



<u>Jindagi</u>

Improving Treatment Literacy through digital platform

"Jindagi" (means "Life" in English) represents wellbeing or positivity!

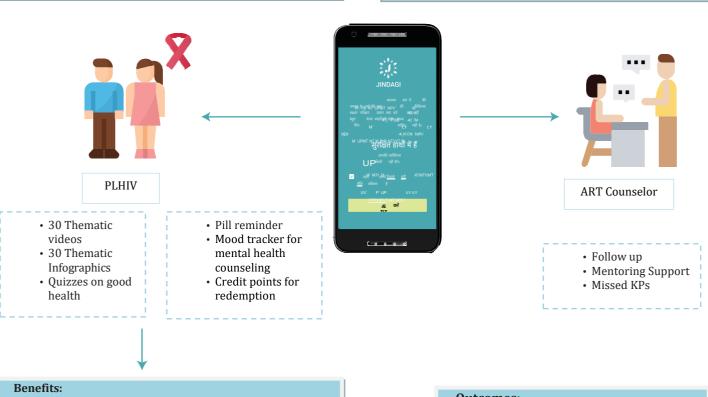
I-TECH India with support from Mumbai District AIDS Control Society (MDACS) innovated a "treatment literacy tool" which can be used by the patients living with HIV (PLHIV) at their convenient time while ensuring privacy. The tool is strategically designed in form of an application called Jindagi. This application aims (a) to empower the PLHIV with correct information, motivation & skills to adopt healthy behavior and (b) to ensure improve retention of newly registered clients in HIV cascade.

Aim:

- a) Empowering PLHIV towards health seeking behavior
- Ensuring ART adherence b)

Why:

- a) Highest Lost to Follow-up (LFU) at ART centers within 3 months of enrollment
- b) Poor health seeking behavior of PLHIV



- Information about pills, treatment adherence, side
- Dispels the misconceptions associated with the disease and helps allay stigma
- Pill reminders ensuring adherence and optimal viral c) suppression
- Mood indicator system to track mental health status d)
- Early identification of clients with poor health indicators to retain in program
- Reducing default amongst new registered clients by improving treatment literacy
- Community feedback mechanisms to help improve quality & performance

Outcomes:

(June 2020 to June 2021)

- 3276 installations
 - Hindi 61%, Marathi 39%
 - 72% Male, 27% Female, 1% TG
- 11322 videos watched
- 8521 quizzes attempted; 78% quizzes solved correctly