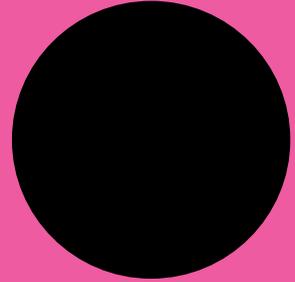


Prep for PrEP

The 2nd strategic pillar of
the V Experience



An Implementer's
Guide

This application was made possible by the support of the American people through the United States Agency for International Development (USAID) under the U.S. President's Emergency Plan for AIDS Relief (PEPFAR). The contents in this article are the sole responsibility of the authors, and do not necessarily reflect the views of USAID, PEPFAR or the United States Government.

For more information, contact USAID at launchingv@usaid.gov.

Project EMOTION

A USAID/PEPFAR FUNDED PROJECT

AID-OAA-A-15-00033

Principal Investigator Gustavo F Doncel MD PhD

CONRAD

1911 North Fort Myer Drive

Suite 900

Arlington, Virginia 22209

T: (703) 524-4744

F: (703) 524-4770

info@conrad.org

www.conrad.org

October, 2018



USAID
FROM THE AMERICAN PEOPLE



IDEO



Prep for PrEP

V is a brand and experience that shifts the industry from a message of “Don’t get HIV” to “Be empowered”— igniting attention in markets saturated with HIV messaging.

We are here to make a woman feel confident in whoever she is; to be bold, empowered, and in control—for perhaps the first time in her life. Let’s help her feel comfortable with being brave.

We believe that protecting oneself from HIV should be as everyday and as acceptable as any self-care practice.

THE FOUR PILLARS OF V

The following work together to increase uptake and adherence to PrEP. We recommend doing all four.

CREATE DEMAND: Create demand through word of mouth and “big brand” feel.

PREP FOR PrEP: Create patient-centric experiences and minimize HIV testing barriers.

INITIATION: Create an exciting and empowering starter kit.

ADHERENCE: Use the power of belonging to support adherence through a sense of community and peer support.

COUNTRY ADAPTATION

This guide and materials were created based on formative research and were designed in conjunction with young women in South Africa. All materials should be adapted to be relevant to the national or local culture, regulatory/policy guidelines, local laws, and other (e.g. language, cultural norms) contexts. We’d recommend testing the various elements in your setting to make sure the work resonates with your population of interest.



Prep for PrEP

- Make it as convenient as possible to get PrEP
- Make the testing moment seamless and celebratory
- Empower advocates within clinics



/4

1 Make it as convenient as possible to get PrEP



She heads to her local private clinic to get more information about PrEP and get an HIV test, despite her fear. It's easier (and has less stigma) than the public clinic.

In order to reduce barriers to testing (such as the long waiting times at public clinics, the perceived poor service, and the perceived stigma associated with visiting a public clinic), it is recommended to find or create locations where testing, prescription and pickup can be done in one place, ideally at one time, with one health care provider.

Start by asking to partner with private sector clinics or pharmacies that could legally conduct testing, prescription and pickup in a single location.

Entice them with the brand, and the increased foot traffic from your social media and advertising campaign!

You could also organize stand-alone activations, like a V-branded van that goes out to communities staffed with nurses and pharmacists. If none of this is feasible, just do your best to make it as seamless and as quick as possible to go from HIV negative test to prescription and starter kit pickup. For example, you could leverage your Ambassadors to remind and coach the women they recruit through each step,

provide education at testing locations to minimize the time women have to spend in clinic, or make sure that pharmacies have Starter Kits on hand when they give out the prescription.

THE MOST SEAMLESS FLOW THROUGH A CLINIC WOULD BE:

A woman is intrigued by the bright and visual V posters and pamphlets in the waiting room while waiting to be seen by the clinic staff.

She consults with the doctor/nurse and gets an HIV test during her appointment.

If the test is negative, she receives a Certificate of Negativity.

If required, she goes to get the other required tests.*

She heads home, or waits in the clinic for the results (if necessary).

She receives an SMS when the results come through—she can go pick up her PrEP and Starter Kit from her nearest pharmacy.

*Ideally these should be rapid tests where she is able to pick up the PrEP and kit that very same day from the clinic without the long wait for results.

SUPPORTING INSIGHTS

People are willing to go out of their way to visit (and to pay for) private clinics and pharmacies where they can receive better (and more discreet) service.

How do we do this?

JOBS TO BE DONE

Organize V activations at pharmacies, clinics, or in mobile vans that allow testing, prescription and pickup at the same place at the same time.

Sponsor free testing days if you can, and advertise them on social media and with posters.

FUNDING TIGHT? TRY V LITE!

Ask if you can show up on free testing days to promote V so testing and education can happen at the same time. Advertise these on social media.

Ask your Ambassadors to remind and encourage woman they recruit to go through each step. They could suggest the women text them when they get the test, or get their prescription, and send them a text reminder back to do the next step.

2 Make the testing moment simple and celebratory



The nurse hands her a certificate congratulating her on being negative and recommends PrEP so she can feel confident she'll have the same feeling next time she comes in to be tested.

Piggyback on existing free testing days at pharmacies, churches, etc. by letting women know through the Ambassador network or website/social media profiles where and when they can access free HIV testing services. Or, partner with existing rewards and loyalty programs (such as Vitality Health Points and Clicks in South Africa) so women earn points for testing. Give them another reason or excuse to go into the clinic and get tested, and leverage the testing moment at private and stand-alone sites to provide more information about V to minimize the time spent in the clinic afterwards.

Capitalize on the great feel of a negative test by providing a V branded Certificate of Negativity that woman can keep in their wallets. This will associate V with the elation they felt when they found out they were negative, and will remind them to go through the next steps in the PrEP adherence journey each time they see it.

SUPPORTING INSIGHTS

Testing often requires an incentive, an excuse to tell friends; or it needs to be tagged onto another reason as to why they'd be in the clinic.

HIV tests are a large barrier to PrEP adoption with people more fearful of the social stigma than the health impact.

A negative HIV test brings a wave of relief, but doesn't offer confidence for the next test.

How do we do this?

JOBS TO BE DONE

Produce the V-brand Certificates of Negativity and hand them out to testing facilities around town. Make sure to include the website or Facebook page, so woman can get more information if they are curious.

FUNDING TIGHT? TRY V LITE!

Still make the certificates, just use cheaper paper, print them yourself, and make them smaller.

3 Empower advocates within the clinic



The doctor tells her about PrEP and all that it entails. She is warm, friendly, and non-judgemental. The woman feels empowered and heard.

Ensure that all patient-facing staff are trained to share the benefits of V (and are brought into the cause) so that they can use any available moment to tell potential users about V. Give them swag to wear outside the clinic, and some may even make great Ambassadors!

Educational pamphlets, videos and posters can be used in the waiting room to educate people on PrEP and drive them to ask the nurse or doctor about it. Having materials in their space to act as visual triggers can also help health care workers remember to talk about it as they manage numerous other demands on their time.

Note that some women may be experiencing physical abuse or be fearful/mistrusting—ensure they are treated with respect, made to feel safe and cared for, and even ask if they would prefer a male or female provider.

SUPPORTING INSIGHTS

Health care providers need their own set of reminders, cues and incentives to talk about products

Health care providers crave a novel approach to engage a difficult audience (i.e. they are wary of anything that looks too medical or boring).

How do we do this?

JOBS TO BE DONE

Print the posters, flipcharts and pamphlets to share with clinic staff.

Train staff around using V educational materials and products, as well as how to engage with young women. And don't just train clinic staff, get them excited. Host informal gatherings, show them the research and mission behind the brand and product to create buy-in.

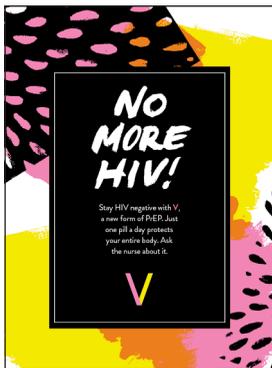
Share the swag you made for the Ambassadors with nurses and clinic staff as well. Just ask them to wear the t-shirts when they are outside of work so the V brand doesn't get overly associated with a medical environment.

FUNDING TIGHT? TRY V LITE!

Even if you don't have a budget for all the materials, give the powerpoint training to nurses and help them practice how to talk about V.

If you can print one thing, print the double-sided pamphlets to leave out in clinic waiting rooms so curious women can learn more, or take home to consider.

Materials available for download



In-clinic posters



An educational pamphlet

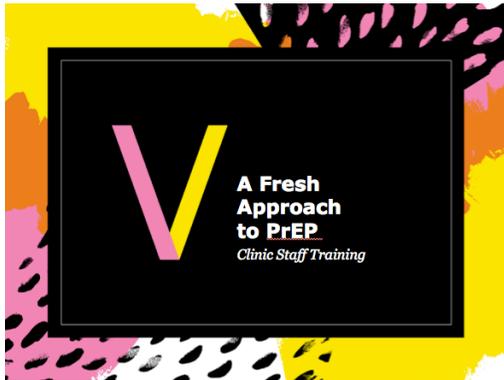


An educational flipchart



HIV negative certificate

Materials available for download (cont'd)



Staff training Powerpoint



Swag for staff

Funding Tight? **Try V Lite!**

If you do nothing else, prioritize empowering advocates in the clinic.

Thank You

IDEO
CONRAD
USAID
CAPRISA
Instant Grass
Abt Associates
Matchboxology
PEPFAR