



# Crowdsourcing Challenge: Eswatini HIV Contest

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# Overview

- The Eswatini HIV Contest was a crowdsourcing challenge developed by MEASURE Evaluation, in collaboration with local stakeholders in Eswatini (local villages, Johns Hopkins, PEPFAR, PSI, UNAIDS)
- The contest was a call for innovative messages that speak to men about the benefits of testing for HIV, and starting HIV treatment early for a long and healthy life.
- The contest received 144 submissions from 83 members of the public. The submissions were made in the form of videos, songs, images, and memes.



# Problems to solve

1

Continued stigma surrounding HIV/AIDS.

3

Lack of positive messaging about life after an HIV-positive diagnosis.

2

Low involvement of men in HIV testing and treatment programs.

4

HIV campaigns having little success thus far.

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# Steps

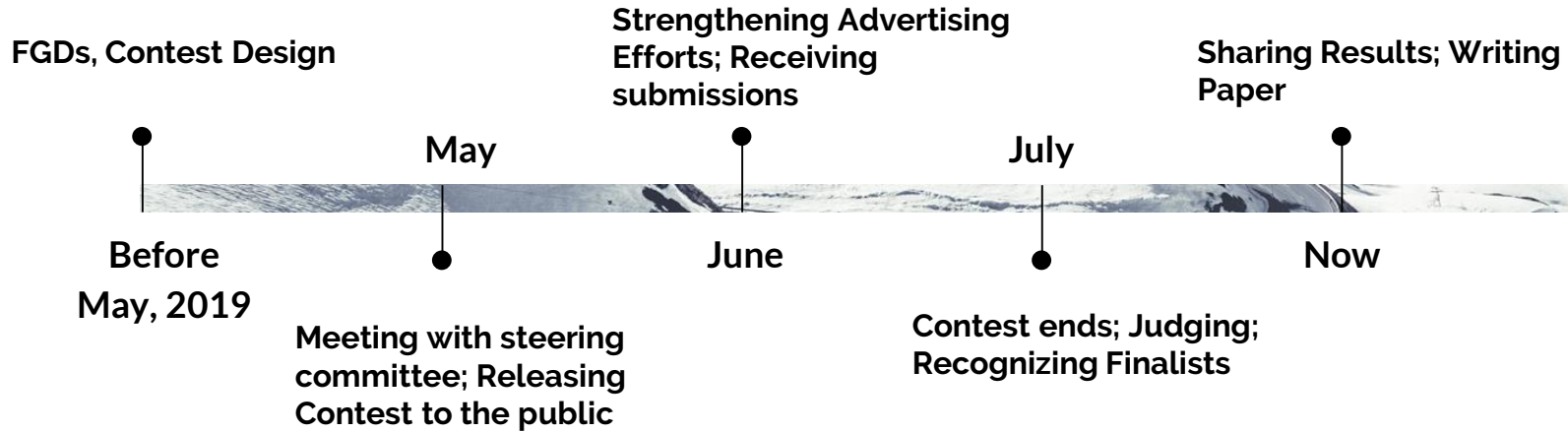
Our crowdsourcing contest followed the six steps laid out in the TDR Crowdsourcing Practical Guide.

- 01 | Select Crowdsourcing
- 02 | Organize a community steering committee
- 03 | Engage community to contribute
- 04 | Receive and evaluate contributions
- 05 | Recognize finalists
- 06 | Share solutions and implement





# Timeline



# Contest Design

## 01

- The exact content of the crowdsourcing request was designed based on the results of the FGDs as well as the needs of stakeholders in Eswatini as they design and implement their HIV prevention activities for men.
- **Lessons learned:** impact of language and imaging used in garnering interest



Design a message to convince men of the benefits of starting HIV treatment early for a **long** and **healthy** life.

We're looking for innovative messages that will motivate men ages 20–40 in Eswatini that an HIV-positive outcome from testing can bring new life. **Send us your creative contribution!**

To enter, send us an innovative message in one of the following formats:

- Video
- Image
- Song
- Meme

Submit your entry in an email to [contestentry@unc.edu](mailto:contestentry@unc.edu) or to the WhatsApp number: +268 79143264

Deadline extended to June 28, 2019. Winners will be notified before July 12, 2019.

For additional information:  
<http://m.facebook.com/eswatinihivcontest>

The most effective message in each category, as determined by a panel of judges, will receive a prize and will be used in HIV campaigns.

Don't miss out on this opportunity to make a difference!

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# Advertising Methods

02

- Social Media
- Print Media + Radio
- Workshops + word of mouth





# Results

The contest received 144 submissions from 83 members of the public. The submissions were made in the form of videos, songs, images, and memes. 82 submissions from 58 members of the public were selected as eligible cases for the judging process, of which, 16 were selected as the overall winners in each category.

Submissions

83

16 winners overall, four in each category

Followers on Facebook

461

People who regularly followed our page and engaged with updates

Hits on our most popular post

2300

412 people reached on each post, on average



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## Example of Finalist Image

Themes:

- Desire for old age as incentive for testing
- Importance of the elderly generation in educating next generation
- Traditional values





# Thank You

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