

The Elsevier Foundation

2025 Partnerships

Tanya Marlo

Aidsfonds



Location

Indonesia



Target group

Sexually active youth, including the LGBTQI community, who are vulnerable to STI or HIV infection



Budget

\$50,000 (2022),
\$70,000 (2023),
\$90,000 (2024) and
\$105,000 (2025)



SDGs

SDG 3 (target 3.3)
and
SDG 10 (target 10.2)

Synopsis

Empower vulnerable Indonesian youth and minority groups to take control of their health through accessible sexual and reproductive health (SRHR) and HIV-related information, counselling, and care.

Program description

HIV-related deaths in Indonesia have surged by 60% since 2010, in contrast to the global downward trend. At the same time, access to sexual and reproductive health and rights (SRHR) information is increasingly constrained by rising conservatism. According to UNAIDS, approximately 540,000 people are living with HIV in Indonesia, yet only one-third receive PrEP (pre-exposure prophylaxis), a lifesaving treatment.

The Tanya Marlo project, or “Ask Marlo” in Bahasa Indonesia, targets youth by providing easy access to information and care via a web-based platform and chatbot. These tools offer tailored, youth-friendly information using the internationally proven Stepped Digital Care Model for Sexual Health, linking users to counselors and service directories. To increase reach and impact, the Tanya Marlo team co-creates content together with local partners and young people, connecting audiences with the care they need.



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Goals

- Deliver comprehensive, non-judgmental and sex positive HIV- and SRHR services.
- Promote self-care and enhance young people's agency to seek information and services online and offline.
- Build a coalition of digital health partners to increase reach and impact.

Activities and milestones

- Produced videos, posters, podcasts and TikTok Live sessions to increase engagement on sensitive HIV and SRHR topics.
- Created a sexual Risk Assessment Tool providing anonymous, personalized advice and strengthening referrals to services.
- Enhanced systems to support counselors and improve data analytics for monitoring engagement and service uptake.
- Conducted offline outreach activities, including campus engagement ("Goes to Campus") and focus group discussions with youth and students to inform platform development.
- Strengthened existing partnerships and mapping new youth- and LGBTQI+-friendly health providers.
- Participated in the international Stepped Care Webinar hosted by Aidsfonds to share lessons learned and attract future partners.

Looking ahead

As implementation progresses beyond the initial three-month extension period, the partnership will scale up digital engagement and strengthen digital-to-clinic referral pathways. This will include a new YouTube video podcast series to provide a more stable and accessible channel for sexual education content and further promote the digital Risk Assessment Tool to measure and improve the overall service network. Tanya Marlo is also exploring collaborations with universities to generate evidence on the effectiveness of integrated digital health interventions. By reinforcing the coalition and co-fundraising efforts, our partnership aims to secure long-term sustainability and ensure that Tanya Marlo continues to serve young people across Indonesia.



Impact at a glance



2.5M

people reached through online channels and helplines in 2025.



120

pieces of digital content produced including video podcasts.



55

campus outreach activities conducted under the "Goes to Campus" initiative.

