

Lessons and Best Practice Toolkit: HIV Health Literacy

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The following example demonstrates how the toolkit steps can be applied to a specific health literacy game show focused on HIV prevention and treatment, highlighting the importance of aligning the game show's purpose, format, and rules with its objectives and target audience.

1) Define Your Purpose, Goals, and Audience:

- a) Clearly define the purpose of the game show, such as promoting health literacy, raising awareness about a specific health issue (e.g., HIV, diabetes, mental health), or encouraging healthy behaviours.
- b) Specify the overarching message or theme you want to convey through the game show.
- c) Identify your target audience, considering factors such as age, gender, cultural background, and location.
- d) Determine whether the game show will cater to a general audience or focus on a specific community or demographic.

Example:

- A game show was organised with the aim of assessing, increasing awareness and promoting positive attitudes, as well as reducing stigma related to HIV prevention and treatment. The game show featured participants representing specific client groups known as key populations (KP) specifically Men who have Sex with Men, Transgender persons and ex inmates. A full complement of the KP groups would have also included sex workers, people in prisons and people who inject drugs. These participants were nominated by client organisations. Each client organisation was required to bring a minimum prescribed number of audience members, including staff and other clients, from their facility (approximately 10-15 people). In addition, each client organisation was required to nominate a staff member to be an adjudicator. Adjudicators were present to deliberate and provide guidance concerning the re-framing of questions if participants misunderstood them.

2) Game Show Format and Structure:

- a) Decide on the game show's format, such as a quiz show or interactive game.
- b) Consider whether the game will be in-person, virtual, or a combination of both.
- c) Determine the duration of the game show and the number of episodes or rounds.

Example:

- The competition consisted of 3 rounds, each containing a maximum of 10 multiple-choice questions (MCQs) presented to a group or individual. Participants had the opportunity to compete in these rounds. The questions were ordered by increasing difficulty, and participants earned increasingly higher amounts of money for each correctly answered question. After answering a question correctly, participants could choose to keep the money they had won and stop answering further questions. However, participants were disqualified and received the minimum designated prize money if they answered a question incorrectly. In round 1, participants were grouped by organisation and had to answer a total of 10 multiple-choice questions (MCQs) per group. In round 2, participants were regrouped randomly by selecting a number from a glass bowl and then grouped based on the corresponding number. Finally, in round 3, participants competed individually. The game show included an audience round after participants completed rounds 1 to 3. In this round, a specific number of equally difficult questions were asked to members of the audience. It is important to note that each audience member was only allowed to answer one question correctly. However, if they answered the audience question incorrectly, they had the opportunity to answer additional questions.
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3) Game Show Questions and Content:

- a) Develop questions, challenges, or activities that align with your health-related objectives.
- b) Ensure that the content is accurate, evidence-based, and relevant to your target audience.

Example:

- Researchers working with the host organisation and other partners developed and critically appraised relevant HIV health literacy questions. The research team assigned 10 questions per round per contestant(s) arranged in increasing difficulty. The questions were reviewed by the internal team and would be adjudicators and one external senior staff member.
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4) Rules and Guidelines:

- a) Create clear rules and guidelines for the game, including scoring mechanisms and any penalties or incentives.

- b) Outline how participants can enter the game, eligibility criteria, and any prizes or rewards for winners.

Example:

- Regarding participants, each question required a spokesperson. In group rounds, decisions on answers had to be unanimous. Participants had to cash out as a team before the next question was asked. Once a team cashed out during a round, they could not re-enter. Providing an incorrect answer resulted in immediate disqualification for that round. Regarding audience members, they were not permitted to shout out answers but were required to raise their hands to answer questions. Staff from the host and client organisation were not eligible to win cash prizes but were eligible for other gifts, such as sweets.
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5) Marketing and Promotion:

- a) Develop a marketing plan to promote the game show, including social media campaigns, flyers, and partnerships with local organisations.
- b) Consider collaborating with healthcare professionals, influencers, or community leaders to endorse and promote the game show.
- c) Reach out to potential participants and community stakeholders to generate interest and support.

Example:

- The game show was initially proposed as a pilot with a small intended audience. Invitations for attendance were personal, as this approach was taken to manage costs and ensure close oversight of the event.
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6) Logistics and Technical Requirements:

- a) Venue and Equipment:
 - i. Secure a suitable venue (if in-person) or set up the necessary technical infrastructure (if virtual).
 - ii. Ensure that you have the required equipment, such as microphones, cameras, and screens.
- b) Technical Support:
 - i. Have technical support staff on hand to address any issues during the game show, both in-person and virtually.

Example:

- The event took place at the Tshwane POP INN site, which was selected as the venue due to its convenient location near bus routes, the Gautrain, and several key population organisations. The venue also provided a safe environment for both contestants and the audience, ensuring an enjoyable experience. A trusted third-party supplier was responsible for obtaining the necessary equipment to facilitate the event, including high chairs, roving microphones, monitors, and a sound system. This supplier had previously provided satisfactory service and was relied upon for this event. Additionally, the technical support team consisted of two technicians and one videographer. Regarding technical issues, there were some problems with the sound and volume of the microphone during the game show. However, the technicians promptly addressed these issues. Conducting a dry run with the equipment in the future is recommended to avoid such problems.

7) Evaluation and Follow-Up:

a) Data Collection:

- i. Collect data after the game show to evaluate the achievement of your objectives.
- ii. Use participant and adjudicator feedback to gather insights.

b) Analysis:

- i. Analyse the data to measure the impact of the game show on health knowledge, behaviour change, or awareness.
- ii. Identify areas for improvement in future iterations.

c) Follow-Up Activities:

- i. Plan follow-up activities or initiatives to maintain engagement and reinforce the game show's messages and lessons.
- ii. Consider organising post-game show events, webinars, or workshops related to the health topic.

Example:

- After the game show, key stakeholders were asked to provide feedback on their experience, thoughts on the day, and reflections post-game show. The key feedback points included reducing the length of the game show, increasing audience participation, and promoting engagement between the audience and participants. To maintain engagement and reinforce the game show's messages and lessons, future initiatives will include using playing cards and cue cards as interactive methods of

knowledge dissemination. Additionally, the selection criteria for participants may evolve to incorporate a qualification quiz, where contestants with the highest number of correct answers are chosen to participate in the game show. Future marketing plans can also be developed, such as co-creating posters with all the organisations involved. Furthermore, flyers can be co-created and distributed to clients who do not visit physical healthcare sites, inviting them to future game shows. Social media platforms like Facebook, LinkedIn, and WhatsApp can also be utilised for marketing the game shows.

8) Sustainability and Future Plans:

a) Sustainability:

- i. Determine how the game show's impact can be sustained over time, such as creating an ongoing series or incorporating health literacy into existing community programs.

b) Future Plans:

- i. Reflect on the game show's success and consider how you can expand or improve it in the future.
- ii. Explore opportunities for partnerships, funding, or grants to support future initiatives.

Example:

- To ensure the sustainability of the gameshow, it may be necessary to incorporate online versions. These versions would have reduced costs in terms of venues and equipment and would also allow for participation from client organisations. Additionally, scalability can be achieved by identifying and addressing the strengths and weaknesses of the game show. Lessons learned from previous pilot implementations can be utilised, and a toolkit can be developed to guide best practices for planning and implementing similar gameshows across different projects. These projects aim to assess, increase awareness, and promote positive attitudes while reducing the stigma associated with various aspects of health literacy.

Appendix A: Treatment Literacy Game Show



Venue: Loftus Park POP INN offices

Date: 28 September 2023

Time : 11.00am for 12.00pm

Hosts: Jenn Drummond and Vee ka Nkosi

Action item	Responsible person
Opening and welcome	Vuyolwethu Ncube
Game show introduction video	Technical team
Introductions: hosts, contestants and adjudicators	Vee ka Nkosi
The host introduces adjudicators and acknowledges guests and the audience	Vee ka Nkosi and Jenn Drummond
Overview of the game Show and process <ul style="list-style-type: none"> • Question flow • Game Rules • Prizes 	Jenn Drummond and Vee ka Nkosi
Game show	Vee ka Nkosi & Jenn Drummond
Air break/ technical break 5 minutes	All
Game show	Vee ka Nkosi & Jenn Drummond
Feedback and scoring	Adjudicators
Prize giving	Adjudicators
Closing remarks	Jacqui Pienaar
Refreshments	All





THE AURUM
INSTITUTE

Game rules for participants

- One spokesperson per question
- Unanimous decision on answer – for group rounds
- Cash out as a team
- Cash out BEFORE next question is asked
- No re-entering after cashing out during the round
- Incorrect answers = immediate disqualification for that round

Game rules for audience

- No shouting out answers
- Raise hand to answer questions
- Aurum and SA Partners staff cannot win cash prizes



Appendix B: Prize Breakdown

1. Round 1

Grouping per organisation: Aurum 1, Aurum 2, SA Partners

Minimum winnings: R300/group = R150 per participant

Maximum winnings: R2 000/group = R1000 per participant

Prize breakdown per question:

Question 1	R150
Question 2	R200
Question 3	R300
Question 4	R400
Question 5	R500
Question 6	R600
Question 7	R700
Question 8	R800
Question 9	R900
Question 10	R1000

2. Round 2

Mixed group: Aurum 1 x SA Partners

Aurum 2 x SA Partners

Aurum 1 x Aurum 2

Winnings: R100 per question

Minimum winnings: R200/group = R100 per participant

3. Round 3

Individual participation: Original participants (Aurum 1, Aurum 2, SA Partners)

Winnings: R100 per question

Minimum winnings: R100 per participant

4. Round 4

Audience Round

Winnings: R100 per question

****Note: One right question per audience member only****

5. Bonus Round

Double or Nothing

Winnings: R200 per question

****Note: One right question per audience member only****

Appendix C: Participant Answer Sheet

Mark an 'X' if the participant(s) gets the question correct.

**** Note: Should the first question for Round 1 to Round 3 be wrong, the participant(s) receives the minimum prize****

Round 1

	<i>Q1</i>	<i>Q2</i>	<i>Q3</i>	<i>Q4</i>	<i>Q5</i>	<i>Q6</i>	<i>Q7</i>	<i>Q8</i>	<i>Q9</i>	<i>Q10</i>
<i>Aurum 1</i>	R150	R200	R300	R400	R500	R600	R700	R800	R900	R1000
<i>Aurum 2</i>	R150	R200	R300	R400	R500	R600	R700	R800	R900	R1000
<i>SA Partners</i>	R150	R200	R300	R400	R500	R600	R700	R800	R900	R1000

Round 2

	<i>Q1</i>	<i>Q2</i>	<i>Q3</i>	<i>Q4</i>	<i>Q5</i>	<i>Q6</i>	<i>Q7</i>	<i>Q8</i>	<i>Q9</i>	<i>Q10</i>
<i>Aurum 1 x SA Partners</i>	R100	R200	R300	R400	R500	R600	R700	R800	R900	R1000
<i>Aurum 2 x SA Partners</i>	R100	R200	R300	R400	R500	R600	R700	R800	R900	R1000
<i>Aurum 1 x Aurum 2</i>	R100	R200	R300	R400	R500	R600	R700	R800	R900	R1000

Round 3

	<i>Q1</i>	<i>Q2</i>	<i>Q3</i>	<i>Q4</i>	<i>Q5</i>	<i>Q6</i>	<i>Q7</i>	<i>Q8</i>	<i>Q9</i>	<i>Q10</i>
<i>Aurum 1</i>	R100	R200	R300	R400	R500	R600	R700	R800	R900	R1000

	<i>Q1</i>	<i>Q2</i>	<i>Q3</i>	<i>Q4</i>	<i>Q5</i>	<i>Q6</i>	<i>Q7</i>	<i>Q8</i>	<i>Q9</i>	<i>Q10</i>
<i>Aurum 1</i>	R100	R200	R300	R400	R500	R600	R700	R800	R900	R1000

	<i>Q1</i>	<i>Q2</i>	<i>Q3</i>	<i>Q4</i>	<i>Q5</i>	<i>Q6</i>	<i>Q7</i>	<i>Q8</i>	<i>Q9</i>	<i>Q10</i>
<i>Aurum 2</i>	R100	R200	R300	R400	R500	R600	R700	R800	R900	R1000

	<i>Q1</i>	<i>Q2</i>	<i>Q3</i>	<i>Q4</i>	<i>Q5</i>	<i>Q6</i>	<i>Q7</i>	<i>Q8</i>	<i>Q9</i>	<i>Q10</i>
<i>Aurum 2</i>	R100	R200	R300	R400	R500	R600	R700	R800	R900	R1000

	<i>Q1</i>	<i>Q2</i>	<i>Q3</i>	<i>Q4</i>	<i>Q5</i>	<i>Q6</i>	<i>Q7</i>	<i>Q8</i>	<i>Q9</i>	<i>Q10</i>
<i>SA Partners 1</i>	R100	R200	R300	R400	R500	R600	R700	R800	R900	R1000

	<i>Q1</i>	<i>Q2</i>	<i>Q3</i>	<i>Q4</i>	<i>Q5</i>	<i>Q6</i>	<i>Q7</i>	<i>Q8</i>	<i>Q9</i>	<i>Q10</i>
<i>SA Partners 2</i>	R100	R200	R300	R400	R500	R600	R700	R800	R900	R1000

Round 4

Name	Amount won

Round 5

Name	Amount won