

PrEP Regional Learning Network: Malawi

Demand Creation and the PrEP Communications Accelerator

Katie Schwartz, FHI 360 Nov 2019







What is Demand Creation?

Demand creation is...

Any set of activities designed to generate interest in and sustained use of a behavior, product, or service among specific audiences



It's also a process



Demand creation strategies

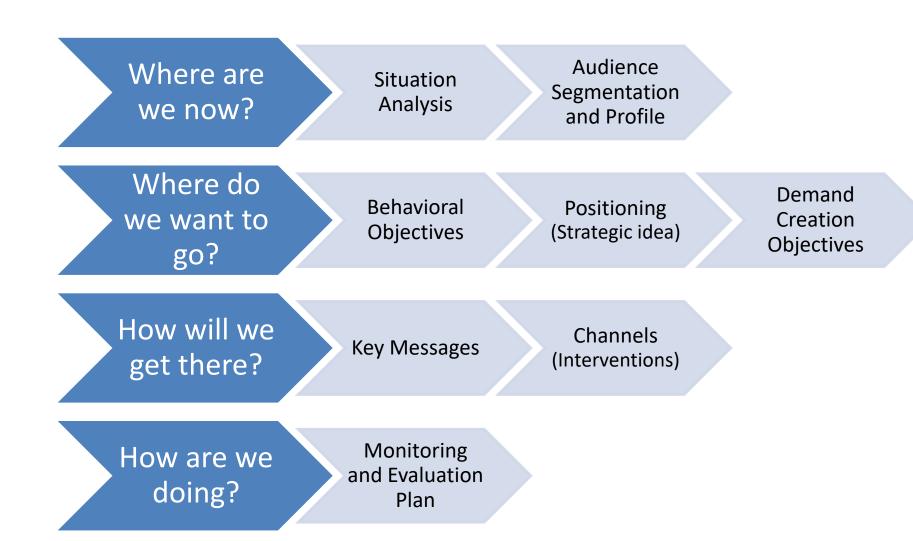


A demand creation strategy is...

A "road map," outlining priorities to ensure that activities and outputs are coordinated and harmonized to achieve agreed-upon goals and objectives.



A strategy should answer four questions





Characteristics of a good demand creation strategy

- Developed collaboratively (with stakeholders and audiences)
- Informed by a behavior change model
- Identifies and defines audience segments
- Includes SMART objectives
- Specifies mix of appropriate channels

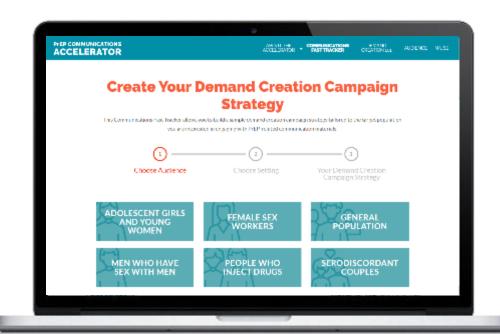
PrEP Communications Accelerator



PrEP Communications Accelerator

The PrEP Communications Accelerator is an 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.





- The primary purpose of the tool is to support the development of a strategic mass media campaign. However, different elements of the tool can also help inform different components of an overall demand creation strategy.
- A media campaign may be a desired intervention that is part of a program's SBCC (or demand creation) strategy and this tool will help develop a campaign that is insight-driven and emotionally connects with the target audience.
- Driving awareness through mass media and print communications is an important start to normalize PrEP and create a supportive environment for rollout to succeed.
- We're operating with limited budgets and tight timeframes —so we want the biggest bang for our buck when launching a new campaign.

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

530Participants6 Counties

30+ Interviews
with national
ministries,
implementers
from a multitude
of organizations,
funders and
actual/potential
PrEP users







Prep COMMUNICATIONS **ACCELERATOR**

DEMAND CREATION 101

AUDIENCE IN USE

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

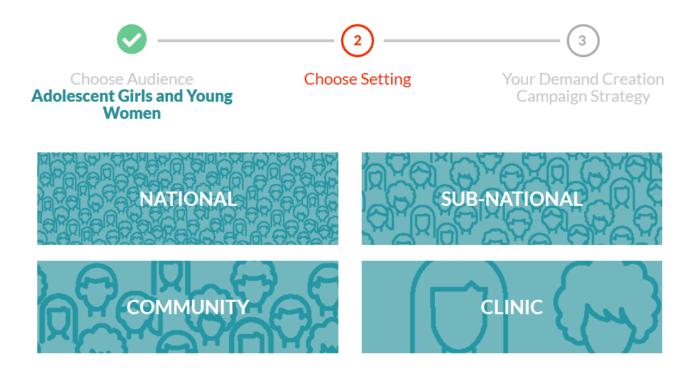
This Communications Fast Tracker allows you to build a sample demand creation campaign strategy tailored to the target population you are interested in engaging with PrEPrelated communication materials.





Create Your Demand Creation Campaign Strategy

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



Your Demand Creation Campaign Strategy: AGYW, National

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).

As a result, AGYW are eager to grow up, keep up, make their own rules, and obtain that aspirational lifestyle.



Problem

The core problem you are trying to address.

When AGYW curb their risk of HIV prevention, through condom use or PrEP, they often are faced with another risk—the loss of social acceptance. The mere request to ask and/or use HIV prevention methods may destabilize AGYW's relationships with partners and/or be met with disapproval from family or friends.

AGYW prioritize their social acceptance over their sexual health.

Strategy



Strategic Idea

The most powerful idea that can address the problem.

PrEP gives you the power to live your best life, HIV free.



Support

Reasons that support the audiences> belief in the strategic idea.

PrEP COM	MUNI	CATIO	ONS
ACCEL	.ER	AT(OR

Demand Creation 101

- ▶ WHAT IS CREATING DEMAND?
- **▶** CAMPAIGN INCEPTION
- **▶** FORMATIVE RESEARCH
- ▶ CAMPAIGN STRATEGY DEVELOPMENT
- 1. SYNTHESIZE RESEARCH INTO INSIGHT
- 2. FINALIZE TARGET AUDIENCES PROFILES
- 3. REFINE THE COMMUNICATIONS OBJECTIVES
- 4. CREATE THE COMMUNICATIONS CAMPAIGN STRATEGY
- 5. CAMPAIGN STRATEGY TESTING
- 6. RECRUIT PARTICIPANTS AND CARRY OUT DISCUSSIONS.
- **▶** CREATIVE CONCEPTING
- ▶ MEDIA PLANNING
- ▶ ENGAGING JOURNALISTS
- MONITORING & EVALUATION
- ▶ TOOLS & TEMPLATES

Demand Creation 101

► WHAT IS CREATING DEMAND?

- **▶** CAMPAIGN INCEPTION
 - 1. WRITE A PROBLEM STATEMENT
 - 2. DEFINE YOUR COMMUNICATIONS OBJECTIVES
- ▶ FORMATIVE RESEARCH
- ▶ CAMPAIGN STRATEGY DEVELOPMENT
- TO-□ CREATIVE CONCEPTING
- 1. Synthesiz
- ▶ MEDIA PLANNING
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- **▶** ENGAGING JOURNALISTS
- MONITORING & EVALUATION
- ▶ TOOLS & TEMPLATES

Development

ABOUT THE ACCELERATOR

nunicate with and engage your target audience is to root your campaign

COMMUNICATIONS FAST TRACKER **DEMAND**

CREATION 101

AUDIENCE IN USE

during research about your audience's unique attitudes, beliefs,
to a framework, which you'll use to deliver creative and impactful campaign.

hannels) and how you say it (tone). The guidelines in this phase will help you rer the most persuasive message in the most persuasive way.

e, the research and strategy phases will often overlap; you may establish e these during research, and similarly, you may go back to the research as lings.

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

▶ PANGAEA ZIMBABWE AIDS TRUST

▶ LINKAGES



Share 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

Frequently Asked Questions

Hello, what can we help you with?

The Fundamentals

What is a demand creation campaign?	+
What is a demand creation campaign strategy?	+
How do I adapt a sample campaign strategy to my local context?	+
What if my demand creation campaign needs to reach more than one audience?	+

HOW TO GET THE MOST FROM THE PREP COMMUNICATIONS ACCELERATOR

What is the most effective way to use the PrEP Communications Accelerator?	+
What target populations or audiences does the PrEP Communications Accelerator cover?	+
My PrEP communications campaign includes audiences not covered by the PrEP Communications Accelerator. Does that mean it will not be useful for me?	



http://accelerator.prepwatch.org/

Or via PrEPWatch:
 https://www.prepwatch.org/options-tools-resources/

PrEP Communications Accelerator: a digital demand creation tool for sub-Saharan Africa

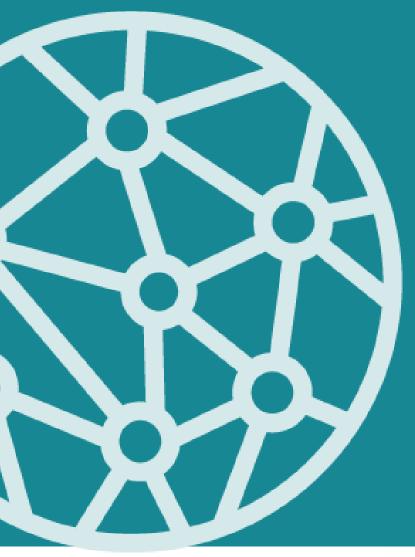
Online Tool and Supporting Materials

Strategic communications are critical for successful market introduction of PrEP. The PrEP Communications Accelerator is a digital tool that provides communication strategies and tools for generating demand for PrEP across sub-Saharan Africa. It is the first demand generation tool focused on PrEP and can be used for any PrEP formulation.

- PrEP Communications Accelerator One-Pager
- PrEP Communications Accelerator Quick Start Guide
- [Webinar] Driving Demand for PrEP with the PrEP Communications Accelerator download the slides or view a video recording
- "PrEP Communications Accelerator: A digital demand creation tool for sub-Saharan Africa" appearing in Sexual Health

Examples of Tool Applications

- PrEP Campaign Materials from Chitungwiza, Zimbabwe: fact sheet, poster (friends), poster (family), poster (peace), poster (shades), poster (cap)
- Kenya to come soon!



Thank you!







OPTIONS Optimizing Prevention Technology Introduction On Schedule

PrEP Regional Learning Network: Malawi



Application of the PrEP Communications Accelerator in Kiambu County, Kenya

Dr Regeru Regeru, LVCT Health Nov 2019





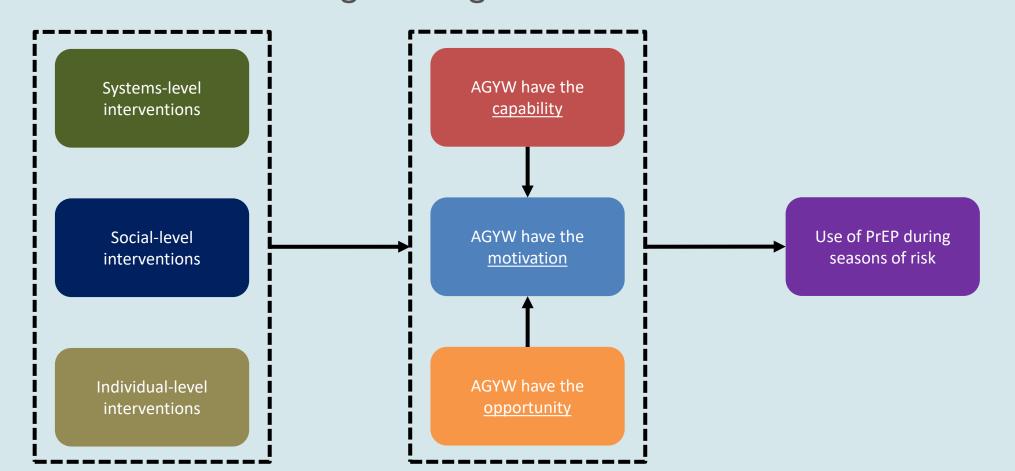


OBJECTIVE

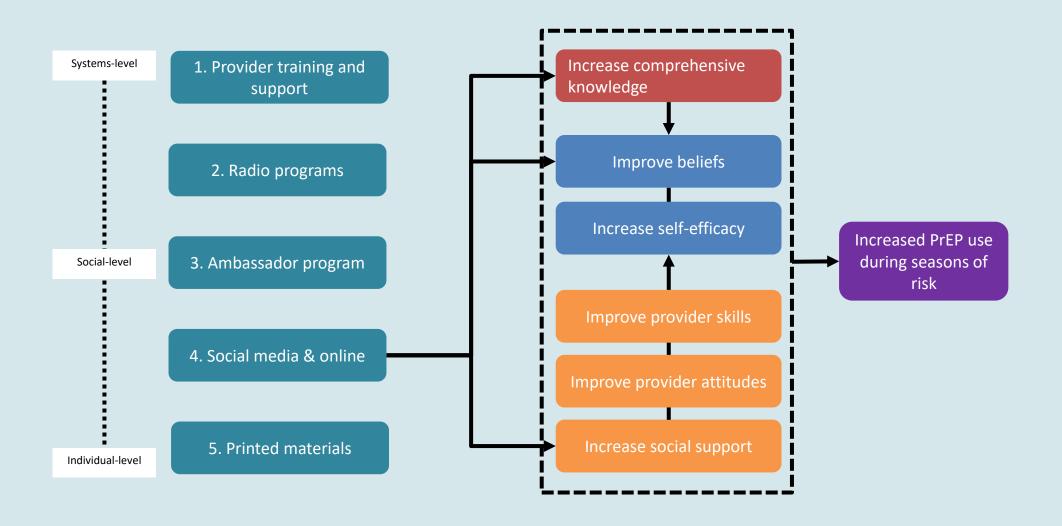
Highlight components of the PrEP Communications
Accelerator used to develop a media campaign
targeting adolescent girls and young women in Kiambu
county, Kenya

Program strategy

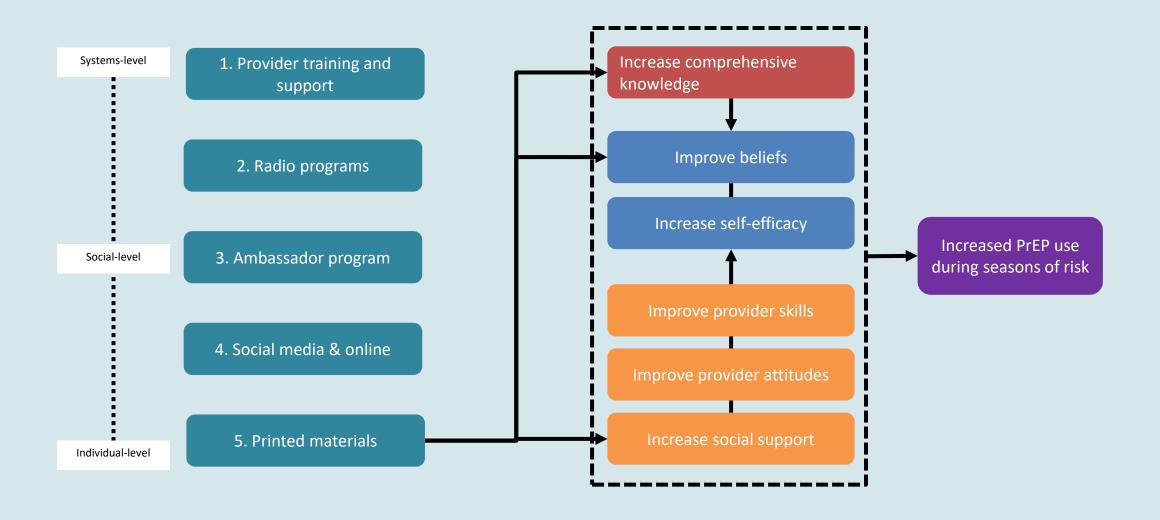
Interventions at several levels to create the right conditions to enable behavior change among AGYW



Interventions



Interventions











Prep COMMUNICATIONS **ACCELERATOR**

ABOUT THE COMMUNICATIONS ACCELERATOR FAST TRACKER

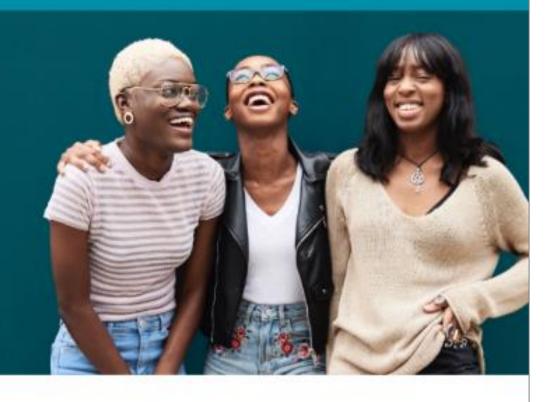
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Review the basics of persuasive demand creation communications

How can it be applied?

Where are we now?

Situation Analysis Audience Segmentation and Profile

Prep COMMUNICATIONS COMMUNICATIONS FAST TRACKER DEMAND CREATION 101 AUDIENCE IN USE **ACCELERATOR** Demand Creation 101 Phase 1: Campaign Inception ▶ WHAT IS CREATING DEMAND? Any communications strategy should start by identifying the problem it is trying to solve—as well as specific objectives for ▶ CAMPAIGN INCEPTION addressing it. Before you dive into research, creative ideas, and other major pieces of your campaign, it's important that you 1. WRITE A PROBLEM STATEMENT take time to clearly define the problem and your objectives, which will guide all of your work. 2. DEFINE YOUR COMMUNICATIONS OBJECTIVES Note, the problem and objectives you define at this early stage won't necessarily be permanent. Throughout the process of ▶ FORMATIVE RESEARCH researching and developing your campaign strategy, you will return to update and refine your problem and objectives as you ▶ CAMPAIGN STRATEGY learn more about the context and your target population. But by putting time and attention into these definitions now, you'll DEVELOPMENT avoid costly confusion and ambiguity later on. ▶ CREATIVE CONCEPTING **▶** MEDIA PLANNING TO-DO LIST ▶ ENGAGING JOURNALISTS MONITORING & EVALUATION 1. Write a problem statement ▶ TOOLS & TEMPLATES

2. Define your communications objectives

PROBLEM

What AGYW want more than anything is to **get** ahead within the means they have at their disposal. The relationships they have — with their family, their friends, their boyfriends — are paramount in terms of helping them get and achieve what they want, and so they don't want to do anything that will risk put these relationships at risk.

Because no one is talking about PrEP, it's assumed that no one is using it. AGYW are unsure of how their family, friends and boyfriends would react if they were to use it themselves (especially since it is often confused for ART/ARVs) and so are hesitant to find out more.

Communication objectives

AGYW

I. Increase awareness and understanding of PrEP

 Increase the number of AGYW who consider PrEP as an HIV prevention option

KEY INFLUENCERS

I. Increase awareness and understanding of PrEP

 Increase the number of key influencers who are willing to support AGYW taking PrEP

How can it be applied?

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Prep communications ACCELERATOR

ABOUT THE

COMMUNICATIONS FAST TRACKER DEMAND CREATION 101

AUDIENCE IN USE

Demand Creation 101

- ► WHAT IS CREATING DEMAND?
- ▶ CAMPAIGN INCEPTION
- ▶ FORMATIVE RESEARCH
- 1. DETERMINE QUESTIONS OF INTEREST
- 2. REVIEW AVAILABLE RESEARCH
- 3. INVESTIGATE WITH STAKEHOLDERS
- 4. DETERMINE BEST RESEARCH METHODOLOGY AND CONDUCT AUDIENCE RESEARCH
- ► CAMPAIGN STRATEGY DEVELOPMENT

Phase 2: Formative Research

For a campaign to be effective, every strategic and creative decision must be grounded in strong evidence. With your problem statement and objectives from Phase 1 in hand, it's time to collect evidence so you can develop and tailor your campaign specifically to the local context.

During this foundational phase, you will use a variety of tactics, including reviewing existing research and speaking with local stakeholders and experts. You can use the research available on this website in the Audience Profiles section to get started. However, remember that these profiles represent a broad overview of insights gathered in recent years across multiple countries. If key gaps are identified during your review of existing research, you should plan to conduct your own investigations, so you can gain a clear understanding of your specific audience and context. It is important that your work build on the existing evidence base, and not duplicate work conducted by others (saving time and financial resources).

During the formative research stage, it is likely you will engage with your target audience directly, to understand what drives their behaviors and beliefs and to identify the best way to encourage their use of PrEP. You will also likely examine cultural or other factors that either inhibit or encourage the behavior you are promoting.

How can it be applied?

Where are we now?

Situation **Analysis**

Audience Segmentation and Profile

Prep COMMUNICATIONS **ACCELERATOR**

ABOUT THE COMMUNICATIONS ACCELERATOR FAST TRACKER

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Adolescent Girls and Young Women



Female Sex Workers



Men Who Have Sex with Men



People Who Inject Drugs



Serodiscordant Couples

1 of 27 — + Automatic Zoom +

ACCELERATOR

accelerator.prepwatch.org

Adolescent Girls and Young Women Profile

Who They Are (and in the Context of HIV)

In a snapshot: They are caught between finding their own way and fitting in.

Adolescent girls and young women (AGYW) in sub-Saharan Africa struggle with many of the pressures familiar to young adults all over the world: parental oversight and scrutiny, the need for financial stability, and the desire for freedom—which is often associated with money and influenced by an aspirational lifestyle seen online. While AGYW care about the expectations of their family, elders, schools, and religious leaders, they most importantly value the opinions of their peers and their own social status. They want to fit in with their friends, even as they are testing out new rules and standards for their emerging adulthood.

Adolescent girls and young women in Kiambu county

Primary audience

20 - 24 years old

The majority of adolescent girls and young women (AGYW) are unmarried and do not have children. Despite the expectation of abstinence from pre-marital sex, AGYW engage in sexual activities with their partners or in transactional sex. Despite this, HIV is not top of mind. While approx. I in 2 (OPTIONS market intelligence) may have been tested for HIV, they are unlikely to perceive themselves as being at high risk for the disease. Many AGYW consider HIV prevention products with suspicion and PrEP is no different - if they have heard of it all.

Adolescent girls and young women in Kenya struggle with many of the pressures that are familiar to young adults all over the world: parental oversight and scrutiny, the need for financial stability, and the desire for freedom to make their own way, particularly at this life stage — which is often associated with money and influenced by the aspirational lifestyle seen online. While AGYW care about the expectations of their family, elders, schools, and religious leaders, they value the opinions of their boyfriends and male sexual partners the most.

But what she wants is to protect her ability to get ahead

She wants to:

- Get ahead: Climb the social ladder
- Fit in: Stay on-trend
- Humor: To not have to take everything so seriously







• Transparency/authenticity: To be spoken to like she is an adult

Male sexual partners

Secondary audience

20 - 50 years old

These men can be her age but are often older. As much as 15 to 30 years older. This age difference puts AGYW at a higher risk of HIV because they have less power to negotiate condom use.

AGYW's sexual partners can include her boda boda driver, her teacher, her doctor, her peers at school or university students in Kiambu, among others. AGYW may have a romantic relationship and several "side partners" who help her achieve or obtain whatever she desires at that point in time: airtime, cosmetics, food, a ride etc. While she doesn't think herself as sex worker or even as her sexual encounters as transactional, they are often what help her keep and maintain her social capital.

They likely haven't heard of PrEP or have any understanding of what it is.



Matriarchs

Secondary audience

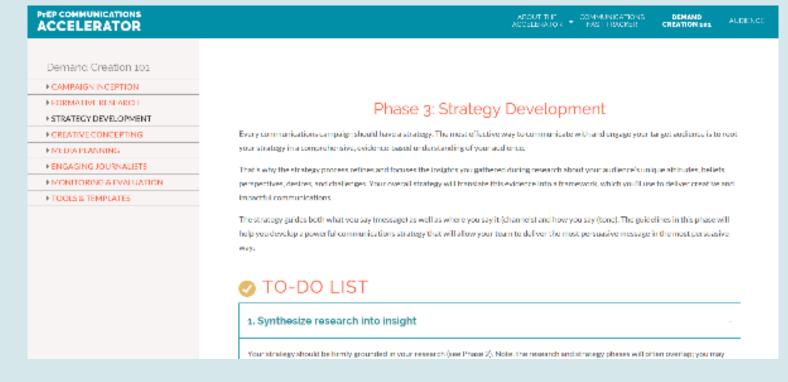
A female member of an adolescent girl or young woman's family e.g. mother, aunt, grand mother, older cousin. This audience is important because they influence and limit AGYW's decisions and autonomy in terms her health and her sexual reproductive health (including her ability to prevent HIV). She likely believes that AGYW "should" not be having sex, let alone thinking about having sex, before marriage. AGYW will often not access HIV prevention medication at a clinic for fear of the matriarchs in her family finding out and branding her "promiscuous" and "cheap".

This audience likely hasn't heard of PrEP or have any understanding of what it is.



How can it be applied?

Audience Where are Situation Segmentation **Analysis** we now? and Profile Where do **Positioning** Demand Behavioral we want to (Strategic Creation Objectives Objectives idea) go?



How do we convince AGYW that PrEP will not risk her social standing?

By letting her know that PrEP has the approval of the mainstream.

STRATEGIC IDEA

PrEP: Rising up as the HIV prevention method of choice

Supporting points

The popularity of PrEP is on the rise. PrEP is giving thousands of Kenyans the power to safely reduce their risk of HIV by over 90%

PrEP has been proven to be safe and highly effective.

Testing audience profile- examples of questions asked

- Does this describe adolescent girls and young women in Kiambu? Why or why not?
- Is there any part of this description that does not feel right?
- Does this describe what is keeping adolescent girls and young women in Kiambu from getting PrEP?
- Is there any part of this description that does not feel right?
- What would you change to make it more applicable in Kiambu?

Testing strategic idea- examples of questions asked

- What is your first reaction to this statement?
- How does it make you feel?
- What do you like about this idea?
- Do you dislike anything about this idea?
- Do you believe the supporting points?

How can it be applied?



Demand Creation

WHAT IS CREATING DEMAND?

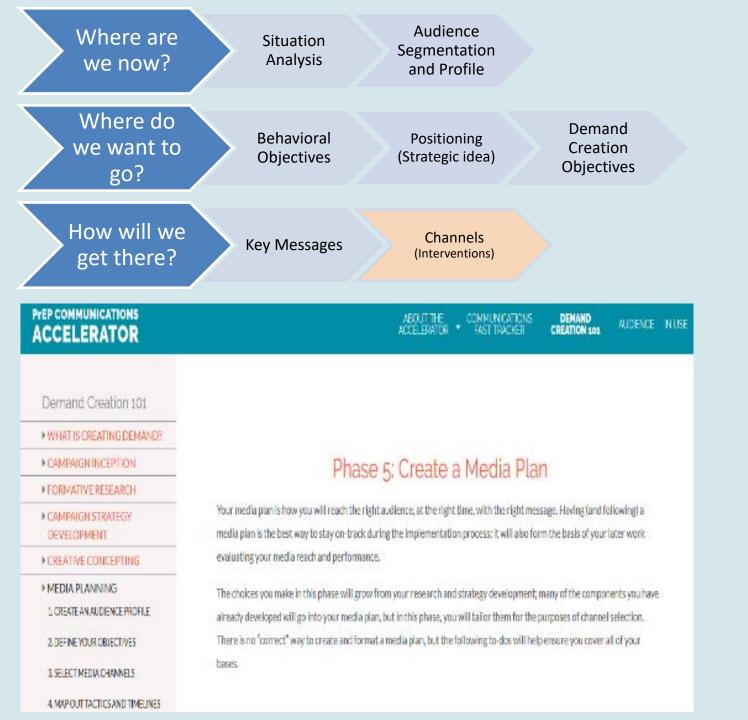
101

- **CAMPAIGN INCEPTION**
- ▶ FORMATIVE RESEARCH
- CAMPAIGN STRATEGY
 DEVELOPMENT
- ▶ CREATIVE CONCEPTING
- 1. DEVELOP A CREATIVE BRIEF.
- 2. USE THE COMMUNICATIONS STRATEGY TO GENERATE CREATIVE CONCEPTS.
- 3. PREPARE TO TEST CREATIVE CONCEPTS.
- 4. RECRUIT PARTICIPANTS AND CONDUCT TESTS.

GENERAL CREATIVE DEVELOPMENT GUIDELINES

- On strategy: Is the ad, brochure, poster, or other material aligned with your communications strategy? The concept must answer the question: what's in it for the audience? How will the product (PrEP) make their life better, happier, safer, or easier?
- Articulation: The more direct the better. One of the biggest mistakes is to use general, empty statements or clichés. Use specific language. Be clear and precise whenever possible.
- Creative hook: You have one chance to grab your target audience's attention. You need an immediate, resonant idea that will grab people's attention; in marketing, this is known as the "hook." Because we're all bombarded relentlessly by a huge number of advertisements, grabbing people's attention can be the most difficult thing to do. This is why you must immediately provoke the listeners' curiosity, imagination, or surprise. You have three seconds, and then their minds will start to drift.
- Call to action: What do you want the ad to inspire the audience to do? Go to a website? Visit a clinic? Call a hotline? Whatever it is, there must be a call to action that is relevant, compelling, and simple enough to grasp quickly.
- Authenticity: The ads flow from an authentic connection to your audience and the product (PrEP). Authenticity is
 influential and contagious. It makes the product more credible and human. You're not trying to be all things to all people,
 rather you're trying to connect with someone who relates to what you're offering and is motivated to take the action
 you desire.
- Simplicity: Whether you have 15 second, thirty seconds, or sixty seconds, the listener is busy. Packing too much into the ad overwhelms the listener. One good point, made well, stays with the listener.
- Effective use of the interplay between emotion and logic: There are points in the ad where emotional appeals are appropriate, and other points where logical appeals are more potent. Few people make a purchase decision based solely on either emotion or logic. Quite often we're "reeled in" with emotion, and just before we buy we look for a logical reason to rationalize our emotional decision. Successful ads recognize this dynamic and flow accordingly.

How can it be applied?



KEY INFLUENCERS

AGYW

MSP

MATRIARCHS

Objective: Foster an enabling environment

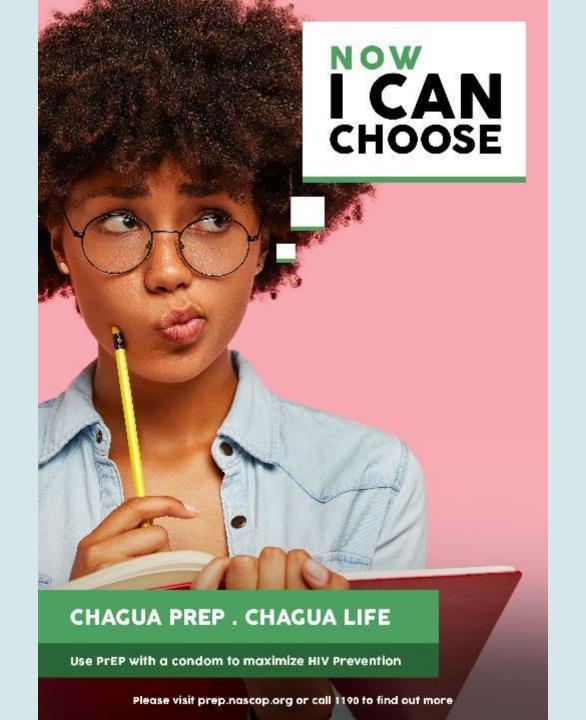
Objective: Drive demand for PrEP among AGYW

DEMAND CREATION ("BIG IDEA")					
Radio					
Description of the second of t					
Printed materials: posters					
Social media					

KEY MESSAGES					
Printed materials: Brochure		Social media		Online video	

Swag: Branded t-shirts, Branded reflector jackets, Rucksacks, Branded wristbands.





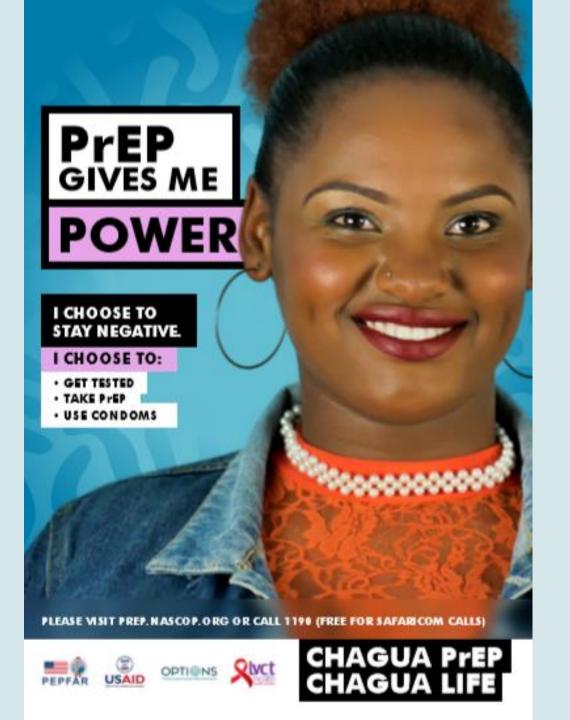


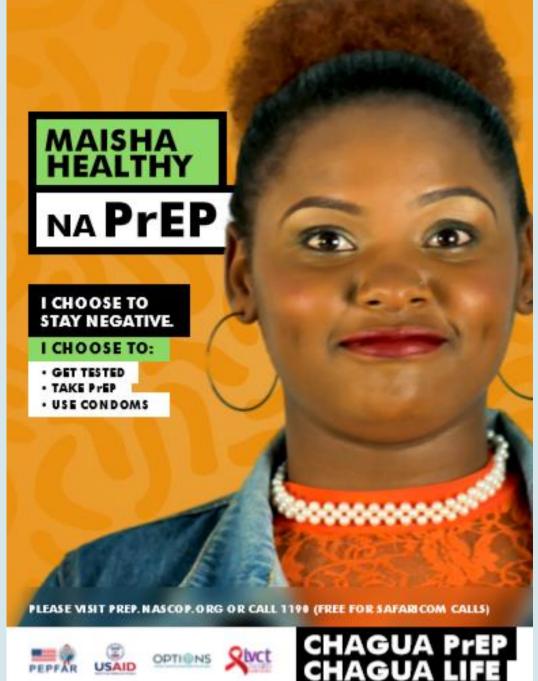


Creative testing- examples of questions asked

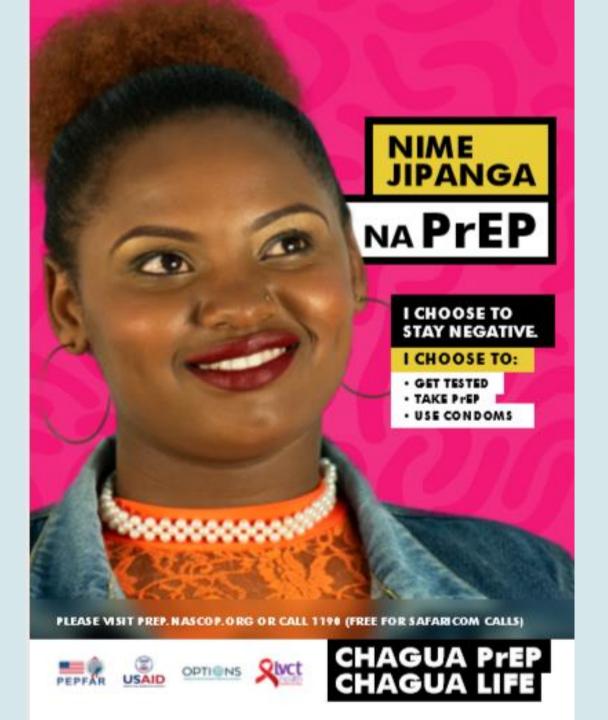
- What's the first thing that comes to your mind after seeing/reading the poster?
- What does it make you feel?
- What do you think this poster is trying to tell you?
- What do you like about this poster? Why?
 - probe: image, language, information provided
- What don't you like about this poster? Why?
 - probe: image, language, information provided
- Please consider the language used in the poster...do you feel like it is speaking to you and your friends directly? Why or why not?
- What would you change to make it more appealing to you or your friends?
- After seeing this, how do you feel about PrEP?
- After seeing this poster, do you want to find out more about PrEP? Why or why not?

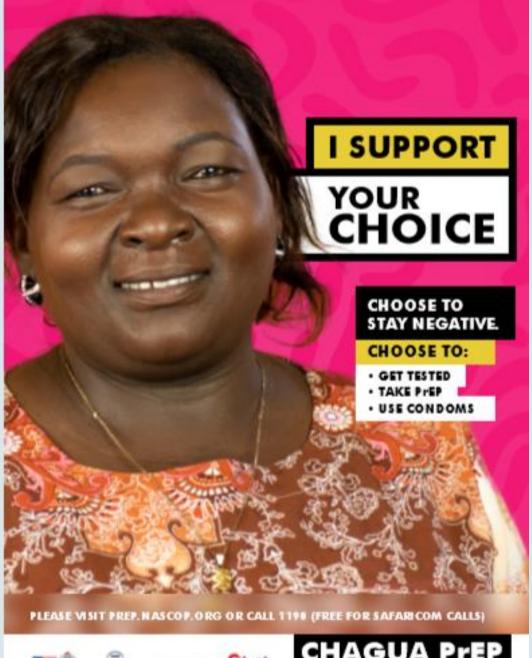
WHAT WE ARRIVED AT















































PREVENTION





PROPHYLAXIS (PEP)



PrEP & ART FOR PARTNERS LIVING WITH HIV



COUNSELLING, HEALTHY LIFESTYLES & BEHAVIORAL INTERVENTION

PrEP IS ONLY ONE OF SEVERAL PREVENTION OPTIONS

PrEP DOES NOT PROTECT AGAINST PREGNANCY AND STIS

PLEASE VISIT PREP. NASCOP. ORG OR CALL 1196 (FREE FOR SAFARICOM CALLS)













IS PrEP FOR ME?

If you are at risk for HIV infection, PrEP is a good option for staying protected.

Taking PrEP is a good choice for you if:

- · Your partner is HEV positive or their HIV status is unknown
- · You have multiple sexual partners
- · You get STEs often
- · You experience frequent condom bursts
- · You frequently use post-exposure prophylasis
- You use alcohol and drugs, and have unprotected sex
- · You inconsistently use condom or are unable to negotiate condom use during intercourse with persons of unknown HIV status
- You inject drugs and share needles and syringes
- You are in a sero-discordant relationship and trying to conceive

HOW DOES PrEP WORK?

If an HTV negative person is exposed to any sexual fluids from an HIV-positive person, PrEP can help to keep the virus from causing a lasting infection by preventing it from establishing itself in your body. It is more effective when used with condoms, safer sex practices, and other HIV prevention methods.

There are a few things to know:

- · As long as there is a risk of HIV infection PrEP should be taken daily
- PrEP greatly reduces your risk of HIV infection, but does not eliminate the risk nor prevent STIs or unintended pregnancies
- · Condoms can give you additional protection against HIV and other sexually transmitted infections (STIs), even white you take PrEP.

CHAGUA PrEP CHAGUA LIFE



Protect the life you live — for yourself and those who care about you.

PrEP helps keep us all safe, strong and HIV free.

It takes 7 days of taking PrEP daily before exposure to be optimally protected and continue using daily as prescribed by the provider to be fully effective.

SIDE EFFECTS ARE THERE?

Most people taking PrEP do not have any serious side effects.

Some people get:

- · Headache · Rosh
- Weight loss
- Nausea
- Vomiting
- · Abdominal discomfort Lass of appetite

but they go away after a few weeks.

WHAT ABOUT OTHER -MEDICATIONS?

Yes. You can take PrEP if you are taking other medications.

PrEP will not affect other medications.

DRUGS & ALCOHOL?

Akohol and other drugs won't affect how PrEP works if PrEP is taken consistently and correctly

But make sure to keep yourself safe when using alcohol and drugs. If you are having sex. make sure to use condoms to protect yourself from other STEs and pregnancy.

IS IT THE ONLY PROTECTION I NEED?

PrEP is an extra HIV prevention option and where possible, should be used in combination with condoms.

Only condoms protect against 511s and pregnancy when used correctly and consistently

WHERE CAN I FIND PrEP?

PrEP can be found at various health facilities in Kenya. To find the health facility near you go online at: https://prep.nescop.org/ ar Call a counseller at 1190 (Free for Safaricom calls)







Next Steps

- Launch of media campaign
 - Eight universities/colleges in Kiambu County have agreed to be part of a roadshow taking place Thursday 14th and Friday 15th November
 - Sensitization of peer educators within universities/colleges
 - Health talks within universities/colleges
 - HIV Prevention Ambassadors and LVCT Health CKM to lead dissemination of IEC materials via social media & online
 - LVCT Health to disseminate printed materials across
 healthcare facilities and clinical sites across Kiambu county and
 beyond

Phase 7: Plan for Monitoring & Evaluation

You've almost planned your campaign, but there is still one crucial testing piece missing; how will you know if it's successful? It's vital to plan now for the important work of measuring and analyzing results, so that shortfalls can be addressed, and the campaign can be adapted as the program evolves. Monitoring and evaluation are also important for being able to report your progress and results to stakeholders.

There are two broad activities involved:

Monitoring happens concurrently with your activities; it is how you measure progress on your set objectives. Monitoring provides the necessary up-to-date feedback to ensure planned activities happened, and to determine their reach. It also identifies problems so you can adjust during the campaign, improving your overall success.

Evaluation is how you judge the quality and impact of activities. It's a process of asking why some actions went well and others didn't; it's important for assessing whether the desired results of the campaign (and not just the objectives) were achieved.

Together, monitoring and evaluation will determine the reproducibility and sustainability of your campaign, assess its overall cost-effectiveness, and provide evidence you can share with others who may support or carry on your work.

THANKYOU

USAID DISCOVER-Health Project

Human Centred Design (HCD) Insights: to inform Demand Generation for PrEP

Mwansa Charity Njelesani, Senior Advisor – Prevention & Behavioural Interventions, 11.09.19







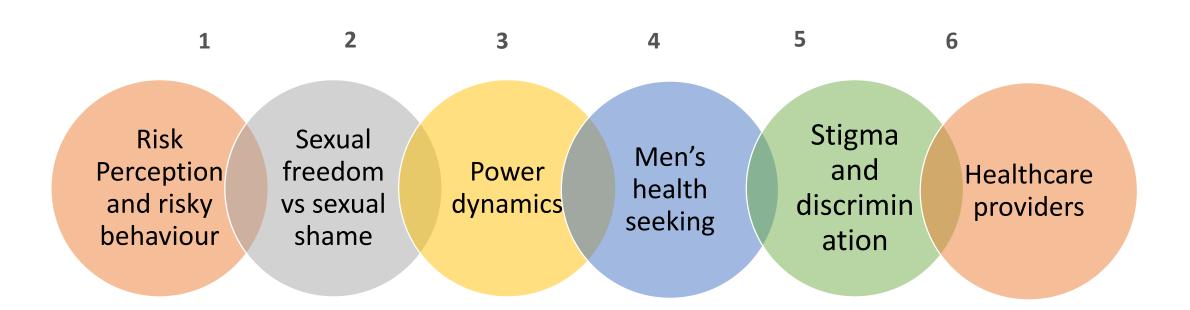
Video on HCD process was shown here







Key Insights from the HCD study





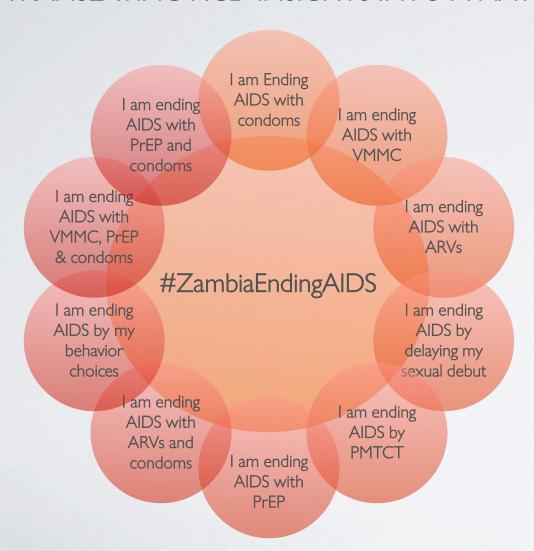
Insights: Young People



- live in a sexualized environment (blessers etc.)
- enjoy sex but feel ashamed of having sex outside marriage which prevents them from taking control of their HIV prevention method (esp young women)
- feel under pressure to perform sexually and want to grow up to be blessers (young men)
- Care more about pregnancy than HIV



TRANSLATING HCD INSIGHTS INTO A NATIONAL HIV PREVENTION SBC STRATEGY



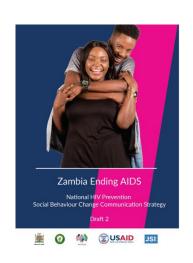
- Raise awareness about HIV risk and the menu of HIV prevention products and services available
- Generate demand for HIV prevention products and services available emphasizing choice to meet the user's needs and circumstances
- Educate users how to effectively access and use products and services
- Empower Healthcare Workers to be a facilitator in generating demand and to educate/support them to show empathy in service delivery



Translating HCD Insights into Demand Generation Strategies

- I. Advocacy
- 2. Mobilizing communities for PrEP acceptance & uptake
- 3. Interpersonal Communication (IPC)
- 4. Mid-Media
- 5. Mass media



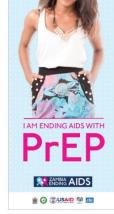






















Demand Generation in Practice: USAID DSCOVER Health Experience

BEHAVIOURAL INTERVENTIONS ACROSS THE SERVICE DELIVERY CONTINUUM







BEFORE

MOTIVATE CLIENT TO ACCESS SERVICES

- Enabling Environment
- Demand Generation
- Stigma Mitigation

DURING

IMPROVE CLIENT-PROVIDER INTERACTION

- Provider Competencies
 Interpersonal Communication
- Empower Client with Accurate Information
- Stigma Mitigation

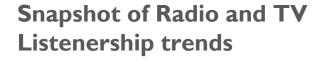
AFTER

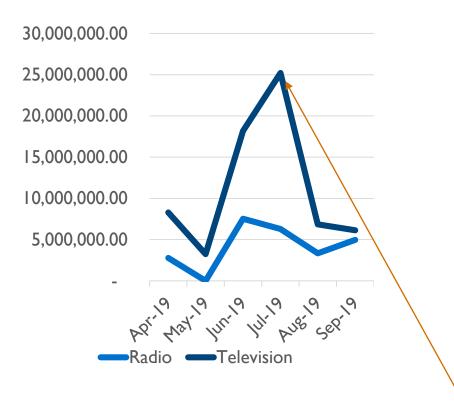
BOOST AND SUSTAIN BEHAVIOUR

- Adherence Support ART PrEP
- Maintenance Condoms HTS
- Risk Reduction
- Stigma Mitigation

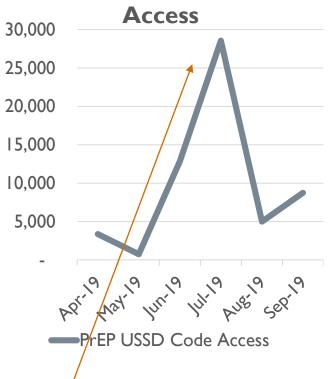
ENABLERS

- SUPPLY CHAIN
- STRATEGIC
 INFORMATION

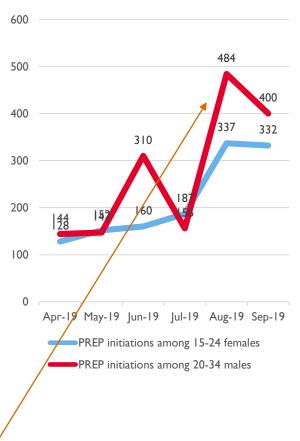




Clients requesting for more information about PrEP via the Toll Free USSD Code



Spike in PrEP uptake by AGYW 15-24 and males 20-34 in DISCOVER sites in July/Aug/Sept



High rotation of PrEP SBCC activities in July led to a high number of AGYW and males 20-34 seeking information about PrEP in July via the USSD code, and a rise in PrEP uptake in USAID DISCOVER-Health sites in August and September.



Concluding thoughts

Take control

Choose your HIV prevention methods

Condoms, ARVs, VMMC, PrEP, PMTCT

It's in your control













- Worth carrying out HCD process: campaign is resonating with the target audience
- Balance between meeting the needs of various stakeholders vs. ensuring that the campaign resonates with the target audience.
- Campaign roll-out: not a linear process
- Process has taken longer than anticipated to address needs of various stakeholders, however, that's a key strength in building ownership over the long- term



THANK YOU

#TakeControl



PrEP Regional Learning Network: Malawi

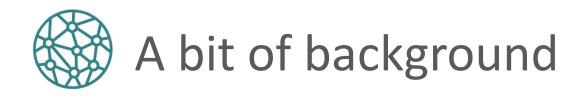
Engaging youth in demand creation

Diantha Pillay, Wits RHI Nov 2019









In 2017, adolescent girls and young women (AGYW) in higher learning institutions began accessing oral PrEP through both public facilities and partner driven sites



WHO issues guidelines

In 2015, WHO recommended oral PrEP for people at substantial risk of HIV infection as an additional prevention choice



South Africa adopts guidelines

In 2016, the South African (SA)
National Department of Health
(NDoH), in a phased approach, started
making oral PrEP available to key and

vulnerable populations



The incredible task

To reach targeted audiences with accurate and relatable information on oral PrEP that would engage them and enable them to accept oral PrEP as an additional HIV prevention method











The OPTIONS Consortium supported the SA NDoH with the development of IEC materials

These materials
were originally
created for the June
2016 launch of oral
PrEP in SA.

Information,
education and
communication (IEC)
materials were adapted
across audiences and
continuously updated
based on
user feedback







We knew that we needed to get into the hearts and minds of young people across SA to understand what they really want.





And so, we went to them and we listened...



Meaningful youth engagement



National youth dialogues



IEC material testing sessions



Always preceded by communications and demand creation capacity building sessions

Asking... what do you like best?

What did we miss or forget?

If you were us, what would you do?





Young voices were strong and consistent

Innovation and digital messaging is key!

- Digital messaging in the form of short, potentially viral videos
- Images of young women that we know... that reminds me of me
- Websites that are easy to navigate, familiar and endorsed by the NDoH
- Not too much text, less is more "if it's too much, we just won't read it"
- Messaging that is social media friendly

The OPTIONS Consortium collaborated with the SA NDoH to develop two digital approaches to reach and engage adolescents on PrEP: the www.myprep.co.za website and a series of 5 PrEP4Youth public service announcements (PSAs).

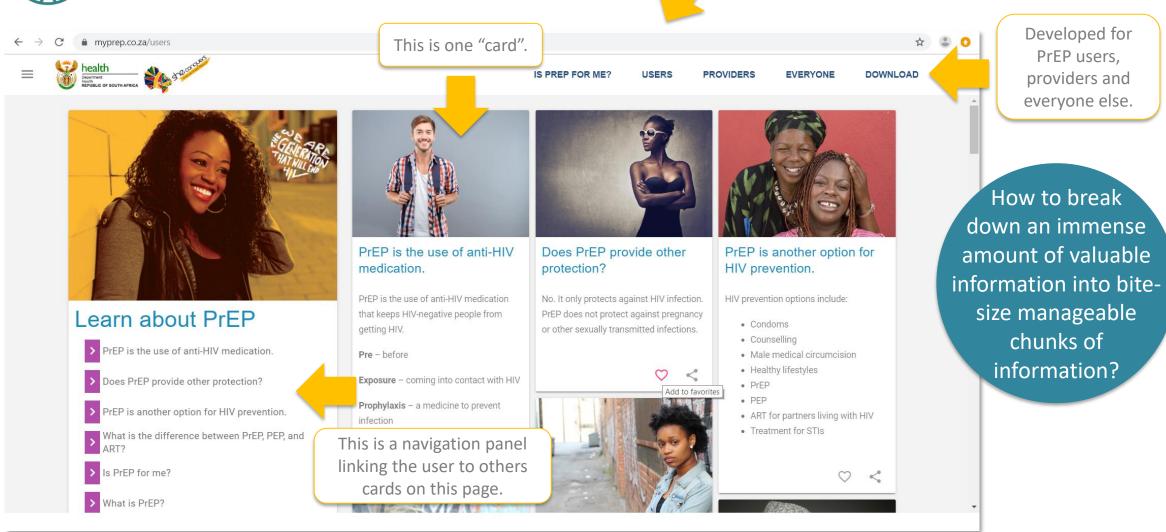








This is web design based on the principles of material design... online platforms such as Instagram and Facebook use similar technologies.





What makes this website different, huh?

Gamification to assess whether PrEP is right for the individual

Using Material Design
principles to develop a
content management
system that translates
printed IEC materials to
an online format
reflecting popular social
media portals

Each "card" is coded as an individual webpage but all cards are visible in a holistic manner.



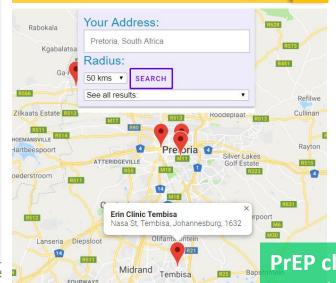
Does PrEP provide other protection?

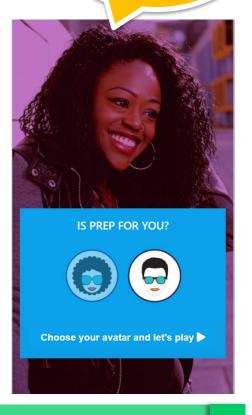
No. It only protects against HIV infection. PrEP does not protect against pregnancy or other sexually transmitted infections.



Card based technology - simple, neat digital cards with a 'touchable' look

User centric, user friendly and easy to share on social media





Prep clinic location finder Provides the location of the user's nearest facility
providing Prep.



Public Service Announcements... videos!











Focusing on a specific theme and aiming to change the narrative of current perceptions around PrEP

Positioning PrEP as more than just a pill — but a source of aspiration and empowerment

Encouraging PrEP as an acceptable HIV prevention method for young women



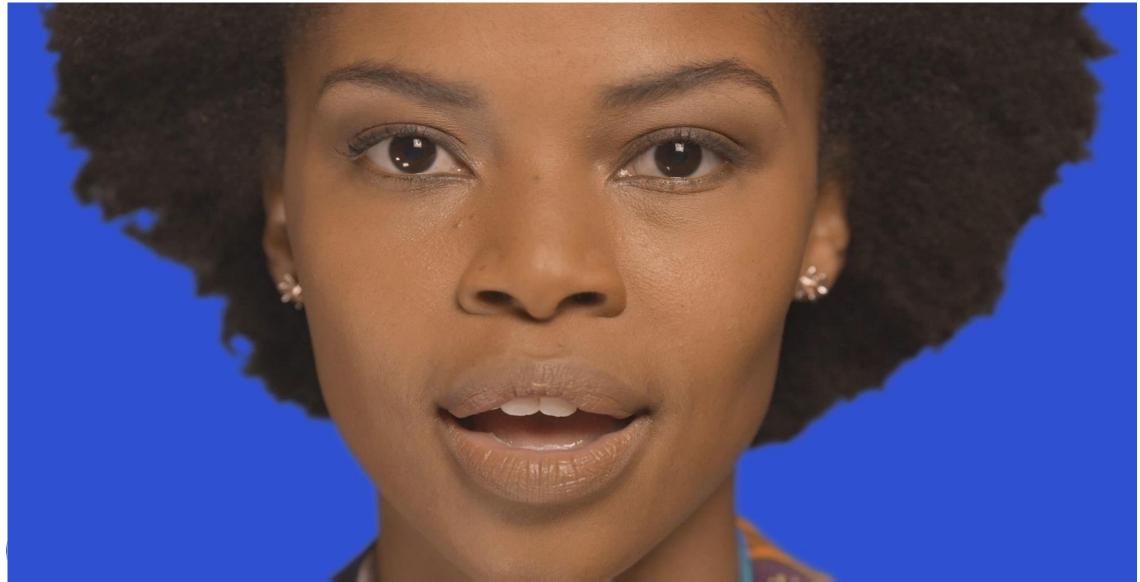


- The PrEP4Youth PSAs were produced with nationally recognized actresses from MTV Shuga: Down South.
- The website content and PSA scripts were developed and adapted with input from a nationally representative youth group.
- Each video tackled a question or topic specifically pointed out to OPTIONS by young people, as being problematic or difficult to deal with:
 - HIV testing
 - Addressing stigma
 - Supporting effective use (adherence)
 - Combination prevention
 - Dealing with side effects... urgh





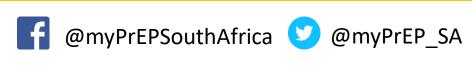
Want to have a look? (PSA video was shown here; see PrEPWatch!)





Cool products... but did we succeed in reaching young people?

- Both the website and PSAs were promoted and disseminated through social media, specifically the MyPrEP, SheConquers, BWiseHealth and OPTIONS Facebook and Twitter pages.
- The website was promoted using Google Ads, and the PSAs were promoted using boosted Facebook posts targeting AGYW within South Africa.
- The MyPrEP Facebook and Twitter pages were the source for the PSAs this page is an NDoH representative social media platform and currently has more than 8 000 followers who are predominantly aged under 30.
- Social media and Google analytics were used to measure the reach of these digital approaches.



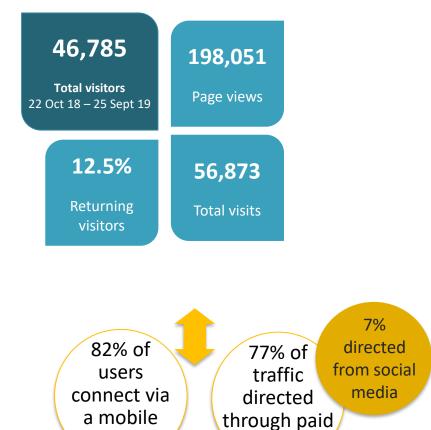








User journeys across the website:



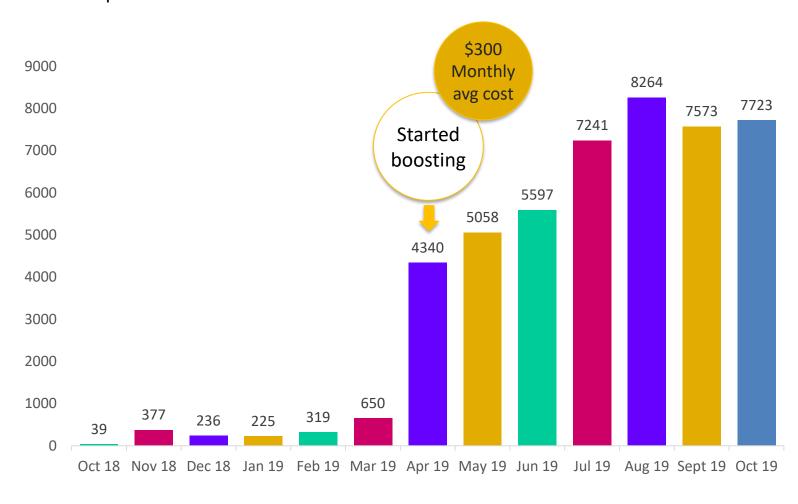
Period: 22 Oct 2018 - 25 Sept 2019

device

Data source: Google Analytics and Facebook Developer Analytics

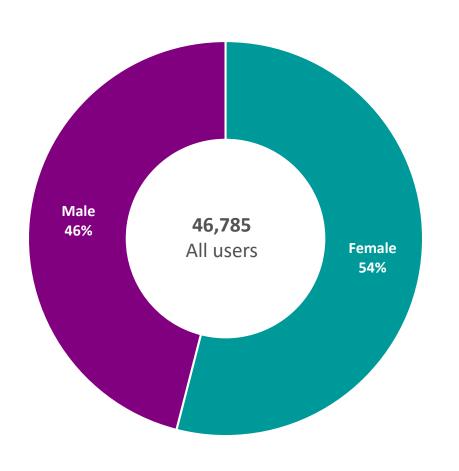
search

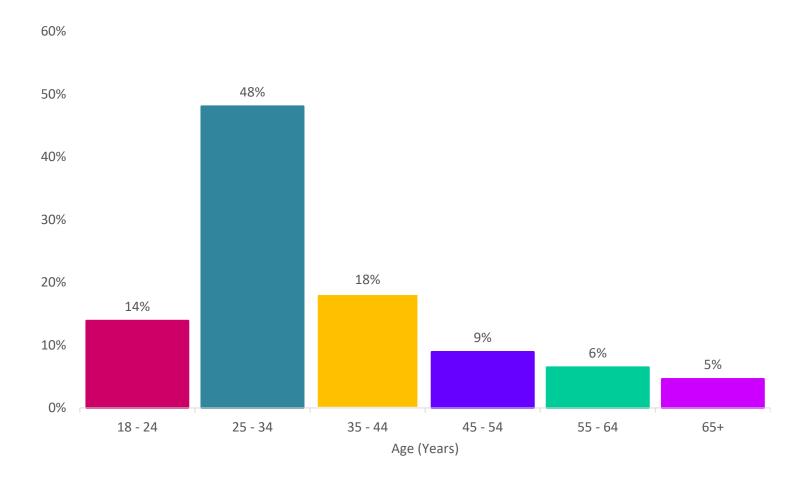
Total unique users: number of all website visitors





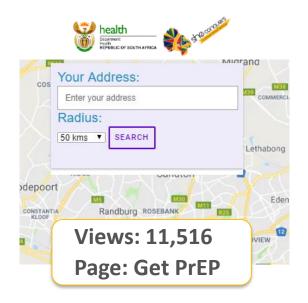
MyPrEP.co.za results – demographics by age and gender





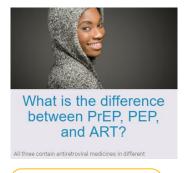


MyPrEP.co.za results – top 3 page views



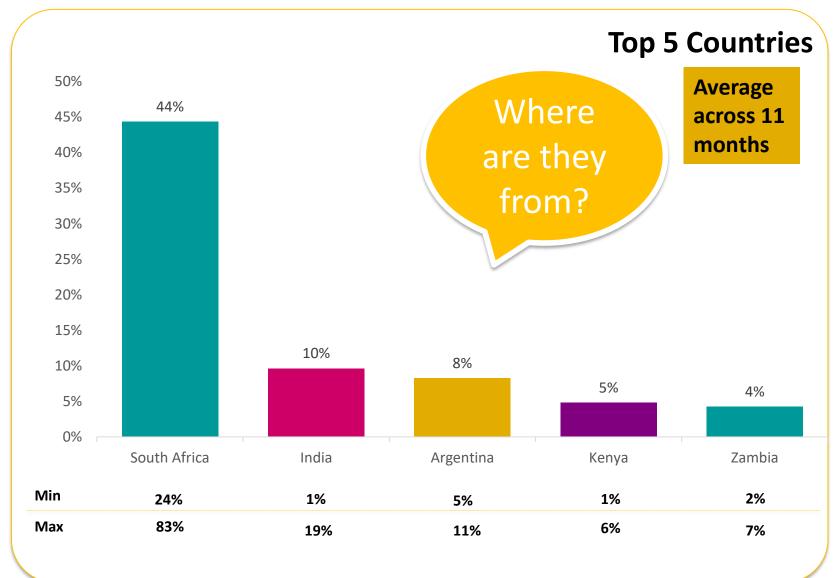


Views: 3,072 Page: Users



Views: 2,874

Page: Users

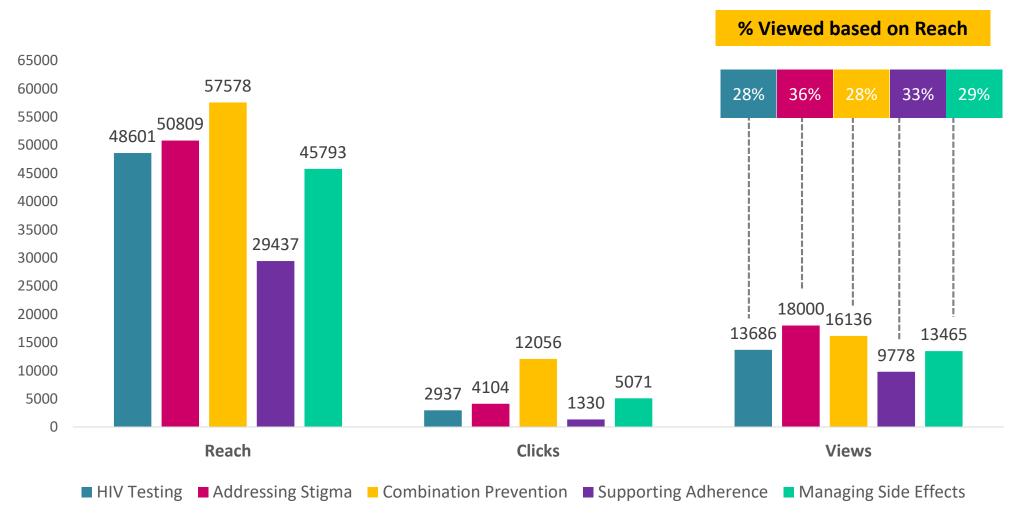




What about the videos? Facebook results:



The videos were released through social media channels in a phased approach – each video was preceded by a shorter teaser video.



Terminology

Reach: number of unique people who saw the videos

Clicks: number of clicks on a video link

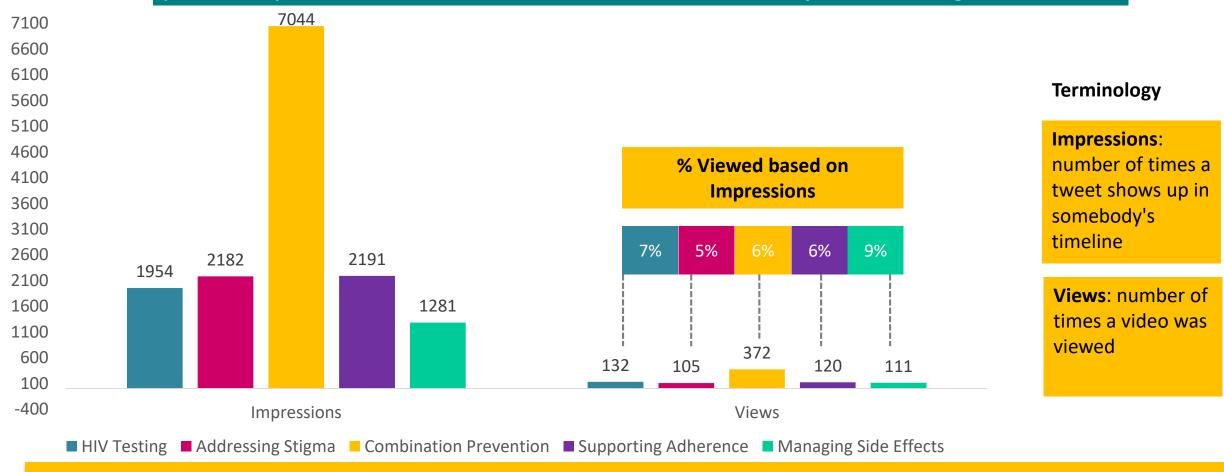
Views: number of times a video was viewed



What about the videos? Twitter results:



The videos were released through social media channels in a phased approach – each video was preceded by a shorter teaser video – **Twitter did not make use of paid advertising**

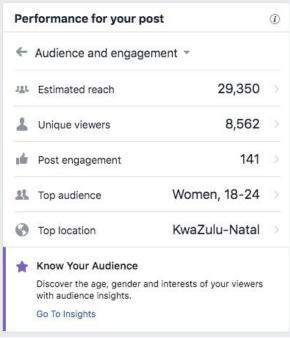


No paid advertising or post boosting was implemented on Twitter – all views and reach were completely organic.



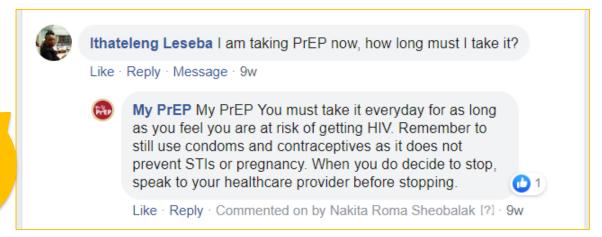
Facebook audience demographics





Note: Twitter does not provide the same level of disaggregated data as Facebook but does indicate that the gender breakdown during the PSA dissemination time period was 26% male vs 74% female, 73% OF TOTAL reach was with SA audience

Yay! They're talking to us!





Thank you!





