

Development of IEC materials for the NDoH launch of oral PrEP at selected sex worker sites in South Africa

Elmari Briedenhann¹, Dawn Greensides¹, Saiqa Mullick¹, Brianna Ferrigno², Andrew Schirmer², Hasina Subedar³
1. Wits Reproductive Health & HIV Institute, 2. McCann Global Health, 3. National Department of Health (SA)

Background

On 1 June 2016, the National Department of Health (NDoH) introduced oral pre-exposure prophylaxis (PrEP) and immediate test and treat at selected sex worker project sites. The purpose of this poster is to document the process followed by Wits Reproductive Health & HIV Institute (WitsRHI) and McCann Global Health, under the USAID-funded OPTIONS project, in supporting the NDoH with the development and production of Information, Education, and Communication (IEC) materials focusing on oral PrEP and supporting the roll-out for sex workers (SWs) in South Africa.

Preparing the market with IEC materials

Multiple partners involved in sex worker programmes provided insights and feedback to inform the launch of oral PrEP in South Africa.

The target audiences for these materials included:

- Oral prep users, specifically sex workers at high risk of HIV infection
- Health care workers (HCWs)
- Peer educators and counsellors (sex workers are often trained to perform these roles)

Methods

In partnership with the OPTIONS consortium, McCann Global Health rapidly developed draft concepts through a creative workshop with a cross-functional team, including input from consumer and health advertising personnel (strategist, copy, art, and creative directors). Building on a South Africa/PrEP communications landscape analysis conducted by McCann earlier in the year, which looked at the acceptance of oral PrEP among young women, female sex workers, and health workers, three creative concepts for the target audiences were developed and presented to NDoH.



Rapid creative concept development. Over the course of 4 weeks, numerous options were created, discussed, and shared with key stakeholders.

Community involvement was central to the process of creating IEC materials. The benefit of such stakeholder involvement leads to more relatable materials that stakeholders can identify with, and have agency for. Creative concepts, language, graphics and information were field tested by the Wits RHI sex worker program, TB/HIV Care, Zazi, Sex Workers Education and Advocacy Taskforce (SWEAT), and the Treatment And Prevention for female Sex workers in South Africa (TAPS) project.



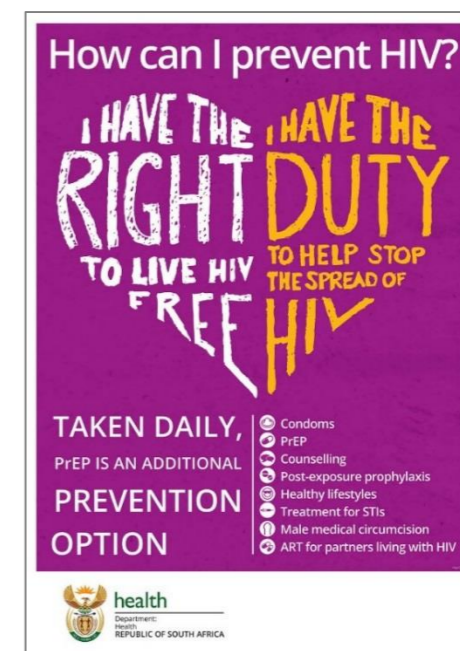
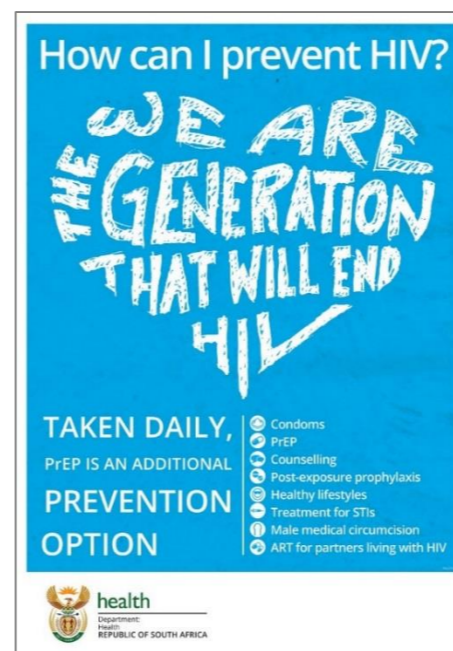
Results

The concept 'We are the generation that will end HIV' was preferred. End-users and stakeholders specifically liked:



BUT...

- They requested brighter, eye-catching colours
- Needed to emphasize that oral PrEP is for HIV-negative people



Based on stakeholder feedback, Wits RHI adapted and expanded the selected concept into a poster set, fact sheet, frequently asked questions brochure, and PrEP pocket book for SWs initiating on oral PrEP. Even though these materials were used for the initial SW oral PrEP launch, it was developed with a broader audience (not SW-specific audience) in mind, to allow for broader use and the minimization of stigma.



The oral PrEP IEC materials have been adopted across the sex worker sites, and have been adapted for use in Adolescent Girls and Young Women (AGYW) PrEP demonstration projects and the MSM rollout. The design concept and graphics are described as empowering and positive.

THE START OF A MOVEMENT? *We are the generation* has become a popular graphic and statement adapted by local and international audiences and a source of pride for end-users.

Conclusion

Feedback from sites has been encouraged and applied in an effort to ensure the materials are adapted in accordance with end-user needs. Associated job aids and supervision tools have been developed based on the initial concept. A formal evaluation of the materials is planned for 2017 to determine how the materials influenced knowledge and the intent for behaviour-change among end-users.

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Corresponding Author:
Elmari Briedenhann
Email: ebriedenhann@wrhi.ac.za
Website: www.wrhi.ac.za/aviwe