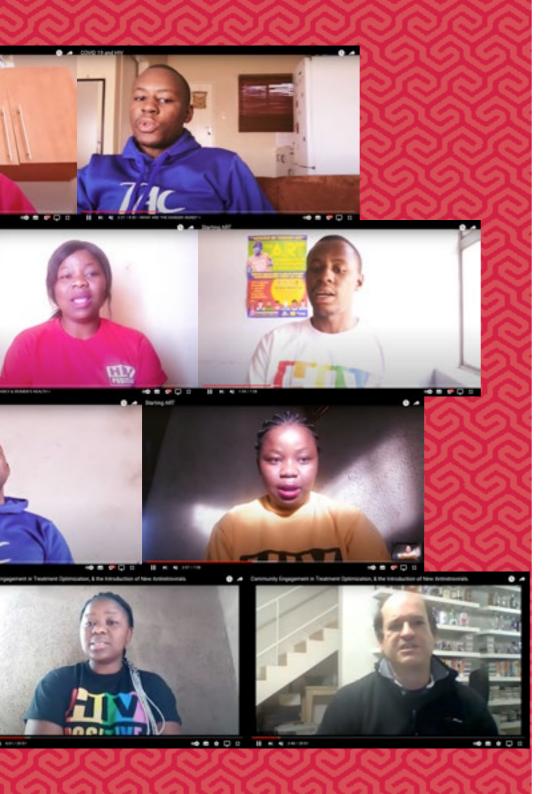
<u>~</u>				
			а	~
<u> </u>	ear		u	u
	-		-	-

### Intro

2 yea



I R A LOUGH

I H H HILLS 

## Like almost all activities across the world, the programme took quite a hit from COVID-19.

At the peak of the pandemic, gatherings were out of the question, so we needed to be nimble and find other ways to share information.

Our YouTube channel includes all the information from our various resources, presented by TAC trainers and these videos are also on the website. As well as those, we produced regular shorter clips in local languages and animation to be distributed by WhatsApp and other platforms.









# To ensure that we reach members of the community, we have conducted activations across the country.

We work with graffiti artists to create brightly-coloured murals with our messages. We play music, hand out materials, help people download our app and answer questions about HIV, TB and COVID-19.

More recently we have collaborated with a mobile HIV testing and starting ART or PrEP programme.

# SOCIAL MEDIA

MODERN

SOUTH AFRICA

Mappy And stay say

Holidays

.

GIN

3-11 DECEMBE

Everyone with HIV reeds to take HIV treatment - called artimetroviral therapy, ART or ARVs







## We also share all our latest activities across our social media platforms.

These have become valuable ways for our followers to ask questions (and receive answers from our team) about their own treatment, prevention and care.

These online Q&As led us to produce a publication with most the frequently asked questions.









### Our programme has also made its way outside South Africa.

We have attended many international conferences and conducted associated meetings with AfroCAB – a pan-African treatment network.

Through AfroCAB, we have partnered with several community organisations in different African countries to adapt and translate our materials for different local settings.

#### DAILY

MAVERICK CITIZEN

#### MAVERICK CITIZEN

Modern ART paints Soweto bright pink to advertise the latest HIV drug



A Modern ART mural painted in Alexandra near the heritage anter on 9th Avenue. (Photo: Namather Ndehelic)

By Nomatter Ndebele 18 Feb 2021

.0

South Africa's antiretroviral therapy regimen has been upgraded to include the new drug dolutegravir, which has milder side effects for users. Now, SA's Treatment Action Campaign has partnered with i-Base, a British HIV treatment activist charity, to create awareness about the new drug in Soweto.

#### Lister to this article

#### 0.001335 11

Over a period of fewer than two weeks, 20 bright pink murals began appearing around Soweto and Alexandra townships outside Johannesburg. The murals were positioned in high-visibility locations such as bus stops, community centres, health facilities, schools, taverns and free Wi-Fi hotspots.

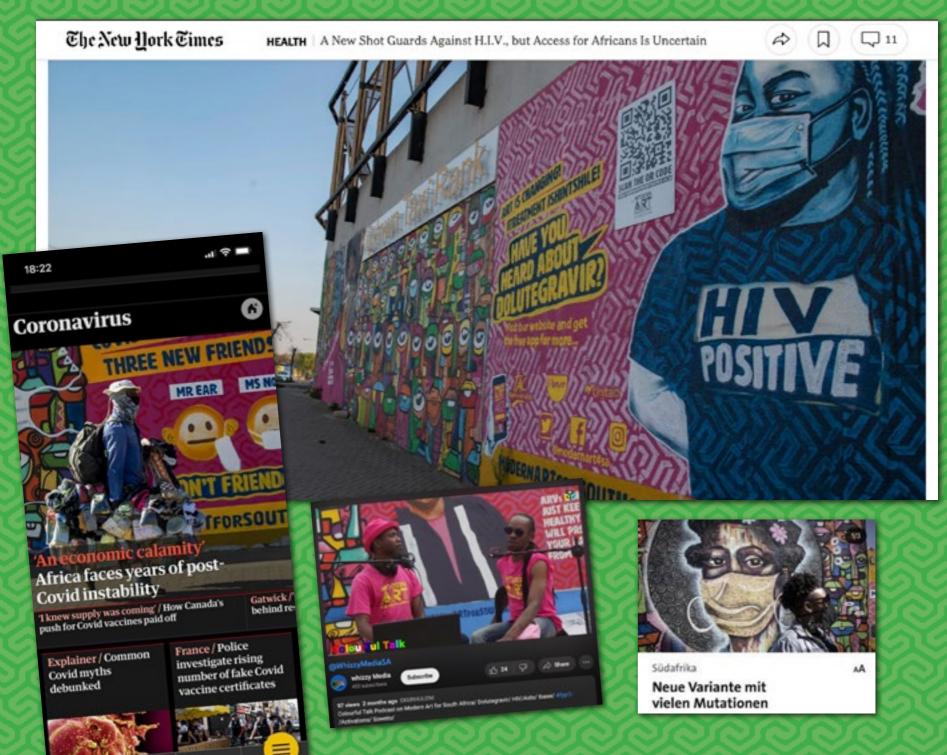
The murals were designed by local communication and branding outfit, The Earth is Round. Head designer Karien van der Westbuizen explained that the funky designs were created with a view to modernising the way information about HIV is communicated.

"i-Base asked us to come up with a humanistic and approachable, yet modern look and feel for the Modern ART [antiretroviral therapy] in South Africa project — something alive and opposite to the dry and sometimes depressing designs we see

# News Opinion Sport Culture Lifestyle

# Hearing is believing. the talking books

Hearing is believing: the talking books sharing HIV information in South Africa - a photo essay



and a second second

Live

#### Neue Bürcher Beitung

#### ~

#### Omikron und HIV: Wenn Menschen zu Brutstätten für neue Coronavirus-Varianten werden

Eine ungenügende HIV-Behandlung ist nicht nur für die betroffene Person problematisch. Sie beschleunigt auch die Evolution von Sars-CoV-2 – mit unbekannten Folgen für die Pandemie.

Alan Niederer 02.12.2021, 12.00 Uhr

 $\equiv$ 



Informative Graffiti zur Corona-Pandemie in einem Vorort von Johannesburg in Südafrika.

Kim Ludbrook / EPA

Ende letzter Woche ist bekanntgeworden, dass in Südafrika <u>eine</u> <u>neue Variante des Pandemievirus</u> aufgetaucht ist. Rasch kursierte der Verdacht, dass dies mit der dort grassierenden HIV-Epidemie in Verbindung stehen könnte. Den genauen Ursprung der

# Modern ART made several appearances in the media.

As examples, the Guardian published a story about our talking book pilot project and one of our murals was used to illustrate a story in the New York Times about PrEP in South Africa.

#### GURRENT THE ADVANCE st evaluate a candid regimen

Willem D.F. Vent Consortium

Purpose of review Current WHO-recommended first-line t successful in saving millions of lives bu Recent findings

Recent findings Two candidate antiretrovirals may subs countries, yielding a safer, more robust cost benefits over tenofovir discoroxil fu toxicity, resistance and cost benefits. Ho developed countries, for commercial rec e

Summary We describe a large randomized contro ogainst the current first-line recommendat study design and discuss how we will de

Keywords antiretrovirals, dolutegravir, first-line, teno

#### INTRODUCTION

IMREDUCTION Since a preferred first-line antiretroviral treat-ment (ART) for HIV that is well toterotical treat-ment (ART) for HIV that is well toterotical in preg-many and can be taken with first-line tuberculosis (TB) that can be taken with first-line tuberculosis (TB) that can be taken with first-line tuberculosis fixednase combination (FPC) of tenoform of the fixednase combination (FPC) of the color interchange-able emtricitable (FTC), often color letticable (FTC), often color to as XTC and efavirenz (EFV). The regimen has been able emtricitabile (FIG), often conectively letered to as XTC and effavienz (EFV). The regimen has been very successful in treating tens of millions but has a torout the product of the product of the data of the billions. very successful in treating tens of millions but has a low resistance barrier in the presence of even slightly compromised adherence, and significant side effects in a minority of people with HIV. The availability of new anitteritovirals at potentially similar or even lower prices than those in the current first-line regimen has led to consideration of the use of those agents in first-line consideration of the use of those alafenamide (TAF): Gliead Health Sciences, Califor-nia, USA) and particularly dolutegravir (Dolutegravir) Healthcare, lowalon) are considered two polse Villy transformative antirctrovirals that address to iterabil-ity and toxicity as well as resistance for low-income ity and toxicity as well as resistance for low-income

1746-630X Copyright © 2017 The Author(s). Published by Wolters Kluwer

IN

0. . in.

0 Downi -Che 1 Share ٠ Festerney.

0 Permissions

#### Copyright © 2017 Wolters Kluwer

and AIDS	Articles & Norres w
	TOWARDON & CONTRACTOR
12	The ADVANCE study
	a groundbreaking trial to ev antiretroviral regimen
ages.	Venter, Willers D.A.S. Citysfee, Burch 1
	Corner Information ()
load	disi: 10:3091/02H 20000000000000000000000000000000000
	0.04
	Abstract
	Purpose of review
(	Correct and-recommended first-l

te countries has been very su still has toxicity concerns and a low

#### Recent findings

Two candidate antiretrovirals may a therapy in low-income and middle-i more robust and cheaper regimen, 7 and cost benefits over tenofour disc replace elavirenz, with substantial to However, these drugs are currently to developed countries, for commercial

#### Summary

# 

#### udy: a groundbreaking trial to late universal antiretroviral

OPEN

r<sup>a</sup>, Polly Clayden<sup>6</sup>, Celicia Serenata<sup>a</sup>, for the OPTIMIZE

herapy in low-income and middle-income countries has been very t still has toxicity concerns and a low barrier to resistance.

tantially transform first-line therapy in low-income and middle-income and cheaper regimen. Tenofovir dafenomide carries taxicity and merate. Dolutegravir could replace efovienz, with subtantial wever, these drugs are currently not manufactured together in sons.

led study testing a combination of these candidate antiretraviral ion that commenced recruitment in early 2017. We justify the 21 with complex issues such as tuberculosis and pregnancy. rovirals

fovir alafenamide, WHO

and middle-income countries (LMICs). Recent and inducents one contracts (Lenca), recent WHO guidelines have recommended DTG as an alternative to EFV  $[4, 5^{20}]$ . Both agents are covered in duratil in other orticate in static streng of Current in detail in other articles in this issue of Curren

#### HISTORY OF THE ADVANCE STUDY

ADVANCE was conceived after a WHO Think Tank on ART Optimization at the 2015 Conference on

"Wits Reproductive Health and HIV Institute, University of the Weber-temand, Johannesburg, South Africa and "HIV Hane, London, UK Consepondence to Willem DE: Wester, Wits Reproductive Health and HIV Institute, University of the Wester, Wits Reproductive Health and How, Johannesburg 2001, South Africa. Tel: +27 11 358 5300; Constrained and South Africa. Tel: +27 11 358 5300; Constrained and South Africa. Tel: +27 11 358 5300; Constrained and South Africa. Curr Opin HIV AIDS 2017, 12:351-354

Curr Cap mit V ADS 2011; 1333 1-354 DOI:10.1097/COLAD0000000000000 This is an open access article advanced for terms of the Orsathe Commons Atthbuote-Non Combined Under the terms of the Orsathe Commons Atthbuote-Non Combined Under the Internet Common Attraction Common Combined Under The Internet Common Combined Under The Internet Combined and attract the Non model of P. Property Cola. The work concerning of any way or and commercially without permission from the pureat.

Health, Inc. www.co-hivandaids.com

Health, Inc. All rights reserved.

For Authors w processal lodg w COMPANY, CONTRA BY CAMPANY IS, PARTIES, WOLLOW B.S.

aluate a candidate universal

a, Celicia\* for the Ortheast Consortium

nigena 12 - Baser a - ja 201-204

al Matrice

ine therapy in low income and middleccessful in saving millions of lives but v barrier to resistance.

ubstantially transform first-line ncome countries, pielding a safer, enofovir alafenamide carries toxicity proxit furnarate. Dolutegravir could sicity, resistance and cast benefits. of manufactured together in WASONS.

# Fit for purpose Antiretroviral treatment

optimisation

By Polly Clayden

HIV i-Base May 2023

#### The NEW ENGLAND JOURNAL of MEDICINE ESTABLISHED IN 1812 AUGUST 29, 2019

Dolutegravir plus Two Different Prodrugs of Tenofovir to Treat HIV

W.D.F. Venter, M. Moorhouse, S. Sokhela, L. Fairlie, N. Mashabane, M. Masenya, C. Serenata, G. Akpomiernie, A. Quiv, w.U.r., venter, M. moornouse, S. Sownea, L. Fatnie, N. Masnabane, M. Masenya, L. Serenata, G. Axporniemie, A. Qan, N. Chandiwana, S. Norris, M. Chersich, P. Clayden, E. Abrams, N. Anulappan, A. Vos, K. McCann, B. Simmons, and A. Hill

ABSTRACT

BACKGROUND

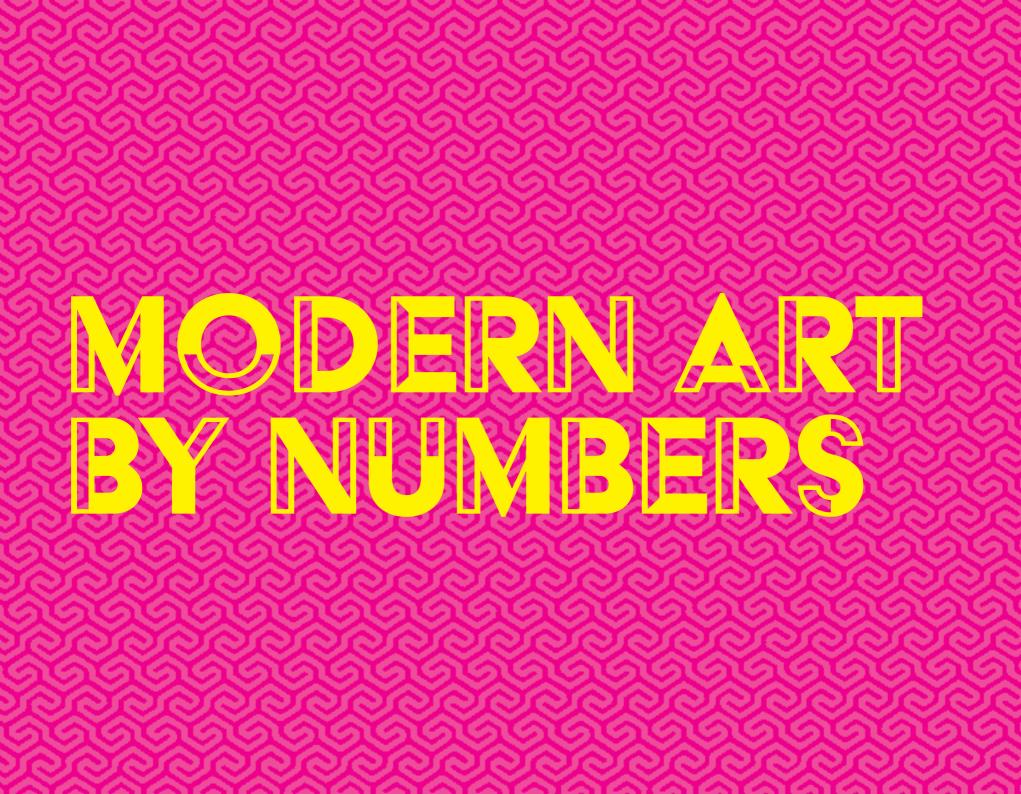
Excession of the main immunode/ciency virus (HIV) infection are dolutegravit (DTG) and the main immunode/ciency virus (HIV) infection are dolutegravit (DTG) and the main immunode/ciency virus (HIV) infection are dolutegravit (DTG) and the main immunode/ciency virus (HIV) infection are dolutegravit (DTG) and the main immunode/ciency virus (HIV) infection are dolutegravit (DTG) and the main immunode/ciency virus (HIV) infection are dolutegravit (DTG) and the main immunode/ciency virus (HIV) infection are dolutegravit (DTG) and DTG plus either of row tendovir un tendovir (a triple-therapy combination or emritiable dolutegravit (Area) (

For the processing of the other programs of the other programs of the other processing of the other procesing of the other processing o patentos unceases, 0.4 kg in the 1Ar-based group, 3.2 kg in the 1DF-based group, and 1.7 kg in the standard-care group). No resistance to integrase inhibitors was identified in patients receiving the DTG-containing regimens.

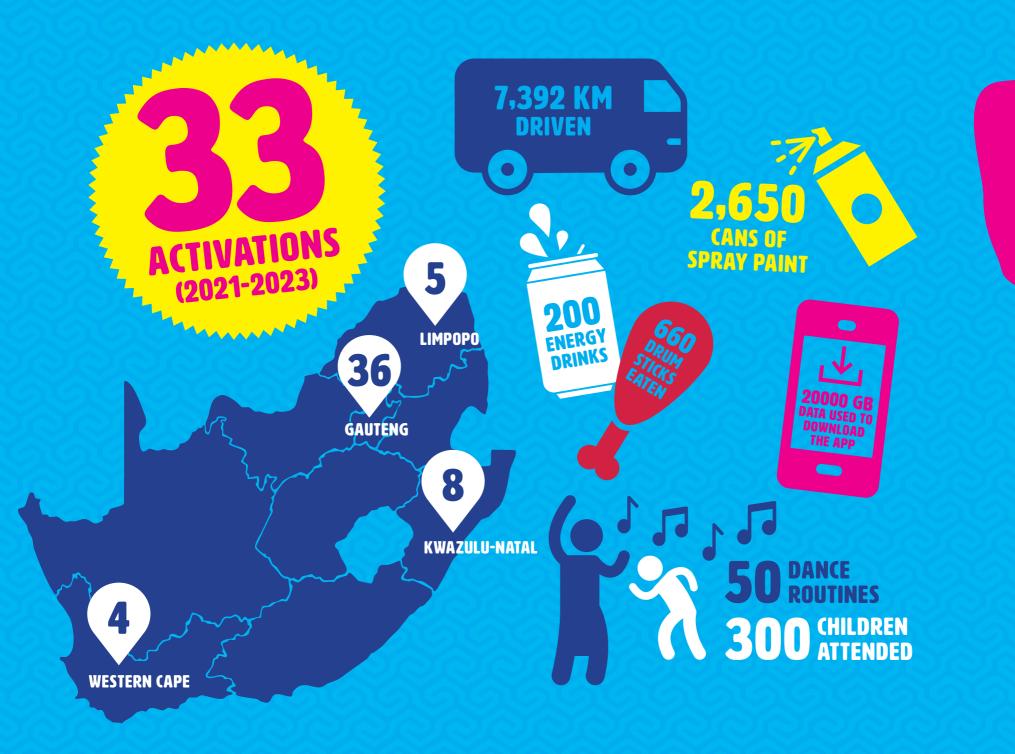
CONCUSIONS Treatment with DTG combined with either of two tempforir prodrugs (TAF and TDF) showed noninferior efficacy to treatment with the standard-care regimen. There was significantly more weight gain with the DTG-creatining regimens. Specially in com-bination with TAF, than with the standard-care regimen. (ADVANCE ClinicalTrials.gov unsafer MCT01123001)

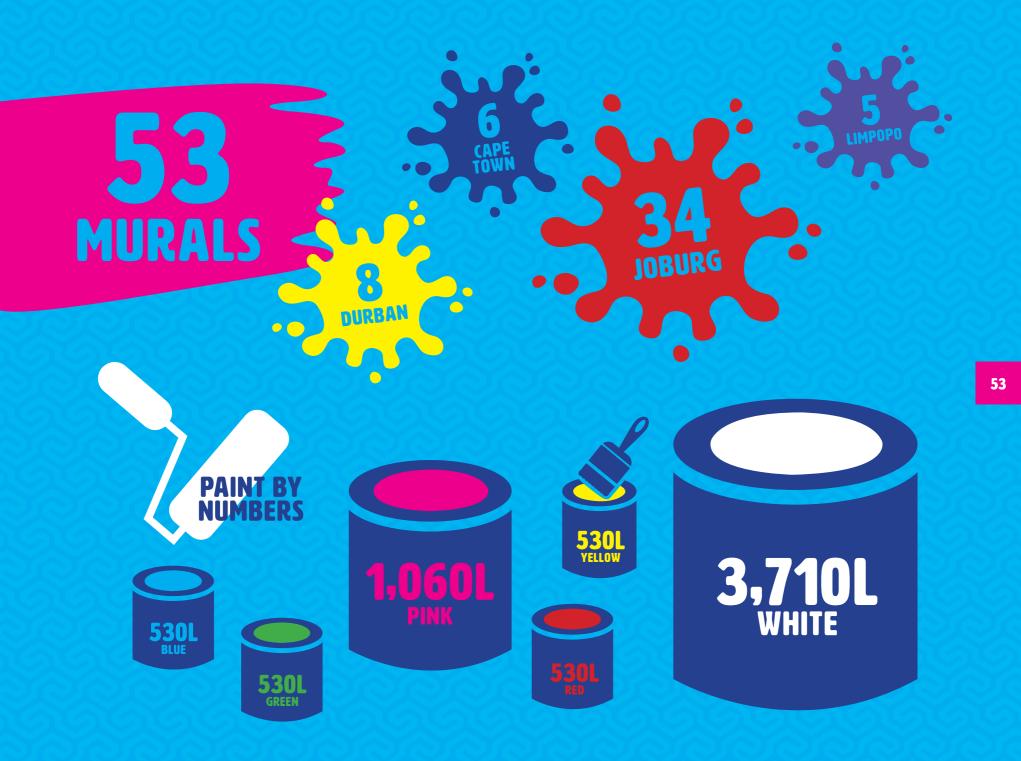
## All our community materials are informed by the latest scientific developments.

We were also part of the group that set up the ADVANCE trial and have reported on this and all the key ART optimisation studies and initiatives.











# CREDITS

# **CORE TEAM**

Luckyboy Mkondwane Polly Clayden Suzanne Thompson Nomatter Ndebele Karien van der Westhuizen

# **ACTIVATION TEAM**

Seeiso Wayne Letsie Mbali Qwema Tshewu Mosedi Caroline Msimango Thembisile Msimango Thulina Moukangwe



SenzART 911 Lethuxolo Vusi Khumalo

# **SPECIAL THANKS**

Francois Venter Tracy Swan Kenly Sikwese Andrew Hill

# TRAINERS

Lester Baloyi Daniel Mathebula Maria Mdakana Professor Mtembu Khulekani Gwala Mary Nyathi Puleng Tala Andile Madondile Sandile Khumalo Godfrey Baloyi

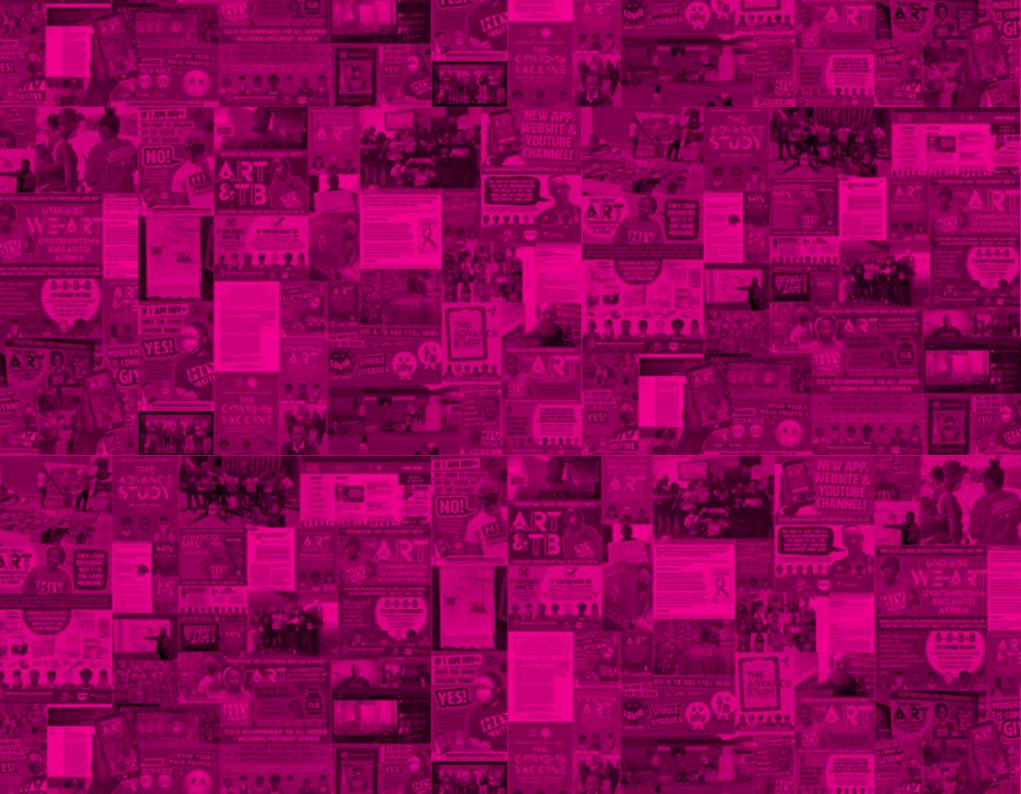
# DESIGN, APP & WEB

*the earth is round* Karien van der Westhuizen Elizna Rocher Teneille Francis Cindy de Bruyn

# PHOTOGRAPHY

Thom Pierce Team members

> Dedicated to Celicia Serenata and Andrew Mosane. Two fearless ART optimisers. We miss them.







MODERNARTFORSOUTHAFRICA.CO.ZA