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

- 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
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
I AM PREPPED

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 PrEPPEd.

PreP is a new way to protect yourself from HIV. Used along with condoms, it can help you stay HIV free. PrEPPrEPPEd

WE ARE THE GENERATION

WE ARE THE GENERATION THAT WILL END HIV
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
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

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How can I prevent HIV?

I HAVE THE RIGHT TO LIVE HIV FREE

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!