



PrEP Learning Network:

Developing an Insight Driven Strategy

September 26, 2019



OPENING

IMPORTANCE OF A DEMAND CREATION STRATEGY

IMPLEMENTING AN HCD APPROACH TO INCREASE DEMAND

INTRODUCTION OF THE PrEP COMMUNICATIONS ACCELERATOR

REFLECTIONS AND Q&A



Today's discussion: PrEP Demand Creation

Today's speakers

Brian Pedersen
FHI 360

Aigelgel Kirumburu
Jhpiego/Jilinde
Kenya

Michael Ngigi
ThinkPlace
Kenya

Elmari Briedenhann
Wits RHI
South Africa

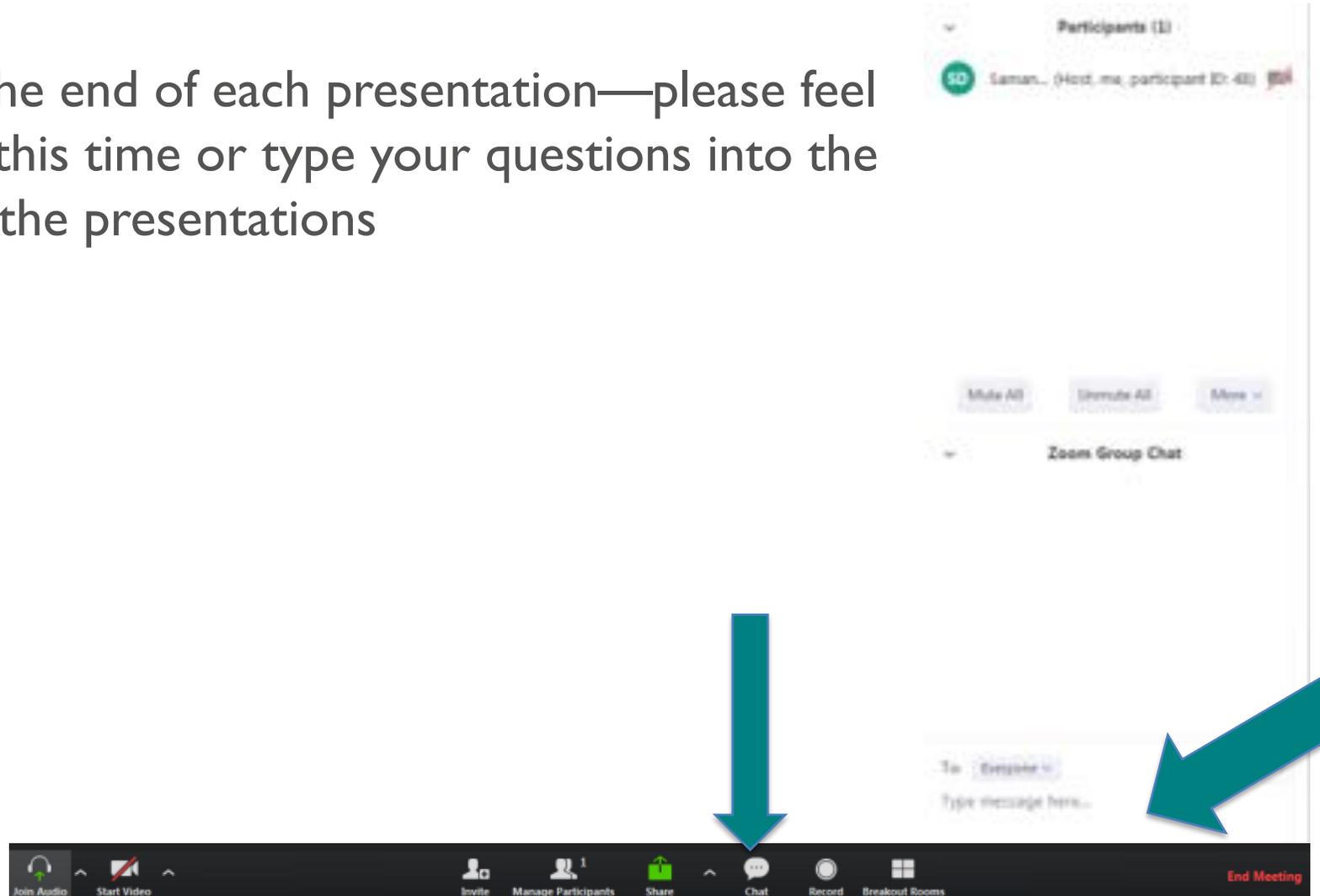
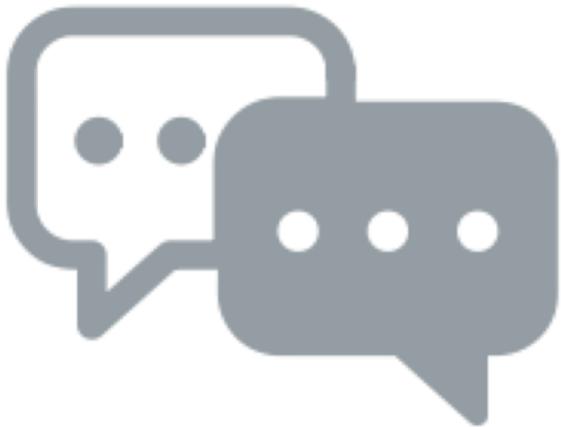
Today we will explore **Demand Creation** strategy through the lens of:

- Learning about the **importance of strategy** and how to develop insight-driven strategy
- Considering how demand techniques like **human centered design** can support uptake and continuation
- Discovering the **PrEP Communications Accelerator**, a free tool to help strategically drive demand



Use the “Chat” feature to ask questions!

There is dedicated Q&A at the end of each presentation—please feel free to ask questions during this time or type your questions into the chat box at any point during the presentations



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OPTIONS

*Optimizing Prevention Technology
Introduction On Schedule*



The What and Why of Insights-driven Strategies

Brian Pedersen, FHI 360





30-second summary

- Strategy – what, why, and how
- Insights – why and what



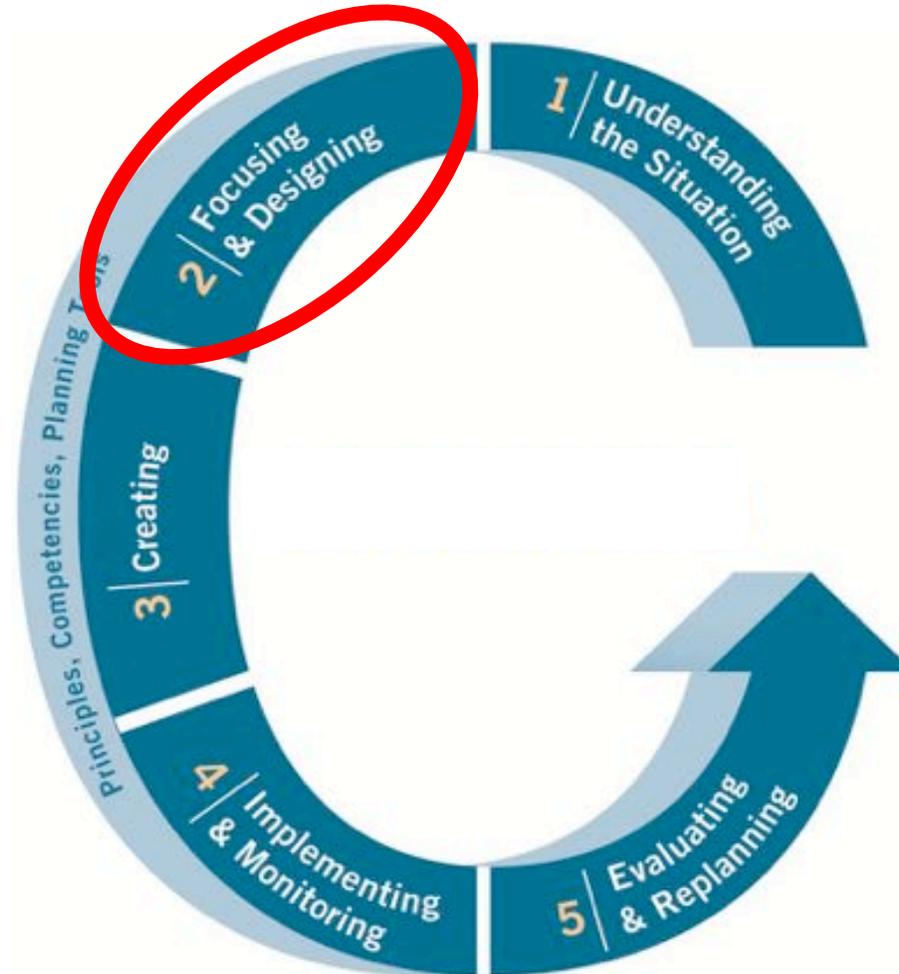
A strategy is a “road map”

Outlines priorities to ensure activities and outputs achieve agreed-upon goals and objectives





Strategy design is a critical step in the program process





Having a strategy is key to success



Without strategy,
execution is aimless.

Morris Chang
Founder & Chairman
Taiwan Semiconductor Manufacturing Company



A strategy answers 5 questions

Where are we now?



Where do we want to go?



What changes are needed to get there?



How should changes be made?



How do we measure progress?





Best practices in demand creation strategy design

- Let data and evidence guide your decisions
- Apply a behavior change theory
- Use a participatory approach to develop
- Link directly with supply-side activities
- Apply it
- Review it (at least annually)
- Use insights from (not assumptions about) your audience



Insights make your answers better





An “insight” is that thing you hadn’t thought of before

From Jonathan Dalton, CEO, THRIVE –

- Unrecognized fundamental truth
- New way of viewing world
- Penetrating observation about human behavior
- Discovery of underlying motivations



“Regular” old fact vs. insight

Young women in relationships don't want to use PrEP.

VS.

Young women value relationships and are often afraid that PrEP will cause problems in those relationships.



Not all insights are created equally

- Will people get it?
- Is it something new?
- Is it simple?
- Can you support it?
- Will it effect change?



Good insights generation takes time and practice



90-second summary

- A strategy is a “road map”
- Insights are new, powerful understandings about a person or situation
- Using insights to inform your strategy will make it more impactful



Thank you

Brian Pedersen
Technical Advisor, Social
and Behavior Change
bpedersen@fhi360.org

OPTIONS Consortium Partners



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OPTIONS
OPTIMIZING PREVENTION TECHNOLOGY INTRODUCTION ON SCHEDULE

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APPLYING HCD IN DRIVING UPTAKE & CONTINUATION OF ORAL PREP AMONG AGYW IN KENYA





THE PROBLEM

HIV **incidence and** prevalence remains high **among** AGYW in **Kenya**. Past prevention strategies such as the widespread promotion of condom use, abstinence, or remaining ‘faithful’ to one’s sexual partner have failed to make the progress needed. While Oral PrEP is a viable HIV prevention alternative, research was needed to understand the latent motivators, decision-making pathways, and behavioral norms that could be optimized in order to drive uptake of Oral PrEP among AGYW in Kenya.

Increased
interest and
initiation on PrEP

Adherence to the regimen
and timely refills

HOW MIGHT WE DRIVE UPTAKE & CONTINUATION OF ORAL PrEP AMONG AGYW IN KENYA ?

Includes girls or women (aged between 15-24 years) who are sexually active and may also engage in transactional sex

Migori, Western Kenya



ThinkPlace
Kenya



Our Approach

Why Human-Centered Design and Behavioral Economics?

HCD+BE

- Human-Centered Design and Behavioral Economics have the ability to help us deeply understand at a deeper level, and think about not just individual adoption, but wider social norm change and sustainable long-term diffusion.

Benefits of combining HCD + BE

- Behavioral Economics takes an evaluative approach that combines qualitative and quantitative research to understand and explain people's behavior, while HCD uses an exploratory and intuitive approach to understand drivers of human behavior.
- ThinkPlace's strength lies in the deep, personal understanding of users through a qualitative research approach. Our partner, The Busara Centre for Behavioral Economics; added to this value by validating and adding rich quantitative data to our segmentation of the population of AGYW in Kenya. The primary aim of the segmentation was to understand the decision making characteristics of these identified segments and to generate thematic areas of interest for deep dives in design phases that followed.

Research Methods

Qualitative

- Peer led interviews
- Activity led interviews
- Focus groups
- Individual interviews

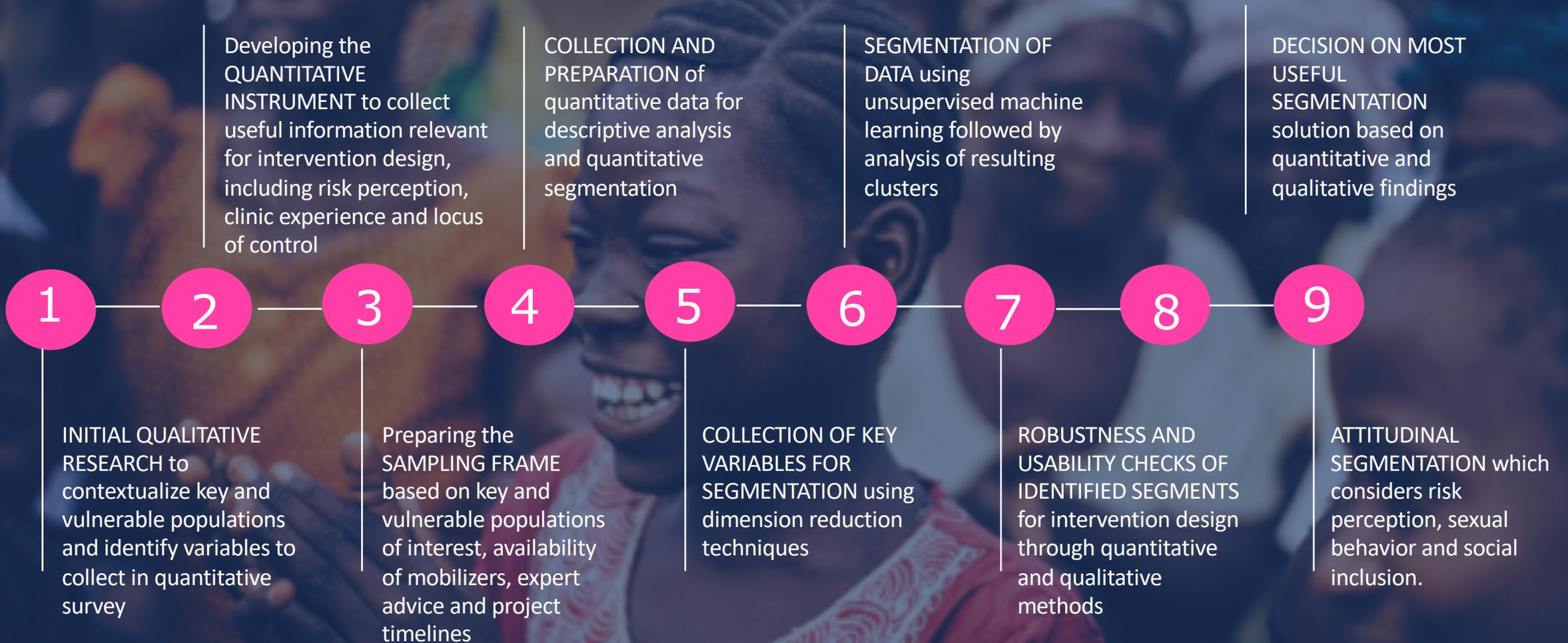
Quantitative

- One on one interviews

80
AGYW
INTERVIEWED



OUR SEGMENTATION APPROACH



AGYW User Segments



THE DESPERATE TRANSACTIONAL WOMAN

“It is normal for men to have sex with women whenever they want and there is nothing I can do about it...”



THE SPONSORED GIRL/ WOMAN

“I’m having sex anyway. I would rather derive value from it...”



THE LIBERTINE GIRL/ WOMAN

“I choose the men I have sex with and I try and find those who can support me to have a good lifestyle...”



THE NAÏVE GIRL

“Men are starting to approach me about sex and I am not sure whether it’s right or wrong. I don’t have anyone who I can talk to about it...”

KEY INSIGHTS

1

SEXUAL DYNAMICS

- Driven by the desire for money and positions, similar to a sponsored relationship.
- Driven by the social norm, which allows any man, at any time, to demand sex with a unknown girl.
- Driven by the belief that sex with men in positions of power is aspirational and a good thing.
- Social status and capital amongst these girls was linked to the possessions they owned, and the quality of men they are with.

2

WHY ARE GIRLS NOT ON PREP?

- Fear of reprisal from men for having anything to do with HIV or prevention.
- Belief that it isn't common or that not many girls are on it, caused by the lack of conversation and knowledge around PrEP.
- Few positive advocates of PrEP.
- PrEP isn't really promoted.
- Long period taken by Demand creation team to create an optimal approach that resonated with girls

3

RISK PERCEPTION

- Positive influences raised the subjective risk perception among the girls.
- Some negative influences reduced the subjective risk perception that the girls had.

4

SEX IS GENERALLY ACCEPTED

- Girls are less concerned with the volume of sex acts they are participating in, this is not considered 'cheap'
- "You can't trust men" - the girls have the mentality that it is impossible for a man to have one woman and that it is their nature to have many women.
- Underage sex with men usually starts from the ages of 10 to 14 years and usually begins with their teachers.

5

FAMILY PLANNING AND CONDOM USE

- The girls have no power to negotiate condom use with their partners since getting favors and gifts from these men makes them obligated to have sex with them in their own terms.

HCD Interventions

Prototypes



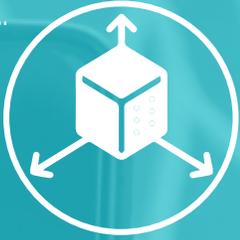
1. PEER DRIVEN CONVERSATION
2. SHORT TERM REFERRALS FOR AGYW
3. YOUTH FRIENDLY IPC MATERIALS
4. BRIGHTER FUTURE FOR MODERN WOMEN
5. TARGET SPONSORED GIRLS

Unsuccessful Interventions



1. GENDER BASED EMPOWERMENT MESSAGING
2. CONNECTING GIRLS WITH PEERS ON PREP IN COUNTIES WITH HIGH UPTAKE

Scaled up Interventions



1. PEER DRIVEN CONVERSATIONS/ PEER TO PEER REFERRALS
2. YOUTH FRIENDLY IEC MATERIALS
3. BRIGHTER FUTURE EVENTS
4. PEER EDUCATORS FACILITATION GUIDE

Evolution of IEC Materials

T-Shirts

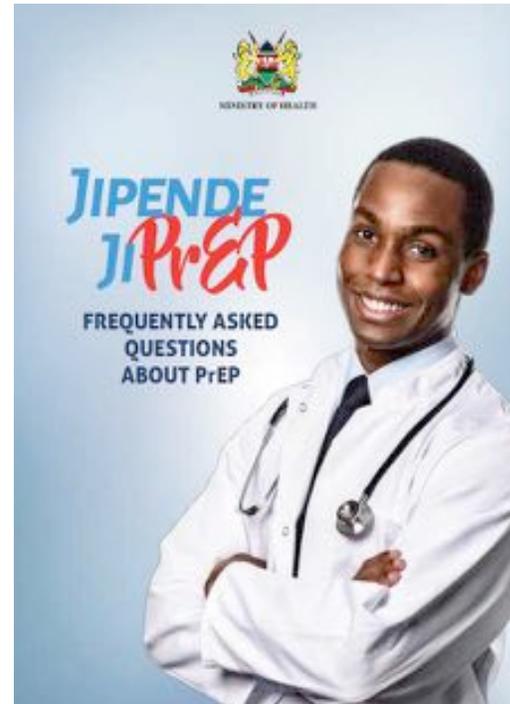
Initial - GP



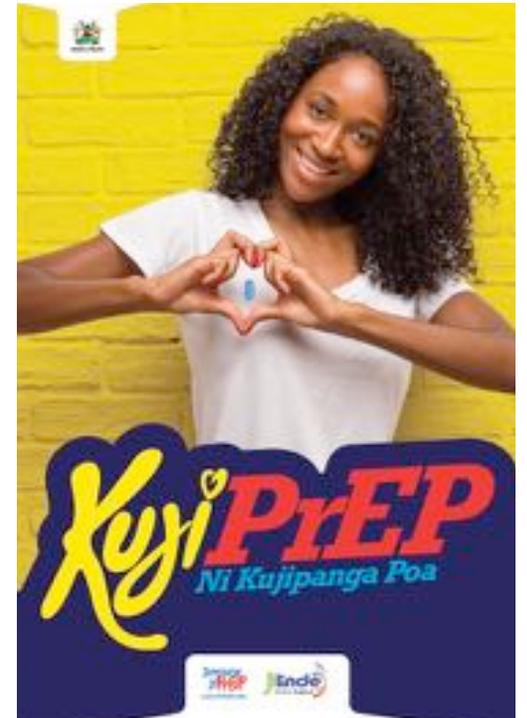
AGYW

Brochures/ flier

Initial - GP

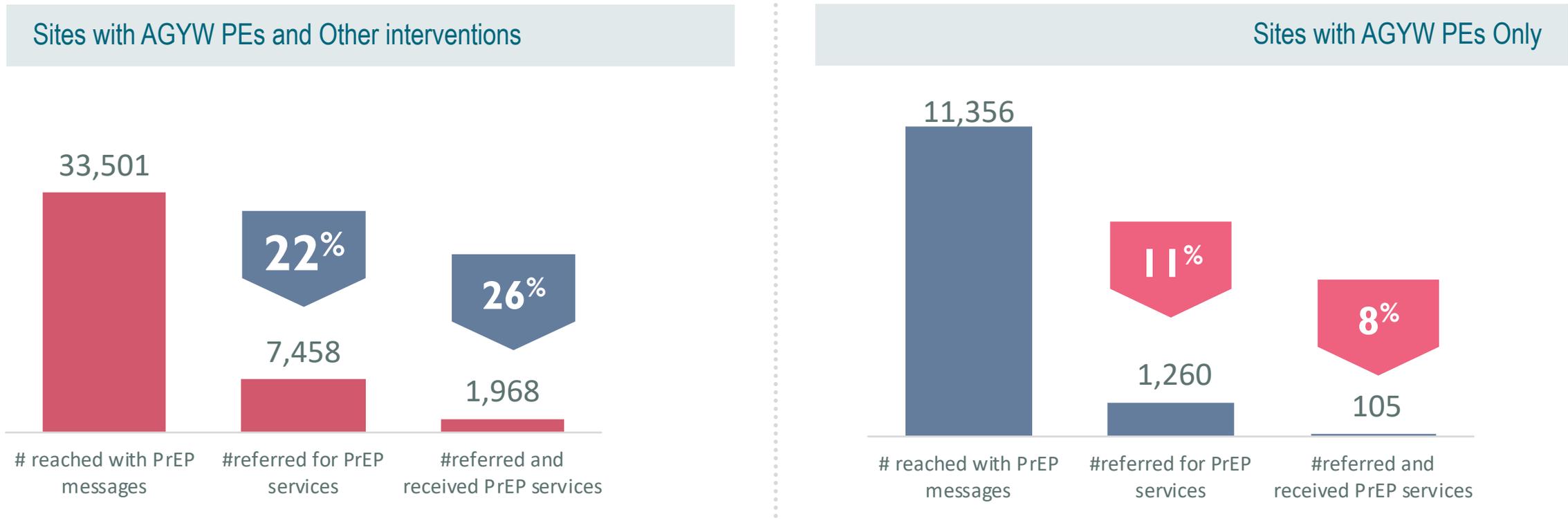


AGYW



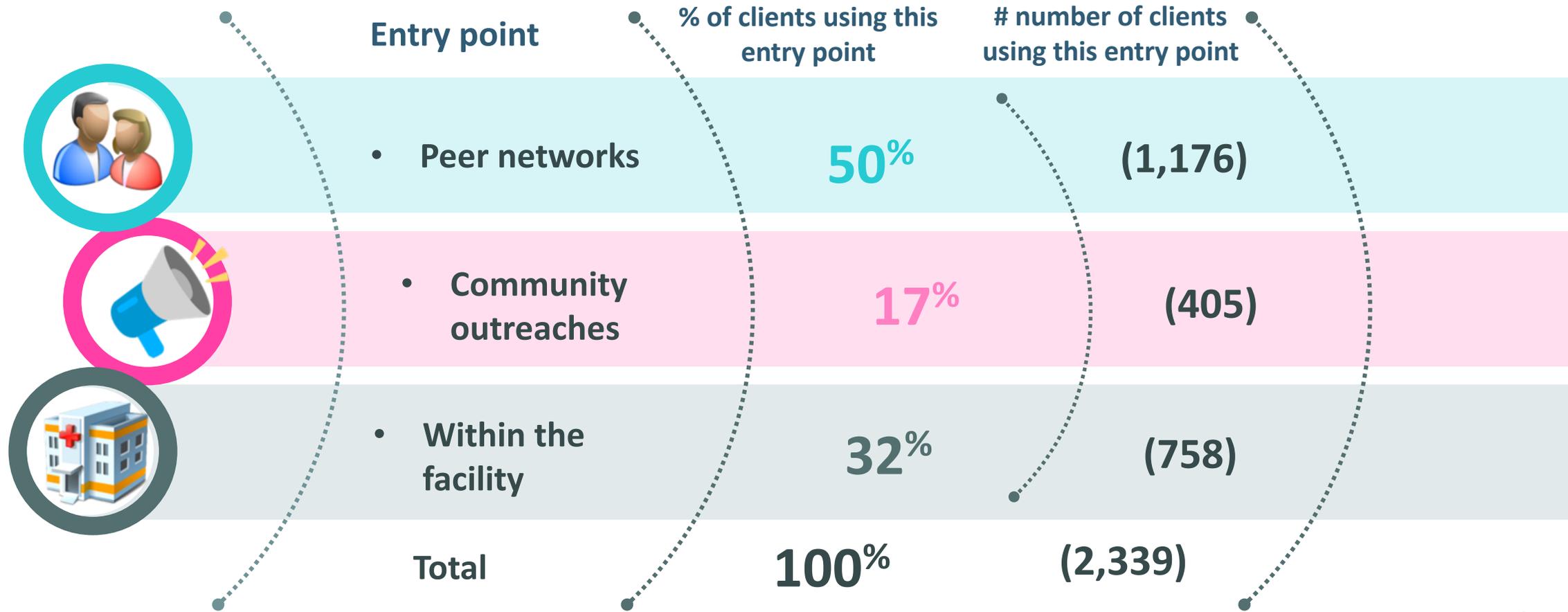
Impact of HCD Approach on PrEP demand creation

Interpersonal communication: Community Cascade



Sites that combined Peer education and other HCD interventions witnessed a higher growth, 26% of peers were referred and received PrEP services

AGYW PrEP Uptake is highest when peers refer



Conclusion/ Recommendation

- **HCD is a rapid process**
 - › People need to see value in the whole research process in order to appreciate the outcomes.
- **Evaluation and Measurement**
 - › Think of how to evaluate and measure the impact of the intervention strategies before start of implementation.
- **HCD + BE**
 - › Combination of HCD and BE approaches provided in depth data needed to build and test innovative, evidence-based user centred interventions. BE gave incremental improvements while HCD gave breakthrough and disruptive innovation.

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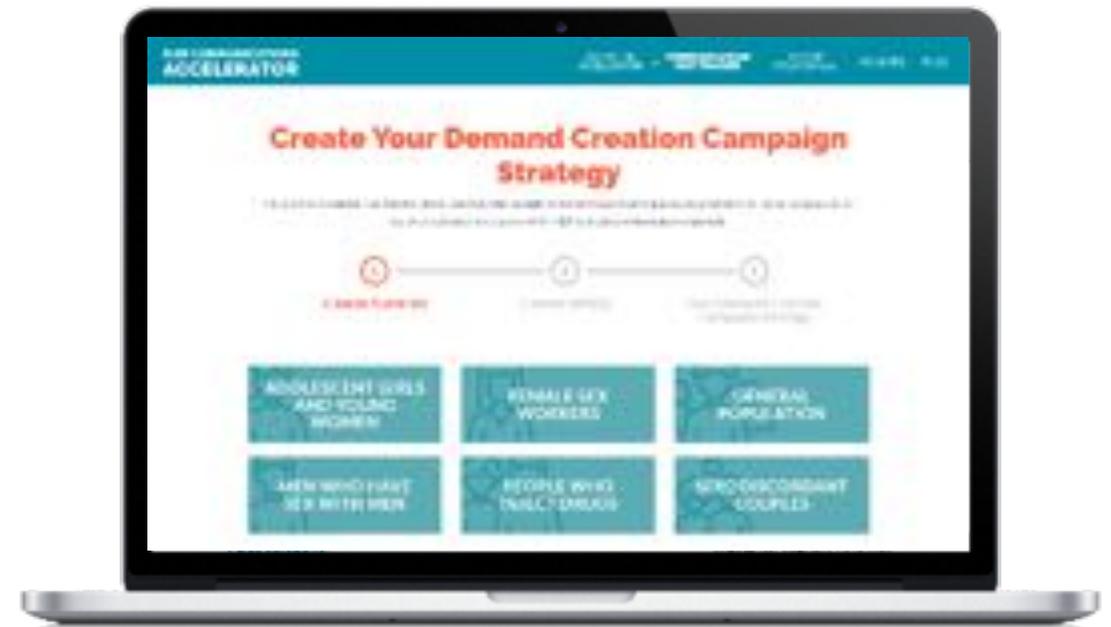
REFLECTIONS AND Q&A



PrEP Communications Accelerator

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 a PrEP communications campaign and can be applicable across all PrEP formulations.



METHODOLOGY USED FOR DEVELOPMENT



35 stakeholders interviewed in Zambia, Uganda, South Africa, Kenya and the US with organizations 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

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 and demand creation

Get Started →



Develop marketing and communications campaigns to create



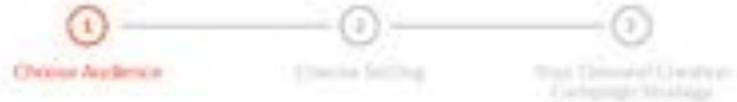
Create a communications strategy tailored to your needs



Review the basics of persuasive demand creation communications

Create Your Demand Creation Campaign Strategy

The Communications Plan Builder allows you to create a campaign to reach a specific sub-population or target population. You are able to interact with other online communication resources.



ADOLESCENT GIRLS
AND YOUNG
WOMEN

FEMALE SEX
WORKERS

GENERAL
POPULATION

MEN WHO HAVE
SEX WITH MEN

PEOPLE WHO
INJECT DRUGS

SEX DISCORDANT
COUPLES

Create Your Demand Creation Campaign Strategy

This Communications Fast Tracker allows you to build a simple demand creation campaign strategy tailored to the target population you are interested in engaging with PrEP-related communication materials.



Your
Communications
Strategy

► SITUATION

► STRATEGY

► ENGAGEMENT

Choose Audience
Adolescent Girls
and Young
WomenChoose Setting
CommunityYour Demand
Creation
Campaign
Strategy

Your Demand Creation Campaign Strategy

PDF Download

Share this



Situation



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



Female Sex Workers



Men Who Have Sex
with Men



People Who Inject
Drugs



Serodiscordant
Couples

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.

In Use

Show this:



This is a collection of real life examples of how organizations have used the Accelerator to help create demand for PrEP:

Pangaea Zimbabwe AIDS Trust

CASE STUDY

Drafting a demand creation strategy

Problem:

When the Zimbabwe Ministry of Health and Child Care, planned an introduction and rollout of PrEP, with Pangaea Zimbabwe AIDS Trust (PZAT), and other partners, they set ambitious goals: To reach high-risk groups (such as men who have sex with men, transgender and adolescent girls and young women) as well as other people who perceive themselves to be at substantial risk. The team tasked with developing a national HIV prevention, care and treatment communications strategy had the resources to engage 13 population groups directly through key informant interviews, consultations and focus groups. With a wide group of stakeholders involved in the effort, they needed an overall vision and guidance on the best way to approach drafting a new demand creation campaign strategy.

Solution:

Communications Accelerator served as useful guides for deeper local research; for example, insights from the Audience Profiles served as the foundation for focus group questioning. And even though the team was engaging a far wider group of audiences than those found in the PrEP Communications Accelerator, they were able to use the research as a guide for creating questions about audience motivations, behaviors, and relationship to high-risk activities. In other words, the PrEP Communications Accelerator was a true jumping-off point.

▶ PANGAEA ZIMBABWE AIDS TRUST

▶ LANGAGES

Demand Creation

101

▶ WHAT IS CREATING
DEMAND?

▶ CAMPAIGN INCEPTION

1. WRITE A PROBLEM STATEMENT

2. DEFINE YOUR
COMMUNICATIONS OBJECTIVES

▶ FORMATIVE RESEARCH

▶ CAMPAIGN STRATEGY
DEVELOPMENT

▶ CREATIVE CONCEPTING

▶ MEDIA PLANNING

▶ ENGAGING JOURNALISTS

▶ MONITORING &
EVALUATION

▶ TOOLS & TEMPLATES

Phase 1: Campaign Inception

Any communications strategy should start by identifying the problem it is trying to solve—as well as specific objectives for addressing it. Before you dive into research, creative ideas, and other major pieces of your campaign, it's important that you take time to clearly define the problem and your objectives, which will guide all of your work.

Note, the problem and objectives you define at this early stage won't necessarily be permanent. Throughout the process of researching and developing your campaign strategy, you will return to update and refine your problem and objectives as you learn more about the context and your target population. But by putting time and attention into these definitions now, you'll avoid costly confusion and ambiguity later on.

 TO-DO LIST

1. Write a problem statement

You know that you're addressing a public health problem related to HIV. But for most programs at this stage, the problem is not yet specific enough to drive an entire campaign. Start by writing a single sentence (or two, at most) that clearly defines the problem. The problem statement should answer questions like:

- Who is affected by the problem? To what degree?
- Where is the problem happening?
- What should be happening / versus what is actually happening?
- How is the problem presenting itself?
- Can a communications campaign solve the problem?

In many cases, the most powerful question you can ask is: Why? For example, if you start with a broad problem, asking why can lead you to focus on a specific audience:

- Problem: Female sex workers don't feel empowered when it comes to protecting themselves from HIV
- Why? Because prioritizing her clients' needs above her own ensures her physical and economic survival

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Q&A



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Upcoming sessions: Save the date!

SEP
26

OCT
10

OCT
24

Upcoming Sessions

- **Up next: From IPC to Mass Media: Developing a Media Mix for Your PrEP Communications**

- Technical experts will discuss considerations in determining media mix for PrEP communications
- Implementing partners will share examples of tactics to promote PrEP, including social media and peer navigation programs.

Coming soon:

PrEP Integration with FP and STI services

- Implementing partners and technical experts will discuss the primary challenges involved with PrEP integration.
- Presenters will provide examples of effective strategies learned from ongoing PrEP integration efforts into family planning and STI settings.

- **November 21st:** Target Setting and Costing
- **January 23rd:** Provider training
- **February 27th:** Continuation and Effective Use Interventions
- **March 26th:** PrEP for Pregnant and Breastfeeding Women
- **April 23rd:** Topics to be determined
- **May 28th:** Topics to be determined



Regional PrEP workshop: Save the date!

Scaling Up PrEP: 2019 PrEP Learning Network Regional Workshop

- Hosted by: OPTIONS, EpiC, and RISE
- November 11–13, 2019
- Blantyre, Malawi (Venue TBD)
- Meeting registration is free; participants are responsible for all of their own travel costs and travel arrangements

Preliminary agenda

Day 1 (November 11) [OPTIONAL]

PrEP introductory sessions for participants in earlier stages of PrEP introduction

Day 2 (November 12)

Full convening launch and interactive discussion on common challenges for PrEP scale-up including: building community awareness of PrEP, supporting effective use and continuation on PrEP, strategic information and PrEP M&E, and integrating PrEP with other health services

Day 3 (November 13)

Full convening and interactive discussion on provider engagement and GBV; **Breakout sessions** on PrEP populations including AGYW, men who have sex with men (MSM), female sex workers (FSWs), pregnant/breastfeeding women and other key populations (KPs)



Go to PrEPWatch for additional resources

- Webinars will be **recorded** and loaded onto PrEPWatch for you to access at a later date
- **Additional resources** that are complementary will also be included on PrEPWatch—including related research articles, tools and more to dive deeper into specific topics
- Registration for **upcoming webinars** can also be found on PrEPWatch

Virtual Learning Network

The PrEP Learning Network, hosted by OPTIONS, EpiC and RISE, provides national and sub-national ministries, implementing partners, community-based organizations (CBOs), and others working with PrEP around the world with the tools and resources, best practices, and opportunities to learn from others to help to advance PrEP scale-up.

Its monthly webinar series features presentations from experts in specific content areas, lessons learned and insights shared from implementing partners and government ministries, and new tools or research on specific topics related to PrEP scale-up, ranging from demand creation to continuation.

The following pages include links to register for upcoming PrEP Learning Network webinars, watch previously recorded webinars and access complementary resources, research and tools on webinar topics.

Webinars

• PrEP Learning Network Launch Session

Thursday, August 22

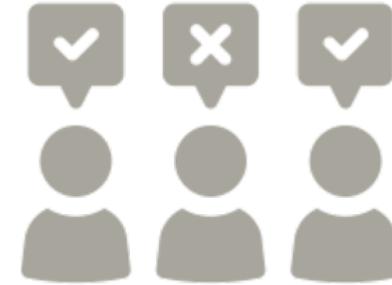
During this first webinar session, implementing partners from three countries (Lesotho, Zimbabwe, and South Africa) will share their experiences with PrEP scale-up including current status of scale-up, successes, challenges encountered, and key insights learned.

[Recording](#) / [Slides](#) / [OPTIONS Tools and Resources](#) / [Resource Sheet](#)



Poll:

What did you think of
today's session?





Thank you!



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