OPTIONS Optimizing Prevention Technology Introduction On Schedule

DRIVING DEMAND FOR PREP WITH THE PREP COMMUNICATIONS ACCELERATOR

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WHAT IS OPTIONS?

The Optimizing Prevention Technology Introduction on Schedule (OPTIONS) Consortium is one of five microbicide projects funded by the U.S. Agency for International Development (USAID), in partnership with the U.S. President’s Emergency Plan for AIDS Relief (PEPFAR), working to accelerate and sustain access to antiretroviral-based HIV prevention products (collectively referred to as PrEP).
WHAT WE’LL BE COVERING TODAY

• What Is Demand Creation?
• What Is a Demand Creation Campaign Strategy?
• The PrEP Communications Accelerator
• Discussion and Q&A
OUR OBJECTIVES

The aims of today's webinar:

1. Familiarize you with the demand creation approach and how to apply it
2. Define the essential components of a demand creation campaign strategy
3. Demonstrate how the PrEP Communications Accelerator can be applied to develop a demand creation campaign strategy
WHAT IS DEMAND CREATION?
Consumers everywhere—rich and poor—have hopes and aspirations.

Tapping into those strong emotional sentiments and showing the consumer—how the product helps them achieve their desires can be a powerful motivator for product use.

PEOPLE everywhere—rich and poor—have hopes and aspirations.

Tapping into those strong emotional sentiments and showing the PEOPLE how the product helps them achieve their desires can be a powerful motivator for product use.

The heart wants what it wants  
– or else it does not care.  

*Emily Dickinson*
DEMAND CREATION
PUTTING DEMAND CREATION INTO CONTEXT

...ADVERTISING MARKETING
SOCIAL MARKETING
DEMAND GENERATION
BEHAVIOR CHANGE COMMUNICATION
SOCIAL AND BEHAVIOR CHANGE COMMUNICATIONS
DESIGN THINKING
HUMAN CENTERED DESIGN...
A demand creation campaign uses strategic and creative communications that satisfy an emotional need of audiences, rather than using rational or functional appeals.
OVER TIME, EMOTIONAL APPEALS MORE EFFECTIVE

Source: Study published by the IPA, published in The Long and the Short of It (2013)
DEMAND CREATION

It's about more than making a product accessible.

It's about making a product FAMOUS.
Creativity will not be impactful if it is not rooted in strategic thinking.
DEMAND CREATION CAMPAIGNS
REAL-WORLD EXAMPLES
PREP – UNITED STATES
WHAT THEY COULD HAVE SAID (RATIONAL)
PREP – UNITED STATES

WHAT THEY DID SAY (EMOTIONAL)

Love is contractible. Lust is transmittable. Touch is contagious. Catch feelings, not HIV.
CONSOL – SOUTH AFRICA
WHAT THEY COULD HAVE SAID (RATIONAL)

It preserves taste and freshness

No other material can match the ability of glass to preserve flavour and freshness in food. Since it retains temperatures well and keeps packaging air-tight, glass helps to prevent the growth of bacteria and moulds that lead to food spoilage. Simply put: in glass, food and beverage products taste better, for longer.
CONSOL – SOUTH AFRICA
WHAT THEY DID SAY (EMOTIONAL)
CADBURY'S – SOUTH AFRICA
WHAT THEY COULD HAVE SAID (RATIONAL)
"Triplets"
https://www.youtube.com/watch?v=nNjvlNQ_xtI
PRODUCT EDUCATION STILL MATTERS.

IT'S JUST NOT THE ONLY THING THAT MATTERS.
What's your vision?
WHAT IS A DEMAND CREATION CAMPAIGN STRATEGY?
WITHOUT STRATEGY, EXECUTION IS AIMLESS....

Morris Chang
Founder & Chairman
Taiwan Semiconductor Manufacturing Company
A demand creation campaign strategy is a “road map” for demand creation communications.

It outlines priorities to ensure that activities and outputs are coordinated and consistent to achieve pre-defined objectives.
# DEMAND CREATION CAMPAIGN STRATEGY COMPONENTS

<table>
<thead>
<tr>
<th>COMPONENT</th>
<th>DESCRIPTION</th>
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<tbody>
<tr>
<td><strong>OBJECTIVE</strong></td>
<td>A description of what we want to achieve.</td>
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<tr>
<td></td>
<td><em>Example: Increase knowledge and understanding of what PrEP is, who it’s for and what it does.</em></td>
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<tr>
<td><strong>AUDIENCE</strong></td>
<td>This is the population that you are looking to target, or speak to, with your PrEP communications campaign. Be as specific as possible. Only include relevant information.</td>
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<td></td>
<td><em>Example: Adolescent girls and young women (18-24) in-school and out-of-school. The majority are still single but are now sexually active. Some are still living with their parents or family whereas others are living with a boyfriend. 10% are married.</em></td>
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<tr>
<td><strong>PROBLEM STATEMENT</strong></td>
<td>The core problem you are trying to address. A description of what is keeping our audience from adopting the desired behavior.</td>
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<td></td>
<td><em>Example: AGYW want the freedom to make their own choices but feel pressured to conform to others expectations of them.</em></td>
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<tr>
<td><strong>STRATEGIC IDEA</strong></td>
<td>The most powerful idea that can solve the problem. What the audience must take away from the communication.</td>
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<td><em>Example: PrEP gives you the power to live life your way without the fear of HIV.</em></td>
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<tr>
<td><strong>SUPPORT</strong></td>
<td>A description of 1-3 of the most important reasons our audience should believe in the strategic idea.</td>
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<td><em>Example: It fits your life, not the other way around, so you get to go on living life the way you want.</em></td>
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<td><strong>CHANNEL</strong></td>
<td>A description of the places where we will engage with our audience.</td>
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<td><em>Example: Community radio, targeted interpersonal communication (IPC) activities.</em></td>
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<tr>
<td><strong>CONSIDERATIONS</strong></td>
<td>Anything else you may need to keep in mind or communicate this audience.</td>
</tr>
<tr>
<td></td>
<td><em>Example: PrEP does not protect against STI's or pregnancy.</em></td>
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CAMPAIGN STRATEGY

Strategy answers important questions, like:

- What do you need to say?
- How are you going to say it?
- Who are you going to say it to?
- Where are you going to say it?
- When are you going to say it?
Demand creation campaign strategies should be **INSIGHTFUL**

- Relevant
- Appealing
- Motivating
HUMAN TRUTHS

Truths about a human being no matter who they are or where they live. Human truths go the heart of what it means to be human.
What is their reality like?
What have they stopped or started doing recently and why?
What do they value?
What are their ambitions?
Who do they trust?
Who don't they trust?
A problem statement identifies what's stopping your audience from learning more or trying the product, service or behavior.
A PROBLEM STATEMENT CAN MAKE OR BREAK A STRATEGIC IDEA

INSIGHT-DRIVEN PROBLEM STATEMENT → STRATEGIC IDEA
A PROBLEM STATEMENT CAN MAKE OR BREAK A STRATEGIC IDEA

SYNTHESIZE RESEARCH INTO INSIGHTS
IDENTIFY THE INSIGHT-DRIVEN PROBLEM STATEMENT
STRATEGIC IDEA DEVELOPMENT
STRATEGIC IDEA TESTING (Optional, but recommended)
DEVELOPING A STRATEGIC IDEA FROM A PROBLEM STATEMENT
REAL-WORLD EXAMPLE
AGYW don't know any women who have tried PrEP and so they don't know enough about it or trust it enough to find out if it's right for them.
EXAMPLE: PROBLEM STATEMENT & ACCOMPANYING STRATEGIC IDEA

PROBLEM STATEMENT
AGYW don't know any women who have tried PrEP and so they don't know enough about it or trust it enough to find out if it's right for them.

STRATEGIC IDEA
More and more women are protecting their bodies with PrEP.
THE PREP COMMUNICATIONS ACCELERATOR

A tool for fast-tracking the development of a demand creation campaign strategy
The PrEP Communications Accelerator is an interactive, digital resource that supports national governments, program implementers, and health practitioners to develop demand creation campaigns that drive demand for PrEP in sub-Saharan Africa.

It includes:

- Tested guidance for PrEP demand creation campaigns
- Aggregated research on target groups
- Best practices for demand creation communications

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 Kenyan counties**

30+ Interviews with national ministries, implementers from a multitude of organizations, funders and actual/potential PrEP users.
Welcome to the PrEP Communications Accelerator

Fast tracking PrEP uptake through strategic communications

Get started
Welcome to the PrEP Communications Accelerator

This free, interactive, digital resource helps national governments, program implementers, and health practitioners develop marketing and communications campaigns to create demand for PrEP in sub-Saharan African countries.

Create Your Communications Strategy

First choose your audience, then select the setting where you want to reach them.

Choose Audience

1. FEMALE SEX WORKERS
2. ADOLESCENT GIRLS & YOUNG WOMEN
3. PEOPLES WHO INJECT DRUGS
4. SERODISCORDANT COUPLES
5. MEN WHO HAVE SEX WITH MEN
6. GENERAL POPULATION

Choose Setting

Communications Strategy
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
   - Female Sex Workers
   - Men Who Have Sex with Men
   - People Who Inject Drugs
   - General Population
   - Serodiscordant Couples

2. Choose Setting

3. Communications Strategy

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.

Choose Audience
Adolescent Girls and Young Women

Choose Setting

SUB-NATIONAL

COMMUNITY

NATIONAL

CLINIC

< Previous: Audience

Find out more about PrEP
Your Communications Strategy

AUDIENCE:
This is the target population that you are looking to target, or speak to, with your PrEP communications campaign.

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).
Audience Profiles

These profiles offer aggregated research about target audiences for HIV prevention, with insights into appropriate media channels, resonant messages, and other factors that can help shape your PrEP communications.

**Adolescent Girls and Young Women**
Caught between finding their own way and fitting in with their peers, this group faces a steep risk of HIV—in some countries, as much as four times that of young men.

**Female Sex Workers**
Members of this diverse group are facing varying degrees of agency loss. Violence, stigma, and criminalization often make HIV prevention and health services unattainable.

**Men Who Have Sex With Men**
Whether their same-sex sexual behavior defines their identity or not, these men live life “under the radar” out of fear, shame, and mistrust, as they face extreme stigma.

**People Who Inject Drugs**
Struggling to stay afloat while bearing the heavy weight of drug addiction, overwhelming and interconnected challenges often make health care a low priority for this group.
Audience Connections

Any communications campaign must respond to the local context and population to be effective. Reaching people in a particular setting, and through different channels, requires adaptation. These two sections will offer some of the factors to consider.

- **Settings**
  From creative connections in health clinics to mobile videos distributed nationwide, this section offers an overview of how communications can vary based on where they take place.

- **Channels**
  There are many different media channels available, from mass media to social media and even word-of-mouth. This section introduces potential ways to spread PrEP messages.
The PREP Communications Accelerator is a free interactive, digital resource that supports national governments, program implementers, and health practitioners to develop marketing and communications that drive demand for PrEP in sub-Saharan Africa.

Both easy-to-use and information-rich, the Accelerator offers tested guidance throughout the lifecycle of PREP communications development, focused on free populations most at risk for HIV: Adolescent girls and young women, female sex workers, serodiscordant couples, men who have sex with men and people who inject drugs.

Who is this for?
The PREP Communications Accelerator is designed to equip anyone who is rolling out a PrEP program, communicating about PrEP or seeking to drive demand for PrEP in sub-Saharan Africa. Common users of the site are:

- Government officials
- Program managers
- Communication specialists
- Researchers
- NGO/CBO employees
- Other stakeholders invested in creating demand for HIV

How to use it
Through the sole or combined use of the site resources, here are a few ways the site is commonly used:

Scenario 1 – Starting from the Beginning
If you’re just getting started with planning PREP communications development, visit the Fast Tracker. Go to the fast tracker page and select your audience and setting. From here, you’ll receive a communications strategy output. With your strategy in hand, visit the Demand Creation 101 section for supplemental guidance on planning and testing your PREP communication strategy.

Scenario 2 – Reference for Existing Content
If you already have a PrEP communications strategy or campaign, consider using the PREP Communications Accelerator resources to support and supplement the management of your PrEP efforts and existing materials. For example, you can reference the Audience Profiles section to better understand nuances unique to your audience and other factors that help shape your PrEP communications, or use the Fast Tracker to inform and build upon an existing strategy.

Scenario 3 – General Reference for Demand Creation Efforts
Whether your communications are focused on PrEP or another public or global health initiative, the Demand Creation 101 section serves as a comprehensive blueprint for developing demand creation communications, providing useful guidance and tools that can be applied throughout each phase of the demand creation process.

Site resources
The Accelerator is comprised of four strategic resources, each intended to provide users with support in different aspects of the communications development process.

Communications Fast Tracker
Based on the selection of a specific audience and setting (clinic, community, sub-national, or national level), this interactive tool generates an audience-specific communications strategy that summarizes the audience insight, the problem, a strategic idea, the support for this idea, as well as key communication considerations.

Demand Creation 101
This section consists of written guidance, tips, and recommendations across all stages of communications planning. From sourcing audience insights through research, to crafting an evidence-based strategy, to monitoring and evaluation, it also includes worksheets for practical guidance.

Audience Profiles
These profiles aggregate research about each of the target audiences, including information about their lives, challenges, and values; the meaningful role that PrEP can play in their lives; and which media channels are most appropriate.

Audience Connections
Expanding upon the output generated through the Fast Tracker, the Audience Connections section provides general information on connecting with each key population, organized by setting and media channel.
For questions or support when using the accelerator please contact us at accelerator@optionsconsortium.org
Joseph Murungu, Zimbabwe
DISCUSSION
AND Q & A
THANK YOU