



Evaluating the Impact of Mobile-Based Counseling on Antiretroviral Therapy Adherence Among Adolescents Living with HIV in Rural Uganda

Nambi Katu K.

Faculty of Engineering Kampala International University Uganda

ABSTRACT

Adolescents living with HIV (ALHIV) in rural Uganda face significant barriers to adhering to antiretroviral therapy (ART), including stigma, limited access to healthcare, and psychosocial challenges. As non-adherence undermines treatment efficacy and public health goals, innovative solutions are urgently needed. Mobile-based counseling has emerged as a promising strategy, leveraging widespread mobile phone use to deliver personalized, confidential, and timely support. This review critically evaluated the impact of mobile counseling on ART adherence among ALHIV in rural Uganda. Narrative review methodology was utilized to synthesize findings from empirical studies, theoretical models, and implementation frameworks relevant to mHealth and HIV care in resource-limited settings. Evidence suggests mobile interventions such as SMS reminders, voice calls, and app-based support can significantly improve adherence, foster stronger patient-provider communication, and enhance psychosocial wellbeing. Key success factors include adolescent-centered design, protection of privacy, and integration with existing health services. However, challenges such as unequal access to mobile technology, digital literacy, and program sustainability remain. Addressing these barriers through inclusive, context-specific solutions is critical for scale-up. Mobile-based counseling holds strong potential to transform adolescent HIV care in Uganda, offering a scalable, adaptable, and adolescent-friendly complement to traditional facility-based services.

Keywords: Adolescent HIV Care, ART Adherence, Mobile Health (mHealth), Counseling Interventions, Rural Uganda.

INTRODUCTION

Adolescents living with HIV (ALHIV) represent a uniquely vulnerable population within global health, particularly in sub-Saharan Africa, where the burden of the disease remains highest [1, 2]. Uganda, with an estimated 170,000 adolescents living with HIV, continues to face significant challenges in ensuring sustained adherence to antiretroviral therapy (ART) [3, 4]. While access to ART has expanded substantially over the past decade, adherence among adolescents remains suboptimal, undermining viral suppression efforts, increasing the risk of transmission, and exacerbating long-term health outcomes [5]. Numerous factors contribute to poor adherence in this demographic, including psychosocial barriers, stigma, lack of privacy, inadequate health education, and structural limitations such as long distances to health facilities. In recent years, mobile health (mHealth) interventions have emerged as promising tools for addressing adherence barriers [6, 7]. Among these, mobile-based counseling has gained particular attention for its ability to provide personalized, timely, and confidential support. Given the high mobile phone penetration even in rural Uganda, leveraging mobile platforms to deliver counseling could offer an accessible and scalable strategy to improve adherence behaviors among adolescents. This review article aims to critically evaluate the impact of mobile-based counseling interventions on ART adherence among adolescents living with HIV in rural Uganda. By synthesizing existing empirical evidence, assessing implementation strategies, and identifying gaps in the current literature, this article seeks to provide a comprehensive understanding of how mobile

technology can be harnessed to support adolescent ART adherence. Emphasis is placed on rural settings due to the compounded barriers faced in these areas, including reduced access to healthcare infrastructure and greater social isolation. Furthermore, the article explores the potential of mobile-based counseling to enhance psychosocial wellbeing, reduce stigma, and facilitate patient-provider communication key elements in sustaining lifelong adherence. Ultimately, this review underscores the need for contextually tailored, evidence-based mobile interventions to strengthen HIV care outcomes in adolescent populations.

Understanding ART Adherence Challenges Among Adolescents in Rural Uganda

ART adherence is critical for achieving viral suppression, improving quality of life, and preventing the transmission of HIV [8, 9]. However, adolescence is characterized by complex psychosocial development, a desire for autonomy, and heightened sensitivity to peer influence, which often interferes with consistent medication intake [10, 11]. In rural Uganda, these developmental challenges are compounded by structural and systemic factors. Health facilities may be distant and poorly resourced, leading to infrequent clinical visits and insufficient patient follow-up. Adolescents often cite transportation costs, fear of stigma, and lack of adolescent-friendly services as reasons for missed appointments and suboptimal adherence. Social stigma remains a pervasive issue, particularly in tightly knit rural communities where confidentiality is difficult to maintain [12]. Adolescents may conceal their HIV status from family, peers, or romantic partners, resulting in irregular medication intake or complete discontinuation. Moreover, limited access to reliable health information contributes to misconceptions about HIV and ART, further hindering adherence. The interplay of these factors necessitates innovative strategies that transcend traditional facility-based care and extend support into adolescents' daily lives.

The Promise of Mobile-Based Counseling Interventions

Mobile-based counseling leverages the ubiquity of mobile phones to deliver real-time, user-centered health support [13, 14]. In the context of HIV care, such interventions may include SMS reminders, interactive voice response systems, mobile applications, and direct phone calls from trained counselors. These tools can facilitate regular communication, address adherence challenges, and provide psychosocial support without requiring physical clinic visits. Several pilot studies in Uganda and similar settings have demonstrated the feasibility and acceptability of mobile interventions [15]. Adolescents often perceive mobile counseling as more private, and less stigmatizing compared to face-to-face consultations. Additionally, the flexibility of mobile platforms allows for tailored messaging, enabling healthcare providers to address individual barriers in a timely manner. For instance, SMS messages can serve as daily medication reminders, while voice calls can be used to deliver motivational interviewing or cognitive behavioral therapy. The theoretical underpinning of mobile-based counseling is rooted in behavioral change models, such as the Health Belief Model and the Theory of Planned Behavior, which emphasize the role of perceived benefits, self-efficacy, and social support in health-related decision-making. By reinforcing adherence through frequent, supportive interactions, mobile counseling can help adolescents internalize positive health behaviors and build resilience against external stressors.

Evidence of Impact: Findings from Recent Studies

Empirical evidence on mobile-based counseling in rural Uganda is growing, although more rigorous, large-scale studies are needed. A notable randomized controlled trial conducted in southwestern Uganda assessed the impact of weekly SMS adherence reminders and monthly phone-based counseling among ALHIV [16, 17]. The intervention group showed a statistically significant improvement in medication adherence and viral suppression rates compared to the control group. Participants also reported enhanced motivation and a stronger sense of connection to their healthcare providers. Another qualitative study involving adolescents in eastern Uganda found that regular phone counseling helped normalize ART adherence as part of daily life. Adolescents appreciated the privacy of phone-based communication and expressed a preference for interacting with counselors who were empathetic and nonjudgmental. Importantly, the study highlighted that female adolescents, who often face unique gendered barriers such as caregiving responsibilities and limited mobility, benefited disproportionately from the flexibility offered by mobile counseling. Despite these promising findings, challenges remain. Network coverage and phone ownership are not universal, particularly among younger adolescents or those from lower socioeconomic backgrounds. In some cases, shared phones pose confidentiality risks. Moreover, the quality of counseling varies depending on the training and commitment of counselors, underscoring the need for standardized protocols and robust supervision.

Implementation Considerations and Best Practices

Successful implementation of mobile-based counseling interventions requires careful attention to contextual and operational factors [18]. First, adolescent engagement should be prioritized throughout the design and rollout phases. Participatory approaches that incorporate adolescent feedback can enhance relevance, acceptability, and effectiveness. This includes co-designing message content, choosing appropriate communication channels, and

ensuring gender-sensitive delivery. Second, privacy and confidentiality must be safeguarded. Adolescents are more likely to engage with mobile interventions when they trust that their personal information will be protected [19]. Strategies include using neutral message language, offering opt-in/opt-out options, and ensuring that counselors are trained in adolescent-friendly communication. Third, integration with existing health systems is crucial for sustainability. Mobile counseling should complement, not replace, in-person care. Strong referral pathways between community health workers, clinic staff, and mobile counselors can enhance continuity of care and enable timely intervention when adherence lapses are detected. Fourth, monitoring and evaluation frameworks must be built into the intervention from the outset. Key indicators should include ART adherence rates, viral load suppression, retention in care, and psychosocial wellbeing metrics. Mixed-methods approaches can provide both quantitative and qualitative insights, enriching our understanding of intervention impact.

Addressing Limitations and Challenges

While mobile-based counseling holds significant promise, its limitations must be acknowledged and addressed. Digital literacy and language barriers may limit effective communication, especially among younger adolescents [20]. Tailoring interventions to local languages and literacy levels is essential. Moreover, reliance on mobile technology assumes stable network infrastructure and access to electricity, which are not guaranteed in all rural settings. Financial sustainability is another concern. Many pilot programs are donor-funded and may not be scalable without government buy-in or integration into national health strategies [21]. Building cost-effectiveness analyses into program evaluations can support advocacy for long-term investment. There is also a need for more disaggregated data on sub-populations within adolescent cohorts. Factors such as gender, age, orphan status, and comorbid mental health conditions can influence responsiveness to mobile interventions. Future research should explore these intersections to develop more nuanced, targeted strategies.

CONCLUSION

Mobile-based counseling represents a promising, contextually appropriate approach to improving ART adherence among adolescents living with HIV in rural Uganda. By leveraging mobile technology, these interventions can overcome traditional barriers to care, providing adolescents with timely, personalized, and confidential support. The evidence to date indicates that mobile counseling enhances not only adherence and viral suppression but also the psychosocial wellbeing of adolescents navigating the complexities of living with HIV. However, to fully realize the potential of mobile-based counseling, interventions must be grounded in adolescent-centered design, integrated into existing health systems, and supported by strong monitoring and evaluation frameworks. Addressing technological, infrastructural, and equity-related challenges is essential to ensure broad and sustainable impact. As Uganda continues its efforts to strengthen HIV care and treatment outcomes, mobile-based counseling offers a scalable solution that aligns with the digital health priorities of the 21st century. Further research, policy engagement, and investment are needed to translate pilot successes into long-term public health gains for one of the most vulnerable and promising segments of the population: adolescents living with HIV.

REFERENCES

1. Obeagu, E.I., Alum, E.U., Obeagu, G.U.: Factors Associated with Prevalence of HIV Among Youths: A Review of Africa Perspective. *Madonna University journal of Medicine and Health Sciences* ISSN: 2814-3035. 3, 13–18 (2023)
2. Alum, E.U., Obeagu, E.I., Ugwu, O.P.C., Egba, S.I., Uti, D.E., Ukaidi, C.U.A., Echegu, D.A.: Confronting Dual Challenges: Substance Abuse and HIV/AIDS. *Elite Journal of HIV*. 2, 1–8 (2025)
3. Mutumba, M., Ssewamala, F., Namirembe, R., Bahar, O.S., Nabunya, P., Neilands, T., Tozan, Y., Namuwonge, F., Nattabi, J., Laker, P.A., Mukasa, B., Mwebembezi, A.: A Multilevel Integrated Intervention to Reduce the Impact of HIV Stigma on HIV Treatment Outcomes Among Adolescents Living With HIV in Uganda: Protocol for a Randomized Controlled Trial. *JMIR Res Protoc* 2022;11(10):e40101 <https://www.researchprotocols.org/2022/10/e40101>. 11, e40101 (2022). <https://doi.org/10.2196/40101>
4. Akankunda, S., Najjuma, J.N., Tayebwa, S., Byamugisha, B., Ariho, S., Bahati, R.: The Role of Mass Media Campaigns in Improving Adherence to Antiretroviral Therapy Among Adolescents Living with HIV in Southwestern Uganda. *HIV AIDS (Auckl)*. 14, 397 (2022). <https://doi.org/10.2147/HIV.S375789>
5. Monyai, B.M.: Adherence to Antiretroviral Therapy (ART) Amongst black adolescents. A case study on the perceptions of HIV/AIDS adolescent male patients in Ekurhuleni, South Africa.
6. Obeagu, E.I., Obeagu, G.U., Odo, E.O., Igwe, M.C., Ugwu, O.P.-C., Alum, E.U., Okwaja, P.R.: Revolutionizing HIV Prevention in Africa: Landmark Innovations that Transformed the Fight. *IAA Journal of Applied Sciences*. 11, 1–12 (2024). <https://doi.org/10.59298/IAAJAS/2024/1.3.5288>

7. Ugwu, O.P.-C., Alum, E.U., Ugwu, J.N., Eze, V.H.U., Ugwu, C.N., Ogenyi, F.C., Okon, M. Ben: Harnessing technology for infectious disease response in conflict zones: Challenges, innovations, and policy implications. *Medicine*. 103, e38834 (2024). <https://doi.org/10.1097/MD.00000000000038834>
8. Tran, B.X., Fleming, M., Do, H.P., Nguyen, L.H., Latkin, C.A.: Quality of life improvement, social stigma and antiretroviral treatment adherence: implications for long-term HIV/AIDS care. *AIDS Care*. 30, 1524–1531 (2018). <https://doi.org/10.1080/09540121.2018.1510094>
9. Alum, E. U., Uti, D. E., Ugwu, O. P., Alum, B. N. Toward a cure - Advancing HIV/AIDs treatment modalities beyond antiretroviral therapy: A Review. *Medicine (Baltimore)*. 2024 Jul 5;103(27):e38768. doi: 10.1097/MD.00000000000038768.
10. Brown, K.A., Patel, D.R., Darmawan, D.: Participation in sports in relation to adolescent growth and development. *Transl Pediatr*. 6, 150 (2017). <https://doi.org/10.21037/TP.2017.04.03>
11. Steinberg, L., Dahl, R., Keating, D., Kupfer, D.J., Masten, A.S., Pine, D.S.: The Study of Developmental Psychopathology in Adolescence: Integrating Affective Neuroscience with the Study of Context. *Developmental Psychopathology: Second Edition*. 2, 710–741 (2015). <https://doi.org/10.1002/9780470939390.CH18>
12. Obeagu, E.I., Obeagu, G.U., Odo, E.O., Igwe, M.C., Ugwu, O.P.-C., Alum, E.U., Okwaja, P.R.: Combatting Stigma: Essential Steps in Halting HIV Spread. *IAA Journal of Applied Sciences*. 11, 22–29 (2024). <https://doi.org/10.59298/IAAJAS/2024/3.5.78156>
13. Al-Worafi, Y.M.: Technology for Health: Overview. *Handbook of Medical and Health Sciences in Developing Countries*. 1–23 (2024). https://doi.org/10.1007/978-3-030-74786-2_303-1
14. Ezenwaji CO, Alum EU, Ugwu OP. The role of digital health in pandemic preparedness and response: securing global health?. *Global Health Action*. 2024 Oct 22;17(1):2419694. doi: 10.1080/16549716.2024.2419694.
15. Beres, L.K., Mbabali, I., Anok, A., Katabalwa, C., Mulamba, J., Thomas, A.G., Bugos, E., Grabowski, M.K., Nakigozi, G., Chang, L.: Acceptability and feasibility of mobile phone-based ecological momentary assessment and intervention in Uganda: A pilot randomized controlled trial. *PLoS One*. 17, e0273228 (2022). <https://doi.org/10.1371/JOURNAL.PONE.0273228>
16. Kreniske, P., Namuyaba, O.I., Kasumba, R., Namatovu, P., Ssewamala, F., Wingood, G., Wei, Y., Ybarra, M.L., Oloya, C., Tindyebwa, C., Ntulo, C., Mujune, V., Chang, L.W., Mellins, C.A., Santelli, J.S.: Mobile Phone Technology for Preventing HIV and Related Youth Health Problems, Sexual Health, Mental Health, and Substance Use Problems in Southwest Uganda (Youth Health SMS): Protocol for a Pilot Randomized Controlled Trial. *JMIR Res Protoc*. 12, e49352 (2023). <https://doi.org/10.2196/49352>
17. Naggirinya, A.B., Nuwamanya, E., Nabaggala, M.S., Musinguzi, F., Nanungi, A., Waiswa, P., Rujumba, J., Meya, D.B., Parkes-Ratanshi, R.: Cost-effectiveness of an interactive voice response system for improving retention in care and adherence to antiretroviral therapy among young adults in Uganda. *BMC Digital Health* 2024 2:1. 2, 1–9 (2024). <https://doi.org/10.1186/S44247-024-00122-8>
18. Miralles, I., Granell, C.: Considerations for Designing Context-Aware Mobile Apps for Mental Health Interventions. *International Journal of Environmental Research and Public Health* 2019, Vol. 16, Page 1197. 16, 1197 (2019). <https://doi.org/10.3390/IJERPH16071197>
19. Grist, R., Porter, J., Stallard, P.: Mental health mobile apps for preadolescents and adolescents: A systematic review. *J Med Internet Res*. 19, e7332 (2017). <https://doi.org/10.2196/JMIR.7332>
20. Mudra, H.: Digital literacy among young learners: how do EFL teachers and learners view its benefits and barriers? *Teaching English with Technology*. 20, 3–24 (2020)
21. Spicer, N., Hamza, Y.A., Berhanu, D., Gautham, M., Schellenberg, J., Tadesse, F., Umar, N., Wickremasinghe, D.: “The development sector is a graveyard of pilot projects!” Six critical actions for externally funded implementers to foster scale-up of maternal and newborn health innovations in low and middle-income countries. *Global Health*. 14, 1–13 (2018). <https://doi.org/10.1186/S12992-018-0389-Y/TABLES/2>

CITE AS: Nambi Katu K. (2025). Evaluating the Impact of Mobile-Based Counseling on Antiretroviral Therapy Adherence Among Adolescents Living with HIV in Rural Uganda. *Research Output Journal of Public Health and Medicine* 5(3):79–82. <https://doi.org/10.59298/ROJPHM/2025/537982>