

The Dapivirne Ring Journey Map

1 AWARENESS  
Learning about options

2 INTRODUCTION  
Choosing the DPV Ring

3 EARLY USE  
Trying it out

4 SUSTAINED USE  
Staying on track

5a ADVOCACY  
Sharing with others

5b SUSPENSION  
Discontinuing or pausing

THE CHALLENGE

**Relevance is everything.**  
There are numerous sexual reproductive health awareness campaigns delivered through a variety of channels, but the messages do not always sink in. Prevention competes with other pressing priorities, unless it feels relevant to her life.

**Knowledge is power.**  
Sexual and reproductive health choices, such as long-acting contraceptives, are often initiated in health settings with little explanation, opening the door for confusion and suspicion. New HIV prevention options, especially the DPV vaginal ring, may face similar uncertainty and skepticism.

**Firsts are unnerving.**  
The DPV ring is a new, unfamiliar product that requires women to engage with their bodies in new, unfamiliar ways. Beyond learning the basics of using the ring, she also must integrate it into her life and routines.

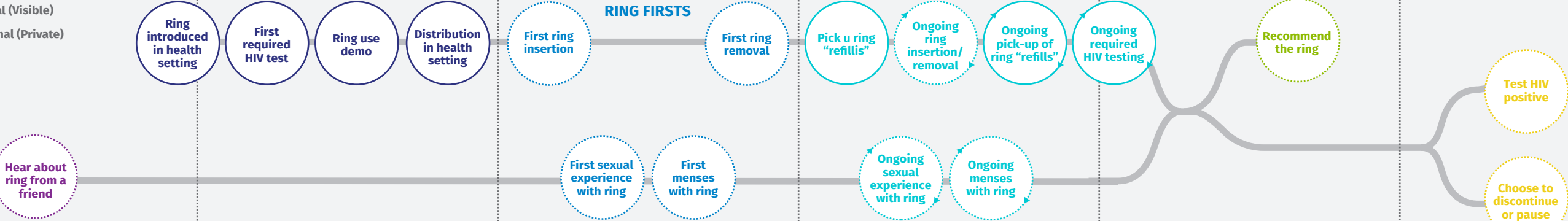
**Life is in constant flux.**  
New circumstances and influences that can disrupt sustained ring use will arise frequently. A woman's discomfort or lack of knowledge in these circumstances can lead to a lapse in use.

**Referrals mean risk or reward.**  
Referring others to an HIV prevention product could open the door for judgement or create personal conflict. However, they can also be a powerful promotion tool.

**Discontinuation is discouraging.**  
Drop-off may create feelings of failure or guilt. Getting back on track can seem like an insurmountable hurdle.

KEY RING MOMENTS

○ Clinical (Visible)  
○ Personal (Private)



YOUNG WOMEN'S EXPERIENCE

Women might be more concerned with **pregnancy** than HIV prevention.  
Fear of external **judgement** may prevent women from seeking information about their health.

"Girls don't fear HIV. They only fear pregnancy."  
"Other students... they would talk about you"

Women often leave clinics with **partial information** and fill the gaps on their own.  
Both women and men may lack understanding of anatomy basics.

"After I gave birth, the nurses just gave me the [contraceptive] injection. They didn't explain it to me."  
"If [the female condom] goes too far in, won't it disappear?"

**Side effects**, or perceived disruption to hygiene or menses, cause suspicion and concern.  
Women have few **trusted advisors** whom they can turn to with intimate issues.

"Sometimes you feel like it is not your body [when you have side effects]"  
"My cousin is a friend to me...she helps me find a solution instead of just chiding me."

**Sharing experiences** and health burdens can reduce anxiety and promote positive behavior.  
Women and men seek symbols of loyalty, even casually, to ensure **partner trust**.  
Parents can be barriers, but **parent support** is a missed opportunity.

"Everybody is on these medications. It's like a game (hiding ARVs, reminding friends)."  
"My mom went with me to get my implant."

**Woman to woman** sharing is powerful—it helps fill gaps in knowledge and lessons learned.  
Positive social gatherings and **safe spaces** for discussion on women's issues are rare.

"My friend was sexually active and I told her about the injectable, because I had a baby and didn't want her to have one too."

Prevention methods are often used on an "as-needed" basis or change based on **life interruptions**.  
**Health practitioners' biases** may be discouraging to women who discontinue or face adherence challenges.

"I stopped going for injections after I lost my [first] baby... that's how I have my daughter now."

DESIGN CONCEPTS

Engage her when she is most receptive to new personal health options and integrate with her choices.

Use approachable, familiar explanations to ensure she feels confident in her choice from the start.

- Everyday Explanations
- Ring Cycle
- Choice Tools
- Speaking to Men

Invest in initial use to cement good habits and build her confidence.

- Starter Kit
- Ring Point Person
- Ring Ping

Give her a support system and flexible tools as she navigates her relationships and unfamiliar situations.

- Ring Report
- Lady Talk
- Health Hub

Provide a range of options for her to share, from outspoken advocacy to discreet suggestion.

- Ring Couples & Peers

Make it okay to falter—encourage her when she falls off track.

- Talk Tools