OPTIONS Consortium: Optimizing Prevention Technology

Introduction On Schedule

Speak my language! Using digital media to reach and engage adolescents on oral PrEP

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A bit of background

**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.

In 2017, adolescent girls and young women (AGYW) in higher learning institutions began accessing oral PrEP through both public facilities and partner driven sites.
What’s the deal with OPTIONS?

Who we are
OPTIONS is one of five microbicide projects funded by USAID, in partnership with PEPFAR.

What we do
OPTIONS works to help countries move from PrEP potential to PrEP impact.

How we do it
OPTIONS provides country, regional and global level support to PrEP scale-up.

OPTIONS is passionate about listening to young people. We can only respond effectively to the needs of young people, in a way that resonates with them – if we LISTEN.
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.
But really reaching AGYW with empowering and relatable content required more from us
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).
How to break down an immense amount of valuable information into bite-size manageable chunks of information?

Developed for PrEP users, providers and everyone else.

Developed and funded in collaboration with Unitaid’s Project PrEP – a project led by Wits RHI in collaboration with NDoH.
What makes this website different, huh?

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.

Card based technology - simple, neat digital cards with a ‘touchable’ look.

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

Does PrEP provide other protection?

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

PrEP clinic location finder - Provides the location of the user’s nearest facility providing PrEP.

Gamification to assess whether PrEP is right for the individual.
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

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
Want to have a look? 😊

- Insert cut-down version of Addressing Stigma PSA
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.
MyPrEP.co.za results

User journeys across the website:

- Total visits: 45,693
- Page views: 155,303
- Returning visitors: 37,459
- Avg session length: 01:30 secs

81% of users connect via a mobile device
76% of traffic directed through paid search
6% directed from social media

Total unique users: number of all website visitors

- 5,767 1 – 23 Sept 19
- 8,264 Aug 19
- 7,241 Jul 19
- 5,597 Jun 19
- 5,058 May 19
- 4,340 Apr 19

- 39 Oct 18
- 377 Nov 18
- 236 Dec 18
- 225 Jan 19
- 319 Feb 19
- 650 Mar 19

- 12% Returning visitors
- 01:30 secs Avg session length

Data source: Google Analytics and Facebook Developer Analytics

- 7.55K Clicks
- 144K Impressions
- $314 Cost

Started boosting April 19

406 000 000 results (0.57 seconds)
Learn about oral PrEP | effective HIV prevention | myprep.co.za
When taken daily, it prevents HIV infection by more than 90%.
MyPrEP.co.za results – demographics by age and gender

- **Male:** 53%
- **Female:** 47%

**All users:** 37,459

- **Age (Years):**
  - 18 - 24: 13%
  - 25 - 34: 51%
  - 35 - 44: 19%
  - 45 - 54: 8%
  - 55 - 64: 5%
  - 65+: 4%
MyPrEP.co.za results – top 3 page views

Views: 7,831
Page: Get PrEP

Views: 2,441
Page: Users

Views: 2,163
Page: Users

Where are they from?

- South Africa: 42%
- India: 11%
- Argentina: 7%
- Kenya: 5%
- Zambia: 5%
- Phillipines: 3%
- Nigeria: 2%
- United States: 1%
- Namibia: 1%
- Egypt: 1%
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.

<table>
<thead>
<tr>
<th>HIV testing</th>
<th>Addressing stigma</th>
<th>Combination prevention</th>
<th>Supporting adherence</th>
<th>Managing side effects</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Teaser video:</strong></td>
<td><strong>Teaser video:</strong></td>
<td><strong>Teaser video:</strong></td>
<td><strong>Teaser video:</strong></td>
<td><strong>Teaser video:</strong></td>
</tr>
<tr>
<td>38415 People reached</td>
<td>945 People reached</td>
<td>35765 People reached</td>
<td>8375 People reached</td>
<td>14899 People reached</td>
</tr>
<tr>
<td>97 reactions, comments and shares</td>
<td>17 reactions, comments and shares</td>
<td>52 reactions, comments and shares</td>
<td>37 reactions, comments and shares</td>
<td>27 reactions, comments and shares</td>
</tr>
<tr>
<td>866 post clicks</td>
<td>47 post clicks</td>
<td>870 post clicks</td>
<td>584 post clicks</td>
<td>412 post clicks</td>
</tr>
<tr>
<td>9770 views</td>
<td>171 views</td>
<td>7916 views</td>
<td>1356 views</td>
<td>3013 views</td>
</tr>
<tr>
<td><strong>Full video:</strong></td>
<td><strong>Full video:</strong></td>
<td><strong>Full video:</strong></td>
<td><strong>Full video:</strong></td>
<td><strong>Full video:</strong></td>
</tr>
<tr>
<td>48558 People reached</td>
<td>50326 People reached</td>
<td>57240 People reached</td>
<td>29342 People reached</td>
<td>45631 People reached</td>
</tr>
<tr>
<td>234 reactions, comments and shares</td>
<td>451 reactions, comments and shares</td>
<td>510 reactions, comments and shares</td>
<td>141 reactions, comments and shares</td>
<td>292 reactions, comments and shares</td>
</tr>
<tr>
<td>2922 post clicks</td>
<td>4097 post clicks</td>
<td>12033 post clicks</td>
<td>1323 post clicks</td>
<td>5063 post clicks</td>
</tr>
<tr>
<td>13661 views</td>
<td>17960 views</td>
<td>16065 views</td>
<td>9761 views</td>
<td>13445 views</td>
</tr>
</tbody>
</table>
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**

<table>
<thead>
<tr>
<th>Topic</th>
<th>Teaser video: impressions</th>
<th>views</th>
<th>Full video: impressions</th>
<th>views</th>
</tr>
</thead>
<tbody>
<tr>
<td>HIV testing</td>
<td>1578</td>
<td>73</td>
<td>1742</td>
<td>125</td>
</tr>
<tr>
<td>Addressing stigma</td>
<td>2412</td>
<td>130</td>
<td>1844</td>
<td>95</td>
</tr>
<tr>
<td>Combination prevention</td>
<td>1456</td>
<td>62</td>
<td>6376</td>
<td>351</td>
</tr>
<tr>
<td>Supporting adherence</td>
<td>1679</td>
<td>103</td>
<td>1794</td>
<td>107</td>
</tr>
<tr>
<td>Managing side effects</td>
<td>627</td>
<td>39</td>
<td>923</td>
<td>81</td>
</tr>
</tbody>
</table>

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

Yay! They’re talking to us!

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 40% male vs 60% female, 73% of TOTAL reach was with SA audience.
Conclusion

• Both www.myprep.co.za and the PSAs have received positive feedback through online engagement in the form of private messages, post engagement and positive commenting.
• Social media analytics demonstrate that South African adolescents and young people can be reached and engaged at scale with PrEP messaging through digital platforms.
• The social media reach as seen on Facebook versus Twitter suggest that Facebook is still a preferred platform, and post boosting is successful at reaching targeted audiences.