

# THE RAPID SYPHILIS TEST TOOLKIT

## PLANNING 2



### Advocacy and Communications Activities

### Appendix A Sample presentation advocating for in-country rapid syphilis testing



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## Sample presentation advocating for in-country rapid syphilis testing

### Presentation advocating for in-country rapid syphilis testing

- These slides provide a template for how to present the case for rapid syphilis testing and treatment
- To make it specific to *your* country and *your* situation, please insert relevant information where indicated. Include information that will highlight the issue of syphilis (and the difference rapid syphilis tests (RSTs) could make) to the people you are presenting to
- This presentation should be delivered to officials who can roll out RSTs, such as government health departments or NGOs delivering in-country PMTCT programmes
- Keep all slides concise in terms of text and use pictures where possible to illustrate your points

[INSERT TITLE OF PRESENTATION]

e.g. SYPHILIS – A SILENT KILLER OF BABIES

A PRESENTATION TO [INSERT NAME OF PERSON & DATE]

[INSERT YOUR LOGO AND NAME AT THE BASE OF EACH SLIDE AS WELL AS BRIEF CONTACT DETAILS ON THE FRONT AND BACK SLIDES]

### OBJECTIVES

(For further information see Management 4 & Planning 1 p7 of the Rapid Syphilis Test – RST – toolkit)

- [INSERT WHAT YOUR AIM IS – E.G. TO INTRODUCE SYPHILIS TESTING AND TREATMENT TO ALL PREGNANT WOMEN IN [NAME COUNTRY]]
- [INSERT SECOND AIM HERE – E.G. TO PROVIDE EVIDENCE FOR POLICY IN YOUR COUNTRY]
- [INSERT AIM THREE HERE – E.G. TO DETERMINE OR ASSESS COST-EFFECTIVENESS OF SYPHILIS TESTING AND TREATMENT TO MOST RELEVANT GOVERNMENT MINISTRY AS WELL AS THE RELEVANT PREGNANT POPULATION AND THEIR PARTNERS]

### BURDEN OF SYPHILIS

- [SUMMARISE BURDEN – HOW MANY BABIES DIE FROM SYPHILIS OR THE AMOUNT OF PEOPLE AFFECTED IN HIGH RISK POPULATIONS AND REMEMBER TO STATE YOUR SOURCE]
- [STATE ANY OTHER FACTS YOU HAVE ABOUT THE PROBLEM YOU ARE GOING TO OVERCOME (e.g. what is the root cause of the problem? Who is affected? What is the economic impact?). HERE YOU WILL EXTRACT FACTS AND STATS FROM THE SITUATIONAL ANALYSIS YOU HAVE CARRIED OUT (see RST Toolkit, Implementation 4)]
- [USE LANGUAGE THAT WILL RESONATE WITH YOUR TARGET AUDIENCE. ALSO SHOW BURDEN IN PICTURES OR GRAPHS WHERE POSSIBLE]

### PREGNANCY OUTCOME IN WOMEN WITH SYPHILIS

- [YOU CAN CHOOSE TO INCLUDE THIS SLIDE WHICH SHOWS GLOBAL DATA OR REPLACE THIS DATA WITH DATA FROM YOUR OWN COUNTRY]
- 25% deliver a dead baby <sup>(1)</sup>
- 33% deliver a low birth weight baby <sup>(2)</sup>
- A single dose of penicillin given before 28 weeks prevents these bad outcomes
- This is one of the most cost-effective health interventions, at \$10.5 per life year saved

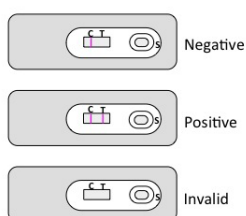
(1) Watson-Jones D et al. Journal of Infectious Diseases 2002; 186: 940-7 and 948-57  
(2) Terris-Prestholt et al. Sexually Transmitted Infections 2003;79:375-381

### OPPORTUNITY TO SAVE LIVES

- [INCLUDE DATA HERE ABOUT THE OPPORTUNITY TO REACH WOMEN IN YOUR COUNTRY. PROVIDE HEADLINE INFORMATION ON THE EXISTING ANTENATAL CARE INFRASTRUCTURE]
- [A USEFUL & ILLUSTRATIVE STATISTIC TO INCLUDE IS:  
% OF WOMEN WITH ACCESS TO ANTENATAL CARE IN YOUR COUNTRY  
MINUS THE % OF WOMEN CURRENTLY SCREENED FOR SYPHILIS  
EQUALS THE MISSED OPPORTUNITY]
- A simple rapid test that is easy to use, does not require equipment, and gives a result in 15 minutes is now available [AND CAN BE INTEGRATED INTO THE ANTENATAL SYSTEMS HIGHLIGHTED ABOVE]

## EASY TO USE RAPID SYPHILIS TEST

- [INSERT A PHOTO HERE OF TEST BEING USED IN YOUR COUNTRY AND SOME TEXT TO ILLUSTRATE HOW EASY IT IS TO USE]



## RAPID SYPHILIS TEST PERFORMANCE/ LAB BASED EVALUATION IN YOUR COUNTRY

- [INCLUDE DATA ON THE PERFORMANCE OF THE RAPID SYPHILIS TEST IN YOUR COUNTRY (has there been a lab based evaluation performed, if so, what data is there to share?)]
- \*[INCLUDE INFORMATION ON THE PERFORMANCE OF THE RST DURING THE PILOT INTRODUCTION IN YOUR COUNTRY (if this has occurred) – USE THE FOLLOWING TABLE:]

	Sensitivity	Specificity	Positive Predictive Value	Negative Predictive Value
Test Method [enter name]	%	%		
Reference Method [enter name]	%	%		

## COST OF TESTING AND TREATMENT FOR SYPHILIS

- [INSERT EXISTING DATA HERE ON COST-EFFECTIVENESS – IF YOU DO NOT HAVE ANY RELEVANT INFORMATION ON YOUR OWN COUNTRY, USE DATA FROM A NEIGHBOURING COUNTRY WITH A SIMILAR SYPHILIS BURDEN & ECONOMY TO ILLUSTRATE]
- [YOU CAN CREATE OTHER SLIDES WITH OTHER CONVINCING ARGUMENTS/DATA ABOUT THE OPPORTUNITY AT THIS POINT IN THE PRESENTATION]

## SUCCESS STORIES

- [ADD DATA HERE TO SHOW SUCCESS IN EITHER ANOTHER DISTRICT IN YOUR COUNTRY WITH REGARDS TO ROLL OUT OF TESTING OR IN ANOTHER COUNTRY IF YOU HAVE SUCH DATA AVAILABLE]

## QUOTES

- [INSERT QUOTES HERE FROM THIRD PARTIES IN SUPPORT OF WHAT YOU ARE PROPOSING – SUCH AS FROM THE MEDIA, FROM SCIENTISTS, FROM POLICY MAKERS IN NEIGHBOURING COUNTRIES), FROM PREGNANT WOMEN]
- E.G.
- “Syphilis is one of the major reasons hundreds of thousands of babies die in their first four weeks of life - but we can so easily stop this. Syphilis is invisible: if you don't test for it you don't find it. If countries could integrate syphilis screening with HIV screening, it would be more cost-effective and prevent babies dying of syphilis.”*
- Dr Peter Piot, Director, London School of Hygiene and Tropical Medicine

## NEXT STEPS

- [SUGGEST SOME NEXT STEPS THAT ARE NEEDED THAT ARE SPECIFIC TO YOUR COUNTRY (this depends on where you are in the scale up process as described in the RST Toolkit, Management 4, Figure 2)]

E.G. HOW YOU PROPOSE TO SCALE UP THE PROCESS AFTER PILOT INTRODUCTION (see RST Toolkit, Management 4 section 3 for further information)

## THANK YOU

[ INSERT YOUR CONTACT DETAILS HERE ]