

# Mother-Child Transmission of HIV in India



\* The person in this photograph is not a real patient.

## The Challenge

—India has the third largest HIV epidemic in the world with an estimated 2.1 million people living with the virus. Of those, 857,000 are estimated to be women <sup>1</sup> and as a result, 14,000 babies are born with HIV every year. <sup>2</sup>

—Mother to child transmission of HIV is the primary route of transmission for HIV among children <sup>3</sup>.

—It is estimated that without any intervention the risk of transmission of HIV from infected mother to her child is between 20 to 45%.

—However, with effective use of anti-retroviral drugs this risk reduces significantly <sup>4</sup>. But, certain communities and states in India carry a high burden of HIV infections, with poorly linked care services and little education or support available for pregnant women.

## Our Solution

In November, 2016 - Janssen Pharmaceutical Companies of Johnson & Johnson (Janssen) launched the first Connect for Life™ initiative addressing the care gaps in mother and child health. The program called m-Maitri was developed in partnership with Solidarity and Action Against The HIV Infection in India (SAATHII), a non-governmental organization working to strengthen HIV prevention, care, support and treatment interventions in India. In 2016, Connect for Life's™ presence in India was expanded through a partnership with ARMMAN (Advancing Reduction In Mortality And Morbidity Of Mothers, Children And Neonates). ARMMAN is an India based nonprofit organization committed to improving the well-being of pregnant mothers, newborn infants and children in the first five years of their life.

## The Goal

Prevent mother-to-child transmission of HIV and improve Maternal and Child Health within vulnerable communities in India.



Connect For Life™ is ready today. See for yourself how quickly and easily you can utilize this powerful outreach tool

# Our Approach

The collaborative program utilizes locally-relevant approaches to educate pregnant women with know-how to prevent mother-to-child HIV transmission. Leveraging the unique Connect for Life™ approach, HIV positive pregnant women are enrolled in the program and followed for 18 months post-delivery in India addressing the disease burden in private healthcare facilities.

Based on the stage of their pregnancy, women receive tailored voice messages to their mobile phones offering general advice and support on pregnancy as well as specific information about being pregnant while HIV positive. Topics include nutrition, growth monitoring, the importance of ART adherence, immunization, exclusive breastfeeding, early infant diagnosis and psychosocial support. Additionally, reminders are sent when confirmatory tests, early infant diagnosis tests or CD4 tests are due and self-reported adherence reporting is also captured.

To support the healthcare workers and facilitate follow-up with mothers, the Connect for Life™ systems generates specific patient-level and program-level reports. This enables closer monitoring of the health behavior of the mother and captures her ongoing interaction with the service.

## Call Status Report

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
	Date generation report	Start Date Reporting Period	End Date Reporting Period	Call ID	Call date (DD/MM/YYYY)	Call time (HH:MM:SS)	Inbound/out bound	Call start time (HH:MM:SS)	Call end time (HH:MM:SS)	Duration of call (seconds)	Status of call (as provided by IVR platform)	Voice files played	# of login attempts	Successful
1														
2														
3														
4														

## Messages Listened Report – (Report at a Call Level)

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
	Date Report Generated	Start Date Reporting Period	End Date Reporting Period	CFL Patient ID	Preferred Call Days	Site #	Clinician (PC)	Calendar Week	Pregnancy Week on Report Date	Baby Week on Report Date	Messages Listened	# of Call Attempts	Messages Listened HIV Call	# of Call Attempts for HIV Call	Messages Listened Inbound Calls	# of Inbound Calls
1																
2																
3																

## Message Examples

*"Your baby may only be the size of a sesame seed but already her heart is beating. Her heart beats twice as fast as yours. You have done the best thing for your baby by taking the HIV test early. Well done. Knowing your HIV status early means you can do what is necessary to keep your baby healthy. "*

*"Getting a positive HIV test result can be a shock. You might be worried or frightened. You may wonder how it will affect your baby. These are normal thoughts to be having and you are not alone. With the right treatment, many women with HIV live long and healthy lives, and have healthy babies free of HIV."*

*"If you want to do one good thing for your baby this week, get your ART medicines."*

*"Now your baby is bigger, he's more aware of the world around him, and has begun noticing the tiniest details. You might find him looking closely at your earrings or the pattern on your shirt. It is almost time for your baby to get tested for HIV again. This test will let you know if he is still free of HIV or not. Many mothers find it difficult to take their baby for another test as it causes too much worry. You probably do not want to go through that all over again. But getting your baby's HIV status confirmed regularly (at 6, 12, and 18 months) will enable you and your health workers to know if your baby is getting the right care. Getting your baby tested regularly will reassure you. Get your baby tested for HIV next week. Continue taking your ART and giving your baby his HIV medicines regularly and on time. These medicines help to make sure you and your baby are well. If you want to do one good thing for your baby this week, prepare to take him to the clinic next week for an HIV test."*

## The Impact

By connecting directly with mothers, the m-Maitri Connect for Life™ platform offers a secure means to share potentially lifesaving information. Connect for Life™ ensures accurate, up-to-date information is available and accessible to support these women through their pregnancy and beyond.

Andhra Pradesh and Telangana are two of 14 states where SAATHII is currently implementing a private sector PMTCT program in partnership with the Government of India, and with the support of The Global Fund to Fight AIDS, Tuberculosis and Malaria. The initiative with ARMMAN is currently ongoing in Pune with more than 100 mothers registered. Nationally, more than a quarter of people living with HIV are not aware that they have the virus, due to sub-optimal testing <sup>5</sup>.

Around 1,000 pregnant women and new mothers with HIV are engaged through a network of 200 private healthcare facilities and are offered support for two years under the SAATHII initiative. Around 300 women who receive care primarily in the public healthcare facilities will be supported through the ARMMAN initiative. Evidence-based health education materials are provided to the women and to healthcare workers at the facilities. The program enables easier and regular follow up with the women by collecting feedback from the mother using queries about breastfeeding, early infant diagnosis test and immunization.

Speaking about the burden of HIV in key Indian regions, SAATHII Vice President Dr. L. Ramakrishnan said: "Certain communities and states in India carry a high burden of HIV infections, with poorly linked care services and little education or support available for pregnant women. This vital partnership with Janssen's Connect for Life™ initiative comes at a critical time, allowing us to improve the care journey for women living with HIV throughout their pregnancy."

By collaborating with SAATHII and ARMMAN in India, Janssen through Connect for Life™ is extending its commitment to addressing global unmet public health needs on a more focused and local basis. Such collaborations work to ensure solutions are appropriate for the region and that the needs of the community are understood so that the best outcomes for patients are achieved.

### References

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4. (HMIS Analysis - India across Districts - Apr '14 to Sep '14, 2014) [http://www.nhsrindia.org/index.php?option=com\\_content&view=article&id=184&Itemid=681](http://www.nhsrindia.org/index.php?option=com_content&view=article&id=184&Itemid=681).
5. Mother-to-Child Transmission of HIV. World Health Organization. Available at <http://www.who.int/hiv/topics/mct/about/en/> Last accessed November 29, 2016