

OPTIONS

OPTIMIZING PREVENTION TECHNOLOGY INTRODUCTION ON SCHEDULE

PrEP MARKET SHAPING
COMMUNICATIONS
IN OPTIONS COUNTRIES

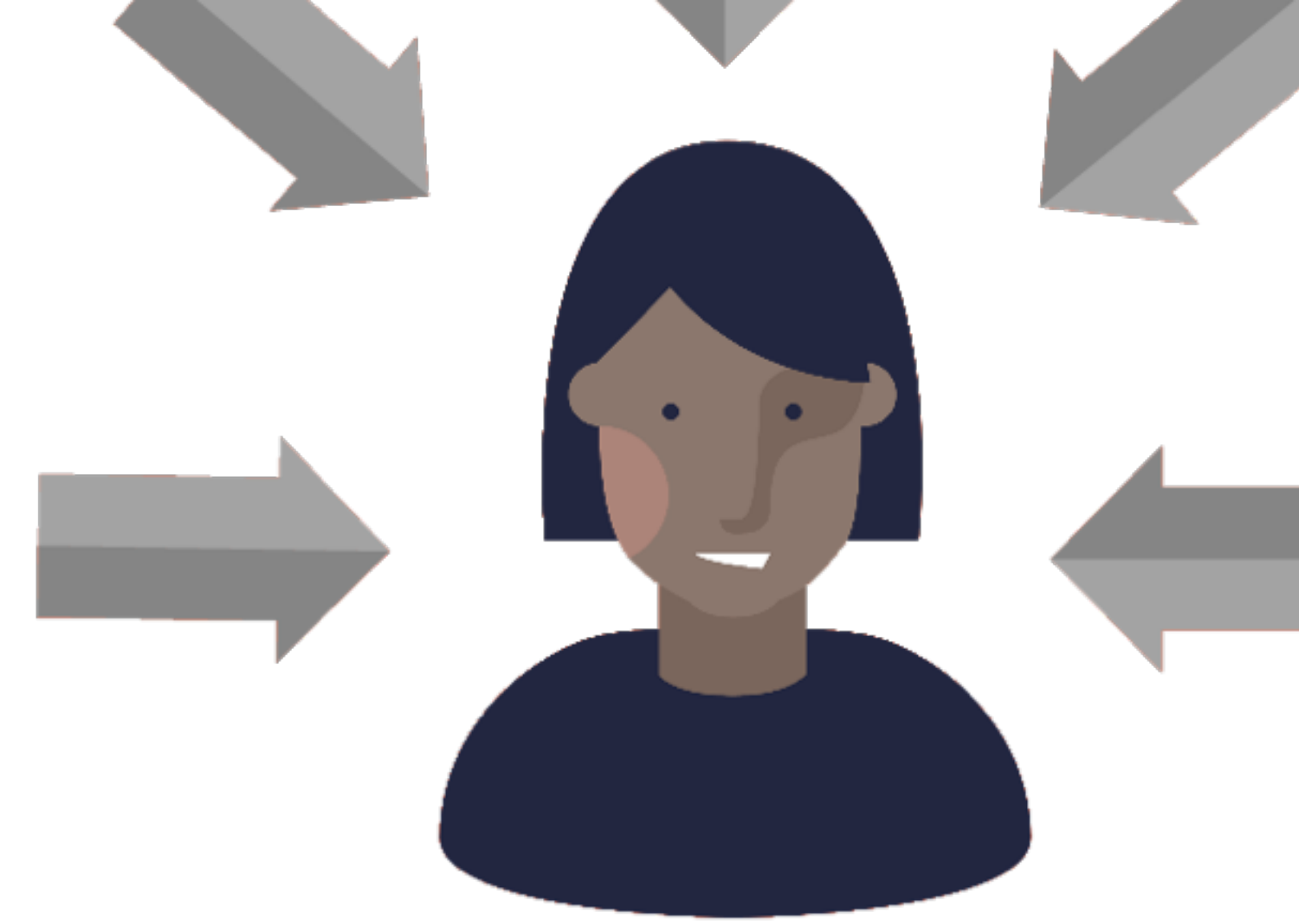
OUR CRITICAL MISSION

Develop an evidence-based market shaping communications guide for oral PrEP and **future ARV-based prevention products** in priority countries that ensure the timely, coordinated, and effective marketing, communications, and implementation activities for launch and ongoing campaigns.

These activities aim to improve uptake of oral PrEP and decrease stigma associated with ARV-based prevention, as well as decrease overall HIV transmission among priority populations.

MARKET SHAPING

The MARKET SHAPING COMMUNICATIONS STRATEGY is a roadmap for planning and preparing demand creation efforts of NEW and FORTHCOMING products with the goal of educating, influencing, sensitizing priority audience(s).



KEY POINTS ABOUT MARKET SHAPING COMMUNICATIONS:

- Frequently used by private sector to prepare priority audiences, including health providers
- Can occur months to years before the product or category is on the market, or during launch and rollout
- Ensures that the priority audience is aware, informed, and receptive to the new product or service



WHY MARKET SHAPING COMMUNICATIONS FOR ARV-BASED PREVENTION?

1. NEW AND EXPANDING CATEGORY OF PRODUCTS



ORAL



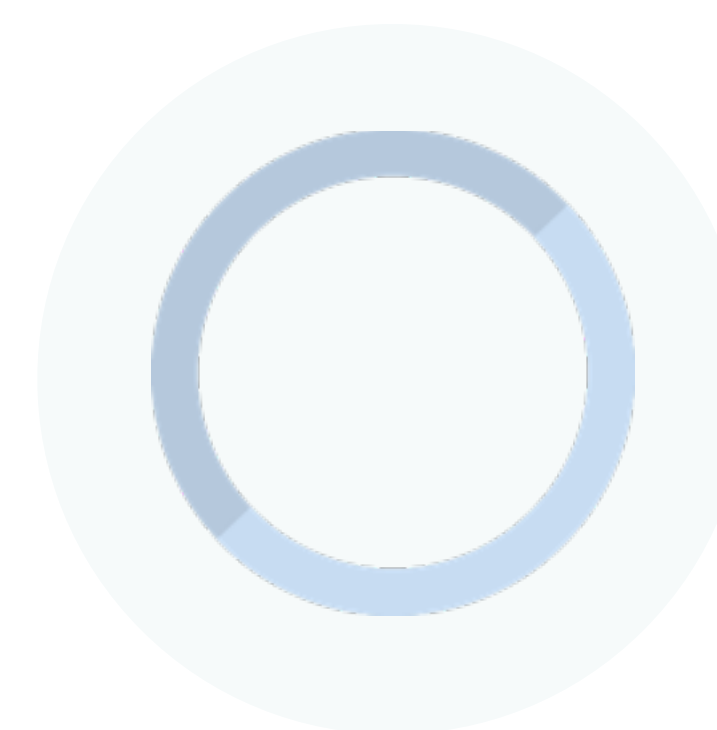
INJECTABLE



GEL



IMPLANT



RING



VACCINES



- Develop a forward thinking PrEP strategy that paves the way for future PrEP products (i.e. injectables, implants, rings)
- Support governments, NGO, and health partners to leverage best practices and communications strategies for demand creation of current and future products in the PrEP category
- Use novel HIV Prevention communications with an end user approach to marketing

2. TARGET AUDIENCES INFORM A COMPREHENSIVE APPROACH

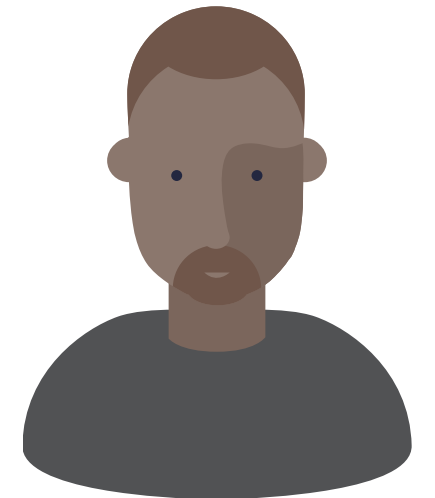
- Ensure that the attitudes, beliefs, and behaviors of the target audiences are understood
- Collect insights and develop a common knowledge base from/for PrEP partners
- Develop cohesive communications strategy that address priority audiences in a way that is relevant and compelling
- Can be used across communications and outreach efforts of PrEP partners



SEX WORKERS



ADOLESCENT GIRLS &
YOUNG WOMEN



MSM

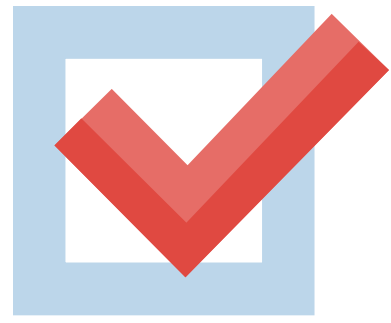


HEALTH
WORKERS

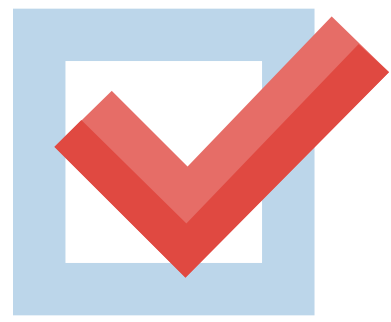


INFLUENCERS

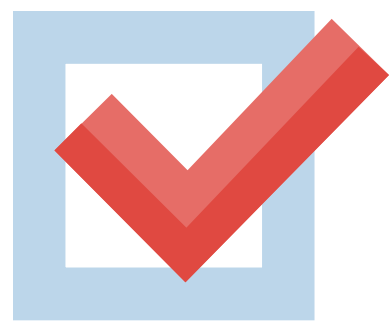
3. DEVELOPING BEST PRACTICES FOR PrEP COMMUNICATIONS



Develop user-friendly guide that supports the national, regional, and community efforts to communicate about PrEP



Accelerate the uptake of PrEP through coordinated, sustained communications using one unified plan

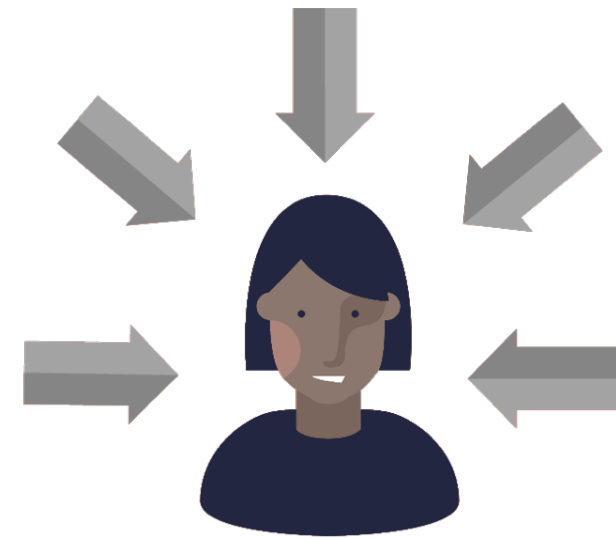


Enable lessons learned from introduction of HIV prevention products can be applied to other PrEP-ready communities and countries

Critical Steps to Market Shaping Communications



1. Develop Landscape Analysis to understand activities, target audience insights, and information gaps



2. Conduct market research for target audiences to understand knowledge, attitudes, beliefs, and behaviors



3. Development of a national Market Shaping Communications Strategy for PrEP product rollout and demand creation. based on collaborative strategic processes for all partners



4. Creation of a Market Shaping Communications Guide that ensures alignment and guidance for the strategic promotion of PrEP across all partners



5. Country partners and MOHs develop creative campaigns and demand creation activities drawing from the market shaping communications guide

KEY ACTIVITIES

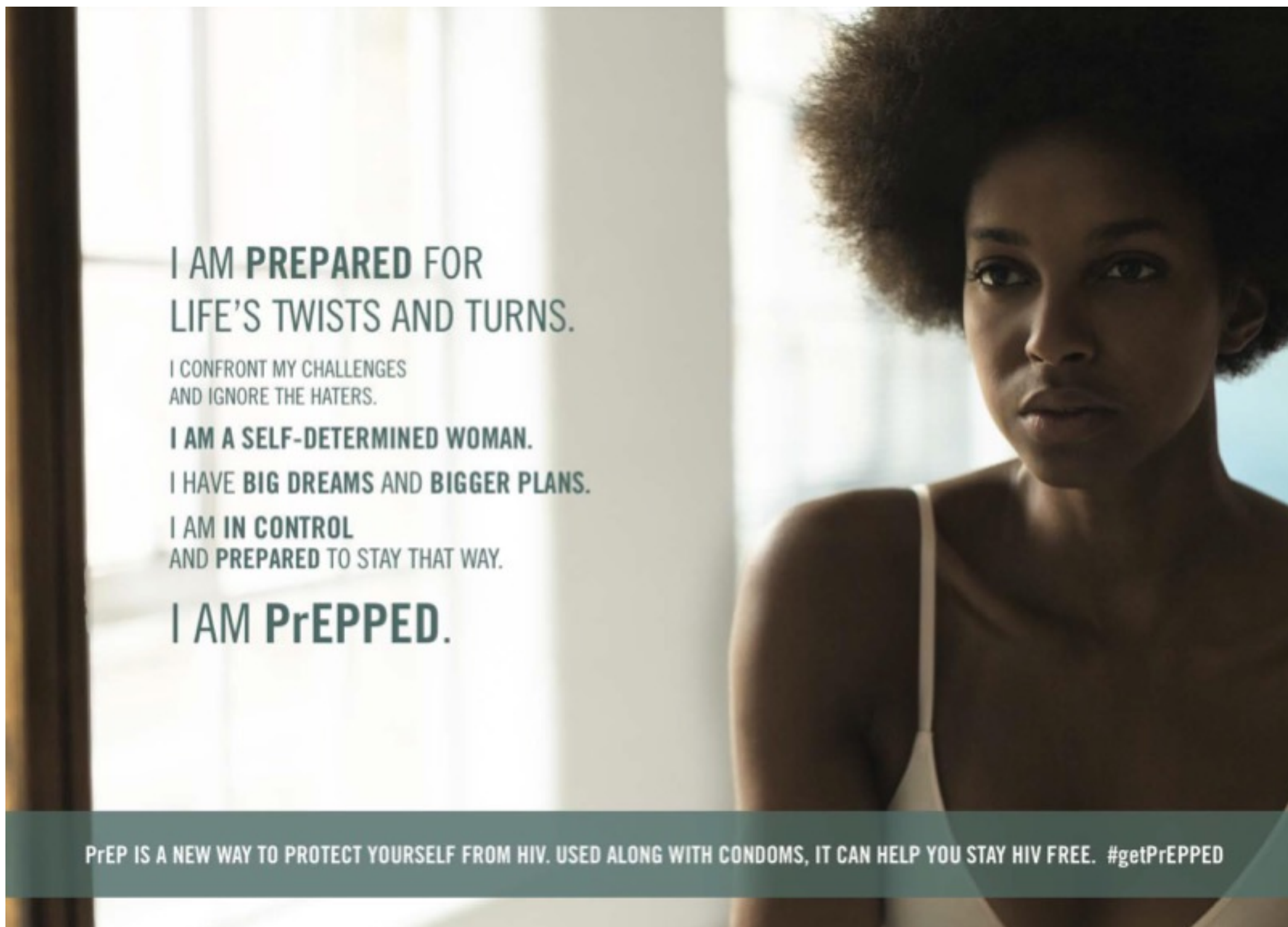


1. Immersion and Landscape Analysis
2. Market Research Planning
3. Conduct Market Research
4. Analyze Market Research and Report Back
5. Develop Market Shaping Communications Strategy
6. Package and Finalize Market Shaping Communications Guide



SOUTH AFRICA NDOH LAUNCH OF ORAL PREP TO SEX WORKERS

OUR STARTING POINT



I AM **PREPARED** FOR
LIFE'S TWISTS AND TURNS.

I CONFRONT MY CHALLENGES
AND IGNORE THE HATERS.

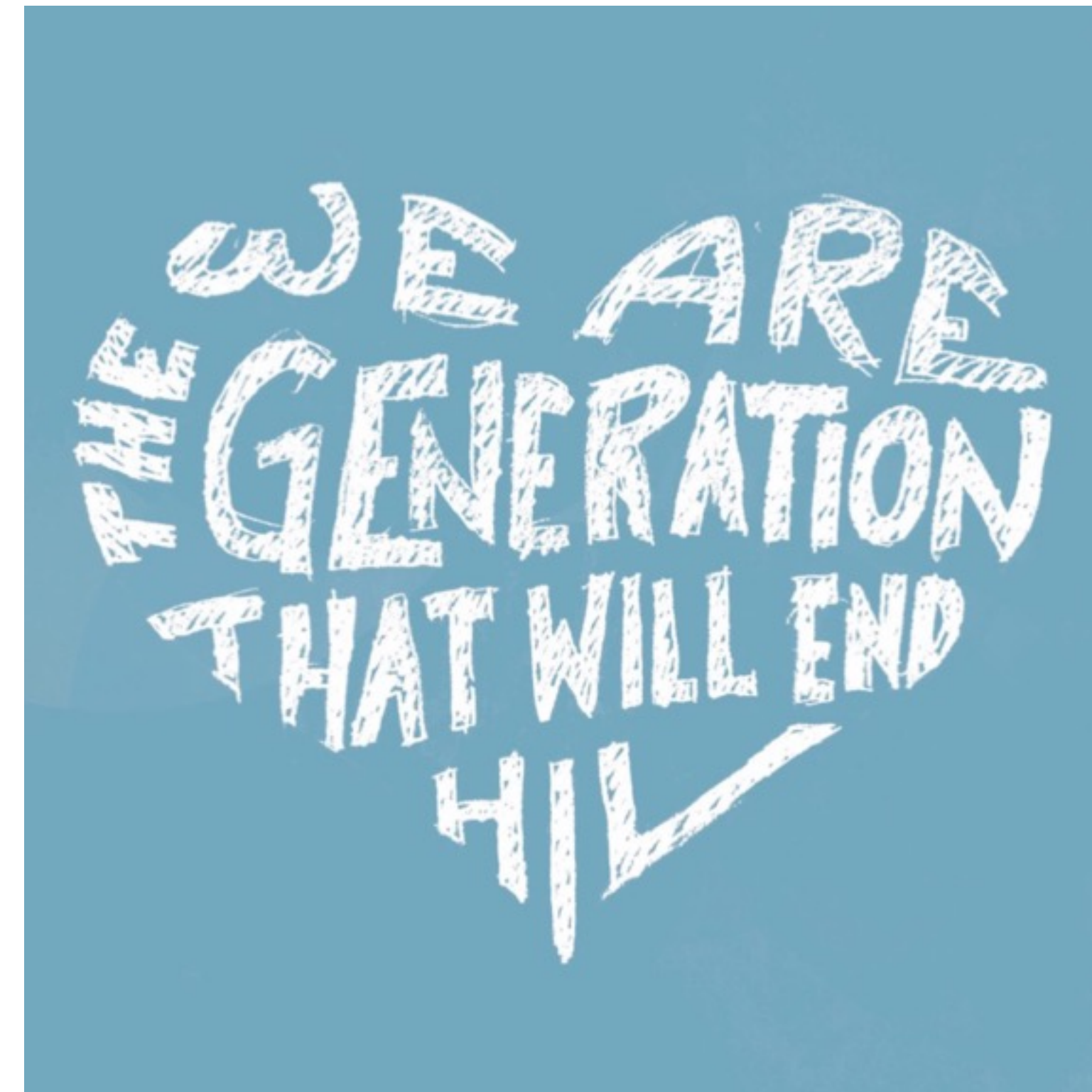
I AM A SELF-DETERMINED WOMAN.

I HAVE **BIG DREAMS** AND **BIGGER PLANS**.

I AM **IN CONTROL**
AND **PREPARED** TO STAY THAT WAY.

I AM **PrEPED**.

PrEP IS A NEW WAY TO PROTECT YOURSELF FROM HIV. USED ALONG WITH CONDOMS, IT CAN HELP YOU STAY HIV FREE. #getPrEPED



WE ARE
THE GENERATION
THAT WILL END
HIV

I AM PREPPED

WE ARE THE GENERATION

FIELD TESTING

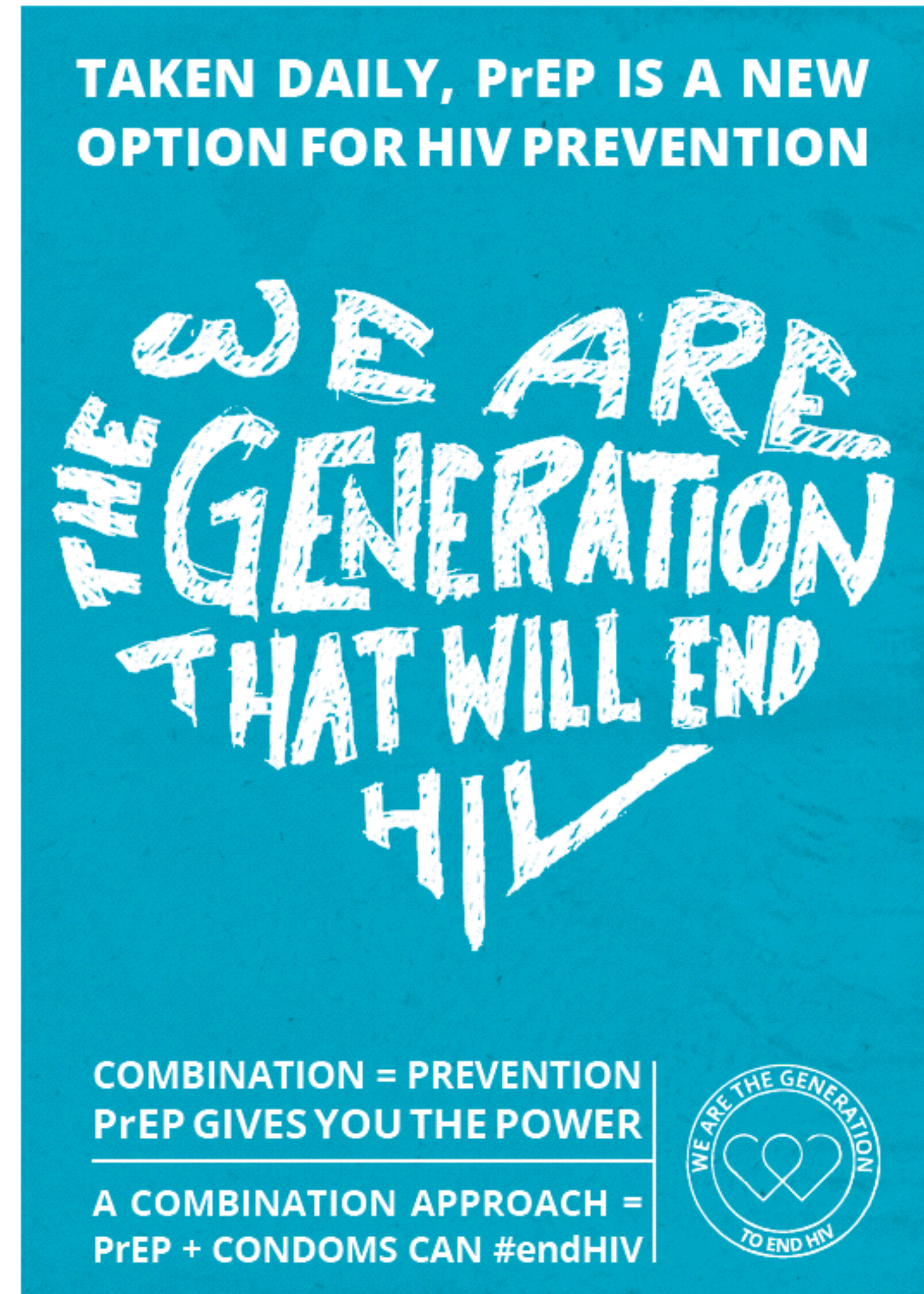
- SW Program
- TB/HIV Care
- Zazi
- SWEAT
- TAPS



FEEDBACK FROM TARGET (TEST) AUDIENCE

WE ARE THE GENERATION CONCEPT:

- LOVED “We are the Generation that will end HIV”
 - *“People understood it, if this generation gets it right, it will end HIV”*
 - *“It allows service users to take control of their own health”*
- They liked “I have the right to live HIV free/I have the duty to help stop the spread of HIV,” *“the word ‘right’ makes it empowering”*
- They wanted brighter, eye-catching colours
- More emphasis on PrEP is for HIV-negative people





WE LISTENED...
ADAPTED...
CHANGED...

THE FINAL PRODUCT

- Simplified messages focusing on:
 - PrEP is for HIV-negative people
 - It is an “additional” option
 - It is for use in combination prevention
- Brighter colours
- Images and photos were minimised and informed by the target audience

PrEP is only
for people who are
HIV-negative.

PrEP is recommended for
individuals with high risk for
HIV exposure.

PrEP works
best as part of a
combination approach.

It does not prevent STIs or
unwanted pregnancy.



FINAL PRODUCTS

THE POSTERS

How can I prevent HIV?

WE ARE
THE GENERATION
THAT WILL END
HIV

TAKEN DAILY,
PrEP IS AN ADDITIONAL
PREVENTION
OPTION

- Condoms
- PrEP
- Counselling
- Post-exposure prophylaxis
- Healthy lifestyles
- Treatment for STIs
- Male medical circumcision
- ART for partners living with HIV



health

Department:
Health
REPUBLIC OF SOUTH AFRICA

How can I prevent HIV?

I HAVE THE RIGHT
TO LIVE HIV
FREE

I HAVE THE DUTY
TO HELP STOP
THE SPREAD OF
HIV

TAKEN DAILY,
PrEP IS AN ADDITIONAL
PREVENTION
OPTION

- Condoms
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THE START OF A MOVEMENT

- Stakeholders, beneficiaries and public audiences are excited and interested in the graphic and materials
- Many South African programmes are starting to use the materials





THANK YOU!