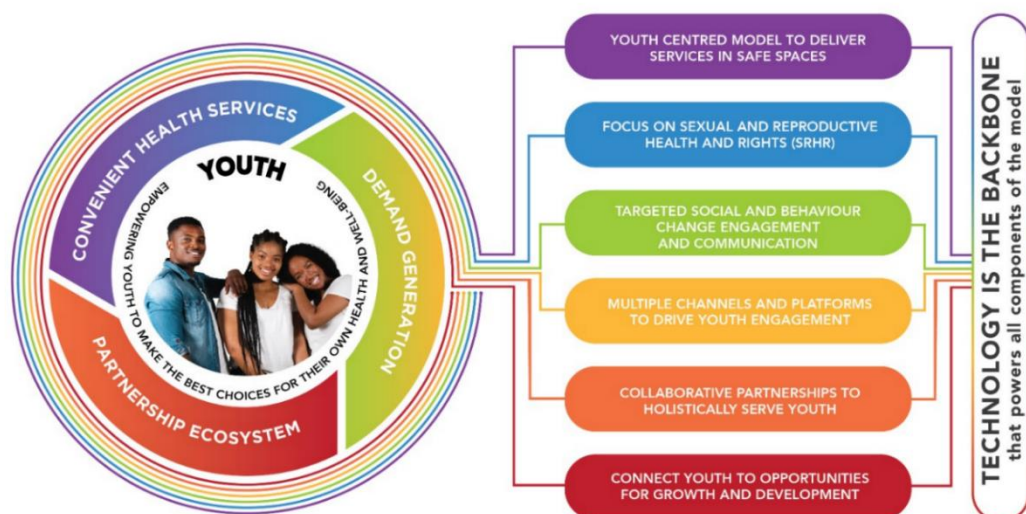


Organizational Overview: Shout-It-Now NPC (Shout) is a local South African organization that has established itself as a trusted partner by consistently delivering innovative community-based services such as; sexual and reproductive health and rights (SRHR), HIV prevention, linkage to care, and Gender-Based Violence (GBV) support. Founded in 2007, Shout has managed over \$90 million in donor funding and reached 1.6 million people through HIV testing services. Shout is youth-focused with an 80% black female leadership team. Shout has achieved a level 2 BBBEE compliance Score in 2024, and over 75% of the staff complement are youth under the age of 35. With more than 15 years of experience working closely with PEPFAR and the South African Government, Shout has designed and implemented a range of HIV prevention and related health services. Shout has MOUs in place with the Department of Basic Education, the Department of Social Development and the Department of Health, and remains a trusted partner at the district, provincial and national levels.



Anchored on client-centricity and a human-centred design (HCD) approach, the **Shout Operating Model** is our blueprint for achieving our goal of providing comprehensive services to youth, that respect the dignity of all our clients and their right to make informed choices about their own health and well-being.

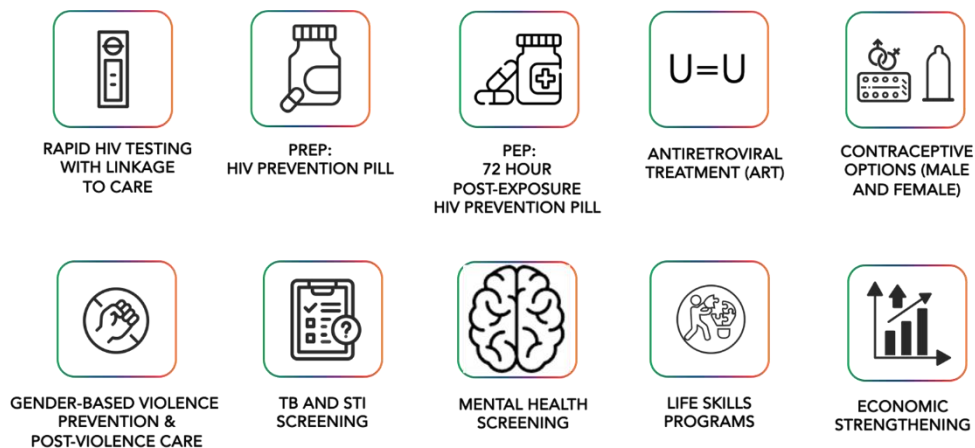


Social Behaviour Change: Shout leverages social and behaviour change practices to increase the effectiveness of our interventions and guide our actions. Utilizing the Theory of Planned Behavior framed within the Social Ecological Model, Shout seeks to understand the attitudes, norms, barriers and beliefs of the youth and the circles of influence around the youth. Central to this approach is youth engagement; Shout employs participatory approaches to ensure that youth are heard, engaged and represented from conceptualization, through to implementation and evaluation of our service, delivery platforms, communication and tools. Shout creates demand for health and well-being services for youth through targeted engagement, and behaviour change communication. Shout uses a multi-channel and multi-platform approach to reach specific audiences, which includes social media, mid-media and interpersonal communications. Our mobile clinics are intentionally branded to be natural demand creation tools.

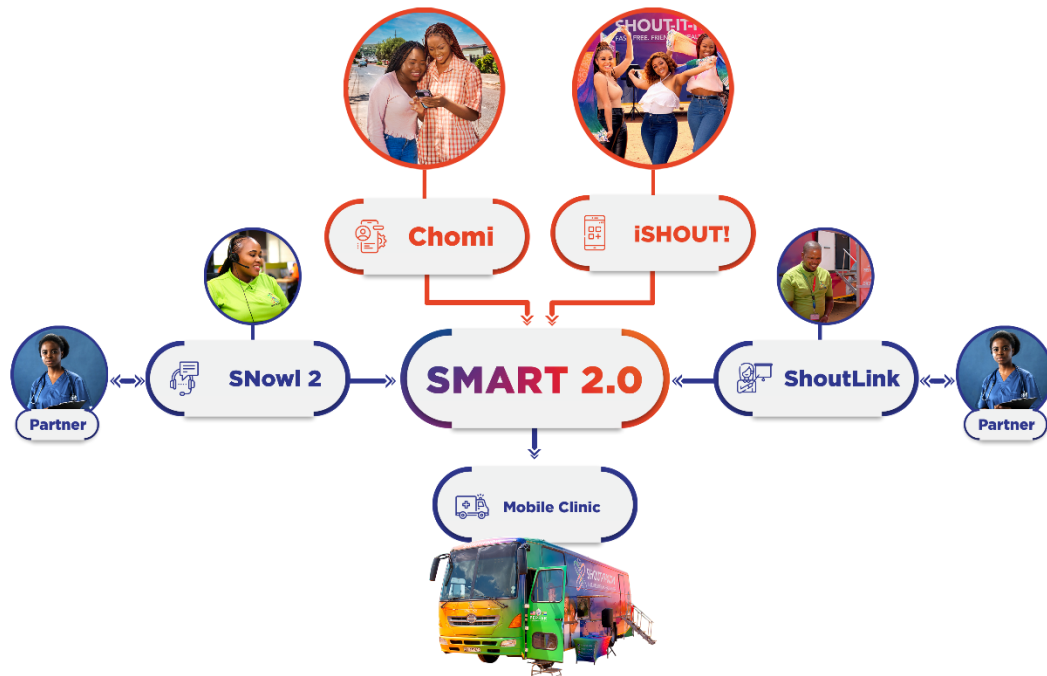
Direct Service Delivery: Shout's services are provided by youth-friendly, non-judgmental staff, in locations and at times that are convenient for our clients, and in a manner that is continuously informed by input from our clients. Shout staff are recruited from the communities that they serve, ensuring health information is delivered to our clients in a relatable way, creating safe spaces to have open and honest conversations. Shout operates a fleet of custom-built mobile clinics, each equipped with private service cubicles that are accessible, convenient, and comfortable for clients to access all of the biomedical services we provide. Our client-centric approach is synonymous with a status-neutral approach to HIV prevention and care, as we serve the individual focusing on their needs, concerns and health, needed to equip with the care and support to live a healthy life, regardless of their HIV status. Each mobile clinic is equipped with **SMART 2.0**, our electronic clinical management system and is fully networked to our central database. Our mobile clinics are staffed by a skilled team, consisting of NIMART nurses, social workers, support operations supervisors, health care advisors, peer ambassadors and truck operators.



The following services are provided on all Shout mobile clinics:



Convenient Health Services: Shout provides personalized, integrated services to young people through our one-stop-shop approach, delivered through a combination of in-person, community-based and virtual channels. Shout's innovative, client-centric technology is the backbone that powers the Shout Model, making our demand generation, health and well-being service offerings accessible and relevant to our clients. Shout's technology is custom-built, it consists of multiple integrated systems, apps, and chatbots, each specifically designed to deliver value for the client and/or the service provider. Shout's tech environment also provides Shout with real-time data for evidence-based decision-making, enhancing the efficiency and effectiveness of our service delivery.



Virtual engagement is fostered through multiple channels including Shout’s call centre, the **Connect Hub**, our data-free **iSHOUT!** App and **Chomi**, our multilingual GBV chatbot. The **Connect Hub**, supported by SNow! 2, drives sustained client engagement, follow-up appointment management to increase PrEP and contraception adherence rates, and creates demand for service layering among existing clients and optimizes linkage to care. The **iSHOUT!** App is designed to drive continuous engagement with our clients, thus increasing the likelihood of service uptake and retention. Our GBV chatbot, **Chomi**, uses basic technology to deliver essential information, advice backed by experts and service referrals to GBV survivors, or people who wish to help a survivor. The chatbot intends to put information and options in the hands of the survivor and to allow a person to connect to support services when s/he is ready.

Shout’s Partnership Ecosystem: The Shout Model provides integrated, comprehensive services, ensuring that youth receive a combination of SRHR services, and referral to additional services when needed. To deliver this approach, Shout works closely with partners aided by **ShoutLink**, a custom-designed and built app to track each client’s unique service journey across multiple services and service providers. Shout currently has formal agreements in place with over 50 community-based organizations, and continues to strengthen this partnership ecosystem.



Conclusion: The Shout Model optimizes a combination of human-centred design, an innovative use of technology, social and behavioural change approaches to offer interventions and services in a youth-relevant manner that is effective, measurable and scalable. This Model is easily adapted to different populations, geographies, service delivery targets, can integrate new services which are wanted and needed by our clients. This dynamic Model also enables us to respond to a different and ever-changing public health environment.