No conflicts of interest to declare
QUALITATIVE IPSOS RESEARCH TO MAP VMMC JOURNEY, IDENTIFY BARRIERS, DRIVERS AND TOUCH POINTS
A big gap between intention and action exists – why?

Sample of 1,165 men, ages 15-49, conducted in October 2013 in Zimbabwe

<table>
<thead>
<tr>
<th>All Men</th>
<th>Aware</th>
<th>Interest</th>
<th>Intention</th>
<th>Circumcised</th>
</tr>
</thead>
<tbody>
<tr>
<td>100%</td>
<td>68%</td>
<td>66%</td>
<td>64%</td>
<td>11%</td>
</tr>
</tbody>
</table>

FROM DATA TO DESIGN

3 SEGMENTS PRIORITISED BASED ON SIZE, LEVEL OF COMMITMENT AND POTENTIAL TO ADVOCATE POST VMMC

ENTHUSIASTS
LARGE POTENTIAL (21% OF UNCIRCUMCISED MEN); HIGH COMMITMENT; DISSONANCE ISSUES

NEOPHYTES
LARGE POTENTIAL (19%), KNOWLEDGE GAPS, ADDRESSING KNOWLEDGE GAP IS RELATIVELY EASY

EMBARRASSED REJECTERS
MODERATE POTENTIAL (16%), LOW COMMITMENT, EMBARRASSED, AFRAID – NEED SOCIAL SUPPORT
INTERVENTIONS DEVELOPED FROM IPSOS RESEARCH INSIGHTS

**SEGMENTATION**
- Use behavioral segmentation to target men

**HONEST COMMUNICATION**
- About pain and procedure
- Provide detailed explanation about pain and certainty around procedure

**TARGETED MESSAGING**
- Provide specific messages addressing particular needs of different segments
- Address issues around sex

**IMPROVE CLIENT EXPERIENCE**
- Improve services to ensure men receive high quality services and advocate to peers

**ADVOCACY (SEXUAL APPEAL)**
- Create greater appeal and image
- National campaign

**INFORMATION ON DEMAND**
- Information to answer FAQs pre and post procedure is available on demand
- 4 districts

**DIAL**
- *306#
STRATEGY IMPLEMENTATION DURING ONE ON ONE IPC SESSIONS

1. A potential VMMC client is approached by the IPC agent.

2. The client is segmented using IPSOS segmentation tool available on tablet; specific segments targeted but no one turned away.

3. Segment-specific messages, including pain and procedure details, are delivered (based on IPSOS research); client may choose only a subset of segment-specific messages; those that opt for MC receive “improved client experience” intervention.

4. The client is enrolled using the tablet to capture details (only those which have received the full intervention).

5. Client is booked and follow-up details are recorded.
CONCLUSIONS/ LESSONS LEARNT

• Average conversion rate increased from 22% to 78%
• More robust research (RCT) is underway to evaluate impact of interventions in driving demand for circumcision
• Mapping of men’s journey helps to identify opportunities to facilitate the journey at each stage
• Building empathy, ideation and prototyping helps develop relevant solutions for the target audience
• Evidence informed archetypes help to develop interventions that resonate with the target audience
• Segmentation guides the programs in targeting investments and time
• Elements of user centred design can be applied to other programs such as PrEP, index tracing, and key populations etc.
“Everyone wants to be a diamond but few want to get cut”

#KALYFkemaBOSS

Be Smart. Get circumcised today.

Get circumcised and live the boss life: WhatsApp: 0772 516 336 | Call Free: 08 080 117 | Twitter: @Kalyfkemaboss #KLKMB | FB: Pinda muSmart/Ngana kuSmart

Voluntary medical male circumcision is available in all towns, districts and most mission hospitals.
ACKNOWLEDGEMENTS

This work is made possible by the generous assistance from PEPFAR, the U.S. Agency for International Development (USAID) and the Bill and Melinda Gates Foundation.

The contents do not necessarily reflect the views of our funding partners

Special mention goes to the following members of the team that helped transform these work streams from research insights

- Anabel Gomez
- Sumathi Balasubramanian
- Kumbirai Chatora
- Annita Mondo
- Olivia Chatsama
- Kudakwashe Murombedzi
PSI’S EXPERIENCE WITH CONDOM PROMOTION IN ZIMBABWE

July 21, 2018

Hardwin Sithole | PSI Zimbabwe
CONFLICT OF INTEREST

No conflicts of interest to declare
OUR CONDOM BACKGROUND

PROTECTOR PLUS INTRODUCED IN ZIMBABWE IN 1997

PROTECTOR PLUS LEADING BRAND IN THE MARKET

PERCEIVED POOR QUALITY

LOW PRODUCT EXPERIENCE

INCONSISTENT CONDOM USAGE

DWINDLING DONOR FUNDS
OVERALL STRATEGY

REPOSITION THE BRAND TO ATTRACT NEW USERS AS PART OF THE SUSTAINABILITY DRIVE
# Protector Plus Key Insights

<table>
<thead>
<tr>
<th>Question</th>
<th>Response</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WHAT IS HOLDING MIKE BACK?</strong></td>
<td>Quality of product; cost; conflicting information</td>
</tr>
<tr>
<td><strong>WHAT IS ENCOURAGING USE?</strong></td>
<td>Is responsible; stress free life; available + affordable condoms; benefits</td>
</tr>
<tr>
<td><strong>HOW HE FEELS AFTER WEARING A CONDOM</strong></td>
<td>Admired; relaxed</td>
</tr>
<tr>
<td><strong>HOW DOES HE WANT TO BE SPOKEN TO?</strong></td>
<td>Straight forward; honestly</td>
</tr>
</tbody>
</table>
REVAMP PRODUCT: MAKE PRODUCT APPEALING

REPOSITIONED TO CARING & EASY-GOING

INCORPORATED FUN TIPS
INSTIL CONSUMER CONFIDENCE

TAMPER PROOF SEAL

QUALITY STAMPS

Store in a cool dry place away from direct sunlight
360 DEGREES PROMOTIONAL ACTIVITIES

- Mass Media Campaigns
- Social Media
- Instore Execution
- MID – Media Campaigns
MAKE PRODUCT AFFORDABLE AND WIDELY AVAILABLE

PRICE TO CONSUMER 150% UP

HYBRID DISTRIBUTION MODEL

FOCUSED MORE ON HOT SPOTS

INTRODUCED A MOBILE SALES SYSTEM

MAKE PRODUCT VISIBLE ON SHELF
IMPACT OF STRATEGY

CONSUMER EMOTIONAL ATTACHMENT

CONSUMER CONFIDENCE

REVENUES (100%)

COST RECOVERY (95%)
Maximise the moment

Strawberry
Tamper-Proof Seal

Banana  Vanilla  Original
ACKNOWLEDGMENTS

This program is made possible by the generous assistance from the American people through the U.S. Agency for International Development (USAID) in partnership with PEPFAR. The contents do not necessarily reflect the views of USAID or the United States Government.

Special mention goes to members of the PSI Zimbabwe team that helped transform the research insights:

• Kumbirai Chatora
• Annita Mondo
• Anabel Gomez
• Sumathi Balasubramanian
• Nigel Kunaka
• Timothy Manyinyire
• Reason Chofamba
The PrEP Communications Accelerator

July 21, 2018
Briana Ferrigno, President, McCann Global Health
CONFLICT OF INTEREST

No conflicts of interest to declare
WHAT
It's a brand-new interactive tool created by the OPTIONS Consortium to fast-track the uptake of PrEP through strategic communications.

WHO
National governments, implementing partners, and health communicators promoting PrEP uptake who need guidance about how to best advance PrEP in a focused and insight-driven manner.
BOTH EASY TO USE AND INFORMATION-RICH THE ACCELERATOR CONTAINS:

- Audience-Centric Strategies
- Audience Profiles
- Audience Connections Tactics
- Demand Creation 101
OUR VISION FOR THE ACCELERATOR

- **JUMPSTART** the communications process by providing audience insights and strategies

- Enable **STRATEGIC THINKING** in terms of PrEP communications for priority audiences

- Serve as a **VALUABLE RESOURCE** for best practices, evidenced-based approaches, key information and case studies when communicating about PrEP
In the development of the PrEP Communications Accelerator, we have sought feedback every step of the way.
METHODOLOGY USED FOR DEVELOPMENT

NEEDS ASSESSMENT

COMMUNICATIONS LANDSCAPING AND GAP ANALYSIS

MARKET RESEARCH

CONTENT DEVELOPMENT AND TESTING

35 stakeholders interviewed in Zambia, Uganda, South Africa, Kenya and the US with orgs including John Snow, Inc., FHI 360, CDC, USAID, Population Services Kenya, CHAI, ministry officials and others

Landscape analyses in South Africa, Kenya, and Lesotho

Kenyan landscape analysis: 12 interviews with program managers, research officers, communication specialists and peer educators

5 Target Audiences

530 Participants

6 Counties

25 interviews with implementers from a multitude of organizations
What are people saying about the Accelerator?

"The Accelerator looks at including the audience right from the start...it’s about teaching implementers how to empower audiences and create an emotional connection."

– Wits RHI, South Africa

“The Accelerator should help get countries to apply the research, because often it’s done but then there’s a big question around whether it’s actually used.”

– USAID, Washington D.C.
LET'S TAKE A LOOK!
Welcome to the PrEP Communications Accelerator

Fast tracking PrEP uptake through strategic communications

Get started
Create Your Communications Strategy

To use the Communications Selector Tool, just choose your audience and the setting where you want to reach them.

Choose Audience
- ADOLESCENT GIRLS AND YOUNG WOMEN
- MEN WHO HAVE SEX WITH MEN

Choose Setting
- FEMALE SEX WORKERS
- PEOPLE WHO INJECT DRUGS

Communications Strategy
- GENERAL POPULATION
- SERODISCORDANT COUPLES

Find out more about PrEP
Create Your Communications Strategy

To use the Communications Selector Tool, just choose your audience and the setting where you want to reach them.

1. Choose Audience
   - Adolescent Girls and Young Women

2. Choose Setting
   - Sub-National
   - National
   - Community
   - Clinic

< Previous: Audience
Your Communications Strategy

Expand the sections to review. Click the download button for a printable PDF.

Communication Output

**Audience:** What insight do I have about this audience that will motivate them to take the action we desire?

**Problem:** Does this audience have a need or frustration that I can leverage or tap into?

**Strategic Idea:** What is the most important idea we want this audience to take away?

**Support:** Why should this audience believe the strategic idea? What evidence do we have?
Your Communications Strategy

Expand the sections to review. Click the download button for a printable PDF.

Communication Output

**Audience:** What insight do I have about this audience that will motivate them to take the action we desire?

This segment of adolescent girls and young women (18-24) is focused on their education and trying to survive, but also values freedom (money to do what they want and have fun), independence (from their parents, from adult scrutiny), and perhaps most importantly of all, social capital (being accepted by her partner(s) and peers, looking the same, participating in the same activities). She is influenced by and drawn to the aspirational lifestyle she sees around her and online, but still lives under the pressures of family, elders, peers, school, religious figures and beliefs, and in some cases, her partner(s). As a result, she is eager to grow up, keep up, make her own rules, and obtain that aspirational lifestyle.

**Problem:** Does this audience have a need or frustration that I can lever age or tap into?

Because of the stigma around sex at this young age, safe-sex practices and sexual health information are available but often not discussed or easily accessible.

Understanding young adults' beliefs and desires is critical to creating messages that resonate with them.
SOFT LAUNCH: Available now

HARD LAUNCH: End of August

EVALUATION AND MEASUREMENT

SITE UPDATES AND CASE STUDIES
This program is made possible by the generous assistance from the American people through the U.S. Agency for International Development (USAID) in partnership with PEPFAR.

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Special mention goes to members of the OPTIONS team that devoted significant time and commitment to build the PrEP Communications Accelerator, listed below. Also many thanks to the numerous partners and stakeholders who have contributed valuable feedback and insights to support the development of the tool.

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