



# Aidsfonds Tanya Marlo

Location: Indonesia

Target group: Sexually active youth, including the LGBTQI community, who are vulnerable to STI or HIV infection and need comprehensive support in developing healthy choices in sexuality.

Budget: \$50,000/year (2022), \$70,000 (2023-2024).



## Primary outcome

Ensure that young people and minority groups who are most vulnerable can take control of their health through accessible HIV-related information, counselling and lifesaving care.

## Description

The [Aidsfond's](#) Tanya Marlo project targets young people and tackles the increasing HIV epidemic in Indonesia, by providing easy access to information and care. These tools, including a web-based platform and chatbot serve as accessible entry points to provide tailored, youth-friendly, quality information using the Stepped Care Model for Sexual Health developed by Aidsfonds.

Users are linked to a hotline service where they can chat with trained counsellors who provide information, support and referral to services in cities throughout Indonesia. The Tanya Marlo website also provides a service directory for test and treatment. To increase reach and impact, the Tanya Marlo team co-creates content together with local partners and young people, linking audiences with the services they need.

Sexual health care in clinics is often denied to young people and members of the LGBTQI+ community. Aidsfonds aims to bridge the difficulties in accessing sexual and reproductive health information and products in Indonesia.

## Goals

- Deliver extensive, updated, non-judgemental and sex-positive HIV- and Sexual and Reproductive Health Resources (SRHR) and services via the Tanya Marlo platforms and raise awareness among youth via social media.
- Provide consultation via a hotline service and empower youth to seek services and treatment in a health facility.
- Increase the reach and impact by building a coalition of (digital) health partners, including links with more youth- and LGBTQI+-friendly health facilities.

## Activities and milestones

- **Broaden the issues covered and increase reach.** Created new content with a HIV-focus to meet the needs of its audiences. The mainly written content was adapted into video and audio formats to stimulate better user interaction.
- **Social Media campaigns.** Increase the reach of Tanya Marlo messages on social media, additional strategies incl.: paid advertising and working with influencers (experts & survivors) and experts (doctors, psychologist, community leaders)
- **Build coalitions.** Organized a 2022 'Discovery Workshop', attended by 20 potential partners sharing the same vision & mission, to:
  - Identify issues, channels, target groups and solutions
  - See potential interlinking or overlap in support & service
  - Identify opportunities to collaborate with partners ensure commitment in joint program development
- **Collect and evaluate data to improve service and deliver proof.** To get direct input from the audience to evaluate the content provided, the Tanya Marlo team asks for input directly on social media & holds focus groups with audience representatives.

## Challenges

Indonesia criminal code is set to change in the next couple of years, with a bill that would ban extramarital sex and legalize the promotion of contraception – with potential implications for the project.

While conservatism in Indonesia continues to be an increasing challenge to SRHR, especially with regards to minors, the team remains optimistic. Aidsfond's implementation partner YKS is in close contact with the minister and Ministry of Health who are very accommodative to the situation as they also see that the numbers of STI and HIV infections are on the rise. The MoH can make exemptions to the law by releasing formal letters to organizations like YKS to allow them to continue to provide information and services such as condoms.

Advocacy activities are expected in 2023 as there's still opportunities to revise the bill before it becomes effective. YKS is already collaborating with Rumah Cemara, an organization who is strong in advocacy. Rumah Cemara will also be Aidsfonds major partner in their new Healthy Cities with PRIDE project.

The new code shows that Tanya Marlo is more needed than ever, and Aidsfonds is committed to act to enhance young people's agency in accessing the information and services they need.

## Sustainability and future plans

- Enrich content creation to be more diverse and contextualized with SRHR and mental health equipping young people with knowledge, skills, attitudes and values that empower them to realize their sexual health and wellbeing.
- Accommodate additional user questions and preparing improved chatbot facilities and the provision of initial counselling services on the WhatsApp platform.
- Monitor and evaluate the effectiveness of paid campaigns and collaborations with influencers.
- Map and build a coalition of potential partners to strengthen the program, especially when resources are limited.
- Strengthen referrals for peer counselling services at partner institutions, professional counselling, and clinical services.
- Map service partners who can provide affordable clinical medical services for those with limited financial capabilities.
- Include 2022 focus group feedback in the 2023 planning, to understand the type of information required, the referred type of content, and type of service needed.