West Africa PrEP Learning Network Session 5
Demand Creation

FHI 360 | Jhpiego

NOVEMBER 2020
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Click the “Participants” window to access the raise hand feature, yes/no buttons, and more. You can also access these features via “Reactions”.

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Introduction to CHOICE

CHOICE is a 24-month collaboration funded by USAID in partnership with PEPFAR through two central mechanisms: Meeting Targets and Maintaining Epidemic Control (EpiC) and Reaching Impact, Saturation, and Epidemic Control (RISE).

The goal of this collaboration is to address technical gaps and support national scale-up of antiretroviral-based HIV prevention products in PEPFAR countries through catalytic evidence generation, translation and research utilization.

CHOICE is led by FHI 360 and Jhpiego in partnership with Afton Bloom, Avenir Health, LVCT Health and PZAT
West Africa Regional PrEP Learning Network

To learn more about the Network visit https://www.prepwatch.org/in-practice/west-africa-prep-learning-network/

To sign-up for updates and information on upcoming webinars go to https://mailchi.mp/prepnetwork/westafrica
National and subnational plans include oral PrEP and guidelines are established to support access to PrEP via priority delivery channels.

Oral PrEP is regularly available in sufficient quantity to meet projected demand via priority delivery channels.

Oral PrEP is delivered by trained healthcare workers across diverse delivery channels that effectively reach target end users.

End users are aware of oral PrEP and have the support, motivation, and ability to seek out, initiate, and effectively use PrEP during periods of HIV risk.

Oral PrEP is effectively integrated into national, subnational, program, and facility monitoring systems and ongoing research supports learning.

Key topics for this webinar series

Oral PrEP Introduction Framework
## Agenda

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<td><em>Jilinde</em> Project: Creating Demand for PrEP among MSM and FSW in Kenya</td>
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Panelists

• Manya Dotson, Jhpiego
• Aigelgel Kirumburu, Jhpiego, Jilinde Project, Kenya
• Polo Motsoari, Jhpiego, Lesotho
• Brian Pedersen, FHI 360
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POLL
Where are you in your PrEP demand creation efforts?
Demand Generation for Oral PrEP: Key Lessons Learned

November 18, 2020

Manya Dotson
Senior Technical Advisor, Jhpiego
PrEP: It’s NEW and GREAT!

😊 Finally we have a new option beyond “abstain, be faithful, condoms” (ABC)!
😊 You don’t have to negotiate with your partner to use it
😊 It’s totally within your control
😊 It doesn’t interfere with sexual pleasure
😊 It’s very effective!
Lesson #1: Communication objectives evolve

**Increase Awareness**
- % of target know that PrEP is a new HIV prevention method
- % of target know where to get PrEP

**Build Acceptance**
- % of target believe PrEP is safe for everyone
- % of target believe taking PrEP is good/responsible
- % of target would suggest PrEP to someone they care about if they thought they might be at risk

**Spark Desire**
- % begin taking PrEP
- % continue taking PrEP daily for longer than 30/60 days

**Support Commitment**
- % of target seek PrEP service
- % of target suggest that their daughter/partner/friend take PrEP

**Recommend PrEP to people you care about**
- Encourage anyone you know who is using PrEP!

**Ask the service provider at your nearest/branded health facility about PrEP**

**Learn more & spread the word!**
- Recommend PrEP to people you care about
- Encourage anyone you know who is using PrEP!
- Ask the service provider at your nearest/branded health facility about PrEP
- Take your PrEP pill every day
- Encourage others to use PrEP too

- • Learn more & spread the word!
Lesson #2: Different audiences support PrEP in different ways through different behaviors

Peers & Sexual Partners
- Can make PrEP use cool or shaming
- Can encourage friends to check out PrEP
- Can support friends with adherence
- Can accept their partner’s use of PrEP without suspicion

Parents
- Can encourage PrEP use
- Can help their young people get information, get to the clinic, remember doses
- Cannot protest if they find their child using PrEP

Providers
- Can reassure clients PrEP is safe and effective
- Can help clients make a continuation plan
- Can talk about PrEP with the community

Community Influencers
- Can influence community norms and beliefs
- Can promote PrEP as a community good
- Can celebrate the arrival of PrEP

People at risk of acquiring HIV
Try/Champion PrEP
Lesson #3: Careless communication can backfire!

- PrEP can be easily stigmatized
  - Linked to behavior considered immoral
  - Seen as a sign of promiscuity
  - Thought to be a lie to cover HIV+
  - Thought to encourage risky sexual behavior
  - Linked with only youth, MSM, or sex workers
Lesson #4: You need to address “The Big Motivators”

- Pleasure
- Alignment with values
- Immediate reward
- Feeling safe
- Love & belonging
- Avoiding shame
- Respect/status

The more of these that are activated, the higher our feelings of desire!
### Lesson #5: You need to start at the top and move down

#### Communication Approaches

<table>
<thead>
<tr>
<th>Public/General</th>
<th>Private/Specific</th>
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<tbody>
<tr>
<td>News</td>
<td>News</td>
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<td>Talk shows</td>
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<td>Radio shows</td>
<td>Radio shows</td>
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<td>Newspaper</td>
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<td>Mass Media Ads</td>
<td>Mass Media Ads</td>
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<td>Social media</td>
<td>Social media</td>
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<td>Community events</td>
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<td>Small group events</td>
<td>Small group events</td>
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<tr>
<td>Small discussions</td>
<td>Small discussions</td>
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<td>Peer-led conversations</td>
<td>Peer-led conversations</td>
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<td>Peer referral</td>
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<tr>
<td>Counselling</td>
<td>Counselling</td>
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<tr>
<td>Mentors</td>
<td>Mentors</td>
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</tbody>
</table>

1. What PrEP is
2. Where you can get it/ learn more
3. PrEP is safe
4. PrEP is good for any HIV- person who feels they might be at risk
5. PrEP users are good/moral/etc.
6. Encourage loved ones to take PrEP
7. Don’t discourage PrEP users

8. PrEP benefits (functional, emotional)
9. Frequently asked questions
10. Specific messaging for priority audiences
11. Personalized support, discussion, problem solving
12. Adherence support

### Communication Approaches

- News
- Talk shows
- Radio shows
- Newspaper
- Mass Media Ads
- Social media
- Community events
- Small group events
- Small discussions
- Peer-led conversations
- Peer referral
- Counselling
- Mentors

- Aware of PrEP
- Accept PrEP (no stigma)
- Desire PrEP
- Commit to PrEP

#### Awareness, Acceptance, Desire, Commitment (AADC)
Lesson #6: Providers are people too*

**Excited because**
- Believe it works
- Believe it is safe
- Good for discordant couples, MSM, FSW

**Reluctant because**
- Feel uncomfortable with AGYW clients (especially <18 & unmarried)
- Fear of encouraging “immoral” behavior
- Fear of increasing STI/HIV risk
- Theoretical commitment to condoms/ABC
- Doubt clients’ ability to adhere
- Fear community backlash

**Craving**
- Tools and materials to help clients
- Nuanced info on “good enough” use
- Reassurance about commodity security
- Refresher training
- Training in dealing with AGYW
- Support from the community

Lesson #7: PrEP continuation is tough

- Side Effects
- Social Friction
- Inconvenience

- Ease
- Benefit
- Belonging
- Fun!
Lesson #8: If PrEP = Promiscuity, we will fail

<table>
<thead>
<tr>
<th>Current Situation: “Stigma”</th>
<th>Desired Situation: Acceptance/Support</th>
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<tbody>
<tr>
<td>• PrEP is perceived to:</td>
<td>• PrEP is perceived as:</td>
</tr>
<tr>
<td>• Enable immorality</td>
<td>• A smart and respectable choice</td>
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<tr>
<td>• Provide proof of</td>
<td>• Morally positive (or neutral)</td>
</tr>
<tr>
<td>promiscuity</td>
<td>• A sign of health and prudence</td>
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<tr>
<td>• Increase risk (more</td>
<td></td>
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<tr>
<td>condomless sex)</td>
<td></td>
</tr>
<tr>
<td>• Hide ART use</td>
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Underlying beliefs

• Belief people control their own sexual choices (or even victimize men!)
• Overestimation of individual agency & negotiation power
• Conflicting moral expectations
• Religious ideals vs. social status vs. helping family to survive

Underlying beliefs

• Many folks at risk because of PARTNER’s behavior
• Condoms aren’t used consistently, require ongoing negotiation
• Not everyone has full control over their sexual choices
• …

• Norming & destigmatizing PrEP is a must to create demand
• Social support from the Ps:
  − Peers,
  − Parents,
  − Providers,
  − Partners
• Determinant to uptake & continued use

Norming & destigmatizing PrEP is a must to create demand
Social support from the Ps:
  - Peers,
  - Parents,
  - Providers,
  - Partners
Determinant to uptake & continued use

Lesson #8: If PrEP = Promiscuity, we will fail

Norming & destigmatizing PrEP is a must to create demand
Social support from the Ps:
  - Peers,
  - Parents,
  - Providers,
  - Partners
Determinant to uptake & continued use
Thank you!
Jilinde Project:
Creating demand for PrEP among Men who have Sex with Men (MSM) and Female Sex Workers (FSW)

Aigelgel Kirumburu
Senior Communication and Marketing Advisor
November 18, 2020
Profile of the HIV Epidemic in Kenya

5.6% National prevalence

Account for a third of the HIV burden:

- Sex workers: 29.3% HIV prevalence
- MSM: 18.2% HIV prevalence
- PWID: 18.2% HIV prevalence

Young people (15-24 years) contributed 51% of new HIV infections nationally
Oral PrEP Scale up in Kenya

15th July
Launch of revised ART guidelines

24th October 2016
Formation of PrEP TWG by NASCOP

24th January
1st PrEP clinicians training

April
Toolkit for PrEP providers

4th May
National PrEP launch

9th Sept 2016
Project launch

26th October 2016
1st County entry meeting

9th February
1st PrEP client enrolled

May
PrEP implementation toolkit
Jilinde Project Goals

- Overarching goal: To **demonstrate** and **document** an effective model for how oral pre-exposure prophylaxis (PrEP) can be scaled up as an HIV prevention intervention in low resource settings.

**GOAL 1:** Demonstrate that oral PrEP works to reduce HIV incidence among key populations and AGYW when implemented at a population level in “real life” routine service delivery.

**GOAL 2:** Develop and document an acceptable, affordable, and replicable approach to launch and scale-up the use of oral PrEP among KVP.

**GOAL 3:** Ensure political, donor, and community support for the scale-up of oral PrEP.
Increased interest and initiation on PrEP
Adherence to the regimen and timely refills

Defining the Challenge

HOW MIGHT WE DRIVE UPTAKE & CONTINUATION OF ORAL PrEP AMONG HIGH-RISK POPULATIONS IN KENYA?

Female Sex Workers (FSW), Men who have Sex with Men (MSM), Adolescent Girls and Young Women (AGYW)

10 Counties in Kenya
Jilinde’s Demand Creation Framework

**Advocacy**
Engagement with diverse stakeholder groups

**General Awareness Creation**
Mass media, social media, promotional events, educational materials, branded merchandise

**Supporting PrEP Delivery**
Facility and community user support

**Targeted Demand Creation**
User-centered Interventions (Designed using Human Centered Design and Behavioral Economics)
To drive innovation in demand creation, Jilinde employed both behavioral economics (BE) and human centered design (HCD) approaches.
"I never see pictures of people like me in the media. Nobody understands what it’s actually like."

- MSM, Nairobi

"Tell me deep truths that I immediately connect with."

- MSM talking about the need to see messages that connect with them

"If [popular MSM] says no, then there's no point even trying to speak to any of his boys."

- MSM talking about the role of peer influence
MSM Interventions

1. Let’s Get Real Digital Media Campaign

2. Media Lifestyle Content

3. Let’s Get Real Events

4. Discovery Video
‘Let’s Get Real’ Intervention Outcomes

- The “Let’s Get Real” digital campaign rolled out through 6 CSO social media platforms, which witnessed a steady increase in followers.
- “Let’s Get Real” events created PrEP awareness; 17% of MSM accessing CSO call-in line inquired about PrEP.
- MSM PEs reached diverse MSM personas and achieved 47,612 MSM contacts, resulting to 1,644 PrEP initiations.

*Case study cascade from 6 events by KASH Drop in Centres (DICE)
FSW Key Insights from HCD Research

“Who are you to tell me what I should do. You lay under a man just like I do.”
- FSW talking about her experience with ineffective peer educators

“I’m not ashamed of being a sex worker, sex work is real work.”
- FSW discussing how she would like to be engaged

“If my clients see this, they will think I have HIV. That is bad for my work.”
- FSW discussing fears about being seen with a PrEP bottle
Female Sex Workers Interventions

1. Glow in the dark Bag
2. Peer educator facilitation guide and toolkit
3. Goodie bag with non rattling pill carrier
4. “Wrap it up” pill carrier
PrEP Uptake Among FSW

Interpersonal Communication (IPC) results in referrals for PrEP uptake for FSW clients: Data between Jan and Mar 2019

To boost performance, they were trained on ETL, issued with notebooks, session facilitation guides and “glow in the dark bags” and FSW IEC specific materials disseminated.

Worked with a total of 1,139 FSW PEs with 206,233 contacts with peers, 5,027 new FSW enrolled.

<table>
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<tr>
<th>Metric</th>
<th>Count</th>
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<tr>
<td>#reached with PrEP messages</td>
<td>53,465</td>
</tr>
<tr>
<td>#referred for PrEP services</td>
<td>18,825 (35%)</td>
</tr>
<tr>
<td>#referred and received PrEP services</td>
<td>7,539 (40%)</td>
</tr>
<tr>
<td>#Initiated PrEP</td>
<td>1,476 (20%)</td>
</tr>
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</table>

53,465 people were reached with PrEP messages, 18,825 were referred for PrEP services, 7,539 received PrEP services, and 1,476 initiated PrEP.
Lessons Learnt

Role of national government

• Leadership of Ministry of Health played a key role in setting the stage for PrEP introduction as the Government led the national scale-up and ensured all key stakeholders were brought on board.

Evaluation and measurement

• Think of how to evaluate and measure the impact of the intervention strategies before start of implementation.

HCD

• Value in co-design process with the target population as they provide in depth data to design and test evidence-based user centered interventions.

Strength in peer mobilization structures

• Peer mobilizers have strong influence on individual behaviors and were preferred by key populations.

Integration of demand creation and service delivery

• Alignment of demand creation and service delivery is critical to bridge gaps in the PrEP cascade.
What we’d do differently

• Create internal capacity for HCD process from the onset so as to have ownership.
• Establish set standards on how we want to measure our communication impact.
• Combine communication about PrEP and other services such as Family Planning, Condom use and VMMC as PrEP cannot be marketed as a standalone product.
• Align quantitative segmentation with HCD so that they are seamless to optimize investment in segmentation research.
• Think about developing communication that will sustain demand creation from the onset – develop intervention messaging that incorporates both uptake and continuation.
Acknowledgements

• Bill and Melinda Gates Foundation
• National PrEP Technical Working Group
• Jilinde Partners (Jhpiego, NASCOP, Avenir Health, PSK, ICRH-K)
• Gilead Health Sciences
• Prevention Market Manager (AVAC & CHAI)
• Partners Scale Up Project
• LINKAGES, GEMS and OPTIONS projects
• Ministry of Health and County governments in Kenya
Q&A

Please add questions to the chat.
Creating Demand for PrEP Services Among AGYW

Experiences from TSEPO Project, Lesotho

Polo Motsoari
Communications Manager

Johns Hopkins University Affiliate
Background

• Lesotho has a population of 2.2 million
• HIV prevalence 25.6%
• Incidence highest among males 35-49 years (2.65%) and females 15-24 years (1.49%)
• TSEPO project primarily targets AGYW with community PrEP services
• Small FSW and MSM targets
Human-Centered Design Adopted

• HCD activity conducted with AGYW to
  • Learn from experiences and perspectives
  • Devise new strategies to improve PrEP access and effective use
Demand Creation Strategies

• When?
  • Premobilization (a week prior to service delivery)
  • Instant mobilization
  • Where?
  • High schools
  • Tertiary institutions
  • Shopping centers
  • Door to door mobilization
WHAT IS PREP?
PREP is a daily pill for HIV-negative adults who are at risk of acquiring HIV through sexual or injection drug use. It is used as a pre-exposure prophylaxis (PrEP) to prevent HIV infection.

WHY PREP?
PREP helps reduce the risk of HIV acquisition by up to 90% when taken consistently. It is recommended for individuals who are at high risk of acquiring HIV, such as sex workers, men who have sex with men, and people sharing injecting equipment.

WHO IS PREP FOR?
PREP is for people who are HIV-negative and at risk of acquiring HIV.
- Men who have sex with men
- Transgender women
- Women
- Men who inject drugs
- People who have multiple sex partners
- People who engage in high-risk sexual behavior
- People who have a partner with HIV

HOW DOES PREP WORK?
PREP works by blocking HIV from entering the body. It is taken daily and should be started at least one week before the potential exposure to HIV.

HOW TO TAKE PREP
PREP should be taken daily. It is important to take it at the same time each day to ensure consistent effectiveness.

SIDE EFFECTS
Some side effects of PREP include:
- Nausea
- Diarrhea
- Headaches
- Fatigue
- Changes in taste (anosmia or parosmia)
- Stomach pain or discomfort
- Muscle aches or weakness

WHAT TO EXPECT DURING INITIATION AND FOLLOW-UP VISITS
- A medical evaluation
- A discussion about the reasons for taking PREP
- A review of your medical history
- A physical examination
- A discussion about the potential side effects
- A review of your understanding of PREP and its importance

PREP is not a replacement for other HIV prevention methods, such as condoms and antiretroviral therapy. It is important to use a combination of methods to prevent HIV acquisition.

PREVENTION CHALLENGES
- Stigma and discrimination can prevent people from accessing PREP.
- Many people do not have access to healthcare services.
- Adherence to daily medication can be difficult.

PREP IMPLEMENTATION
- Healthcare providers should be trained in the use of PREP.
- Outreach and education campaigns are needed to increase awareness of PREP.
- Policy changes are needed to encourage the use of PREP in low-resource settings.

CONCLUSION
PREP is an effective tool for preventing HIV acquisition. It is important to ensure that everyone who needs it has access to this lifesaving medication.
Demand Creation Led by PrEP Users

• Full time Community Health Promoters
• Volunteer Community Advocates
  • AGYW using PrEP
  • 3-day training
  • Community referrals
• PrEP stars
  • AGYW using PrEP
  • No formal training
  • Encouraged to refer friends
• Collaboration with civil society organizations through sub-grants
Edutainment

- Using local DJs that appeal to AGYW
- Mixed with information sessions
- HIV prevention quizzes
- Q&A session
- Promotional materials handed out to encourage participation
- Interested clients linked with PrEP
Facebook

- Videos including testimonials from PrEP users
- Information Posters
- One post per week after a rapid internal review process

In FY 20, there has been
- 60 posts
- 399,182 people reached
- 14,609 comments, likes, shares and clicks

How do we monitor Facebook data?
- Facebook account linked to WhatsApp
- Questions are answered daily
- Account performance reviewed monthly
Other Media

• WhatsApp
  • Hotline WhatsApp number is shared on all printed material, billboards and social media
  • Number used by existing and potential clients for private enquiries
  • ‘WhatsApp status’ used to advertise PrEP benefits and location of mobile services

• Radio
  • 30 minutes live radio programs
  • Hosted by youth orientated radio stations
  • Scripts developed to cover different HIV prevention topics
  • Guests invited according to the topic of the day
    • 15 minutes Information sharing about what PrEP is and its benefit, testimonials etc.
    • Questions from listeners are answered
Rapid Scale-Up Achieved with AGYW Lag

Over 20 000 Users Enrolled on PrEP in 3 years
What could we have done differently?

• Demand creation messages may have resulted in stigma
  • Demand creation must revolve around risk and NOT specific population groups
  • Apply FSW and MSM specific content only in ‘exclusive spaces’

• Initial health promotion was too targeted
  • Dedicate time to engage parents and partners of AGYW- key for effective PrEP use by young PrEP users
Thank you!

I am in charge of my life, that's why I take PrEP daily.

PrEP reduces chances of HIV infection by over **90%**

Let's get PrEPed Bo-mogirl.

59346315

BOPHELO

USAID

From the American People

JHPIEGO

Solving lives, improving health, transforming futures.
Q&A
Please add questions to the chat.
Final thoughts and our challenge to you

Brian Pedersen
Technical Advisor
Awareness ≠ Acceptance
Our challenge to you!
How might we “norm” PrEP or How might we destigmatize being at risk?

**If** Peers, parents, providers and partners:
- Believe people deserve to be protected from a dangerous world
- Understand HIV risk is often not someone’s “fault”
- Know about PrEP
- Believe PrEP works for anyone

**And** Audiences feel using PrEP:
- Builds their social status
- Makes their peers/families proud
- Reduces friction in relationships
- Has an immediate benefit

**And** PrEP services:
- Are easy, convenient, and confidential
- Make audiences feel accepted, validated, valued
- Support them with continuation

**Then** Audiences will:
- Desire PrEP
- Enjoy using it
- Get in the habit of using it
Quotes from PrEP users!

I use PrEP because I'm worth it!

PrEP has allowed me to be closer to my partner.

PrEP has removed a lot of stress.

PrEP is a daily reminder that I'm worth something!

I take PrEP to remind me I have a future and that my future can be different.

When I pop that PrEP pill, I'm popping POWER!

PrEP makes me feel strong and indestructible, like my body has extra power!

PrEP makes me feel strong and indestructible, like my body has extra power!

I'm PrEPping for my future!
Upcoming Sessions

PrEP Costing & Target Setting

West Africa Regional Learning Network: Sign up to receive updates and invitations to webinars.

Sign-up here: https://mailchi.mp/prepnetwork/westafrica

- **January**: Health care provider training—delivery models & resources
- **February**: PrEP and intimate partner violence
Visit PrEPWatch for Additional Resources

• Webinars will be **recorded** and loaded onto PrEPWatch for you to access at a later date

• You can find the **Plan 4 PrEP Toolkit** on PrEPWatch, in both English and French (https://www.prepwatch.org/prep-planning/plan4prep-toolkit/)

• Information on **upcoming webinars** can also be found on PrEPWatch

• Sign up for our **WARLN mailing list** to receive updates and invitations to webinars

Thank you!

CHOICE Partners

This collaboration is made possible by the generous support of the American people through the U.S. Agency for International Development (USAID) and the U.S. President’s Emergency Plan for AIDS Relief (PEPFAR) through the terms of cooperative agreement 7200AA19CA00002 and 7200AA19CA00003. The contents are the responsibility of the EpiC project and the RISE project and do not necessarily reflect the views of USAID, PEPFAR, or the U.S. Government.