# AGENDA

**INTRODUCTION**

**WHAT IS AN INSIGHT - MICHELLE RISINGER**

10:10-10:20

**HOW TO GET AN INSIGHT (I.E. WHAT RESEARCH/METHODOLOGIES) - TREVOR ZIMMER**

10:20-10:30

**HOW TO USE INSIGHTS AND WHY INSIGHTS ARE IMPORTANT TO SUCCESSFULLY EXECUTE PROGRAMS/ PROGRAM GOALS - DANIEL WERE**

10:30-10:40

**PANEL: YOUR ASSUMPTIONS ARE NOT MY INSIGHTS: REFLECTIONS ON USING CUSTOMER INSIGHTS TO DESIGN GLOBAL HEALTH PROGRAMS**

10:40-11:30
INSIGHT GENERATION: WHAT MARKET RESEARCH IS NEEDED FOR HIV PREVENTION AND HOW SHOULD IT BE USED?

• What is an insight?

• How to get an insight (i.e. What research/methodologies)?

• How to use insights and why insights are important to successfully execute programs/program goals?
INTRODUCTION

SARAH MASYUKO
PREP PROGRAM MANAGER
MINISTRY OF HEALTH KENYA

July 21, 2018
No conflicts of interest to declare
END USER PROFILE
WHAT IS AN INSIGHT

MICHELLE RISINGER
INNOVATION DIRECTOR
PACT

July 21, 2018
No conflicts of interest to declare
‘A non-obvious understanding of your end-user which, if acted upon, has the potential to change their behavior for mutual benefit’
"I've noticed when the anecdotes and the metrics disagree, the anecdotes are usually right...That's why it's so important to check that data with your intuition and instincts"
IS THIS AN INSIGHT?

1) VOLUNTARY MEDICAL MALE CIRCUMCISION (VMMC) RATES ARE BELOW TARGETS

2) AS BOYS WAIT FOR EXTENDED PERIODS OF TIME FOR BUS TRANSPORT TO THE VMMC CLINIC, THEY GROW INCREASINGLY ANXIOUS AND SCARED OF THE PROCEDURE
IS THIS AN INSIGHT?

1) LIFE SKILLS INSTRUCTORS FEEL UNCOMFORTABLE TALKING ABOUT SEXUAL INTERCOURSE WITH AGYW

2) AGYW’S KNOWLEDGE OF REPRODUCTIVE HEALTH IN THE COMMUNITY IS BELOW NATIONAL AVERAGE
CASE STUDIES – SA PHOTO

HOW MIGHT WE???
HOW TO GET AN INSIGHT

TREVOR ZIMMER
CREATIVE LEAD
DALBERG DESIGN

July 21, 2018
No conflicts of interest to declare
Insights to Action: Kenya’s ‘Jilinde’ Oral PrEP Scale-up Program

PRESENTED BY: DANIEL WERE
PROJECT DIRECTOR
No conflicts of interest to declare
DATA DRIVEN DESIGN PROCESS

- Ideate & Innovate
- Concept Development
- Scale-up & Evaluate
- Pilot, Measure & Iterate
- Frame Intent
- Explore & Research
AGYW KEY INSIGHTS FROM HCD RESEARCH

“IF A TEACHER HITS ON ME, I FEEL ON TOP OF THE WORLD - IF YOU HAVE SEXUAL RELATIONS WITH A TEACHER, YOU GET TO DRINK TEA THAT HAS MILK AND ALSO EAT BREAD THAT HAS BUTTER.”

- AGYW RESEARCH PARTICIPANT IN MUHURU BAY

“YOU’VE BEEN GETTING LIFTS FOR FREE, SO WHEN HE ASKS FOR SEX HOW CAN YOU SAY NO? AND IF HE DOESN’T WANT TO USE A CONDOM YOU DON’T HAVE A CHOICE BECAUSE YOU ACCEPTED THE FREE RIDES KNOWING THERE’S A PRICE TO PAY.”

- AGYW RESEARCH PARTICIPANT IN MACALDER

“IF ANOTHER GIRL TELLS YOU SHE GOT THOSE THINGS (PHONE, CLOTHES) WITHOUT A MAN SHE IS LYING, THAT’S THE ONLY WAY YOU GET THINGS IN LIFE.”

- AGYW RESEARCH PARTICIPANT IN MIGORI TOWN
ADOLESCENT GIRLS & YOUNG WOMEN INTERVENTIONS

1. HARM REDUCTION → PEER DRIVEN CONVERSIONS

2. SHAPING ASPIRATIONS → BRIGHT FUTURE EVENTS
“WHO ARE YOU TO TELL ME WHAT I SHOULD DO. YOU LAY UNDER A MAN JUST LIKE I DO.”

- FSW TALKING ABOUT HER EXPERIENCES WITH INEFFECTIVE PEER EDUCATORS

“I’M NOT ASHAMED OF BEING A SEX WORKER, SEX WORK IS REAL WORK.”

- FSW DISCUSSING HOW SHE WOULD LIKE TO BE ENGAGED

“IF MY CLIENTS SEE THIS, THEY WILL THINK I HAVE HIV. THAT IS BAD FOR MY WORK”

- FSW DISCUSSING FEARS ABOUT BEING SEEN WITH A PREP BOTTLE
FEMALE SEX WORKERS’ INTERVENTIONS

1. Peer Educator Facilitation Guide
2. Peer Educator Toolkit
3. Goodie Bag with Non-Rattling Pill Carrier
THANK YOU!
INSIGHT TO IMPACT
DRIVING DEMAND CREATION FOR HIV PREVENTION

PANEL DISCUSSION

July 21, 2018

USAID
PEPFAR

OPTIONS
OPTIMIZING PREVENTION TECHNOLOGY INTRODUCTION ON SCHEDULE
THANK YOU

July 21, 2018
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.