

Breaking the Cycle of Transmission:

A human-centered approach to increase adoption and effective use of HIV prevention among high-risk adolescent girls and young women in South Africa



**HIV Prevention
Market Manager**

Accelerating Product Introduction
Informing Product Development
Reducing Time to Impact



Supported by the Bill & Melinda Gates Foundation



Project Background



The Challenge: Prevention Programs for AGYW are not working.



Health-Centric Interventions with AGYW have not been effective because they are not aligned with AGYW goals.

Unfortunately, the response to the epidemic is not reaching high-risk young women and girls in ways that result in behaviors that lead to prevention including uptake and sustenance of prevention products.

Project objectives: Fill insights to action gap

Objectives

Fill the gap between insights and action.

1. Develop actionable insight tools
2. Develop a pilot intervention to prove out the insights and tools.

Overarching Questions

1. How can we better **understand adolescent girls' and young women's decisions and behaviors** with regard to HIV prevention?
2. How can we **identify different segments** of AGYW to enable better tailoring / targeting?
3. How can we **reach each segment more effectively**?

Project Overview

What did we learn from AGYW?

Phase 01

HUMAN-CENTRED RESEARCH

	Qualitative Research	Quantitative Research	Discrete Choice Method
	—	—	—
OUTCOMES	Context for Prevention	AGYW Segmentation & Journey	Segment and Stage Specific Product
	AGYW's Journey Towards HIV Prevention	Distribution	Preferences
		Segment & Stage Specific Progression Factors	

How might we translate these insights into actions to create impact?

Phase 02

HUMAN-CENTRED DESIGN & PILOTING

Strategic Objectives	HCD Tool Design	Pilot Execution
—	—	—
Prioritization of Opportunity Areas for Creating Impact	Converting Insight to Action	Measurable impact on selected intervention concept
Segment and Stage Specific Opportunity Areas	Content optimized to help those designing new interventions	
		Target completion April 2021

Insight 1: Programs need to focus on relationship goals of AGYW.

The frame is relationship management, not HIV.

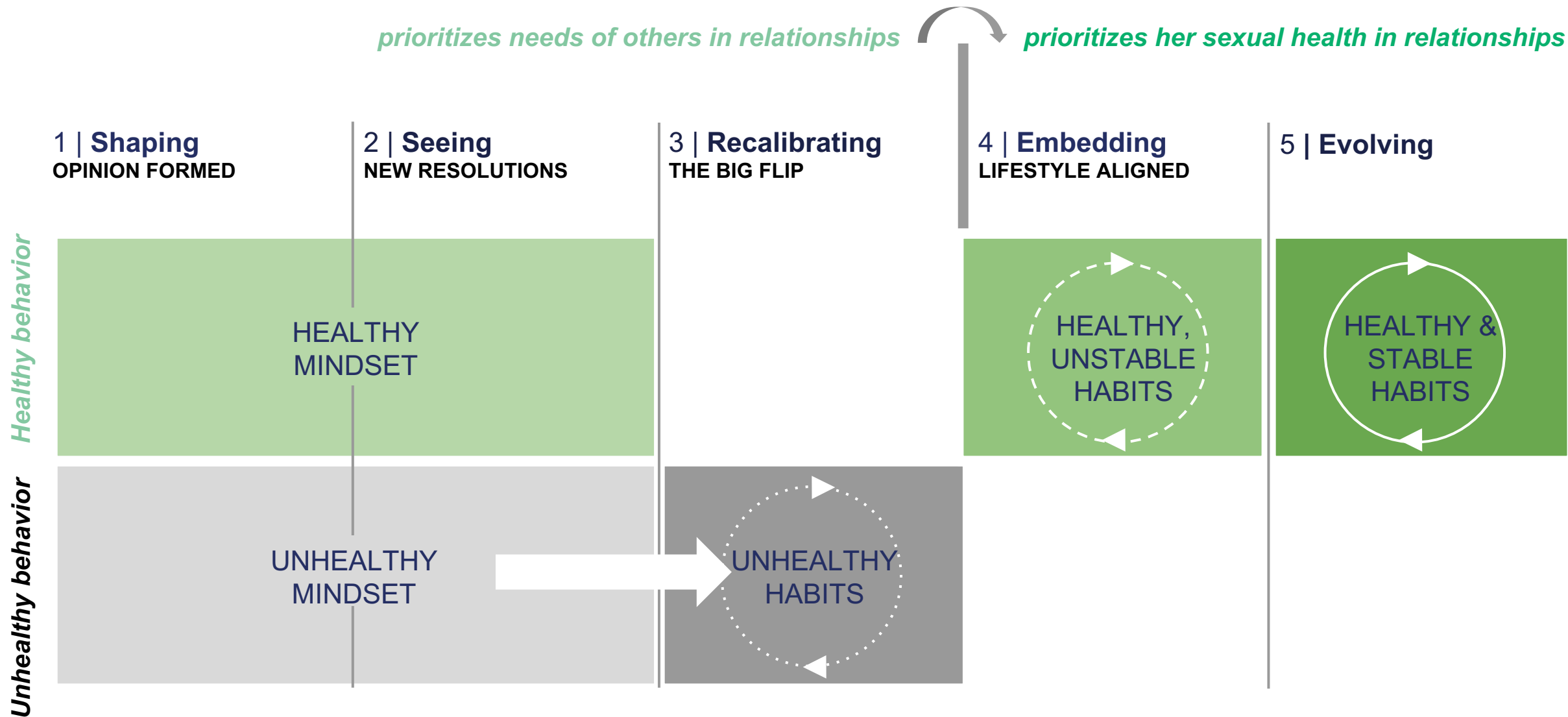
- For most AGYW, relationship management takes priority over HIV prevention, with embedded goals around relationship preservation, navigation, control and trust.
- HIV prevention is not an explicit goal or priority. At most, it is one of the sub-goals embedded within relationship management.
- ***HIV prevention strategies must align with AGYW relationship goals in order to have relevance.***

Insight 2: Programs need to support habit formation.

Prevention is not a simple habit or single behavior to change.

- HIV prevention is embedded in a social and interpersonal context.
- Motivation to change is temporary and short lived.
- There are no explicit or immediate rewards to uptake and sustain prevention behaviors.
- ***HIV prevention strategies must provide continued support to AGYW to develop healthy, stable sexual habits and sustain prevention behaviors***

There is no “prevention adoption journey.” This is a journey to relationship management.



One size fits all doesn't work: Optimize programs for segments.

Different people navigate relationships in different ways.

Among high-risk AGYW, we see 3 distinct types or segments.

Each has unique motivations and therefore unique pathways to effective HIV prevention in the context of relationship management.

Weighted estimates from sample n=2,069 for preliminary population projections



28%



Segment 1:

*Lifestyle
Lulu*

Prioritizes functional or material needs



30%



Segment 2:

*Affirmation
Ayabonga*

Looks for emotional support, validation and understanding



42%



Segment 3:

*Respect
Rethabile*

Looks for equity and being heard

Current preferences driven by non-HIV product experiences.

Contextual factors and Product experience likely to change preferences

Preferences across segments likely to evolve differently

Important to track how preferences change across formats and segments

	Overall	Lifestyle Seeker	Affirmation Seeker	Respect Seeker
Format	Injection	Injection	Injection	Injection
Frequency of Dosing	3 months	3 months	3 months	3 months
Common Side Effect(s)	Nausea / Diarrhea / Stomach Pain	Nausea / Diarrhea / Stomach Pain	Nausea / Diarrhea / Stomach Pain	Nausea / Diarrhea / Stomach Pain
Site of Administration	Injection in Thigh	Injection in Thigh	Injection in Thigh	Injection in Thigh
Provider & Location	Nurse in Mobile Clinic	Nurse in Mobile Clinic	Nurse in Mobile Clinic	Nurse in Clinic

Market-Readiness: Majority (62%) of AGYW not primed for prevention methods

OBJECTIVE 1:
Help form the intention to build healthy habits.

OBJECTIVE 2:
Help establish healthy prevention habits.

PRIORITIZES
NEEDS OF OTHERS
IN RELATIONSHIPS

PRIORITIZES
HER SEXUAL HEALTH
IN RELATIONSHIPS



**of high-risk AGYW in stage*

Implications for Product Introduction and Service Delivery

Product Introduction

1. Create “market readiness” for products or services - Introducing methods before AGYW is ready will likely lead to drop outs
2. Drive sustained preferences by focusing on relationship context, coping strategies, healthy sexual habits, and positive peer norms
3. Tailor product value proposition (positioning, communication etc) to segments.

Service Delivery




1. Build Prevention Ecosystem - prevention mindset amongst providers, provide continued support
2. Plan for dropouts - Important to track how preferences change
3. Improve end user experience - Drive linkages across services with the relationship frame.



Challenge Prioritization: Pre-Flip + Post-Flip




15 challenges have been identified within the areas of highest impact.

Descriptions of the 15 challenges and tips for solving for them are included in the Intervention Design Tool.

Create plan			
 RESPECT RETHABILE See alternatives	1	Find role models 1A	Increase confidence 1B
		Help her connect to other women who are self-reliant	Help her feel confident in her plan to achieve her relationship goals safely.
Internalize risk			
 LIFESTYLE LULU Personalize consequences	2	Increase exposure 2A	Understand implications 2B
		Inspire her to choose safer ways to achieve her relationship goals.	Help her to feel confident about choosing safer ways to achieve her relationship goals.
Manage influences			
 AFFIRMATION SEEKER Increase independence	3	Avoid judgment 3A	Feel acceptance 3B
		Help her get healthy sexual relationship advice without feeling judged.	Help her feel accepted for seeking information about sexual relationships.

STAGE 1

STAGE 4

Internalize risk			
 RESPECT RETHABILE Recognize ongoing risk	4	Separate safety + trust 4A	Resist trust expectations 4B
		Help her remember that HIV prevention can be used without reducing trust.	Help her deal with partners who question trust in the relationship if she wants to use HIV prevention.
			Confidence in decisions 4C
			Help her build confidence to be consistent with HIV prevention when relationships change.
Manage influences			
 RESPECT RETHABILE Defend preferences	5	Plan to speak Up 5A	Resist challenges 5B
		Help her be ready to speak up for her sexual health.	Help her deal with situations that challenge her HIV prevention preferences.
			Get positive feedback 5C
			Help her build her confidence for taking her own health decisions.
Strengthen identity			
 AFFIRMATION SEEKER Feel belonging	6	Connect to group 6A	Resist judgment 6B
		Help her connect with groups who have safe lifestyle habits.	Help her ignore those who judge her because of her healthy habits.
			Feel proud 6C
			Help her feel proud of being the kind of person who always protects her sexual health.

22 potential intervention concepts: one selected by best fit to scope

Stage 1: Build the intention for healthy prevention habit

"ASK A LULU" - LIFESTYLE APP

A digital platform that provides lifestyle and fashion tips, along with messaging that inspires safe sexual behavior.

LIFESTYLE NETWORK

A portal for AGYW to network about topics important to them, without being judged.

SCAN YOUR MAN

App that allows AGYW to view men's HIV status to provide "proof" of their health, if men elect to disclose it.

PUBLIC SAFE SPACE

Peer support group, lead by social worker, and held in public space that is acceptable to parents such as a church or library.

GUIDED REFLECTION

A journaling and counseling platform that provokes reflection on sexual health advice to ensure the topic remains top-of-mind.

BIG SISTER PROXY

Parent-endorsed older sister figure serves as mediator between parents and children to explore sensitive topics.

LULU TALK

Scannable posters allow Lulu's to leave secret messages for each other in real life locations in a code that only they understand.

DECISION-MAKING GAME

A gamified app to help her explore decision-making strategies to protect her sexual health.

HELP HER SEE SAFER WAYS OF ACHIEVING HER RELATIONSHIP GOALS

CONFESSIONAL SPACE

A location optimized for anonymous discussions about sexual health between AGYW and professional counsellors.

SISTERHOOD RADIO

Call-in radio show focused on building self-esteem, including health and relationship themes.

PARENT AWARENESS PROGRAM

Group counselling sessions for parents to help them be more approachable for sex related discussions from their daughters.

LIFESTYLE FESTIVAL

A fun festival that also provides a platform for positive messaging and opportunities for revenue creation for AGYW.

LULU WALLET

Sexual pleasure package in a designer handbag that includes sex toys, lubricants, massage oils, and where /how to get PrEP.

ANONYMOUS DIGITAL PLATFORM

Digital healthy sexual relationships platform that allows her to learn from others and express herself anonymously.

SOAP OPERA INFOTAINMENT

A TV or radio drama that serves as a vehicle to help AGYW to learn about relationships and sexual health.

HELP HER GET HEALTHY SEXUAL RELATIONSHIP ADVICE WITHOUT FEELING JUDGED

Stage 4: Establish sustained healthy prevention habit

PrEP ANONYMITY APP

App that allows her to order, pick up, and receive rewards for using PrEP without anyone else knowing about it.

VIRTUAL PARTNER ROLE PLAY

Digital platform that allows her to practice important partner interactions about HIV prevention before having them in real life.

COUPLES COACHING

Inspiration to participate in couples coaching that facilitates HIV prevention conversations with her partners.

"REAL TALK AUNTIE" SUPPORT

Support group resource to allow AGYW to share stories with each other lead by a mentor figure that will challenge them.

SELF-EXPRESSION CLASSES

Group classes that help AGYW discover hobbies to develop confidence, assertiveness, and interpersonal skills.

"DR. LOVE" RADIO SHOW

Radio show hosted by relationship expert that serves as a role model for AGYW as they navigate relationship situations.

PrEP NUDGE APP

Phone-based app or messaging platform to provide timely reminders and motivation to take PrEP.

BUILD CONFIDENCE TO BE CONSISTENT WITH PREVENTION

TECH BASED INTERVENTIONS

COMMUNITY BASED SUPPORT

MASS MEDIA

How do we prepare the market for HIV Prevention Products?

The Challenge:

Inspire AGYW to see the relevance of healthy behaviors to achieving their relationship goals.

In the early stages of their journey, AGYW do not yet find HIV prevention relevant.

Our research shows that the key to making HIV prevention relevant to AGYW is to connect it with their relationship goals.

Goals for Concept:

- Increase relevance of HIV prevention.
- Increase willingness to start healthy habits.
- Prevent risky sexual behaviors from becoming routine.
- Increase number of AGYW capable of sustaining use of HIV prevention products.

Relationship Workshop: a new breed of structural programs

PILOT CONCEPT: “RELATIONSHIP WORKSHOP”







An HIV prevention program centered on helping her to safely achieve her relationship goals.

Extends a concept familiar to AGYW (health & fitness bootcamps) to life & relationship themes.

Different in key ways:

1. **Relationship driven** to ensure relevance to AGYW.
2. **Hybrid structure** to build community with in-person and digital interactions.
3. **Fosters sisterhood** in a judgement-free “safe space” with like-minded peers of same segment.
4. **Participant driven** for self-discovery and lasting change.
5. **Creates demand**, serving as a pipeline for products and services.

Pilot Focus: 1 Concept, 2 IP's, 2 Segments

  Segment 1: <i>Lifestyle Lulu</i> Prioritizes functional or material needs	  Segment 2: <i>Affirmation Ayabonga</i> Looks for emotional support, validation and understanding	  Segment 3: <i>Respect Rethabile</i> Looks for equity and being heard
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ANOVA (Gauteng)

TBHIV CARE (KZN)

Objectives: Shift mindsets over 5 sessions

1: REAFFIRM GOALS

"I can do even better."

Help her to:

- Feel that she and her relationship goals matter
- Feel sisterhood with other participants by exploring their shared relationship goals without judgment

2: RECOGNISE HEALTHY RELATIONSHIPS

"I see what better looks like."

Help her to:

- Elevate her expectations of her relationships through aspirational 'Queens'
- Identify what relationship qualities she needs to be a Queen in her relationships

3: CONNECT HEALTH AND GOALS

"I know what I intend to do."

Help her to:

- Identify necessary changes in beliefs, feelings, and behaviors to safely achieve her relationship goals
- Understand her path to becoming a Queen in her relationships

4: NAVIGATE CHALLENGES

"I know what to expect."

Help her to:

- Build her confidence to face situations that could prevent her from becoming a Queen in relationships
- Build skills and knowledge to improve communication with partners

5: BUILD SUPPORT NETWORK

"I know who's with me."

Help her to:

- Commit to specific changes for her sexual health
- Build her confidence to achieve these changes by connecting her to support beyond the Relationship Workshop

5 weekly sessions: 19 purpose-built activities that build on each other

1: REAFFIRM GOALS

"I can do even better."

1. Find Our Sister Queens



2. Recognise My Strengths



3. See My Future as a Queen



4. Share Our Strengths



2: RECOGNISE HEALTHY RELATIONSHIPS

"I see what better looks like."

1. Recognise Healthy Relationships



2. Decide What's Fit for a Queen



3. Create My List



3: CONNECT HEALTH AND GOALS

"I know what I intend to do."

1. Become a Queen



2. Cross the Bridge



3. Recognise Changes



4. Connect the Dots



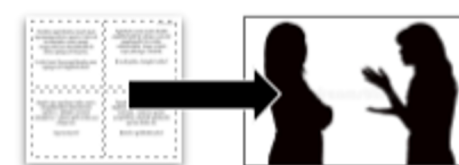
4: NAVIGATE CHALLENGES

"I know what to expect."

1. Choose Changes



2. Anticipate Challenges



3. Understand Communication



4. Practise Communication



5: BUILD SUPPORT NETWORK

"I know who's with me."

1. Identify Skills and Strengths



2. Find My Support



3. Get Help to Become a Queen



4. Reinforce Our Commitments



Evaluation Results



Objectives

- **Mixed-methods evaluation of the intervention to assess:**
 - Feasibility and acceptability among AGYW and implementers
 - Identify essential elements of the intervention and refine the model for effectiveness and scalability
 - Changes in knowledge, attitudes, and intentions among AGYW
 - Progress toward ‘big flip’ and readiness for HIV prevention among AGYW
 - Durability of changes and journey stage progress among AGYW
 - Uptake of health seeking behaviors, including PrEP, among AGYW

Methods

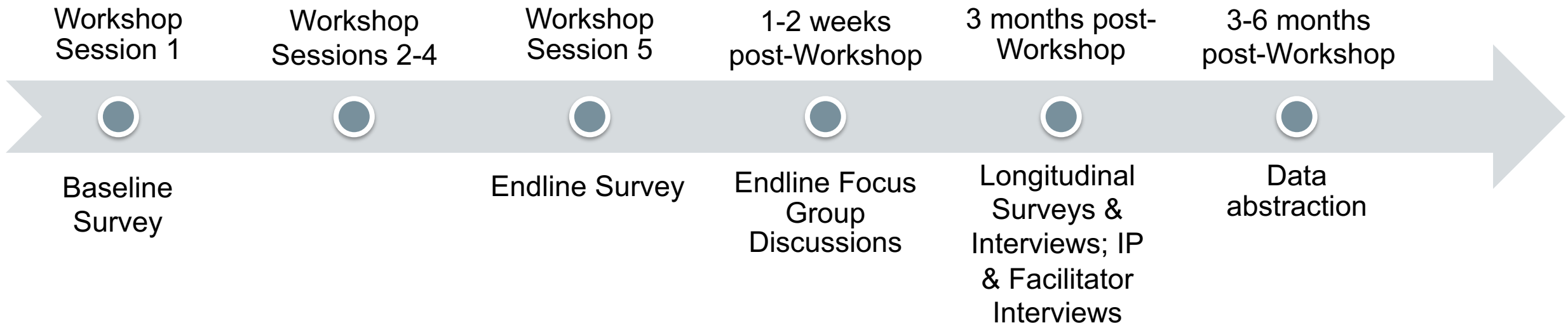
- **Evaluation data collection activities include:**

- Key informant interviews with implementing partners and facilitators
- Baseline and endline surveys with participants
- Qualitative endline focus group discussions
- Data abstraction on uptake of HIV prevention services

ANOVA: Participants received coupons to present to facility staff at time of service; facility staff abstracted data on linkage to services

TB/HIV Care: Data abstracted from the partner's electronic tracking database that is used for follow-up of all clients enrolled in structural programs

- Longitudinal cohort: 3-month follow-up surveys and in-depth interviews with 25% of participants



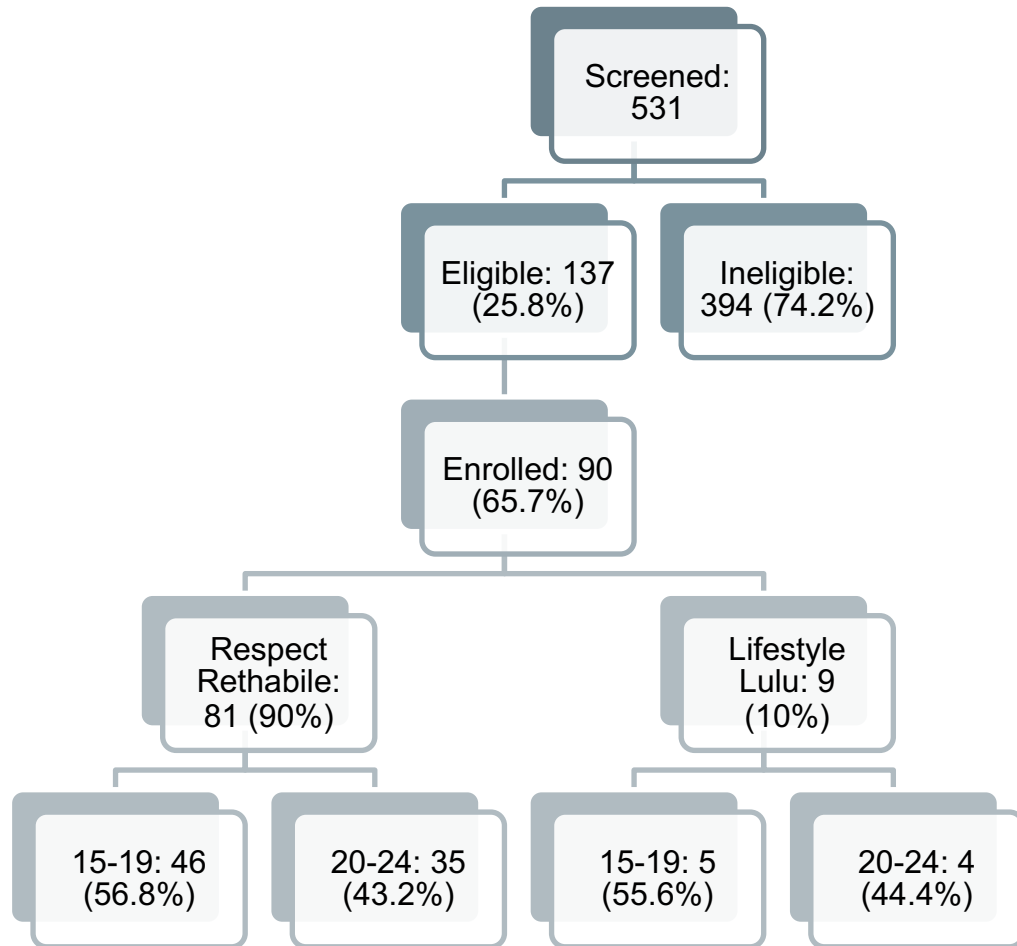
Sampling

The following inclusion criteria were used to determine eligibility for enrollment in the Workshops:

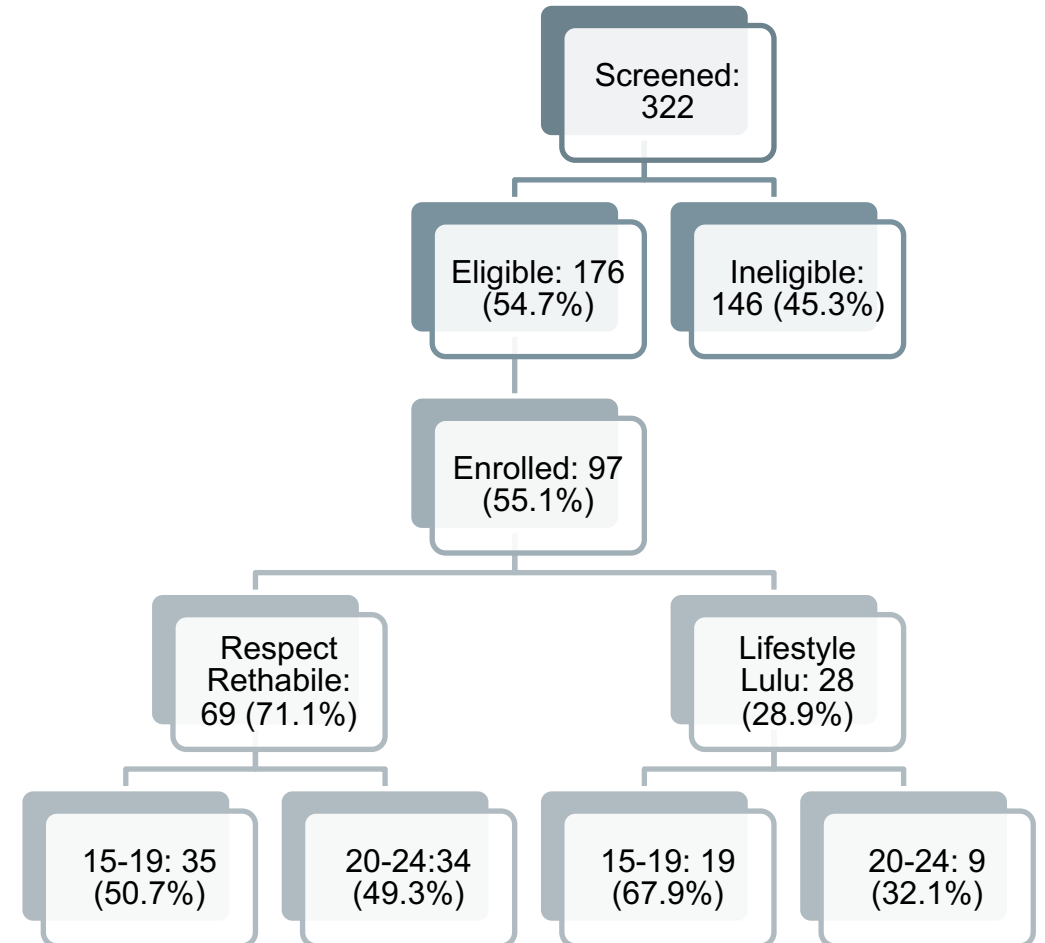
- Self-reported HIV negative
- High-risk AGYW
 - Females aged between 15 and 24 years
 - Living in areas with high HIV prevalence
 - Had unprotected sex in the past 6 months
 - One of the two relationship conditions:
 - Had a single partner but knew he had other sexual partners
 - OR
 - Had multiple sexual partners
- Classification as Respect Rethabile or Lifestyle Lulu segment, using Segmentation Tool
- Classification as being in Stage 1 of the Journey Framework

Sampling

Wave 1



Wave 2



Implementation

- **Respect Rethabile:**

- **Location:** Kwazulu-Natal → uMgungundlovu District (Pietermaritzburg) → Msunduzi Municipality
- **Implementing partner:** TB/HIV Care
- **Recruitment:**
 - Wave 1: September 2020
 - Wave 2: October – November 2020
- **Workshops:**
 - Wave 1:
 - 6 Workshops
 - September 25 – October 23, 2020
 - Wave 2:
 - 6 Workshops
 - November 11 – December 16, 2020

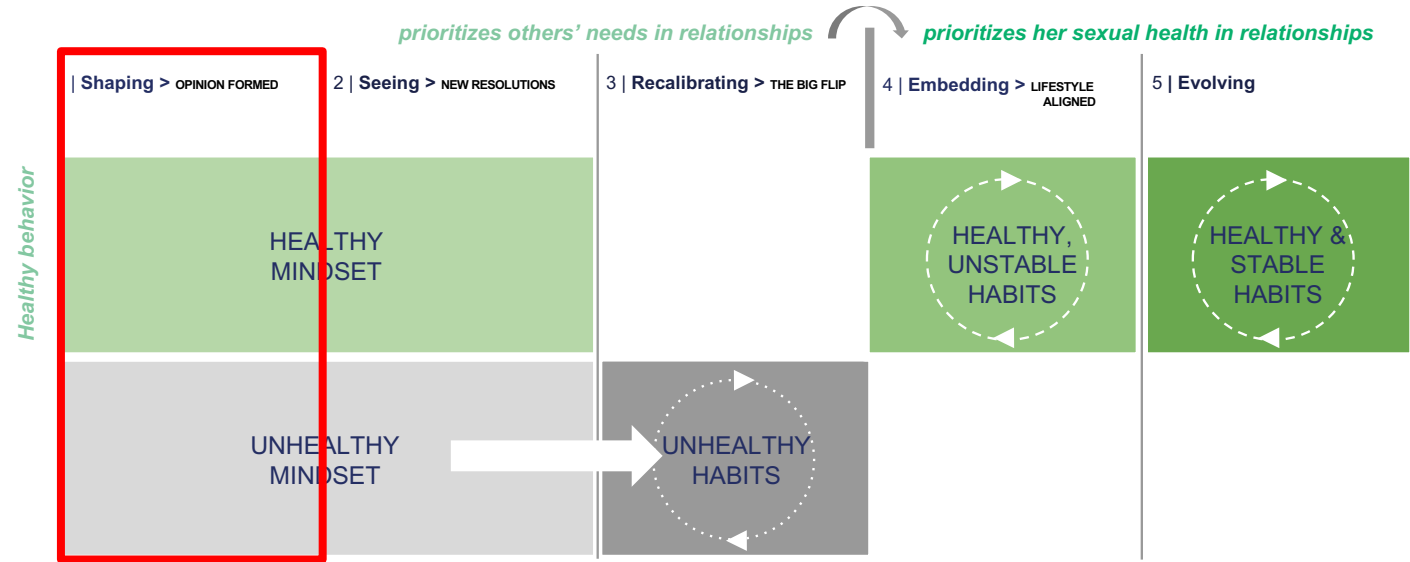
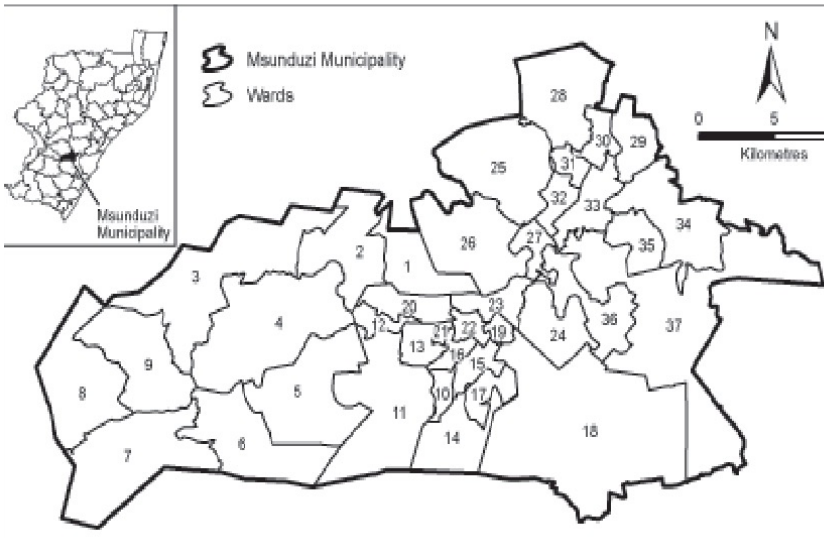
- **Lifestyle Lulu:**

- **Location:** Gauteng → Johannesburg → Regions C & F
- **Implementing partner:** ANOVA
- **Recruitment:**
 - Wave 1: September – November 2020
 - Wave 2: February 2021
- **Workshops:**
 - Wave 1:
 - 2 Workshops
 - October 9 – November 20, 2020
 - Wave 2:
 - 2 Workshops
 - March 6 – April 10, 2021

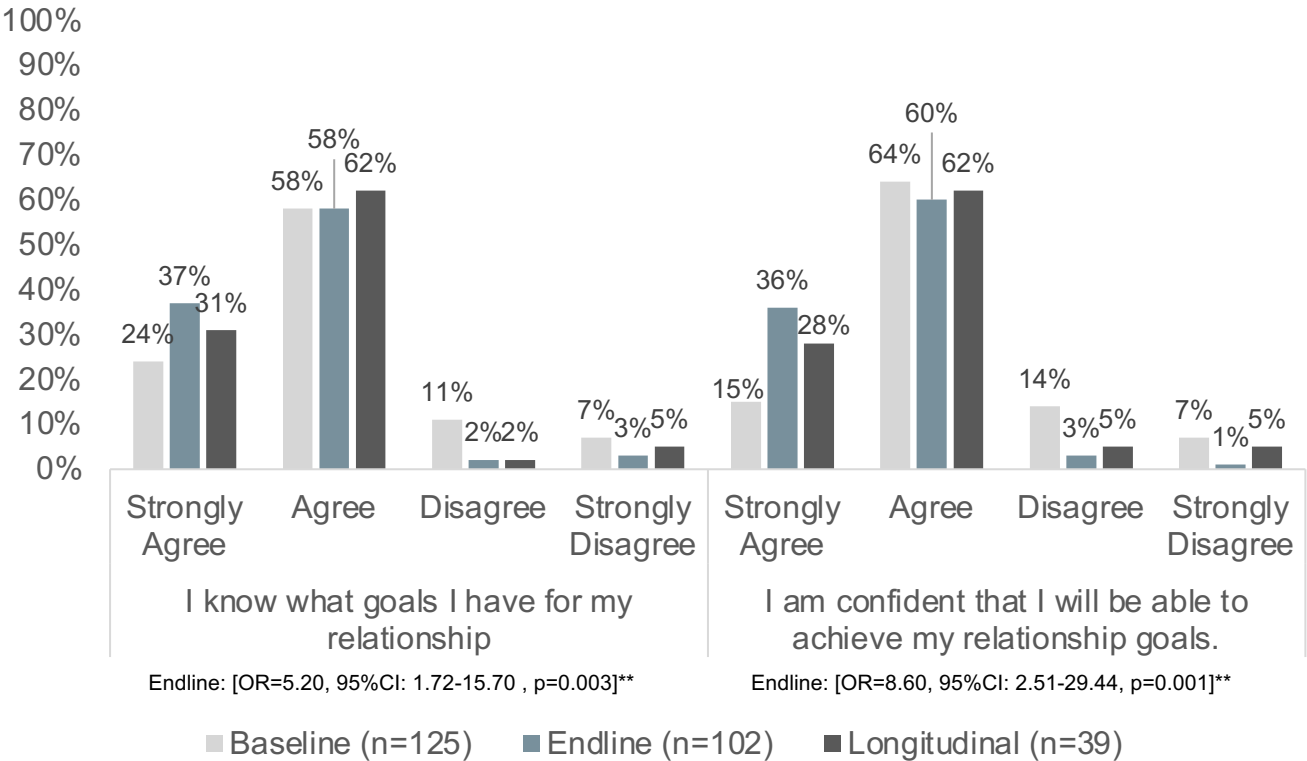
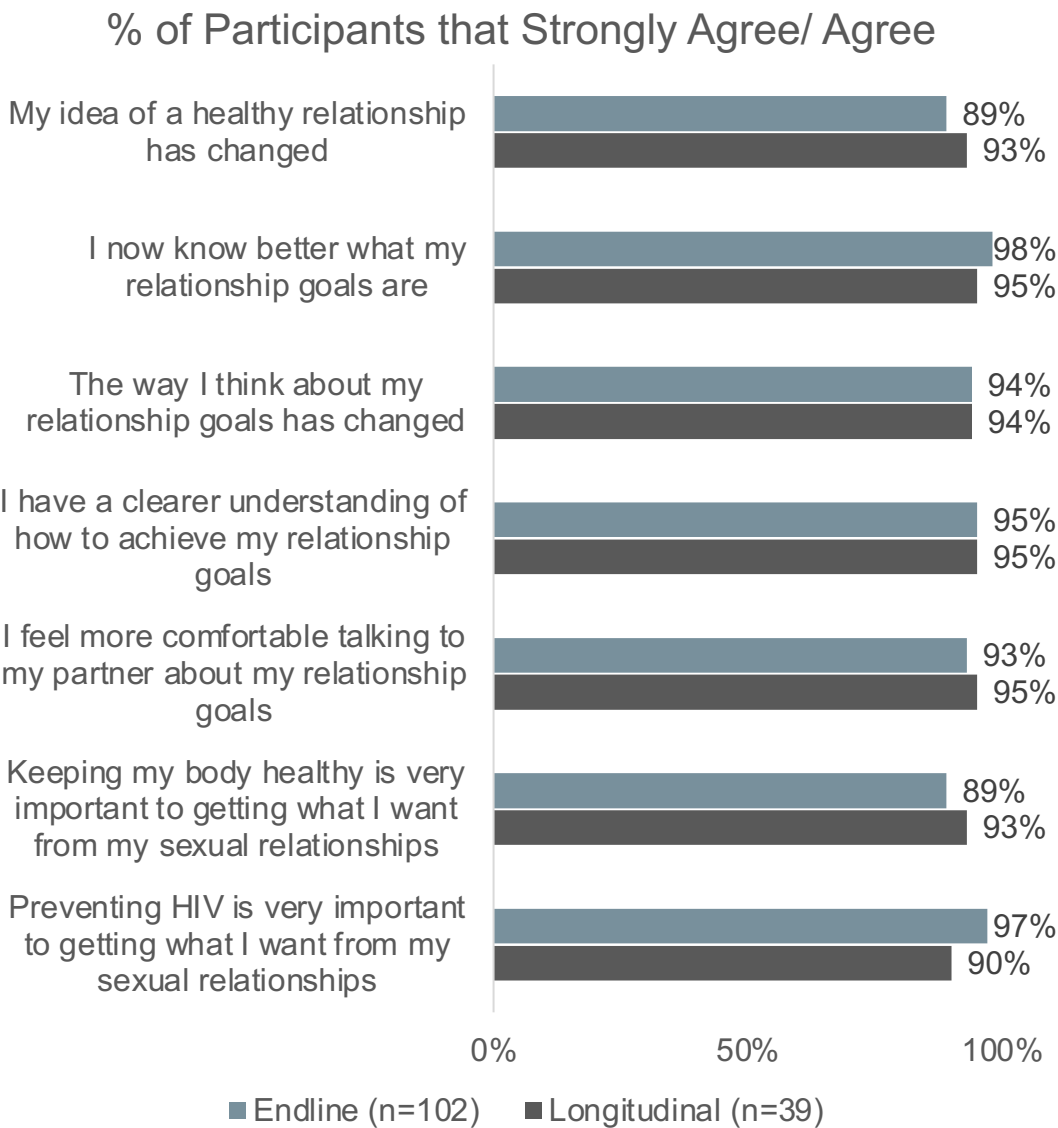
Respect Rethabile

Demographics

		# (%)
Age	15-19	80 (64)
	20-24	45 (36)
Currently enrolled in school	Yes	96 (77)
	No	29 (23)
Any children	Yes	36 (29)
	No	89 (71)
Frequency of condom use with partner (current or past 6 months)	Always	18 (17)
	Often	8 (7)
	Sometimes	32 (30)
	Rarely	2 (2)
	Never	31 (29)
N/A, we do not have sex		16 (15)
# Partners last 6 months		
	Mean	1.67



Changing perspectives on relationship goals



“I got the knowledge and understanding as to why you should have goals, because as a person you have to set goals in order to know where to... level yourself because if you have goals you know where to improve, so I found the method of having goals helpful. I can say I have my own goals; I am planning my own goals and now I know how to plan them and why I should plan them.”

– Participant (Wave 2,15-19)

Relationship with current partner

- Longitudinal results also reflected maintenance and expansion of some healthy relationship dynamics, but some beliefs and behaviors may take longer to change
 - 80% of participants felt like their partner respects their relationship goals, up from 43% at baseline
 - However, 46% of participants reported that their partner's needs come first, up from 24% at baseline

"...right now I feel like I am a Queen now because I am able to stand up for myself, I am able to do things the way I feel it is right for me which I have learned from the boot camp"

– Participant (Wave 1, 20-24)

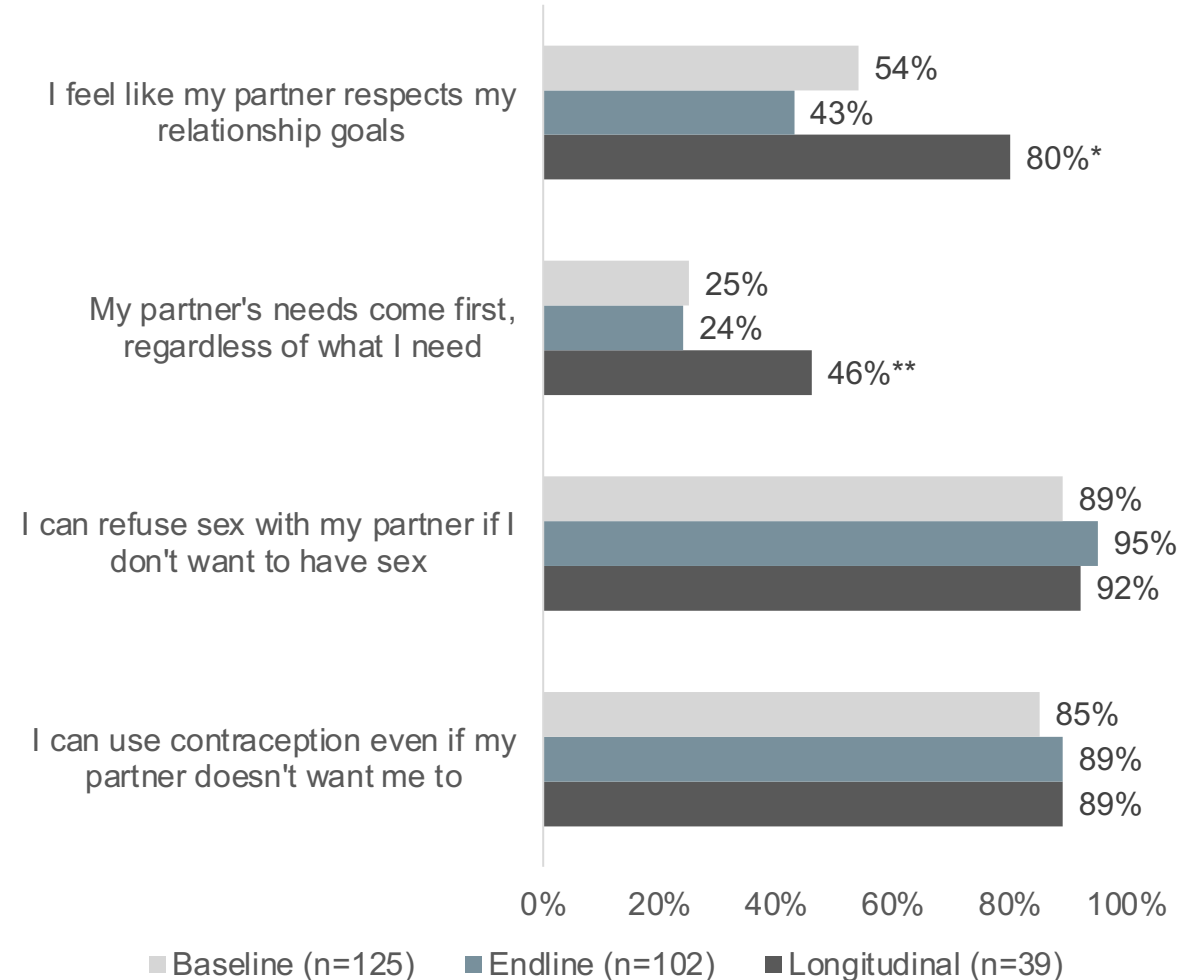
"Things have changed a lot. The difference is noticeable because... now I can speak for myself. Now I know that if I want to use a condom I can without anybody stopping me."

– Participant (Wave 2, 20-24)

"Before the bootcamp I would just keep quiet when my partner does something I do not like but now after attending the bootcamp I am able to have a conversation with him"

– Participant (Wave 1, 20-24)

% Participants Strongly Agree/ Agree



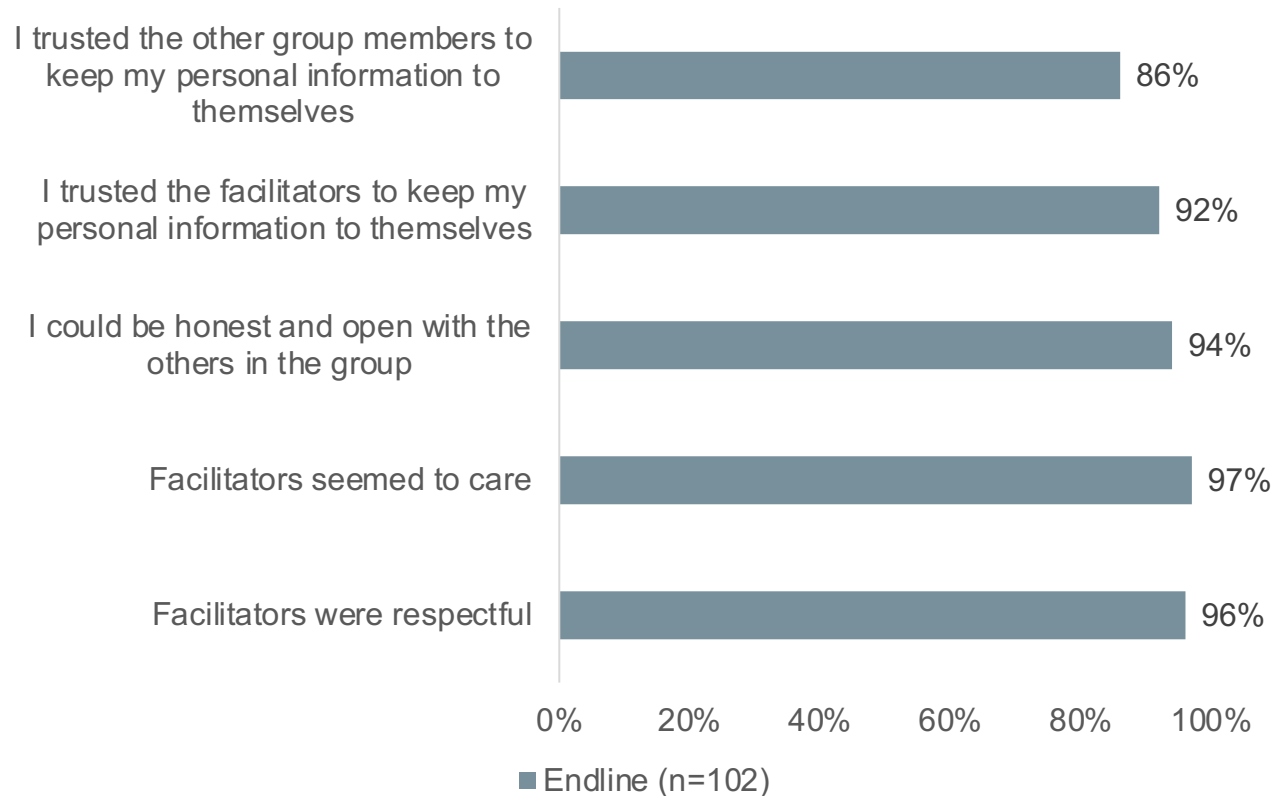
*[OR=2.67, 95%CI: 1.19-5.96, p=0.017]

**[OR=0.44, 95%CI: 0.21-0.95, p=0.037]

Workshops created a Sisterhood

- Facilitators and other participants became trusted confidants that filled an unmet need for social support, particularly to help them achieve their healthy relationship goals
- 26% of longitudinal respondents reported that they had remained in contact with the facilitators after the workshop ended

% Participants that Strongly Agree/ Agree



"The facilitators because they were not much older, we were able to be open with them and there was no situation or topic that we found to be difficult to discuss with them." – Participant (Wave 1, 20-24)

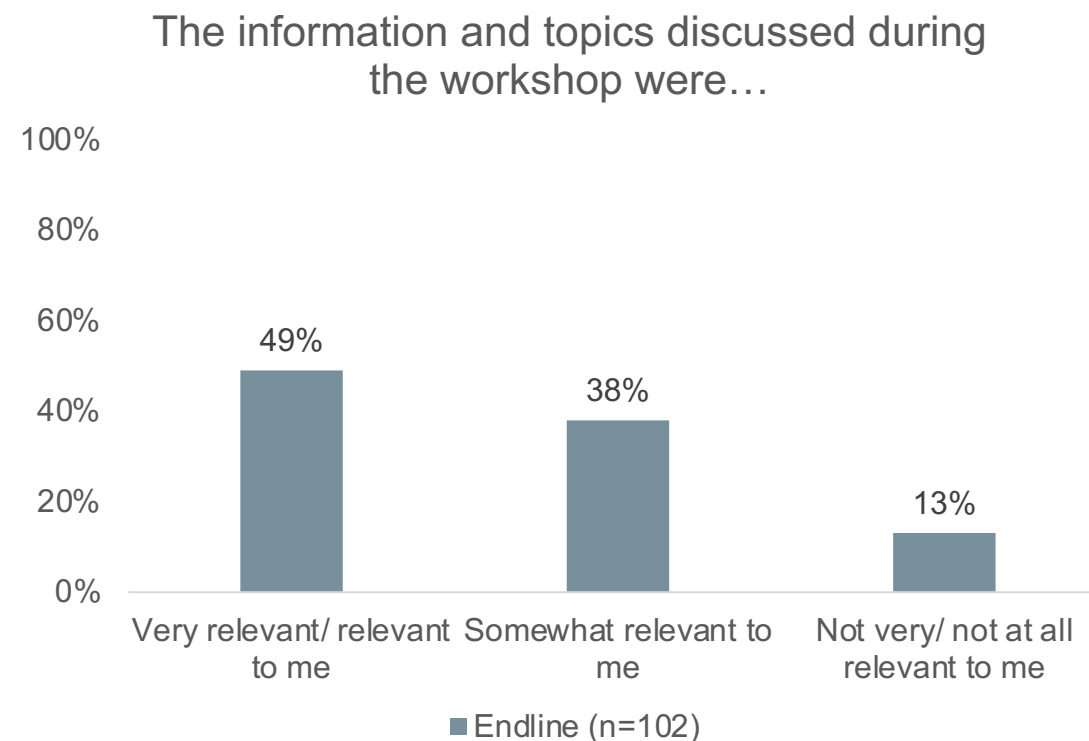
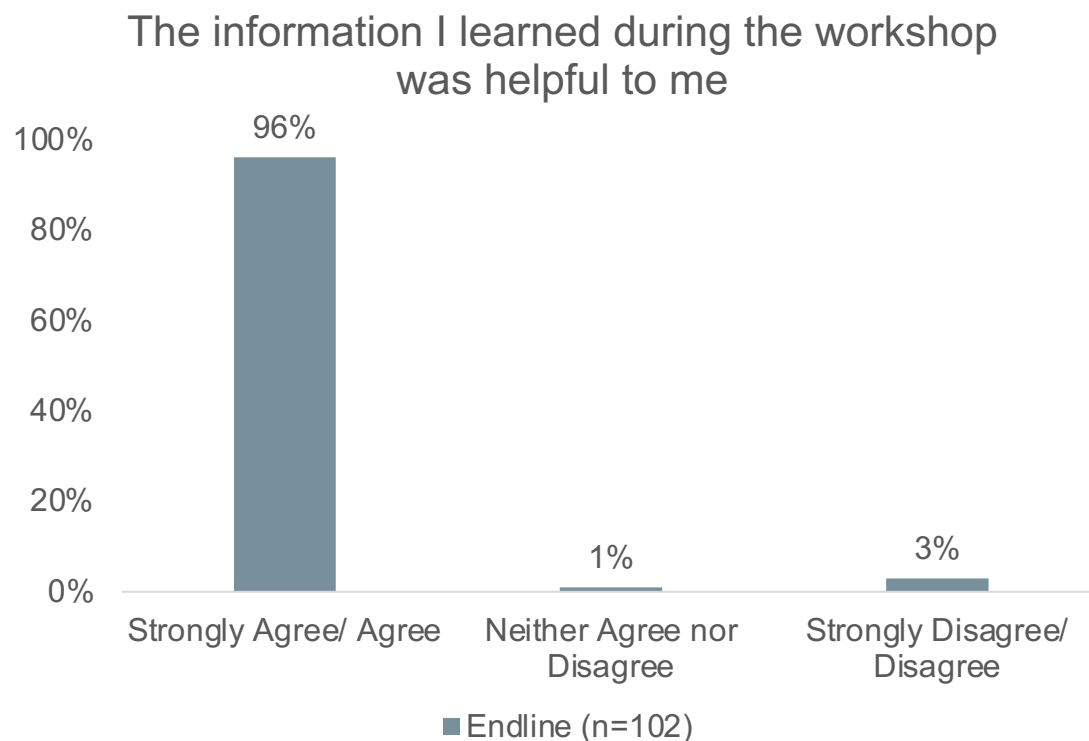
As for me, what motivated me was that even at home I do not have that one person I can talk to, so when I got here... I found sisters from outside. – Participant (Wave 1, 15-19)

"What I liked about the boot camp is that we were able to respect each other, we were all open and there was no worry that, when you share something, you would hear someone talking about it or sharing it somewhere else" – Participant (Wave 1, 15-19)

"The interaction with other girls in my group it was great and we were able to meet each halfway in tolerance even though it wasn't much time knowing each other, we could build each other with so much understanding. Even now we have a group chat, the boot camp was so effective to us." – Participant (Wave 1, 20-24)

Workshop content and materials were relevant and helpful

98% of participants at Endline (n=102) and 100% of longitudinal respondents (n=39) would recommend the Workshops to other girls and young women



“The workshop made me realize that I have to boss up in relationships, it brought knowledge.”
– Participant (Wave 2, 20-24)

“What interested me was when we started talking about future queens, it boosted our self-esteem as well.”
– Participant (Wave 2, 20-24)

“The other workshop was more focused on contraceptives and didn’t focus on self-image, to be a future queen.”
– Participant (Wave 2, 15-19)

Workshop experience influenced confidence and behavior

- Among longitudinal participants, as compared to before the Workshop:
 - 85% reported more communication with their partner about their relationship
 - 87% reported more communication with their partner about sex
 - 100% felt closer to becoming a Queen

“It really helped a lot in terms of confidence with whatever you do, learning to speak up for ourselves.”
– Participant (Wave 1, 15-19)

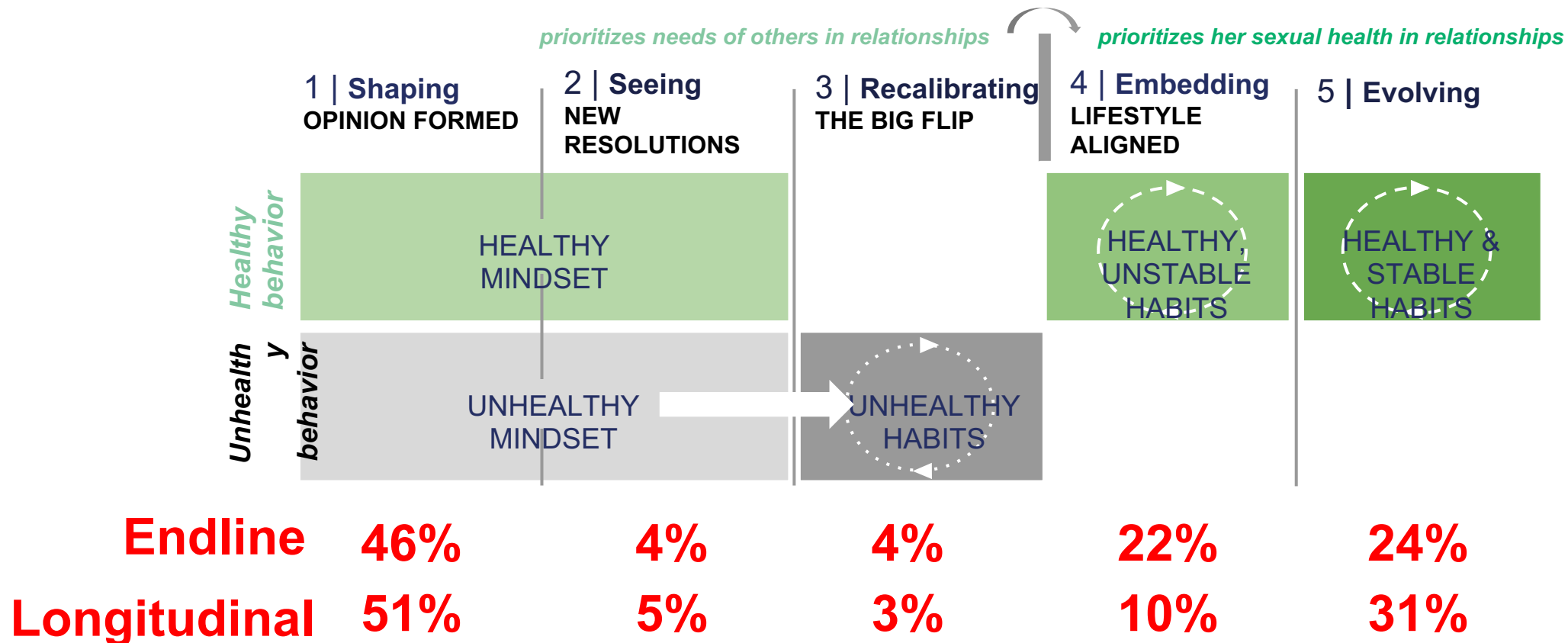
“Now we know ourselves better since we are now the Queens. We are special, we deserve respect, love and all that taught us to be able to choose a better partner that suits a Queen.” – Participant (Wave 1, 15-19)

“We were discussing how to become a Queen, like what situations you need to overcome and what action and decision to take to become a Queen. Right now I feel like I am a Queen now because I am able to stand up for myself, I am able to do things the way I feel it is right for me.” – Participant (Wave 1, 15-19)

“I did not know how to be patient with my partner and our communication has improved as compared to before, we also share options. I used to have a low self-esteem... but now I know my worth.”
– Participant (Wave 1, 20-24)

Journey Stage

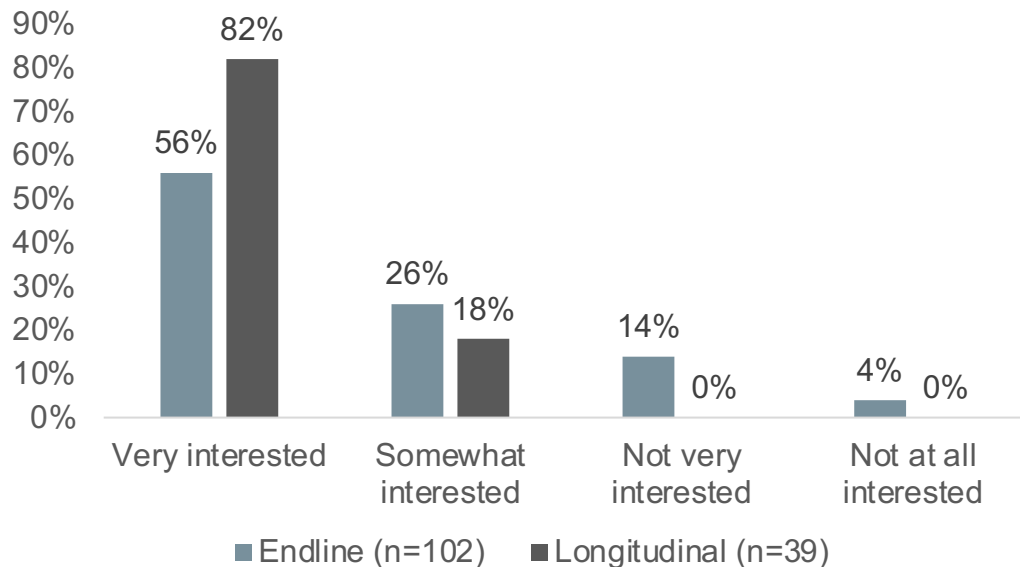
- Half of participants progressed beyond Journey Stage 1 between Baseline and Endline
- Journey Stage progression remained stable 3 months after completion of the Workshops
- Change in Journey Stage was significant from Baseline to Endline and Baseline to Longitudinal, both for change in Journey Stage (Fisher's exact, $p < .001$) and achievement of the Big Flip (Fisher's exact, $p < .001$)



High levels of interest in HIV prevention and PrEP

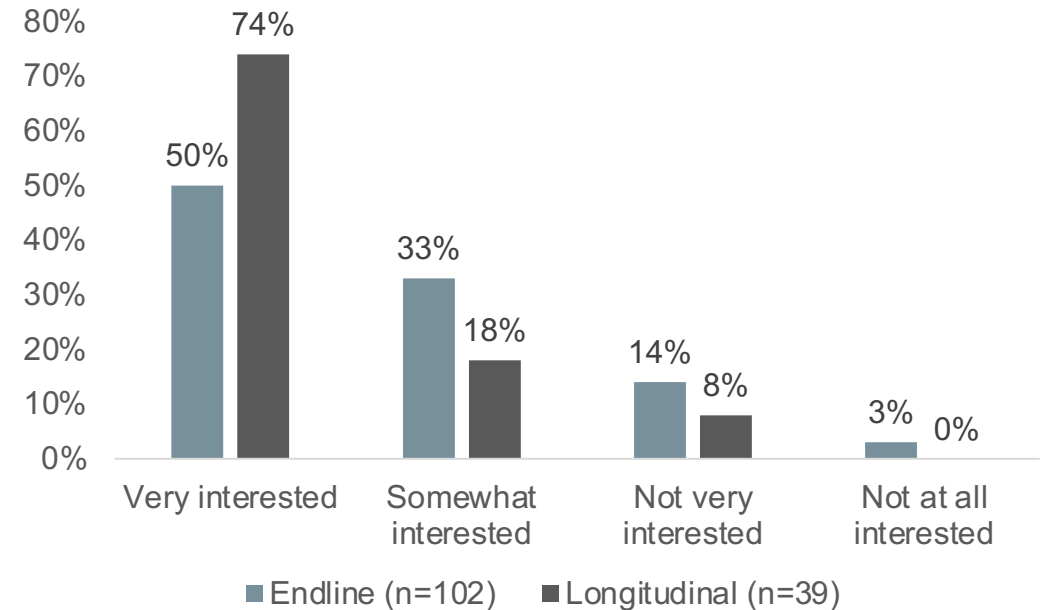
- Participants highly knowledgeable about HIV and PrEP prior to workshop
- Post workshop, 65% of participants (n=102) reported they were more likely to get tested for HIV and 70% were more likely to ask their partner to get tested for HIV
- Among longitudinal participants (n=39), 77% reported they were more likely to get tested for HIV and 92% were more likely to ask their partner to get tested for HIV

Now that you have done the workshop, how interested are you in learning more about a daily pill that would protect you from getting HIV (PrEP)?*



*Longitudinal: p=0.012

How interested are you in trying a daily pill that would protect you from getting HIV (PrEP)?*



*Longitudinal: p=0.013

Results highlighted opportunities for continued engagement

- 74% of participants at endline (n=102) and 95% of longitudinal participants (n=39) were interested in further support to help them achieve their relationship goals
- 87% of longitudinal participants (n=39) had sought out further advice or support for achieving their relationship goals

Who did you get advice or support from?	n (%)
Workshop Facilitators	10 (29%)
Friends/ Other Participants	8 (24%)
Peer Educators/ Lay Counselor/ Health Workers	7 (20%)
Family Member	6 (18%)
Boyfriend/Partner	3 (9%)

“With the sessions we covered, we were mostly focusing on individuals and the challenges they face but not on how to deal with the consequences. I would like that we cover how we can deal with them and how to cope thereafter.” – Participant (Wave 1, 20-24)

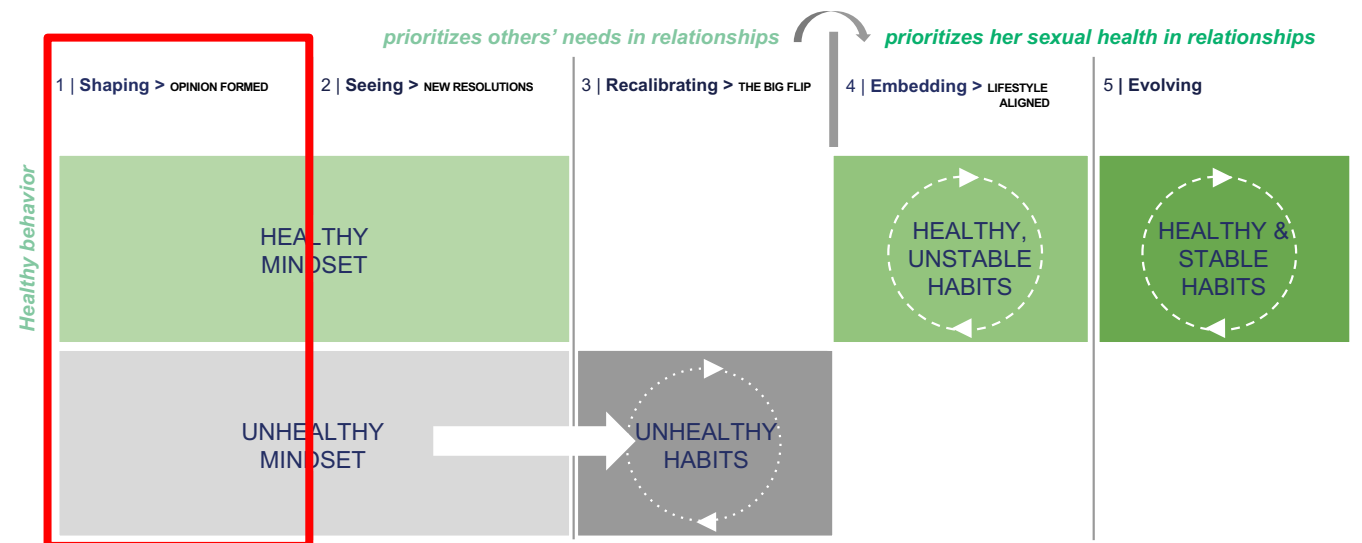
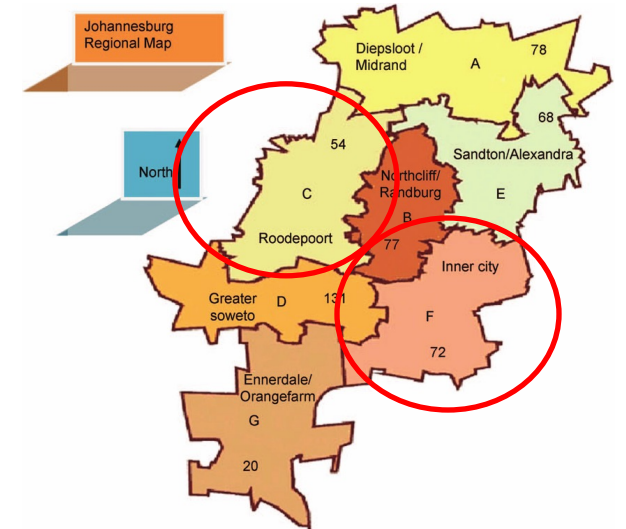
“I would also add more time on topic concerning home affairs whereby one can be able to share issues they encounter at home, like being mistreated.”
– Participant (Wave 1, 15-19)

“Our relationship with the facilitators it was very nice, even now we are still connecting and have contact. They like our older sisters, they let us talk to them about challenges we come across, emotionally, physically.” – Participant (Wave 1, 15-19)

Lifestyle Lulu

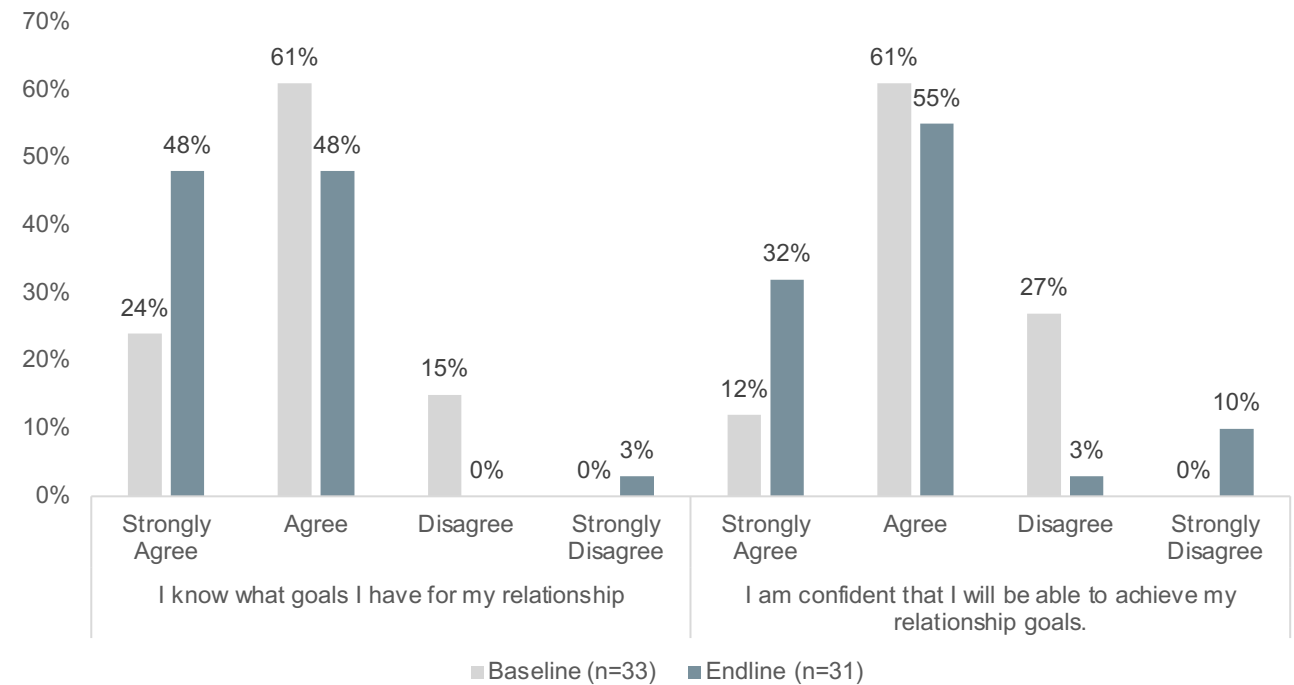
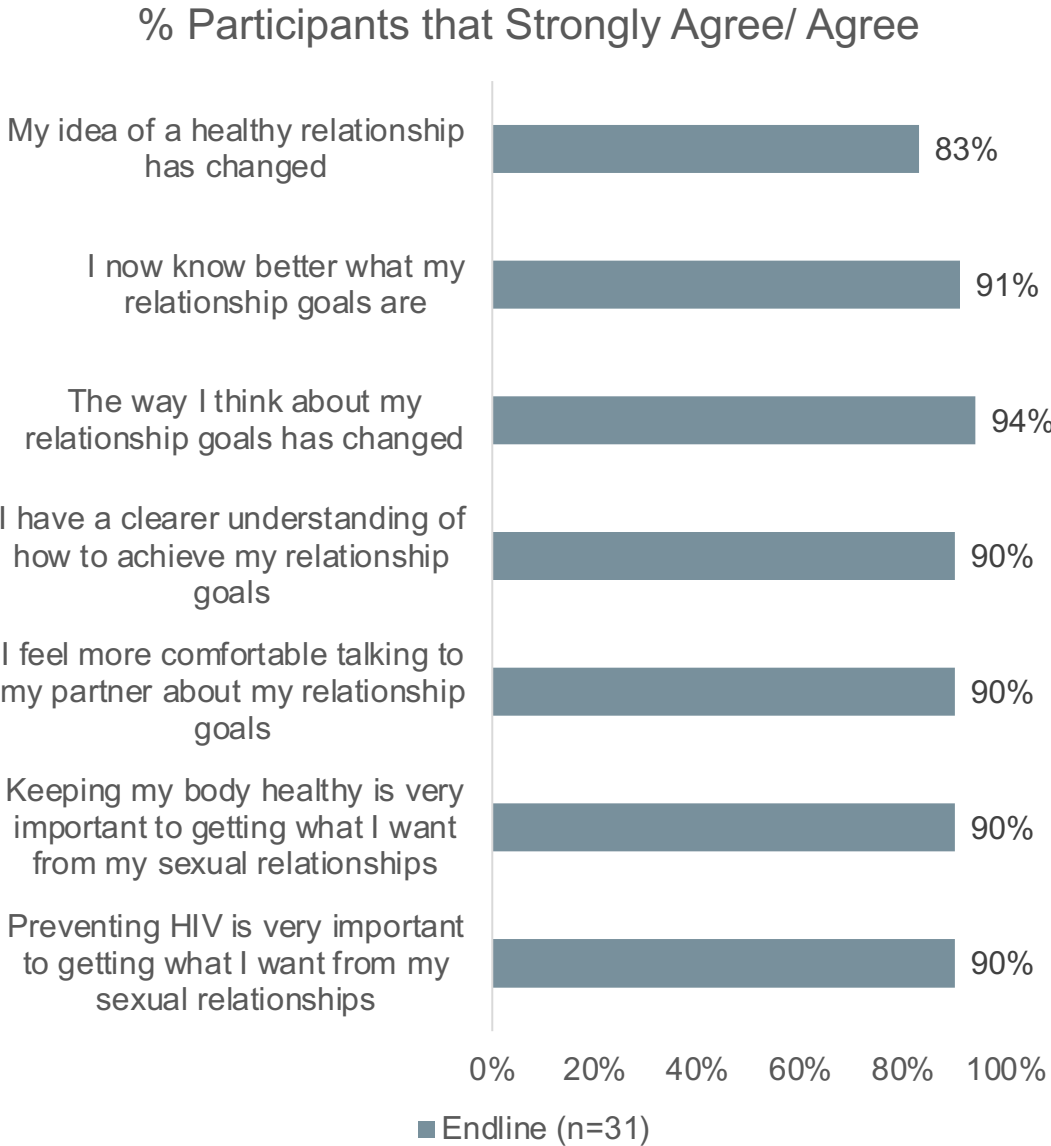
Demographics

		# (%)
Age	15-17*	12 (36)
	18-24	21 (64)
Currently enrolled in school	Yes	20 (61)
	No	13 (39)
Any children	Yes	4 (13)
	No	27 (87)
Frequency of condom use with partner (current or past 6 months)	Always	8 (24)
	Often	0 (0)
	Sometimes	12 (37)
	Rarely	0 (0)
	Never	3 (9)
	N/A, we do not have sex	4 (12)
	No response	6 (18)
# Partners last 6 months	Mean	1.72



*In Wave 2, workshops divided into 15-17 and 18-24yrs

Changing perspectives on relationship goals



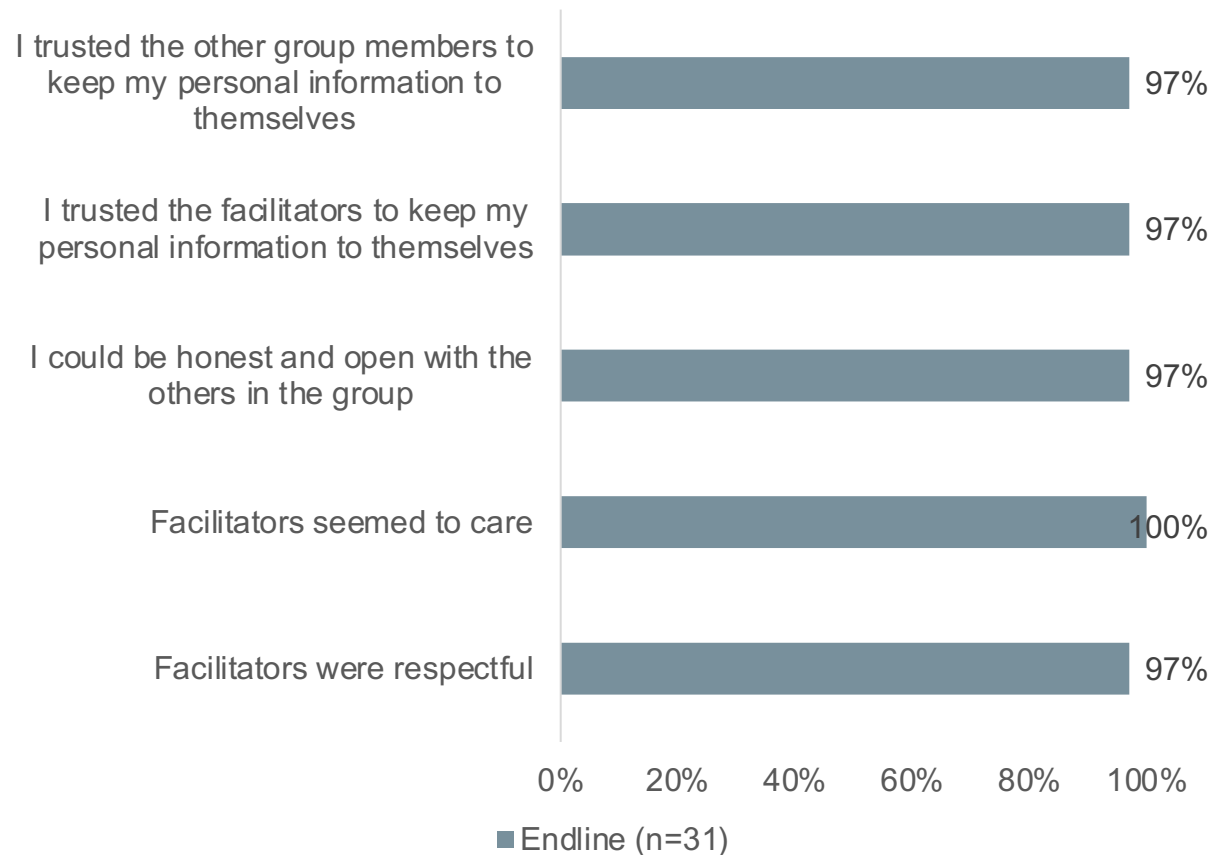
“So I’ve learned to set boundaries and immediately when a problem start just deal with it so that it doesn’t became a habit. That’s what the bootcamp helped me with.”
– Participant (Wave 2, 18 - 24)

“They teach many things, they teach how to treat yourself, how to have self-confidence and everything like that, you don't need anyone to make you value yourself. But you yourself, you have to value yourself first before someone does.”– Participant (Wave 1, 15-19)

Workshops created a Sisterhood

Facilitators and other participants became trusted confidants that filled an unmet need for social support, particularly to help them achieve their healthy relationship goals

% Participants that Strongly Agree/ Agree



"To be honest, I am a person who doesn't like to talk whether to a friend or whoever I am close to, but wow...my facilitators I could talk and nobody is going to judge me, I could express my feelings and know I wouldn't be judged. It was very comforting."

– Participant (Wave 1, 20-24)

"Some of those topics we just couldn't talk about at home but here.. She understood that we are at stage where we actually do date, so she talked to us about it and taught us protective measures when dating."

– Participant (Wave 1, 20-24)

"Now all of us are like sisters, at first we were judging each other but we got to learn and understand that people are different, hence now we support each other"

– Participant (Wave 1, 20-24)

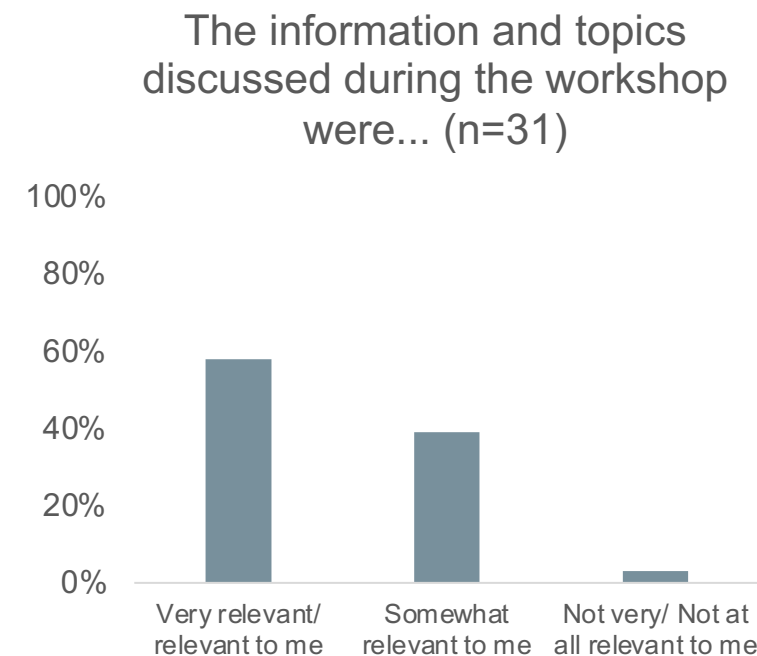
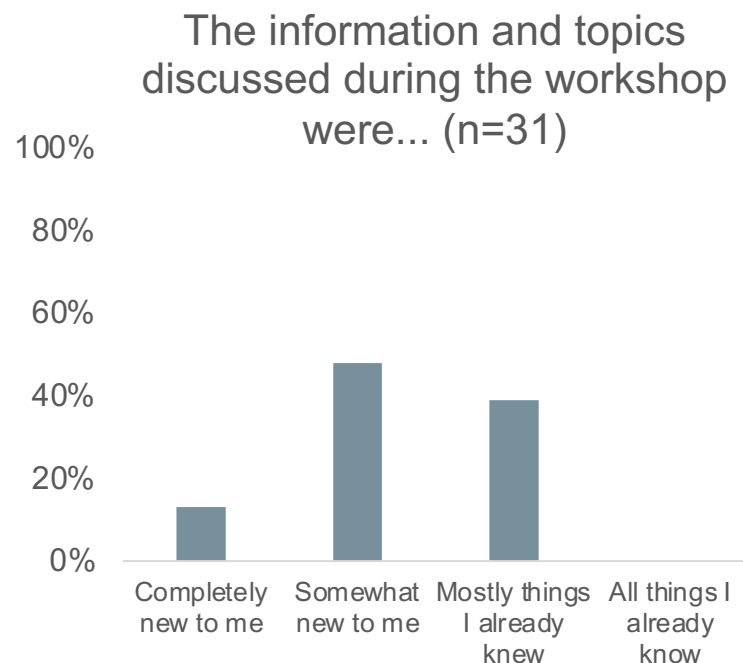
"You know, we are now best friends because we even visit each other, do sleepovers with each other."

– Participant (Wave 1, 15-19)

Workshop content and materials were relevant and helpful

- 100% of participants (n=31) would recommend the Workshops to other girls and young women
- 97% strongly agreed/ agreed that the information they learned was helpful to them
- 97% strongly agreed/ agreed the activities kept them interested and engaged

	Too Long	Just Right	Too Short
# of sessions	10%	64%	26%
Session length	10%	84%	6%
	Too Large	Just Right	Too Few
# of facilitators	3%	90%	7%
Group size	3%	81%	16%

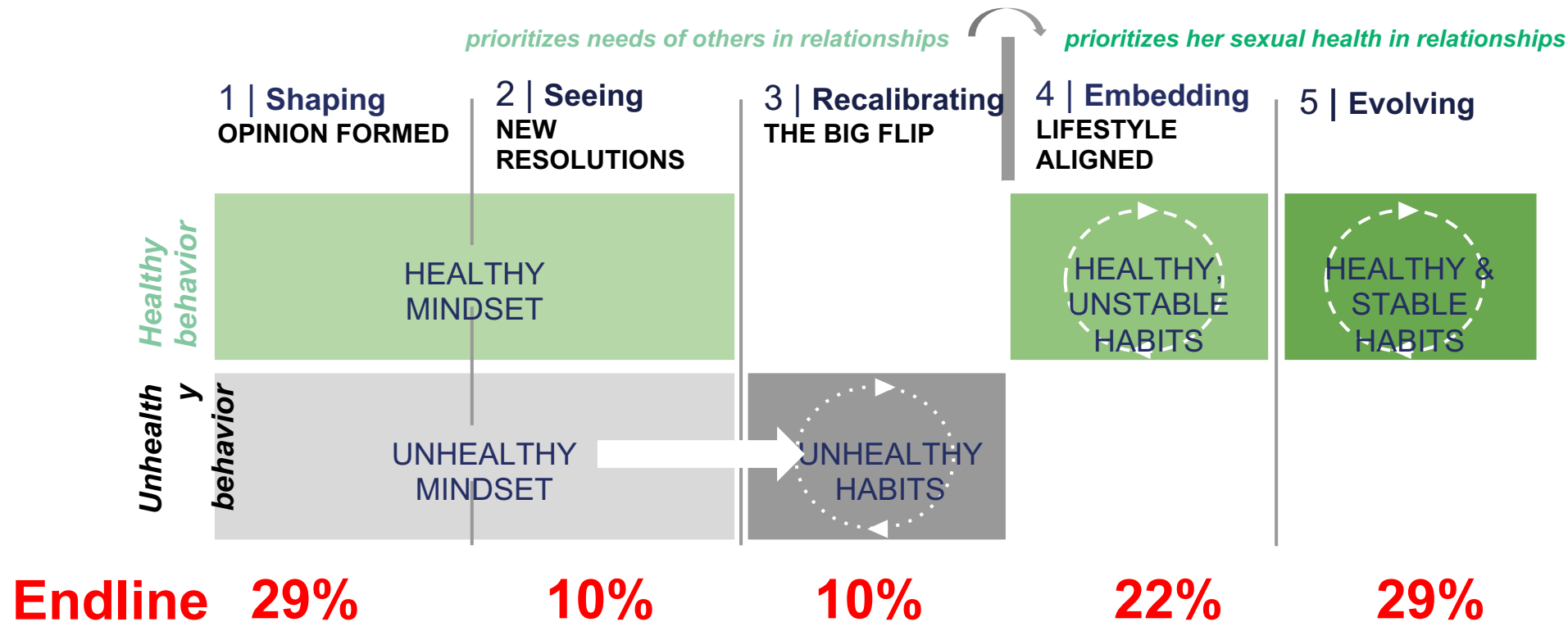


“The bootcamp taught me to stand strong not letting anything to pull me down and changing my attitude.”
– Participant (Wave 2, 18-24)

“For me it was the Queenship chart. The steps written there brought so much knowledge to me and I knew I had challenges but wasn’t dealing with the, so having the chart helped me to follow it step by step and made me become a better person, a queen.”
– Participant (Wave 1, 20-24)

Journey Stage

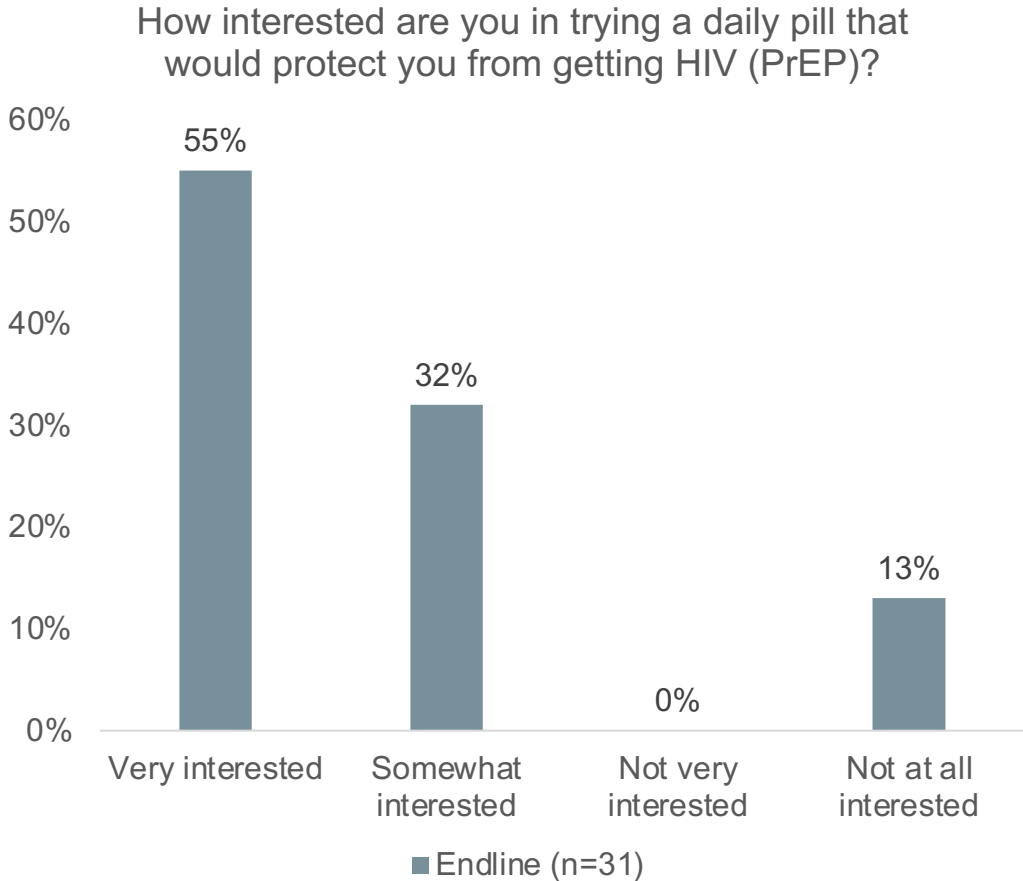
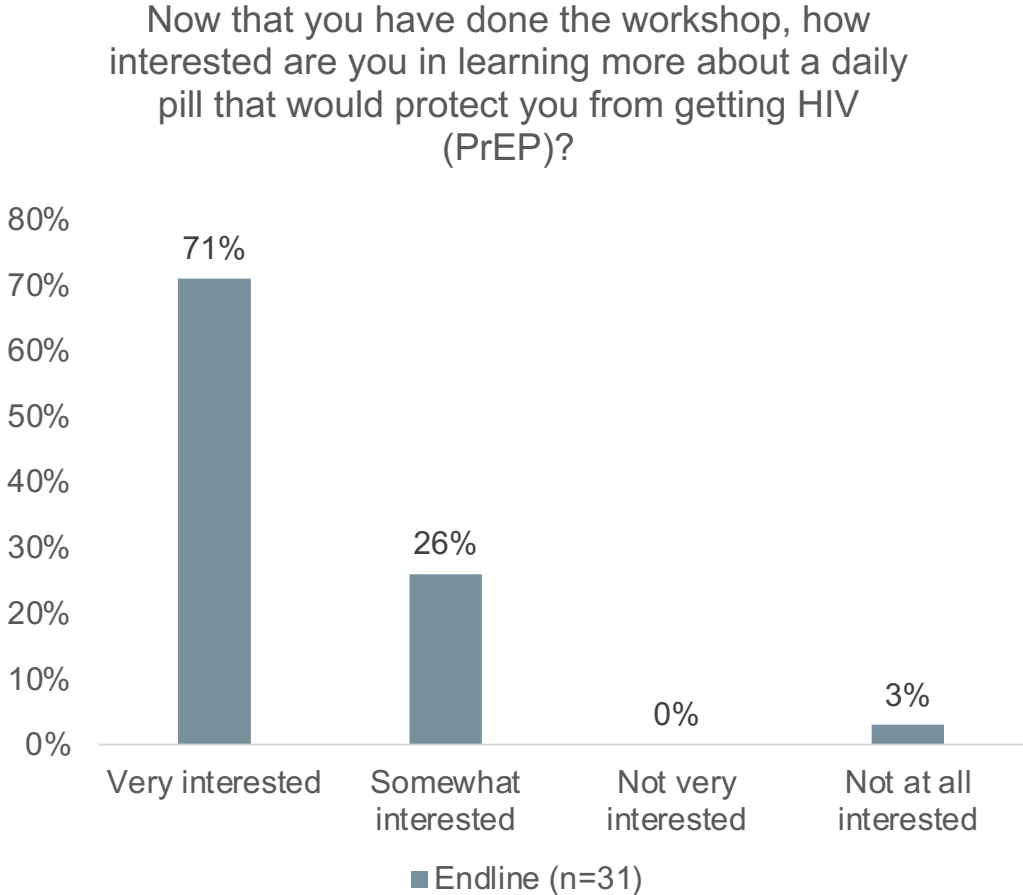
- 71% of participants progressed beyond Journey Stage 1 between Baseline and Endline, with 35% achieving the Big Flip
- Of the 7 participants in Wave 1 who completed the longitudinal survey, 4 (57%) maintained this progression beyond the Big Flip
- Change in Journey Stage was significant from Baseline to Endline, both for change in Journey Stage (Fisher's exact, $p < .001$) and achievement of the Big Flip (Fisher's exact, $p < .001$)



“Some of my girls know me how I was before but now, they always say how, you know, you look different. You do things differently. And I'm telling them it's not that I'm any different but because I've changed who I was the past years to who I am this year because of the workshop that I attended. So they are always saying when is the workshop, we want to go.” – Participant (Wave 1, 15-19)

High levels of interest in HIV prevention and PrEP

- Post workshop, 71% reported they were more likely to get tested for HIV and 74% were more likely to ask their partner to get tested for HIV



“PrEP, I didn’t know about PrEP. Because when I learnt about PrEP, I even went to the clinic and got myself one.”
– Participant (Wave 1, 15-19)

Results highlighted opportunities for continued engagement

- 93% of participants at endline (n=31) and 100% of longitudinal participants (n=7) were interested in further support to help them achieve their relationship goals
 - 1 (14%) longitudinal participant (n=7) reported linkage to and initiation of PrEP
- As of July 15, 2021, neither the ANOVA site (Stretford Clinic) or the Afrika Tikkun mobile site had reported any linkage or uptake of services by Workshop participants
 - Linkage to the Afrika Tikkun site may have been complicated by a lack of active programmes; we are gathering additional information on linkage challenges

“I’m even helping the other girls from my Kazi, they come to me and I teach them using that chart. So I’m also teaching them the same way they taught me. So I’m using that chart again.”

– Participant (Wave 1, 20-24)

“I still speak with them. I still speak with my facilitators because I felt comfortable talking to them like they were so nice, they were open to us, like they made us feel safe.” – Participant (Wave 1, 15-19)

“It was so good. Like I enjoyed their energy, I enjoyed the advice, it was like having a big sister to tell all of my problems. I have big sisters, but we’re not really getting along that good. So it was like having a big sister that you can tell all your problems and they could advise you without judging you.”

– Participant (Wave 1, 15-19)

Results: Early indicators from the pilot are promising.

- Participants:
 - Are highly engaged
 - See preventive sexual health in a new light
 - Make positive changes in their behaviors
- WhatsApp group participation/ Sisterhood persists well beyond the end of the Workshops, indicating lasting relationships that are successfully filling an important gap in their support network.
- By creating these critical shifts in mindset and behaviors, the program fills a key gap in preparing the market for prevention products.

“This was the first time I’ve had someone listen to me and I felt I could express myself.”

“The workshop drew me closer to the Queen I wanted to be.”

Key Takeaways

- Workshop approach and content (particularly Queen Chart) was both novel and highly acceptable to participants as compared to other experiences with other structural interventions
 - Strong attendance reflected continued engagement and motivation for participants to attend
- Successful creation of a safe, trusting environment of Sisterhood for participants, with facilitators modeling supportive, non-judgmental relationships and healthy communication styles
 - Formation of relationships with facilitators and other participants maintained beyond the end of the Workshops
 - Among Lifestyle Lulus, there was notable sense of trust in relationship formed with the facilitators that may be key to engagement of this segment
- Self-reported application of skills learned during Workshop contributed to changes in relationship dynamics and formation of healthier communication styles, behaviors, and habits
- Durability of Journey Stage progression after 3 months demonstrate success of the Workshop content in creation of healthier mindset
- While participants expressed high interest in PrEP and other HIV prevention services, this did not necessarily translate into uptake of services
 - Likely due to other contextual factors outside the scope of this pilot
 - Self-reported uptake of HIV testing services for participant and partner highlight opportunity for further intervention
- Clear opportunities for continued engagement with participants and for extension of the Workshops to address other factors
 - E.g. Application of skills to home environment, access to other health and psychosocial services, interventions with male partners

Change Management: Key lessons about implementation

For the Relationship Workshop to be successful, facilitators must play a key mentorship role in the lives of AGYW – as “Real Talk Aunties.” Hiring and integrating this new breed of facilitator can present change management challenges for implementing organizations.

Hiring:

- Prepare to attract highly skilled facilitators who speak their minds and may challenge the status quo at the organization.
- New job descriptions and hiring criteria may be required to get the caliber of facilitators required to deliver on the objectives of the intervention.

Integration and Training:

- Integrate old and new staff into implementation to help the organization adapt to change.
- Establish and reinforce communication pathways with new staff from the beginning.
- To help them grow into the role, ensure facilitators complete exercises for themselves before working with AGYW.

Best Practices for Scale-up

- The unique characteristics of the Workshops compared to traditional structural programs are a strong selling point for generating CBO/IP interest in scale-up and for participant recruitment
- Organizational buy in and commitment of sufficient resources (or reduced resource burden) required for planning and implementation
- Rigorous identification, recruitment, and training of facilitators that can provide the right kind of ongoing support to participants
- Identify the most appropriate staffing plan that builds trust and will support participants during Workshop and then facilitate linkage to other services post-Workshop
- Flexibility around location/ date of sessions to encourage retention
- Small group sizes are important for creating an environment where participants can build trusting relationships between each other and with the facilitators
- Ensure communication/ digital component in place to promote engagement among participants and with facilitator between sessions