

West Africa PrEP Learning Network Session 5

Demand Creation

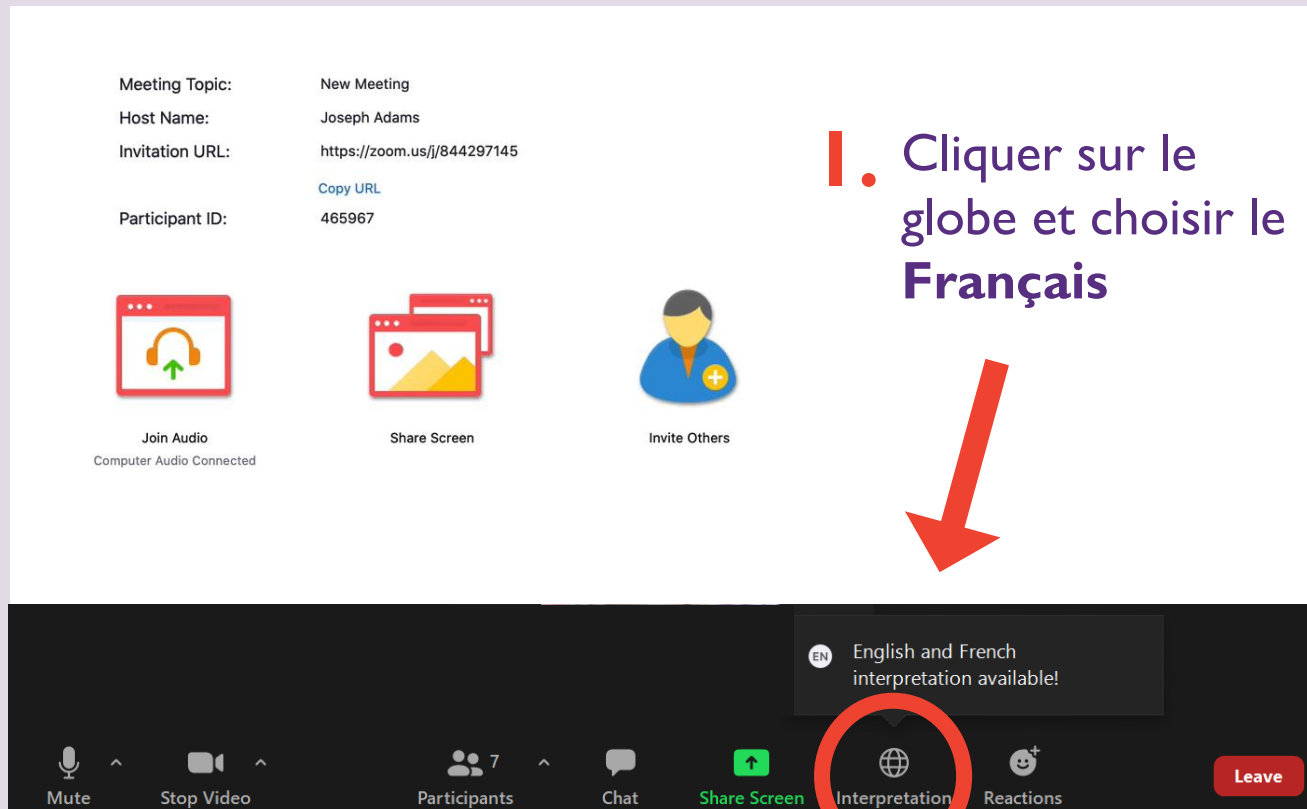
FHI 360 | Jhpiego

NOVEMBER 2020

CHOICE Collaboration for HIV Prevention Options to Control the Epidemic

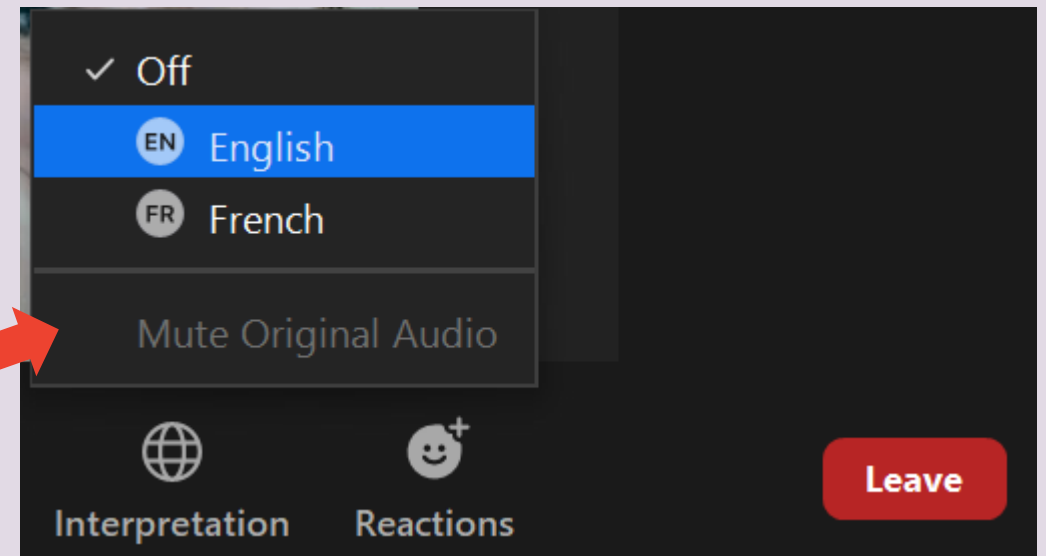


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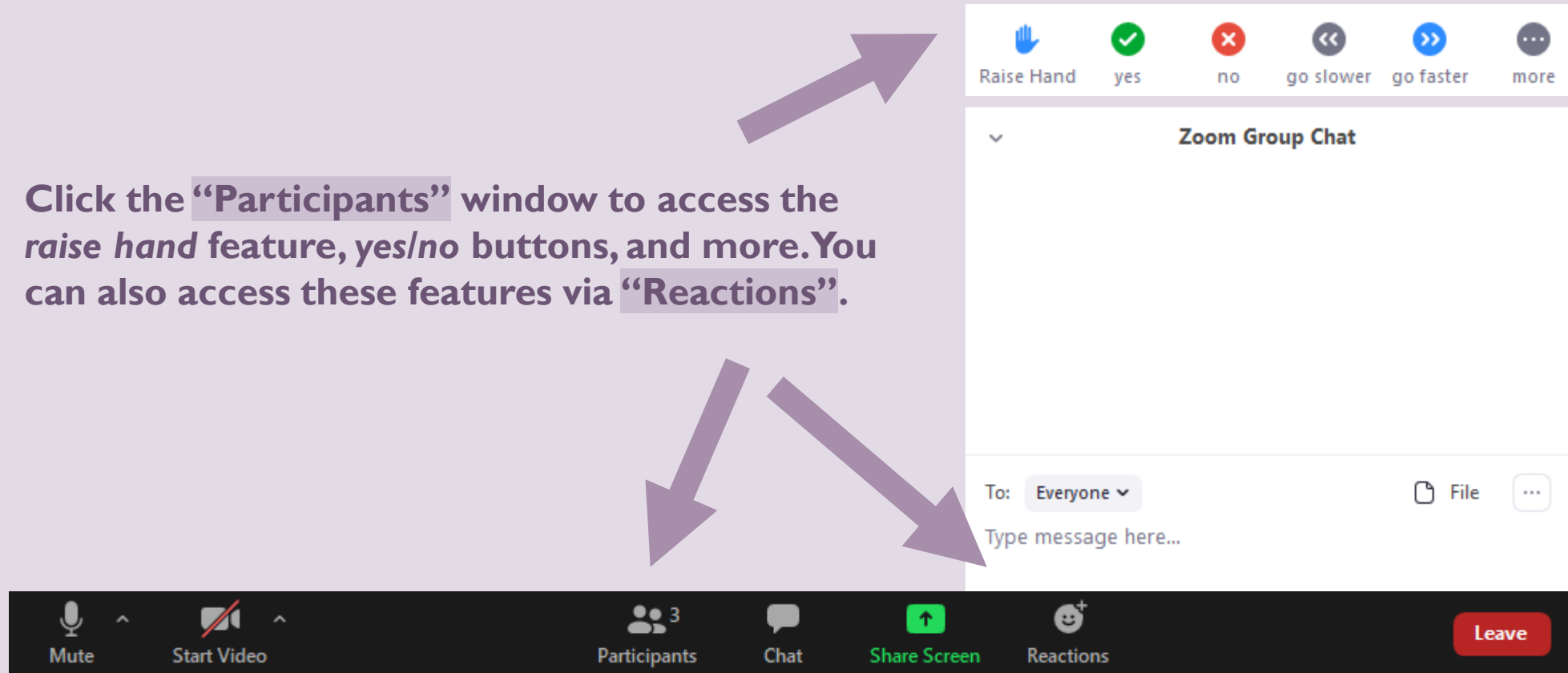
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Please introduce yourself in the chat box!

Click on “More” to access *thumbs up* and *thumbs down*.

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



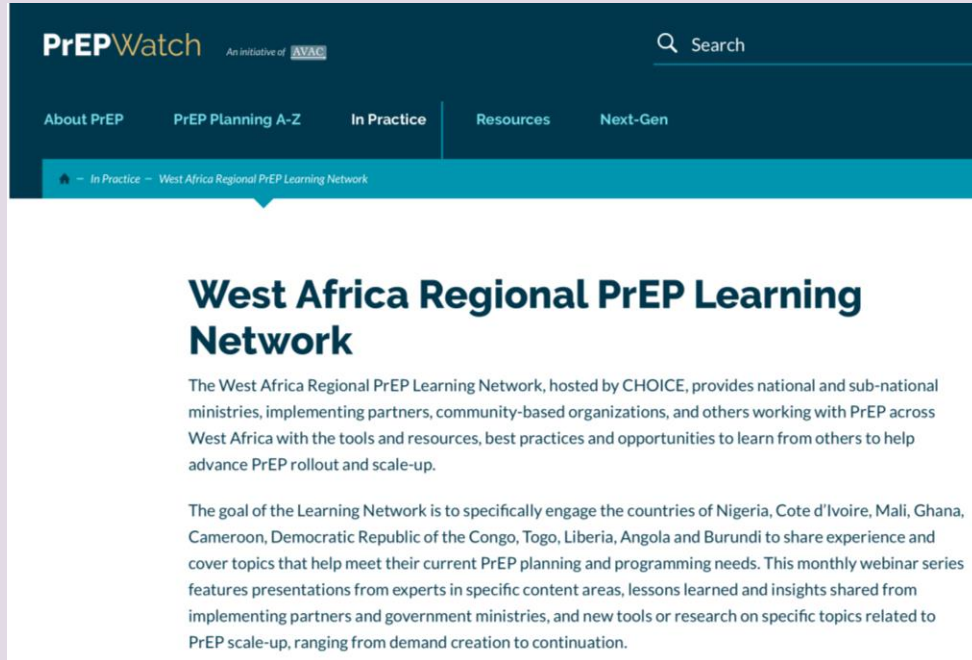
Introduction to CHOICE

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>

Key topics for this webinar series

Oral PrEP Introduction Framework



PLANNING & BUDGETING

National and subnational plans include oral PrEP and guidelines are established to support access to PrEP via priority delivery channels



SUPPLY CHAIN MANAGEMENT

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



RING DELIVERY PLATFORMS

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



UPTAKE & EFFECTIVE USE

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



MONITORING

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

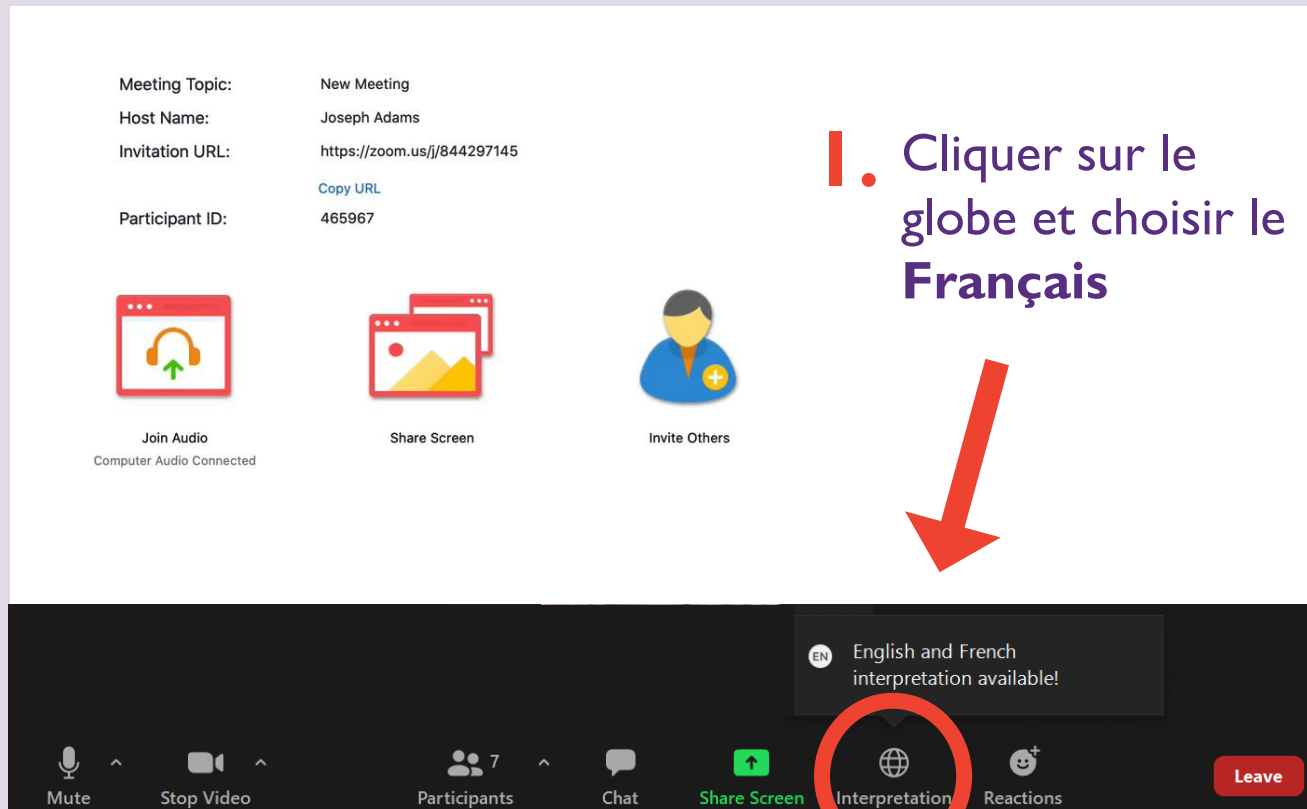
Agenda

Time	Topic
5 min	Introduction
10 min	Demand Generation for Oral PrEP: Key Lessons Learned
15 min	<i>Jilinde</i> Project: Creating Demand for PrEP among MSM and FSW in Kenya
15 min	Q&A
15 min	Creating Demand for PrEP among AGYW in Lesotho
15 min	Q&A
5 min	Final thoughts and challenges
5 min	Wrap-up

Panelists

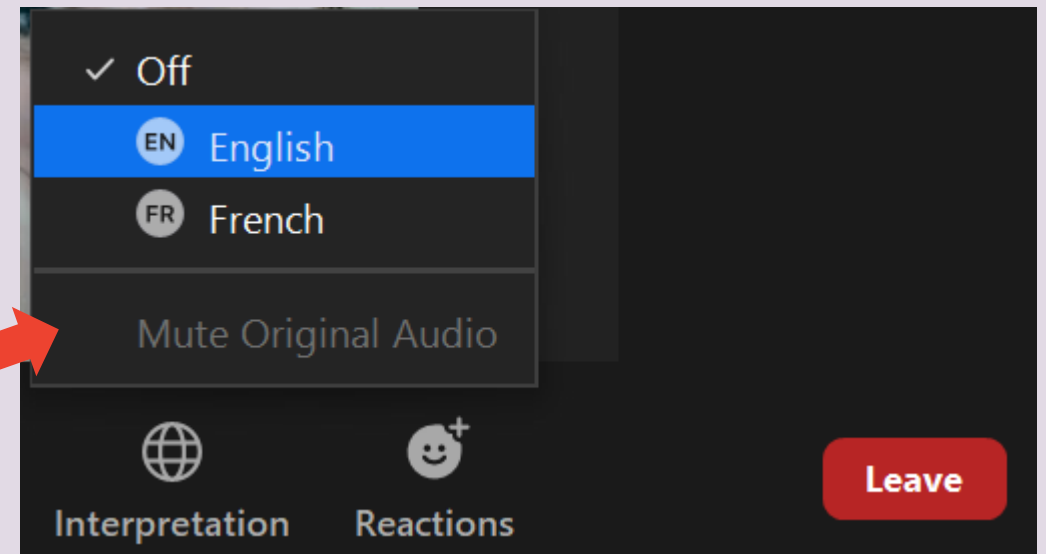
- Manya Dotson, Jhpiego
- Aigelgel Kirumburu, Jhpiego, Jilinde Project, Kenya
- Polo Motsoari, Jhpiego, Lesotho
- Brian Pedersen, FHI 360

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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

CHOICE Collaboration for HIV Prevention Options to Control the Epidemic

OCTOBER | 2020





got prep?

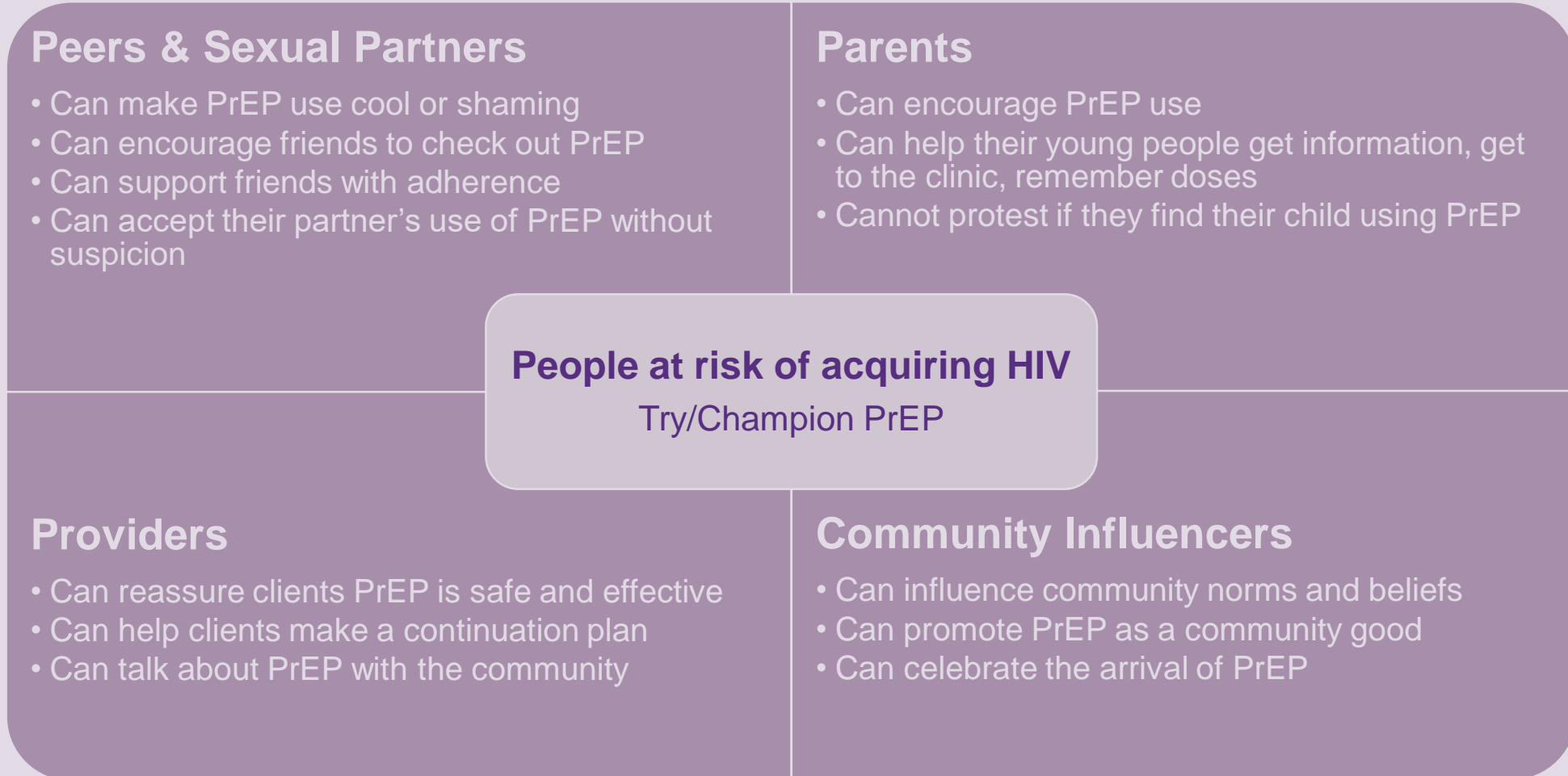
PrEP: It's NEW and GREAT!

- 😊 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



Lesson #2: Different audiences support PrEP in different ways through different behaviors



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



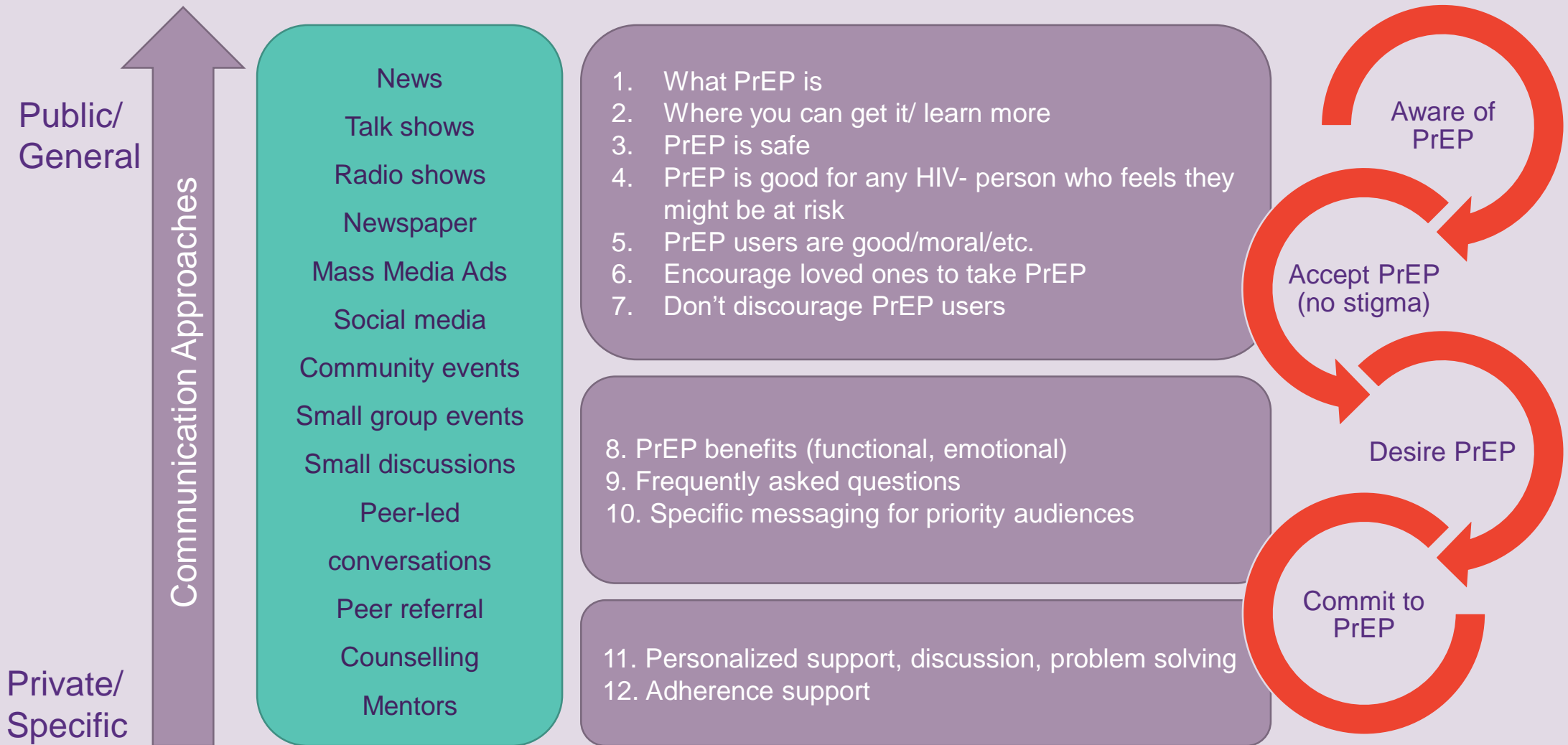
AVOIDING
SHAME



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



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

* Source: AIDSFree: Knowledge, Attitudes, and Practices of Health Care Providers towards PrEP in Nigeria: *Results of an Online Survey. 2020.*

Lesson #7: PrEP continuation is tough



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

Current Situation: “Stigma”

- PrEP is perceived to:
 - Enable immorality
 - Provide proof of promiscuity
 - Increase risk (more condomless sex)
 - Hide ART use

Desired Situation: Acceptance/Support

- PrEP is perceived as:
 - A smart and respectable choice
 - Morally positive (or neutral)
 - A sign of health and prudence

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
- ...



Thank you!



Jilinde Project:

Creating demand for PrEP among Men who have Sex with Men (MSM) and Female Sex Workers (FSW)

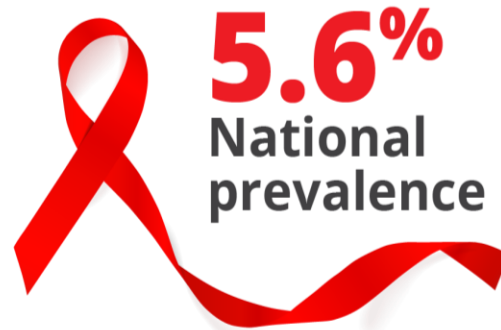
Aigelgel Kirumburu

Senior Communication and Marketing Advisor

November 18, 2020



Profile of the HIV Epidemic in Kenya



Account for
a third of the
HIV burden:



Sex workers
29.3%
HIV prevalence



MSM
18.2%
HIV prevalence



PWID People who
inject drugs
18.2%
HIV prevalence

Young people
(15-24 years)
contributed



51%

of new HIV infections
nationally

Oral PrEP Scale up in Kenya



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

Defining the Challenge

Increased interest
and initiation on
PrEP

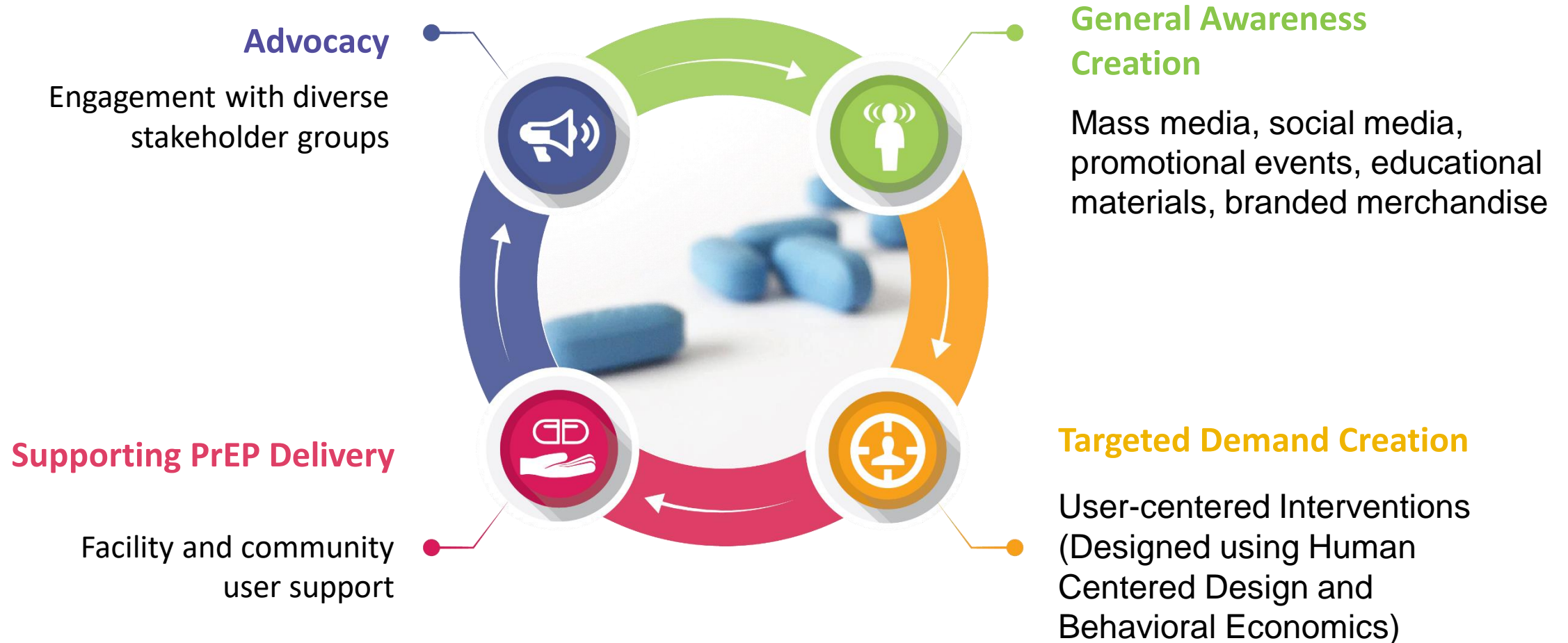
Adherence to the regimen
and timely refills

**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)

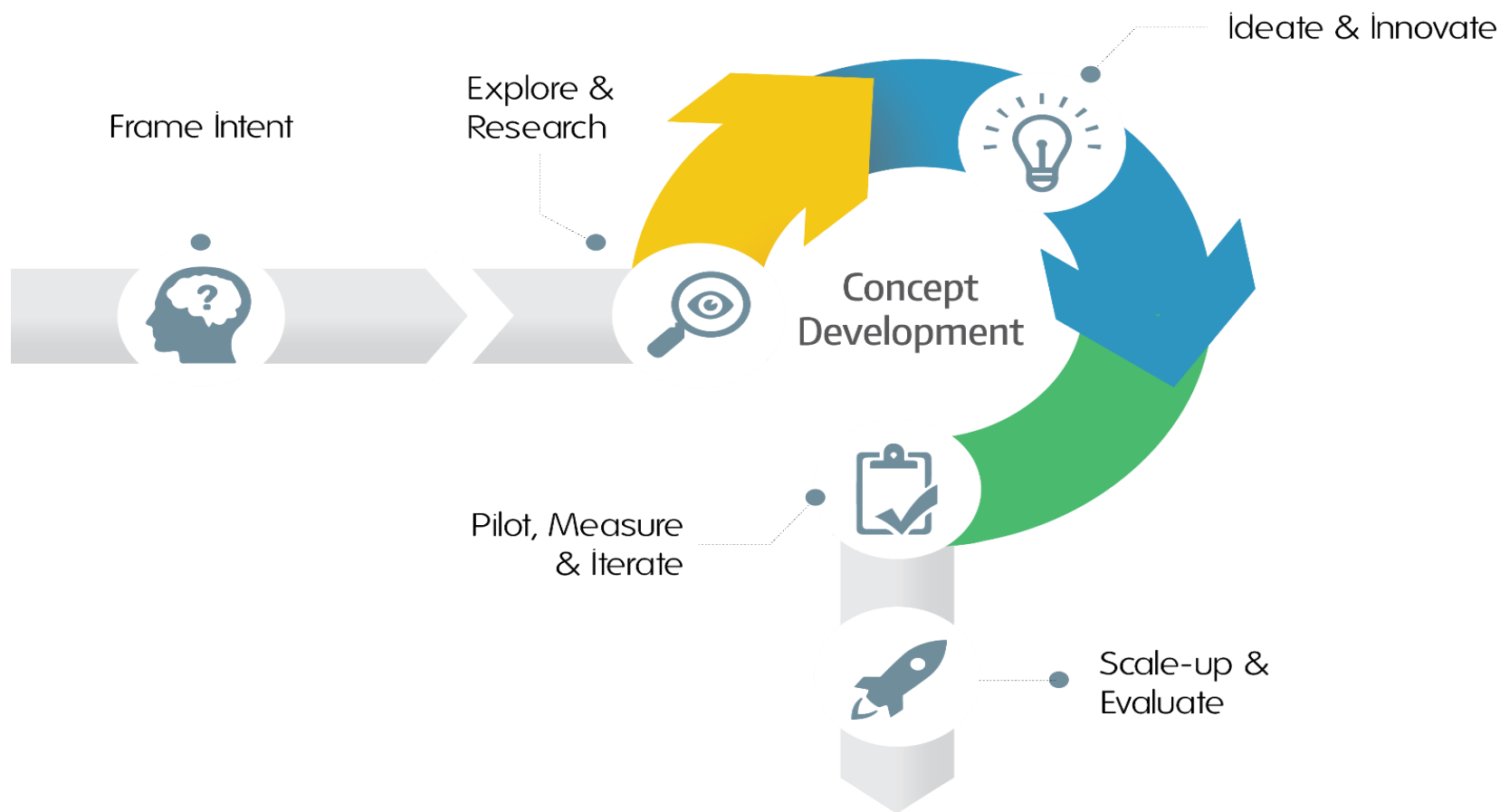
10 Counties in Kenya

Jilinde's Demand Creation Framework



Insights to Action: Data-driven Design

- To drive innovation in demand creation, Jilinde employed both behavioral economics (BE) and human centered design (HCD) approaches.



MSM Key Insights from HCD Research

“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



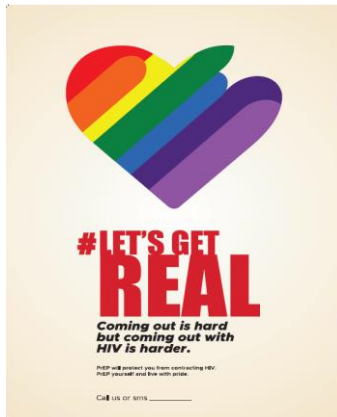
“If [popular MSM] says no, then there's no point even trying to speak to any of his boys.”

-MSM talking about the role of peer influence

MSM Interventions

1

Let's Get Real Digital Media Campaign



3

Let's Get Real Events



2

Media Lifestyle Content



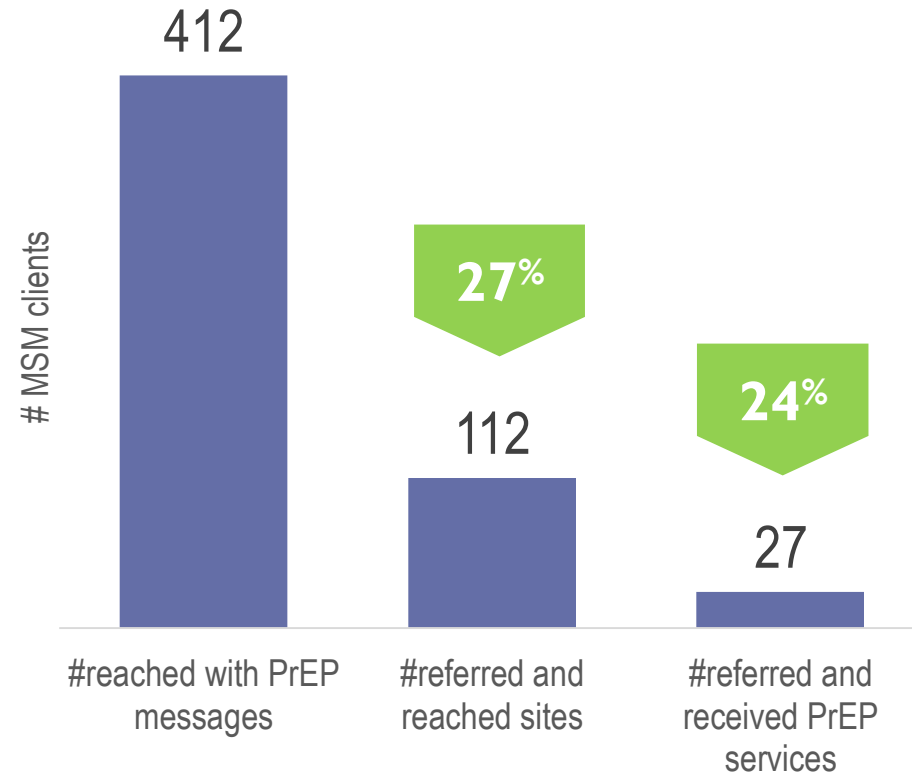
4

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

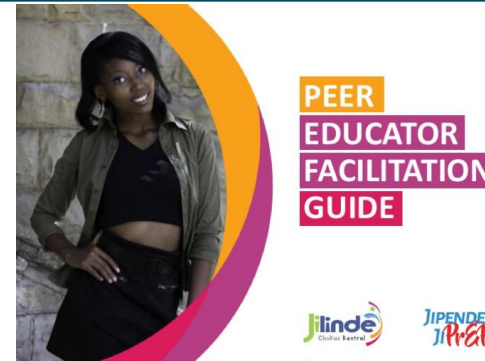
1

Glow in the dark Bag



2

Peer educator facilitation guide and toolkit



3

Goodie bag with non rattling pill carrier

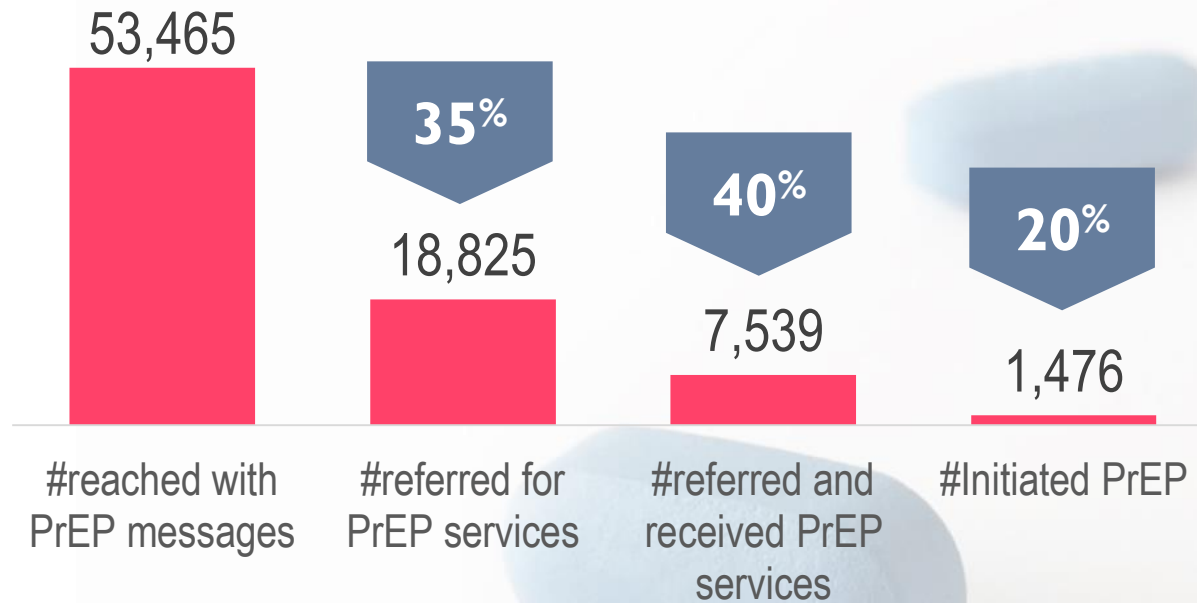


4

"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

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

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

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



USAID
FROM THE AMERICAN PEOPLE



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



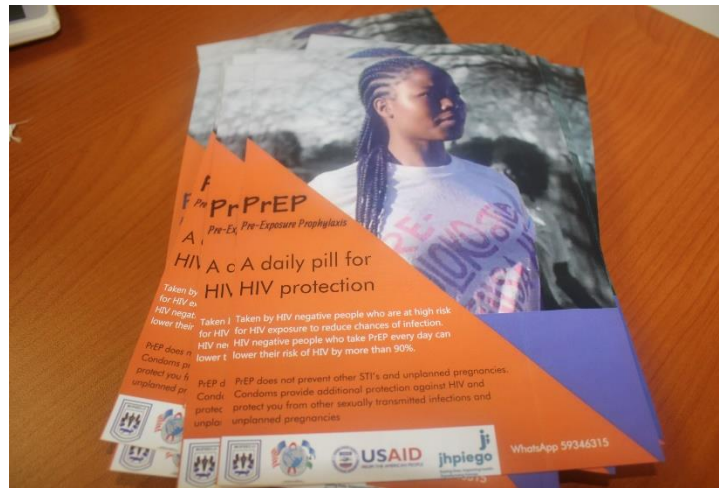
Human-Centered Design Adopted

- 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?

Pre-exposure prophylaxis (PrEP) is a new HIV prevention method. It is a pill taken daily by HIV-negative people who are at a high risk for HIV exposure to reduce the chances of infection. HIV-negative people who take PrEP every day can lower their risk of HIV infection by more than 90%.

PrEP is for people who are HIV negative but at risk of HIV infection such as:

- People who have unprotected sex with people of unknown status
- People who have multiple sexual partners
- People who have Sexually Transmitted Infections frequently
- People who experience frequent condom bursts
- People who frequently use post exposure prophylaxis
- People with HIV positive partners

WHO IS PrEP FOR?

HOW DOES PrEP WORK?

PrEP should be used in combination with other prevention methods like consistent and correct use of condoms, medical male circumcision, etc. PrEP will not protect you against sexually transmitted infections and unwanted pregnancy.

It is important that you take PrEP daily while at risk of getting HIV, but when you feel that you are no longer at risk, you can talk to your health care provider about stopping.

HOW TO TAKE PrEP

PrEP must be taken daily for 30 days before exposure for maximum effectiveness. It must also be continued for 28 more days after the last risky exposure to HIV.

Example of how you can remind yourself to take the PrEP pill:

- Take the pill at the same time every day
- Incorporate taking your pill into your daily activities—like when watching your favorite TV show, going for morning exercise, etc.
- Set an alarm
- Encourage family members or friends to remind you
- Caution/Remember if you missed a pill, take it

It is as soon as you remember and continue to take it daily as before. It is not advisable to take more than one pill a day.

PrEP is safe and can be taken with other medicines and contraceptives. It is also safe with alcohol and recreational drugs.

You should not share your PrEP pills as this will result in pills turning out early. In addition, you should not give pills to your friends as PrEP may cause complications if taken by HIV-infected people. Many people are not aware of their HIV status.



SIDE EFFECTS

Some people may have mild side effects when they start PrEP. These may include tiredness, rash, change in appetite, vomiting and/or nausea. These side effects typically go away after a few days or weeks.

WHAT TO EXPECT DURING INITIATION AND FOLLOW-UP VISITS

INITIATION DAY

- HIV testing for PrEP eligibility
- Counseling
- Lab tests – kidneys, syphilis, and hepatitis
- 1 month supply of pills

2-WEEK VISIT

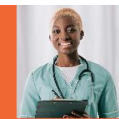
- Discussion on early pill experiences
- Review of kidney and syphilis test results

1-MONTH VISIT

- HIV test
- Supply of more pills

FURTHER VISITS

- HIV tests will be conducted once every 3 months for as long as you are on PrEP



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Saving lives. Improving health.
Transforming futures.



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



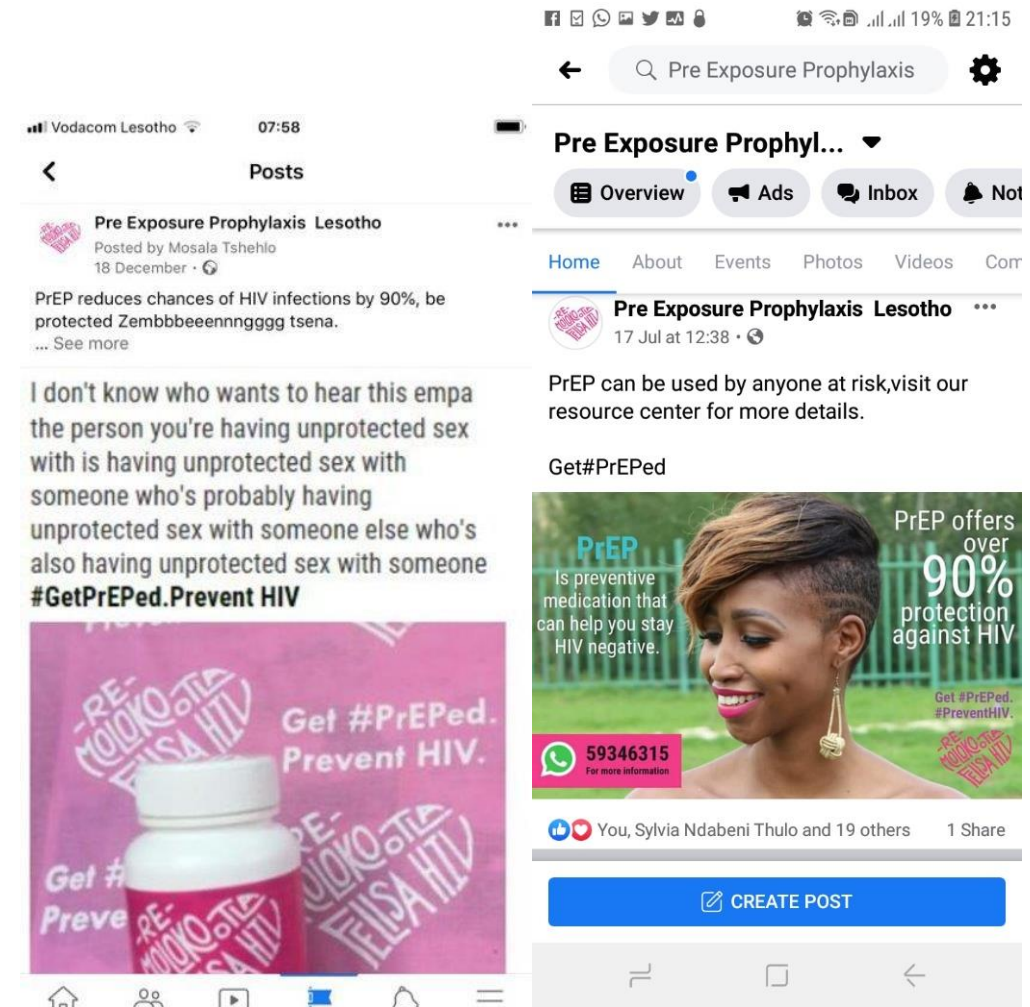
Edutainment

- 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

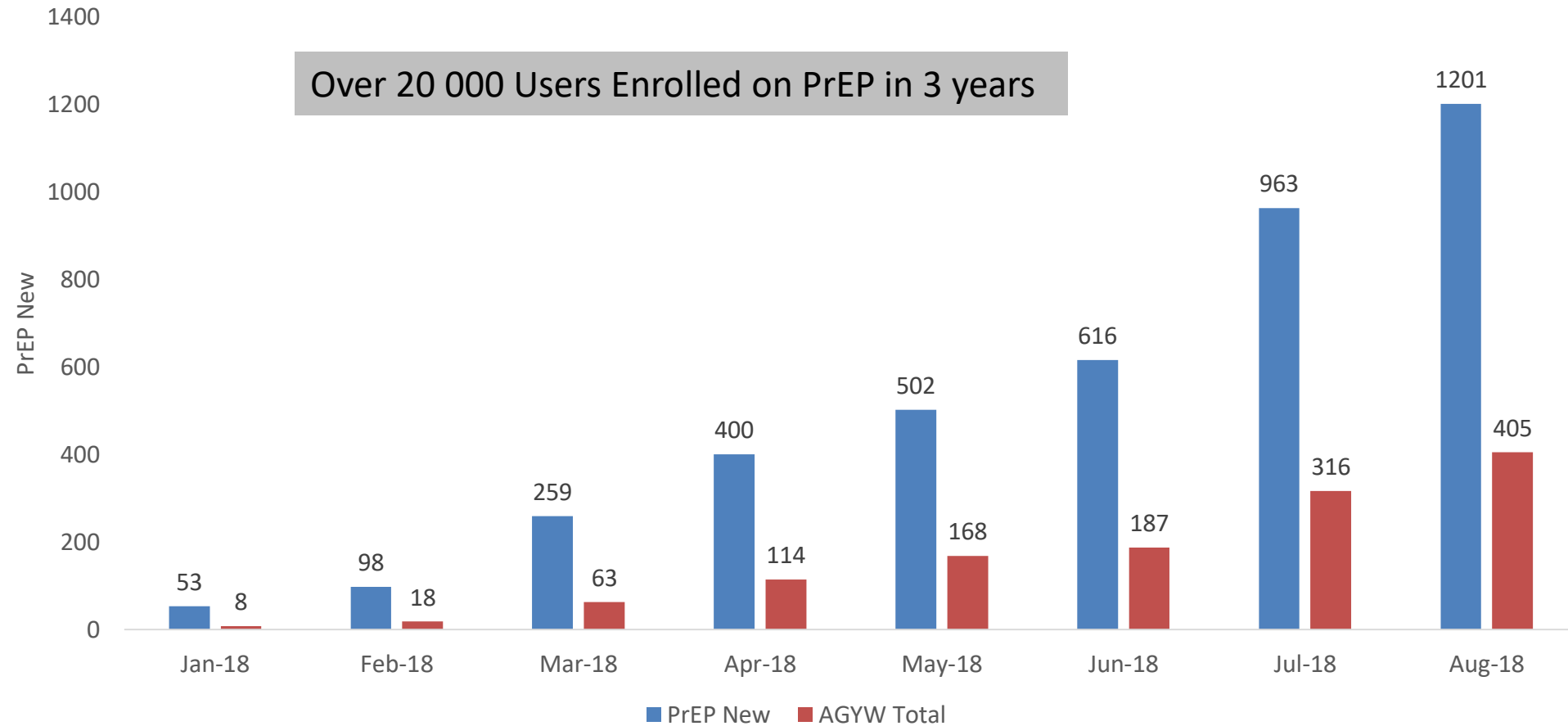
- Videos including testimonials from PrEP users
- Information Posters
- One post per week after a rapid internal review process
- In FY 20, there has been
 - 60 posts
 - 399 182 people reached
 - 14 609 comments, likes, shares and clicks
- How do we monitor Facebook data?
 - Facebook account linked to 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



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.

**-RE-MOLOKO-TIA
FEISA HIV**

 59346315





Q&A

**Please add
questions to the
chat.**

Final thoughts and our challenge to you

Brian Pedersen
Technical Advisor

CHOICE Collaboration for HIV Prevention Options to Control the Epidemic





Awareness \neq Acceptance





A word cloud on a white background with a purple patterned border on the left. The words are arranged in a vertical stack, with 'perceived effectiveness' at the top, followed by 'self-efficacy', 'social support', 'side effects', 'access', 'norms', 'attitudes', 'safety', 'benefits', 'service quality', 'cost', 'awareness', 'stigma', and 'risk perception' at the bottom. The words are in various shades of blue and purple, with 'side effects' and 'awareness' being the most prominent.

perceived effectiveness
self-efficacy
social support
side effects
access
norms attitudes safety
benefits
service quality
cost awareness
stigma
risk perception



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 is a daily
reminder that
I'm worth
something!

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

PrEP has allowed
me to be closer to
my partner.

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

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

PrEP has
removed a lot of
stress.

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

I'm PrEPping for
my future!

Upcoming Sessions

Nov
18

Dec
10

PrEP Costing & Target Setting

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Sign-up here:

<https://mailchi.mp/prepnetwork/westafrica>

Upcoming Sessions

- **January:** Health care provider training—delivery models & resources
- **February:** PrEP and intimate partner violence

Visit PrEPWatch for Additional Resources

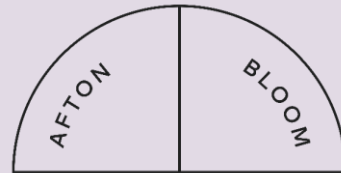
- Webinars will be **recorded** and loaded onto PrEPWatch for you to access at a later date
- You can find the **Plan 4 PrEP Toolkit** on PrEPWatch, in both English and French (<https://www.prepwatch.org/prep-planning/plan4prep-toolkit/>)
- Information on **upcoming webinars** can also be found on PrEPWatch
- Sign up for our **WARLN mailing list** to receive updates and invitations to webinars



<https://www.prepwatch.org/in-practice/west-africa-prep-learning-network/>

Thank you!

CHOICE Partners



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