

**MODERN ART FOR SOUTH AFRICA**

**WHAT IS  
MODERN  
ART  
FOR SOUTH AFRICA**

**Everyone with HIV  
needs to take HIV treatment – called  
antiretroviral therapy, ART or ARVs**

**NOVEMBER 2024**





# WHAT IS

# MODERN ART?

Modern  
ART is here  
to provide  
clear, easy  
and accurate  
information  
about HIV  
treatment  
and care in  
South Africa.

We aim to give you all the basic information you need to get the best out of your HIV treatment and care.

This includes information for people living with HIV and starting ART for the first time, and for those in different circumstances, such as pregnancy or if you need to switch treatment. We also look at other infections such as TB.

We also have information on PrEP to help HIV-negative people avoid getting HIV.

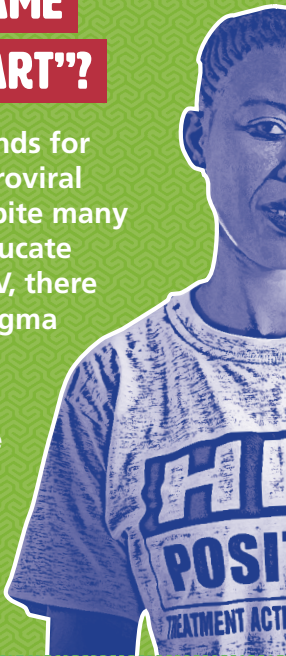


# WHY THE NAME

## “MODERN ART”?

Modern ART stands for “modern antiretroviral treatment”. Despite many campaigns to educate people about HIV, there is still a lot of stigma about it in our communities.

We decided to name our project Modern ART and use vibrant colours and exciting designs to get the message out.







## HOW IT ALL BEGAN...

Modern ART started in 2017 to support the transition to dolutegravir in South Africa with community materials – and to support a study of the same drug.

The study – called the ADVANCE trial – compared two dolutegravir-based ART combinations to an efavirenz one. The project was funded by Unitaid.

# A COLLABORATION

Modern ART is a collaboration between the Treatment Action Campaign (TAC) and Ezintsha. Our materials are developed by HIV treatment activists and trainers, along with communication professionals – and reviewed by medical professionals and people living with HIV.



## ABOUT TAC

Treatment Action Campaign (TAC) fights for the rights of people living with HIV and public healthcare users through monitoring, advocacy and campaigning. TAC works to ensure access to dignified, quality healthcare for all – with a specific focus on prevention, treatment, care and support services for people living with HIV, TB and other key populations.

Founded in 1998, TAC's activism and litigation helped establish the world's largest free ART programme here in South Africa. Today the organisation has over 8,000 members across 265 branches in eight provinces.



## ABOUT EZINTSHA

Ezintsha is a group of academics and health professionals who work with partners around the world to find health solutions for the big challenges public sector patients face in southern Africa. Ezintsha applies new technology to health-related problems, and work to extend access to effective drugs so that quality health care and medicine is available to everyone.

Ezintsha is a subdivision of Wits Health Consortium, which is part of the University of the Witwatersrand, based in Johannesburg, South Africa.

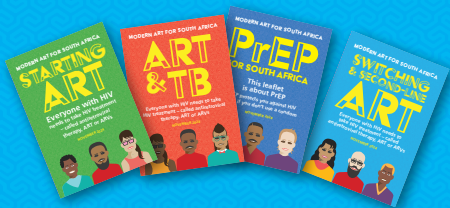
# THE LIBRARY IS OPEN!

We have made videos, booklets, posters, a website and an app. More than a million of our leaflets have been distributed to communities across South Africa, and many public clinics and hospitals display our posters.

In our community events we connect with and inform people, while our team of graffiti artists creates murals. We have rolled out Modern ART to all TAC branches across the country.

Find our materials on our website and app.





## We have these booklets available:

- Starting ART
- ART, Pregnancy & Women's health
- ART & TB
- Switching & 2nd-line ART
- Advanced HIV Disease
- The Modern Art for South Africa app
- PrEP

## And posters:

- Starting ART
- ART, Pregnancy & Women's health
- ART & TB
- Switching & 2nd-line ART
- Advanced HIV Disease
- ART Packaging in South Africa

# COMMUNITY EVENTS

**TAC branches**  
organise vibey social  
mobilisation activities  
all over South Africa.

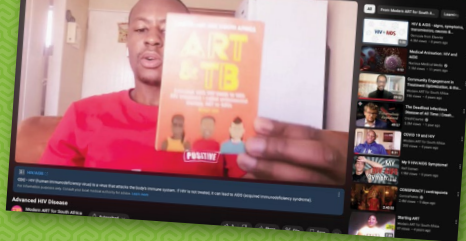
Find out how to join  
a TAC branch on our  
website: [www.tac.org.za](http://www.tac.org.za)











# INFORMATIVE VIDEOS

We have a selection of informative treatment-related videos on our website and on Youtube.



# WEBSITE & TOOLS

Carry all the info you need in your pocket! The website contains all of the printed information and offers some handy treatment adherence tools which can help you with taking your ART.

To use these, you only need an email address\* to set up a profile. Add it to your homescreen and use it like an app!

*\*We adhere to very strict privacy and security measures and will never share your information with anyone else.*



# **SOUTH AFRICA...**

# **AND BEYOND**

Most of our activities are in South Africa, but some of our materials have been used by community organisations in other countries on the continent. Please contact us if you are interested in our materials!





Find out more at  
[modernartforsouthafrica.co.za](http://modernartforsouthafrica.co.za)



@modernart4sa

