

Demand Creation: Developing an Insights-Driven Strategy

PrEP Learning Network Webinar Series

Thank you to our speakers from FHI 360, Jilinde, ThinkPlace, and Wits RHI, as well as attendees who participated in the third PrEP Learning Network webinar. In this webinar an overview of insights-driven strategies was provided, with a deeper dive into the human-centered design (HCD) process as a means for generating insights that can then inform demand creation strategy. The [PrEP Communications Accelerator](#) was highlighted as a tool to help develop insights and create a PrEP campaign strategy, particularly for partners that are short on time or budget. To hear the conversation, access the [webinar recording here](#).

Top 3 Questions

Three key questions were covered during the webinar. Learn more about each by listening to the webinar recording, accessing complementary resources, signing up for future webinars or visiting the [PrEP Virtual Learning Network page](#).

1. How do you distinguish between insights, which inform demand creation strategy, and facts?

Insights make your answers better and stronger—they provide a new way of viewing the problem, and discover underlying motivations and fundamental truths about human behavior. Insights move beyond facts and often include an emotional component—they should be simple, supported by research, and something people relate to and understand. Insights may seem obvious to those who know the audience very well, but may not be obvious (and hence new) to others.



Join us again for two more upcoming webinars—covering more sides of demand creation, and PrEP-FP-STI integration—not to be missed!

FROM IPC TO MASS MEDIA: DEVELOPING A MEDIA MIX FOR YOUR PREP COMMUNICATIONS

10 October
9:00-10:30 EDT
16:00-17:30 EAT

[Register Here](#)

ADDRESSING CHALLENGES AND ACHIEVING SUCCESS INTEGRATING PREP INTO OTHER HEALTH SERVICES

24 October
9:00-10:30 EDT
16:00-17:30 EAT

[Register Here](#)

Top 3 Questions (continued)

2. How have insights formed demand creation strategies in practice?

The Jilinde project used a segmentation approach that included behavioral economics and HCD to generate insights from different segments of the adolescent girl and young women population in Kenya. Intervention prototypes were developed and tested, some moving forward to scale-up. Jilinde found that PrEP uptake was greater at sites that included these interventions with their peer educators compared to sites that only used peer educators (with no additional interventions).

3. Are there low-cost ways to implement HCD interventions with existing resources/programs available for PrEP delivery?

Human centered design approaches succeed because they speak to their target audience. They can be easily and efficiently integrated into existing programs simply by spending time with the target population, in their setting, understanding their real lives. The more time that is spent with the target audience, the more insights will be collected, and the more relevant and applicable an intervention or approach will be. Think critically about how to get decision-makers and designers into the day-to-day lives of target audiences, and increase understanding of their daily lives. Also consider PrEP programs as an opportunity for real-time testing, applying approaches that may be built upon, or changed. Move away from a 'pre-test' framework and instead really test drive the intervention with target populations before moving too far with the approach. If time or resources are not available to carry out research to collect insights, the [PrEP Communications Accelerator](#) offers a starting point. See the [In Use section](#) of this tool to see how others have used the insights available in the [Audience Profiles](#) as a starting point to better understand the behavior and motivations of select target populations.

ADDITIONAL RESOURCES

Additional resources from the PrEP Learning Network host organizations (OPTIONS Consortium, EpiC and RISE) are included below for further exploration and learning.

- [PrEP Communications Accelerator](#)
- [Demand Creation for PrEP Video Series](#)
- [C-Change Project C-Module #2](#)
- [Designing a SBCC Strategy Implementation Toolkit](#)
- [How-to Guide on applying audience insights to positioning](#)
- [IDEO HCD guide](#)
- [Reaching and targeting more effectively: the application of market segmentation to improve HIV prevention programmes. Gomez et al. \(2019\). Journal of the International AIDS Society](#)

