



PrEP Demand Creation Toolkit

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Purpose



Pre-exposure prophylaxis (PrEP) is a biomedical intervention where HIV negative persons take antiretrovirals (ARVs) to prevent the acquisition of HIV. PrEP is an ideal prevention option for people during periods of high risk of acquiring HIV. Potential PrEP candidates can do an initial risk assessment to make a well-informed choice about whether PrEP is a good option for them. Additionally, people who use PrEP should continually review their ongoing risk by using self-assessment tools and/or tapping into the support of their PrEP providers.

Oral daily PrEP, currently the most commonly offered form of PrEP, is taken once daily. Event-driven PrEP, which is taken only before and after sex, limits the pill burden of PrEP and offers another option for men who have sex with men (MSM). Strict adherence to the prescribed PrEP regimen is essential to ensure effectiveness. When taken as prescribed, PrEP can reduce the risk of HIV infection through sex by 99% and transmission through injection drug use by 74%. Recognizing PrEP's impact on decreasing HIV acquisition, HIV prevention programs in countries worldwide are working to rapidly scale up its use.

This PrEP Demand Creation Toolkit was developed to help CDC country offices and their implementing partners increase demand and uptake of PrEP among people most in need of PrEP. The toolkit includes information, tools, and resources to help programs identify and develop demand creation activities to support their PrEP implementation strategies.

Demand Creation – A Basic Overview

Demand creation is the process of increasing the demand, or interest, for a product or service using marketing techniques. The term is typically applied to unsought products that have little demand because they are unknown to customers.¹ Effective demand creation requires both faith in your product and an understanding of marketing strategies and techniques because it is not easy to “sell” people something they don't know they want (or need).

Marketing techniques rely on the “4 P's”: **p**roduct, **p**rice, **p**lace, and **p**romotion. Each of these aspects of marketing should be considered when developing a marketing strategy for any product or service. People unfamiliar with business and marketing often only think of advertising, also known as promotion, when they consider how to market their product or service. However, promotion is only one part of the puzzle. The other considerations include the product itself – how is it packaged? Is the brand name known and trusted? What does it do? What doesn't it do? The price – while some costs associated with PrEP (e.g. the procurement of the Antiretroviral drugs (ARVs) used for PrEP) may be

Marketing Mix			
The Four P's of Marketing			
Product	Price	Place	Promotion
<ul style="list-style-type: none">• Quality• Design• Brand Name• Features• Packaging• Services	<ul style="list-style-type: none">• List Price• Discounts• Credit Terms• Entrance into the market	<ul style="list-style-type: none">• Channels• Coverage• Transportation• Location• Logistics	<ul style="list-style-type: none">• Advertising• Personal Selling• Direct Marketing• Sales Promotion• Public Relations

¹ <https://simplicable.com/new/demand-creation>

supported by PEPFAR, the Global Fund, or other funders, you should also consider other costs that may impact PrEP demand from the clients' perspective - like the cost of transportation to get to a clinic or time off work for follow up appointments that could impact someone's overall finances for the week or month. The remaining P is place – where do people have to go to access PrEP? Is it at a clinic? A CSO in their community? Will outreach workers come to them? How convenient is it for people to access PrEP? As health professionals, we often consider other important barriers or facilitators to PrEP use like risk of gender-based violence (GBV), stigma associated with PrEP use, and the burden of adhering to a PrEP regimen, among other things. However, it is important to remember that the “4 P’s” will also influence someone's willingness to use, or not use, PrEP.

Demand creation is sometimes confused with another marketing process known as lead generation. Lead generation involves developing campaigns to attract demand that already exists.² In the case of PrEP, you would use lead generation when people are already aware of and convinced about the benefits of PrEP, are interested in using PrEP, and have limited barriers to PrEP initiation and adherence. In these cases, you can immediately move to developing marketing materials and campaigns to share information about how people can access your PrEP services. However, if people are not already aware of and interested in PrEP and you skip the basic steps required to create demand, opting instead to move directly to developing marketing materials, it is unlikely that you will achieve your desired results *and* your marketing materials may not address the underlying needs, concerns, and barriers of your target audience(s).

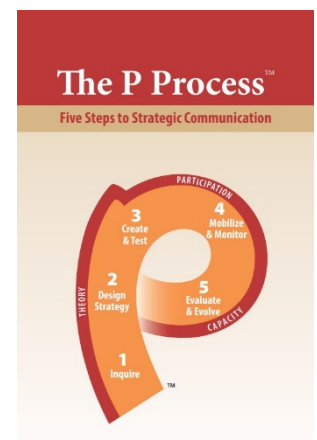
Creating demand for HIV prevention interventions requires social and behavior change among populations at risk for HIV infection. Deciding to take PrEP, and remaining adherent, requires someone to adapt a behavior of taking a medication as prescribed to prevent an illness they do not have, a commitment to regularly attend follow up medical appointments to monitor their progress, and a belief that the sacrifices and resources invested in PrEP outweigh the perceived risk of acquiring HIV. [The P Process](#)³ is a widely accepted gold standard for developing strategic communication interventions that lead to social and behavior change. The P Process is a 5-step process as outlined below:

1. Inquire

- During this step, you conduct baseline formative research and review existing research and data. While extremely important, this step does not need to be formal, costly, or require extensive resources or time. Key to this step of the process is checking your assumptions, learning as much as possible about the people you seek to reach, and using available opportunities to ask questions. By the end of this step, you want to have all the information you need to best position your PrEP program. During this step, you may decide to hold informational meetings with CSOs, ask existing clients about the perceptions of PrEP among others in their networks or communities, or host small, informal focus groups. This step of the process will help you:
 - Identify the audience(s) for your demand creation efforts

² <https://www.heinzmarketing.com/2014/06/difference-demand-generation-demand-creation/>

³ Health Communication Capacity Collaborative (November 2013). *The P Process. Five Steps to Strategic Communication*. Baltimore: Johns Hopkins Bloomberg School of Public Health Center for Communication Programs.



- Understand the extent of the problem
- Uncover barriers
- Identify facilitators
- Assess existing policies and programs
- Identify partners and allies
- Learn about communication channels and preferences

2. Design your strategy

- During this step, you identify communication objectives and create a plan to get from where you are to where you want to be. You will:
 - Assemble a team of relevant partners to inform your strategy
 - Agree on the scope of the program and discuss any limitations imposed by budget, political landscape, timeline, etc.
 - Develop a work plan and monitoring and evaluation plan
 - Identify the unique sub-groups within your larger audience and determine if the subgroups require different approaches for demand creation based on their needs, barriers, and facilitators
 - Make recommendations for communication channels and program approaches
 - Work collaboratively to develop a strategic plan that all partners can use to map out their activities and refer to for direction as the project unfolds.

3. Create & Test

- During this step, you will develop communication products to deliver your intended messages and will test those messages with your identified audience(s). Receiving feedback from your intended audience about your draft messages and materials is imperative because you want to ensure the materials and messages you develop will resonate with potential PrEP users and will encourage them to seek more information. If you skip this process, you will miss the opportunity to receive feedback that could make your materials better. You will:
 - Assemble a creative team
 - Conduct a design workshop with the creative team, key stakeholders, and representatives from the target audience(s)
 - Create draft concepts and materials to pretest with your audience(s)
 - Revise materials based on feedback from pretesting and retest the revised materials
 - Produce final communication materials to support your PrEP implementation efforts and help increase uptake and demand

4. Mobilize and Monitor

- During this step, you will implement your communication efforts, monitor the progress of your efforts, and identify and address potential problems as quickly as possible. You will:
 - Conduct any needed trainings
 - Ensure all partners understand their roles and are ready to implement
 - Keep all stakeholders and partners updated about implementation by sharing both good news and problematic situations
 - Monitor your activities and review your monitoring data on a regular basis

- Make mid-course corrections, as needed

5. Evaluate and Evolve

- During this step, you will determine how well your program achieved its objectives and use lessons learned to influence future programming and funding allocations. You will:
 - Identify any unintended consequences
 - Measure outcomes and assess impact by monitoring your program data to identify changes in uptake after implementing your demand creation strategy. You may also want to conduct short surveys to assess whether new clients are aware of your demand creation efforts and messages or consider other evaluation techniques
 - Disseminate results to donors, partners, key stakeholders, and other interested individuals and organizations
 - Develop a final report to indicate future opportunities, lessons learned, areas for follow-up, and recommendations for how to scale up results

Specific Considerations for PrEP Demand Creation

To create a strong and effective demand creation strategy for PrEP, you should set out to achieve four main objectives:

1. Understand your audience(s).
 - a. What do they already know about PrEP?
 - b. What do they believe about PrEP?
 - c. Is PrEP (or HIV prevention) important to them?
 - d. What is important to them?
 - e. What are their barriers to using PrEP?
 - f. What motivates them to take action?
2. Raise awareness about HIV risk among people for whom PrEP is a recommended prevention option.
3. Educate potential PrEP clients about how PrEP decreases their risk of acquiring HIV.
4. Demonstrate a return on the investment of time and money required of clients who decide to start and remain adherent to PrEP.

As you implement your PrEP program and develop your demand creation strategy, you should remember that the idea of an otherwise healthy person taking a drug to prevent a disease may be a novel and unusual concept for many people you seek to reach. Further, while PrEP may be an ideal prevention option for several groups of people (e.g. MSM, adolescent girls and young women, pregnant and breastfeeding women, sex workers, people in serodiscordant relationships, etc.), the motivators for using PrEP will differ across groups and a “one size fits all” demand creation strategy probably will not be effective for reaching people across various sub-groups. Additionally, since PrEP is intended for people who have not been diagnosed with HIV, the people you want to reach may be unlikely to come to traditional HIV clinics or other places where HIV services are offered in search of PrEP. Accordingly, you must make efforts to proactively identify and reach out to people who are good candidates for PrEP.

For example:

- ✓ People who present for HIV testing but have negative HIV test results may be good candidates for PrEP, based on their HIV risk profile.
- ✓ People who are diagnosed with a Sexually Transmitted Infection may also be at higher risk of acquiring HIV and should be informed about and offered PrEP, as needed.
- ✓ VMMC sites and family planning clinics provide opportunities to reach potential candidates with messages that encourage them to consider and initiate PrEP.
- ✓ HIV negative partners of people living with HIV, who are not virally suppressed, are strong candidates for PrEP. Index testing sites where serodiscordant couples may be identified are often under-utilized as a potential entry point where PrEP could be offered to the HIV-negative partner.
- ✓ While not all individuals who are part of a key population group (i.e. sex workers, men who sex with men, people who inject drugs, and people in prisons or other closed settings) will have the same level of risk for HIV, a proportion will likely be at higher risk. Sites that offer services to key populations are an ideal place to disseminate accurate information about PrEP; this information will help KP clients make informed choices about whether they wish to enroll on PrEP.
- ✓ People who use apps to find sexual partners, particularly apps that are intended for gay and other men who have sex with men (e.g. Grindr) may be good candidates for ED-PrEP. Consider focused advertising on dating apps as a method for reaching MSM who use these apps with messages about how to access PrEP.
- ✓ People who present at GBV services, once or on multiple occasions, with a history of sexual violence are good candidates to be offered and/or referred to PrEP services.
- ✓ Clients accessing Post-Exposure Prophylaxis (PEP) should be given information about PrEP options and services in case they desire to initiate PrEP following their completion of PEP.
- ✓ Current PrEP clients can serve as champions for PrEP within their social networks which may include people similar to them who are at higher risk of acquiring HIV and good candidates for PrEP.

Emerging Strategies

Emerging strategies are another important consideration for PrEP demand creation. A daily pill may not be a good fit for everyone. Recognizing this, new prevention options are now available for use while other options may enter the market in the future. Available options that may be appropriate for populations you serve include the dapivirine vaginal ring for women, cabotegravir long acting injectable, and implantable devices. Each time you introduce a new strategy or option for administering PrEP as part of your program, you cannot overlook the importance of a unique demand creation approach for that new strategy; demand creation approaches that proved effective for oral PrEP offer a good starting place but you should **not** assume that those same strategies or messages will be effective for emerging prevention strategies and should revisit the process and adapt as necessary.



Summary

Demand creation for PrEP is important; if you start a PrEP program but passively wait for people who need PrEP to find you and seek your services, you may experience low enrollment and poor adherence. PrEP is still a relatively new prevention option that continues to evolve at a rapid pace as new products and new ways of administering PrEP become available. Tailored demand creation can help you increase awareness of new options as they become available and increase enrolment in both previously available and new PrEP options. Part of your PrEP program and implementation strategy must be dedicated to identifying:



- The best ways to reach and engage people who should take PrEP
- Strategies for informing people about new options as they become available
- How to increase enrollment in both previously available and new PrEP options.

Demand creation is not an easy process nor is it an activity or training you will do only once. Rather, demand creation takes dedicated time, effort, and resources and will be an ongoing process throughout your PrEP implementation process.

Existing Tools and Resources



The tools and resources included in this section are from a variety of sources. They include CDC and DGHT supported products and resources as well as other PEPFAR resources, USAID resources, and non-PEPFAR supported resources. The inclusion of resources from non-federal entities does not constitute an endorsement of an organization by CDC or the federal government. CDC is not responsible for the content of other organizations' webpages and/or resources.

PrEP Watch

“[PrEP Watch](#) is a clearinghouse for PrEP data, research, cost, access, implementation and advocacy efforts across the globe.”⁴ In addition to other tools and resources, PrEP Watch includes a [section dedicated to developing marketing and communication strategies to promote demand and uptake](#). Found [here](#), this section includes a list of the steps required to create a marketing and communication plan to increase demand for and promote uptake of PrEP as well as helpful resources for each step; if you scroll to the middle of the webpage, you will find the following list of steps:

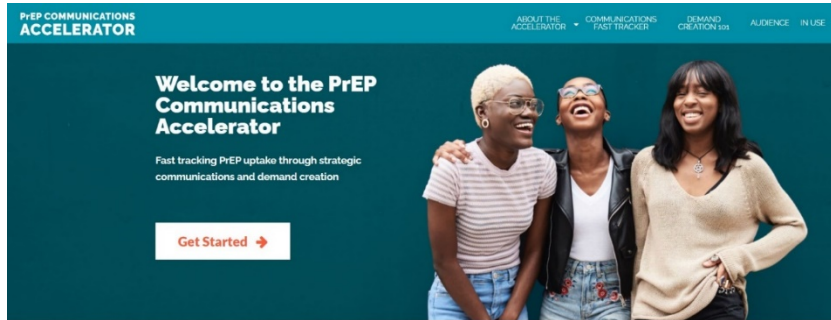
- **Conduct a situation analysis of key audiences**
 - Expand this section to find resources to help you identify and understand the problems you may encounter when implementing PrEP, the opportunities that can make implementation easier, gaps in knowledge that should be addressed, and your key audiences.
- **Develop a strategic plan for marketing and communications**
 - The resources in this section will help you develop your objectives, goals, key messages, and activities as well as identify stakeholders and research gaps and create a workplan.
- **Develop and test marketing and communications materials**
 - This section directs you to resources to guide you in developing, pre-testing, and piloting communication materials and selecting appropriate channels for message dissemination as well as strategies for identifying partners to help share your messages.
- **Implement and monitor your strategy**
 - In this section you will find tips and pointers to make sure your demand creation activities are implemented appropriately and monitored for effectiveness.
- **Build an evaluation system**
 - Find guidance about how to evaluate your demand creation activities in this section.
- **Further resources**
 - Additional resources include a collection of videos as well as other tools that may help inform the creation or selection of appropriate and specific materials for your target audiences.

⁴ www.prepwatch.org

Communications Accelerator

The [Communications Accelerator](#), a valuable PrEP Watch resource, generates a sample demand creation strategy based on a user's selection of a population of interest and the setting for PrEP distribution. See below for step by step instructions about how to use and navigate The Communications Accelerator tool.

Click "Get Started" on The Communications Accelerator's homepage to begin.



You will be directed to a webpage that allows you to select preferences for your PrEP program, beginning with the audience for your demand creation strategy. You are able to choose from adolescent girls and young women, female sex workers, general population, men who have sex with men, people who inject drugs, and serodiscordant couples.

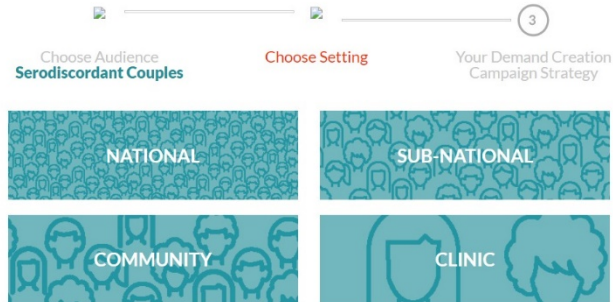


The example output to follow in this toolkit was generated from selecting serodiscordant couples for the audience.

After selecting your audience, you will be asked to choose the setting for your PrEP demand creation activities. You can choose either a national, sub-national, community, or clinic setting.

Create Your Demand Creation Campaign Strategy

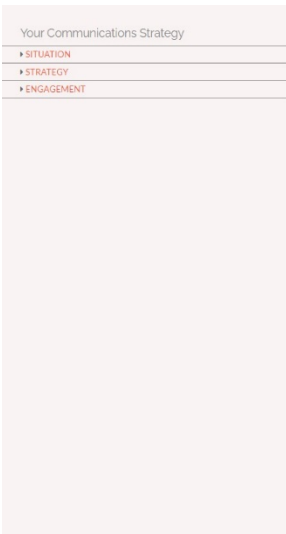
This Communications Fast Tracker allows you to build a sample demand creation campaign strategy tailored to the target population you are interested in engaging with PrEP-related communication materials.



For the sake of our example, we chose a clinic setting.

After you choose your desired setting, the system will display a demand creation campaign strategy based on your selections. The strategy output includes three main sections – situation, strategy, and engagement.

The **situation** section provides information about your selected audience and presents the major problem you will face when creating PrEP demand for this particular population.



The screenshot displays the 'Your Demand Creation Campaign Strategy' for the 'CLINIC' setting. The 'Situation' section is highlighted, featuring an icon of two people and a text box that reads: 'Audience: This is the target population that you are looking to target, or speak to, with your PrEP communications campaign. This segment of serodiscordant couples (SDC) is aware of their discordance (that one of them has HIV and the other does not) and have had their relationship disrupted by it in some way. They may be experiencing blame over who brought HIV into the relationship, disconnection around sex, and/or discouragement around conceiving. The discordance has been so disruptive for some that they now face the "discordance dilemma." They see the avoidance of HIV transmission at odds with preserving their relationship. Other couples endure the discordance out of love and commitment, but the risk of HIV transmission is still disruptive, complicating the things they want and value in their relationship—intimacy and children. SDC relationships are interrupted by HIV. Problem: The core problem you are trying to address. For SDC, enrolling in PrEP is often perceived as more burdensome than helpful. Bringing up PrEP may resurface undesirable, negative feelings associated with the discordance, such as blame, guilt, and even violence. In visiting an HIV clinic, SDC risk disclosing their discordance to others, and partners without HIV risk being mislabeled as HIV positive. And taking PrEP may bring on undesirable stigma from others. Thus, when SDC compare PrEP to other HIV prevention tools like condoms, many struggle to be convinced of its relative effectiveness and appeal. PrEP—not worth the extra hassle.'

The **strategy** section provides a strategic idea as well as reasons to support the audience’s belief in the strategic idea. Additionally, this section of the output provides considerations you should address or understand before implementing your demand creation strategy.

PrEP COMMUNICATIONS ACCELERATOR ABOUT THE ACCELERATOR COMMUNICATIONS FAST TRACKER DEMAND CREATION 100 AUDIENCE IN USE

Your Communications Strategy

- SITUATION
- STRATEGY**
- ENGAGEMENT

Strategy

Strategic Idea: *The most powerful idea that can address the problem.*

PrEP brings you closer together without the fear of HIV.

Support: *Reasons that support the audience's belief in the strategic idea.*

- Be together with peace of mind, even when one partner is not yet virally suppressed. PrEP offers an extra layer of protection and can help while the partner with HIV transitions onto antiretroviral therapy (ART) and is not yet virally suppressed. That means you can continue to be together and be intimate without the stress of possible infection of HIV; the value of having sex without this worry cannot be underestimated.
- For those wanting to conceive, you can safely take the next step in your relationship. With the help of PrEP, you can rest assured that you'll bring HIV-free children into the world and that the uninfected partner will stay protected from the risk of acquiring HIV at the time of conception and during pregnancy.

Considerations

- When used correctly and consistently, PrEP is proven to be highly effective in reducing one's risk of acquiring HIV.
- PrEP is recommended for HIV-negative men and women in SDC.
- Because PrEP doesn't protect against STIs, it should be used together with condoms.
- PrEP does not protect against pregnancy.

Engagement

The engagement section provides channel recommendations, tips for connecting with your audience, and recommended tactics.

PrEP COMMUNICATIONS ACCELERATOR ABOUT THE ACCELERATOR COMMUNICATIONS FAST TRACKER DEMAND CREATION 100 AUDIENCE IN USE

Your Communications Strategy

- SITUATION
- STRATEGY
- ENGAGEMENT**

Engagement

Channels Recommendations Clinic:

- Printed materials: Informational and educational posters (for around the clinic), leaflets (as takeaways).
- IPC: Unlicensed and unlicensed healthcare providers and other SDCs who use PrEP.
- Mobile and SMS/text: These (especially WhatsApp) may be used by providers or peer educators to confirm and remind SDCs about appointments and medication, follow-up, or provide as needed support. Mobile may also be used as a way to start one-on-one communication.
- Online and social media: Clinics and other organizations providing services may consider putting important clinic details and contact information up on social media or online.

Tips for Connecting with Your Audience

- Common interests: SDC interests include listening to music, watching TV, listening to the radio, spending time with family, going to church, and following the news.¹
- Where they go for care and information: Currently, SDC main sources of sexual and reproductive health information are radio, TV, health centers, doctors, and social and counseling groups.¹ When asked how they think PrEP should be communicated to people like themselves, SDC in Kenya suggested many of the same channels, adding partners, social media, newspapers, and talks at church.¹
- Educate about HIV transmission: Misconceptions about HIV transmission are common. For example, SDC may not know what "virally suppressed" means. This kind of information may be important to inform SDC.¹
- Educate about the benefits of PrEP and how it works: In 2017 market research conducted by OPTICUS in Kenya, many SDC surveyed did not yet believe that PrEP worked. This indicates a need for education on how PrEP works and how effective it is in order to address any doubts.¹
- SDC see numerous emotional benefits of taking PrEP which may be highlighted. These include having an extra layer of protection (if when in doubt, demonstrating a shared commitment as a couple, reducing stress and preserving the relationship, improved intimacy, and a return to romance and hope.¹
- Engaging men is critical: Many people associate PrEP as being "just for women" or "only for men who have sex with men." Thus, communications and interventions can target heterosexual men and emphasize that PrEP is also for them.¹ In women's decision to take and adhere to PrEP, engaging men is critical. A partner's preferences have powerful influence on whether a woman uses a product. Further, when the negative partner in an SDC discloses PrEP use to their partner, that has been shown to improve acceptability and adherence.¹
- Clear up misconceptions about PrEP in an SDC: Many SDC may be turned off by the idea of PrEP, assuming that they will need to take it forever. Addressing the idea that the negative partner only needs to take PrEP until their partner is virally suppressed through the use of ART may be important, see information to share.¹ Some SDC may not understand that PrEP needs to be taken every day. Even after learning about PrEP, some SDC still believe that they will "build up an immunity" after taking PrEP a few times; communication should emphasize that the negative partner in an SDC must take PrEP daily and that their partner is virally suppressed.¹
- Emphasize PrEP benefits for couples to encourage adherence: To encourage adherence, it may be effective to emphasize that PrEP can be something good for the couple, it facilitates support for each other, as each supports the other in adherence, and brings them closer together.¹

Recommended Tactics

HIV prevention interventions generally focus on the individual. However, there may be several advantages to using a couple-based approach. It may allow for mutual recognition and responsibility to protect each other and stay healthy, aid in the creation of a safe environment to discuss and deal with sensitive topics, and increase commitment to change.¹

- Engage through family planning: Because contraception is a priority for many SDC, reaching them through family planning, contraception, and fertility services may be effective. If possible, clinics may consider offering more integrated sexual and reproductive health services to address a more holistic set of SDC concerns, and drawing them into the PrEP conversation through these other topics. An example of a clinic doing this is Nakuru ART clinic in Kenya.¹
- Educate on technicalities: Due to the complex nature of PrEP and HIV risk, transmission, and prevention, SDCs may benefit from nuanced information within the context of HIV prevention, but also within the context of conception (given the often expressed desire to conceive despite uncertain status).
- Provide couple-based voluntary counseling and testing: By doing this, both partners may be encouraged to reduce risky behaviors, improve sexual safety, increase their HIV knowledge and get tested.¹
- Engage other PrEP users: Other SDC who are PrEP users can communicate effectively about PrEP. One study in Kenya found that when previous PrEP users shared their experiences, it reinforced the decision to use PrEP. When possible, clinics should offer peer interaction as part of service delivery, as this may increase initiation and continuation of PrEP.¹
- Reach men: Men may benefit by engaging with male (rather than female) healthcare providers.¹

The output also gives you an option to download a PDF of your demand creation strategy.

The Communications Accelerator is a good planning tool for the initial phases of developing a demand creation strategy for your PrEP program. The output and recommendations generated by the Communications Accelerator were developed using evidence from the scientific literature as well as experiences from PrEP implementation in PEPFAR implementing countries. The customized output will help you identify potential strategies for demand creation. Ideally, you should use the output from the Communications Accelerator along with results from your own formative research, input from key stakeholders, and knowledge of your program to develop your final demand creation strategy.

Demand Creation 101

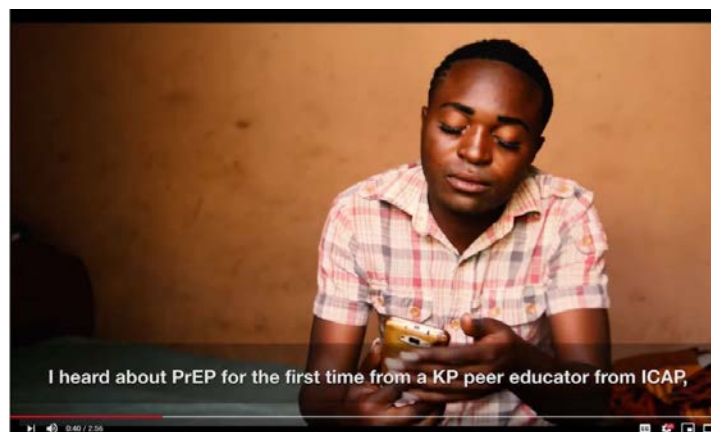
In addition to the Communications Accelerator, the PrEP Watch website provides guidance for the step by step process of demand creation. This section of the website, called [Demand Creation 101](#), provides a “broad overview for developing PrEP demand creation campaigns.” This section of the website includes guidance for 7 phases of the demand creation process:

1. Campaign Inception
2. Formative Research
3. Campaign Strategy Development
4. Creative Concepting
5. Media Planning
6. Engaging Journalists
7. Monitoring & Evaluation.

The site also provides [helpful tools and templates](#) to use throughout the planning and execution of your demand creation strategy.

“The Power of PrEP” Video Series

ICAP, in partnership with the Key Populations Team in the HIV Prevention Branch at CDC DGHT Headquarters (HQ), developed a video series featuring testimonials of PrEP users. As described by ICAP, the video series “looks at how PrEP has helped individuals from key populations in the Democratic Republic of Congo, Kenya, and Nigeria stay healthy in the face of an elevated risk of contracting HIV.” The series includes videos highlighting the PrEP journey of a female sex worker, a male sex worker, and a man who has sex with men. The videos can be accessed via this link: [The Power of PrEP Video Series - ICAP at Columbia University](#).



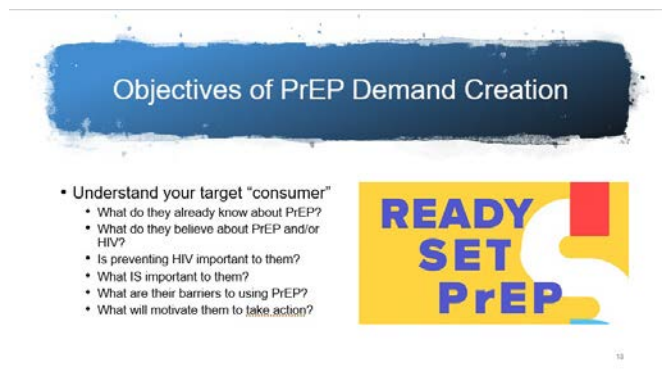
Consider these suggestions for using “The Power of PrEP” video series as part of your PrEP demand creation activities:

- Play the videos in the waiting room of clinics (or community service organizations) that offer HIV prevention services to members of key populations who may be ideal candidates for PrEP.
- Share the videos during training presentations with health care workers as a way to spark discussions about:
 - Barriers clients may face when considering PrEP and how to overcome those barriers
 - An important barrier to consider is stigma about PrEP and who should use PrEP. Health care workers may inadvertently scare people away from asking about PrEP by saying things like, “you don’t seem like someone who should be on PrEP,” or demanding to know why the person is interested in PrEP. People may also feel unwelcomed by staff or feel that people in the clinic are judging them.
 - Potential myths and misconceptions about PrEP within communities you serve
 - Benefits of PrEP beyond a reduction in the risk of acquiring HIV (e.g. peace of mind, a sense of control over one’s own health, confidence, etc.).
- Share the videos via your social media platforms or on your website and encourage people to contact you if they want to learn more about PrEP.
- Encourage community outreach workers to share the videos on their mobile phone when in the field talking to potential clients about PrEP.
- Use the videos as inspiration to create your own testimonial videos; recruit local PrEP users and ask them to share their experience on video. Even if you aren’t able to recreate the same high video quality, testimonials from people in local communities may prove beneficial.

PrEP Demand Creation 101 Presentation

The HIV Prevention Branch at CDC HQ developed a presentation titled, “Demand Creation for PrEP.” The presentation includes the following sections:

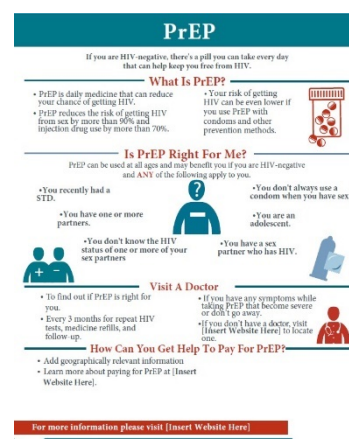
- PrEP Overview & Effectiveness
- Key Features of WHO Recommendation
- What is Demand Creation?
- Why is Demand Creation Important?
- Objectives of PrEP Demand Creation
- Marketing: The 4 P’s and 5 Principles
- The P Process
- PrEP Watch / Communications Accelerator
- Examples of PrEP Demand Creation
- Case Study: PrEP Demand Creation in Thailand
- Resources



You may want to consider using this presentation as part of your efforts to prepare health care workers and implementing partners for the roles they will play to support demand creation for PrEP as part of your country program’s PrEP program. The presentation can be accessed and downloaded [here](#).

PrEP Fact Sheet

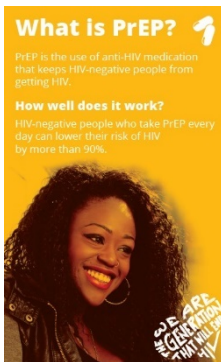
As part of your demand creation strategy, you may want to share a simple, easy to understand fact sheet about PrEP with ideal PrEP candidates. Click [here](#) to access a customizable fact sheet developed by the HIV Prevention Branch at CDC HQ. The fact sheet provides a basic overview of PrEP, indicates who should consider using PrEP, and explains how healthcare providers can support someone through their PrEP journey.



Sample Demand Creation Materials

Several country programs have developed materials to increase demand for PrEP. Depending on your country context, characteristics of your PrEP program, and primary language, you may choose to download and use these materials for your own programs. Alternatively, you may want to use these materials as a starting place for your own message testing or to help spark ideas for the types of materials you want to develop to support your PrEP program. Click on the name of each country below or the identified website links to explore their sample demand creation tools and materials.

South Africa

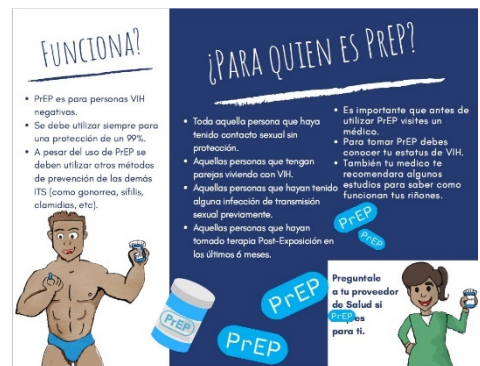


South Africa's demand creation tools include a PrEP factsheet, a brochure that addresses PrEP FAQs, and a poster for health care workers to help guide them through the process of introducing clients to PrEP. Click [here](#) for more information about South Africa's PrEP program and to access additional materials and resources including:

- "Is PrEP for you?" a risk assessment tool that allows users to choose an avatar and assess their own risk online.
- Links for information for PrEP users, PrEP providers, and anyone interested in learning more about PrEP
- PrEP information for different groups, including materials and information for youth
- Short videos and radio jingles about oral PrEP in both English and a variety of local South African languages
- Links to 2 online trainings: HIV Prevention Ambassador training, and Clinical management of PrEP

Dominican Republic

The Dominican Republic developed a suite of materials including 3 brochures, 3 posters, and a strategy for PrEP programming. These resources may be particularly helpful for programs seeking Spanish language materials.



Thailand



Thailand developed a large-scale campaign to increase awareness of PrEP and facilitate demand and uptake. Their campaign, and larger PrEP programming, sought to reach several different populations. As such, they developed multiple posters, billboards, and social media ads that specifically speak to the unique PrEP motivators of different audiences.

Brazil

FlOCRUZ, a key partner for CDC/DGHT HIV service delivery in Brazil developed a website that provides access to:

- An online risk assessment
- FAQs about PrEP and other HIV-related topics
- PrEP videos and articles

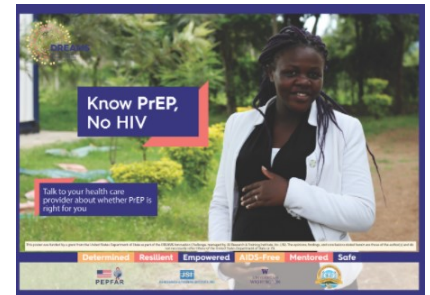
Access the Brazil website [here](#).



Kenya

Several initiatives have been implemented in Kenya to encourage PrEP use among adolescent girls and young women, including pregnant and breastfeeding women.

The PrEP Implementation in Young Women and Adolescents (PriYA) program in western Kenya developed information, education, and communication (IEC) materials including brochures, posters, job aids, and a counseling guide for women attending antenatal, postnatal, or family planning clinics. Materials are available in English and Kiswahili and can be accessed [here](#).



The Jilinde project in Kenya developed a video for pregnant clients on PrEP titled, “PrEP in pregnancy pays off!” Watch the video [here](#).

The sample materials included above are not exhaustive examples of PrEP demand creation materials. In addition to the resources on PrEP Watch, we encourage you to conduct Google searches to find other PrEP demand creation tools. Sample search terms are listed below. Click on each term to see Google image results from the search. Try your own searches to find materials that may be specific to your country or region.

- [HIV PrEP tools and resources](#)
- [HIV PrEP posters](#)
- [HIV PrEP videos](#)
- [HIV PrEP brochures](#)



CDC's Division of HIV/AIDS Prevention, which works to prevent HIV in the United States, developed a website for tools and resources related to PrEP. While created for a U.S. population and context, the information and messaging may be useful and helpful as you seek to develop a demand creation strategy and supporting materials. Learn more about CDC's domestic tools and resources [here](#).

CHARISMA Toolkit

CHARISMA is an empowerment counseling intervention designed to improve women's ability to use PrEP safely and effectively. The intervention includes four steps administered by counselors as part of PrEP service delivery:

1. A relationship assessment
2. Tailored empowerment counseling
3. Information materials for male partners
4. Referrals to community-based services

The CHARISMA toolkit provides a comprehensive set of tools to support integration of the CHARISMA intervention into PrEP programs and is good resources when offering PrEP in the context of GBV. The toolkit can be accessed [here](#).



Adapting Materials

If you decide to use existing PrEP materials, consider the need to tailor and adapt the materials to fit within your local context. Tailoring and adapting health communication materials goes beyond translating the language or choosing culturally appropriate images. You also need to ensure that the materials speak to the needs and concerns of your primary audience(s), fit well with your other prevention initiatives and messages, are easily understood by the people you seek to reach, and present messages people are willing and able to believe. Finally, it is best practice to share potential messages and communication materials with both key stakeholders and members of your audience to solicit their feedback and suggestions for improvement.

Before deciding to disseminate PrEP messages and materials, you should identify:

- Your primary audience(s)
 - **For example:** health care workers, AGYW, KP, general population, etc.
- Your communication goal(s)
 - **For example:** increase awareness of PrEP, provide education about how to take PrEP, increase PrEP enrollment, increase PrEP adherence, etc.
- Possible mode(s) of dissemination
 - **For example:** community forums, flyers, social media, radio, etc.
- Your key messages
- A call to action
 - **For example:** call a clinic to make an appointment, tell someone about PrEP, take PrEP daily, etc.
- Specific barriers your audience may face related to PrEP enrollment or adherence.

Lessons from the Literature

See below for PrEP demand creation lessons from the literature. Click the image or author's name to read the full article.

[Bass et al.](#)⁵ conducted a systematic review of the literature to identify lessons about demand creation across prevention interventions to inform demand creation strategies for daily oral PrEP. Published in 2019, their key findings included the importance of using interpersonal communication approaches supported by people who are similar to your end users (i.e. peer educators), civil society engagement, and considering the concerns and hopes of a potential user along their journey to identify an ideal prevention option for that works for them.

KEY POINTS

- With 5 decades of experience with development and implementation, contraception has a lot to offer the PrEP field in terms of lessons learned for new method introduction.
- PrEP is an important addition to the HIV prevention method mix; a broader focus on the method mix rather than promotion of a single technology will enhance HIV prevention.
- A narrow focus on promotion of a new technology alone will not increase choice; service delivery systems and providers are equally important to the success of PrEP introduction.
- Failure to account for user preferences and the social context into which new methods are introduced can undermine the potential of these methods to provide benefit.
- Slow acceptance of a method should not be interpreted as lack of acceptability; adoption of new technologies takes time, particularly if the new method is a departure from existing approaches.

KEY POINTS

- Limited literature on PrEP and extensive literature from VMMC and condom demand creation should be utilized holistically to develop approaches across primary prevention, rather than building bodies of knowledge in a siloed manner. The literature reviewed reflects the following:
 - Literature on VMMC, PrEP, and condoms supports similar conclusions regarding the need for demand-side thinking as an integral component of primary prevention programming (vs. 'one-size-fits-all' promotion). Done well, this work includes interpersonal communication approaches supported by cadres closely identified with end users, such as peer educators or counselors, members of key population-led groups for services aimed at key populations, are essential however.
 - 'Community'-based groups (e.g., civil society, individuals, or organizations led and/or trusted by potential clients or product users) have a critical role to play in demand creation and service delivery. However, these groups should not be solely tasked with this complex endeavor, which is supported by an evolving and complex methodology. Civil society engagement in service provision and promotion should not ever come at the expense of essential accountability-focused work to ensure policies, programs, and targets are in place.
 - Successful demand creation strategies have been built on foundational research regarding potential client's experiences, concerns, and hopes along their 'journey' toward deciding to use a strategy.

[Delany-Moretlwe et al.](#)⁶

published an article in 2016 that summarized key lessons from the development and introduction of contraceptives to identify implications for the introduction of PrEP. Their key points remind HIV prevention practitioners of the importance of introducing PrEP as part of the cadre of options available for HIV prevention rather than focusing solely on PrEP as a standalone method. Additionally, they remind providers that service delivery systems and provider experiences are as important to the success of PrEP roll out as promotional activities. They also point out the importance of accounting for user preference and social context and caution against interpreting slow uptake as a sign of disinterest in PrEP.

⁵ Bass E, Fitch L, Gomez A, Loar R. "Demand creation for primary biomedical prevention: identifying lessons across interventions to inform daily oral preexposure prophylaxis programs." *Curr Opin HIV AIDS* 2019, 14:28–40.

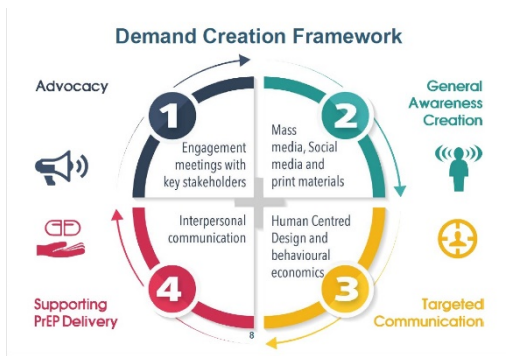
⁶ Delany-Moretlwe S, Mullick S, Eakle R, Rees H. "Planning for HIV preexposure prophylaxis introduction: lessons learned from contraception." *Curr Opin HIV AIDS* 2016, 11:87–93.

PrEP Implementation Case Studies

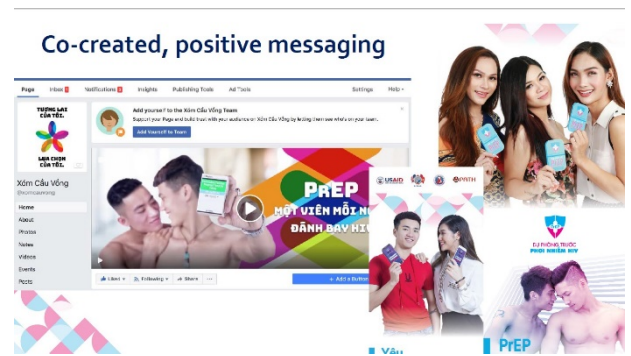
In 2018, the HIV Prevention Branch at CDC HQ hosted a series of webinars for select country programs to share their experiences implementing PrEP. The presentations included examples of how demand creation activities fit into the larger PrEP programming for the country programs. The slides from the webinars are being included in this toolkit as case studies for how to develop a PrEP program and integrate demand creation into your activities.

Click the links or images below to explore the presentations.

PrEP for Adolescent Girls and Young Women



PrEP for Key Populations



she conquers
A campaign to empower adolescent girls and young women across South Africa

Empower. Protect. Advance

- Launched by the Deputy President June 2016
- National Campaign mobilising the whole of government and all of society
- Leveraging existing resources
- Targeted approach
- Focus on high priority areas
- Standardised package of interventions

PrEP is part of Combination Prevention



PrEP messaging for young African women

A PILL A DAY HELPS KEEP HIV AWAY

How does PrEP work?

PrEP is an antiretroviral pill. It works by stopping HIV from multiplying in your body. It stops HIV from spreading to other people.

THIS IS MY STORY

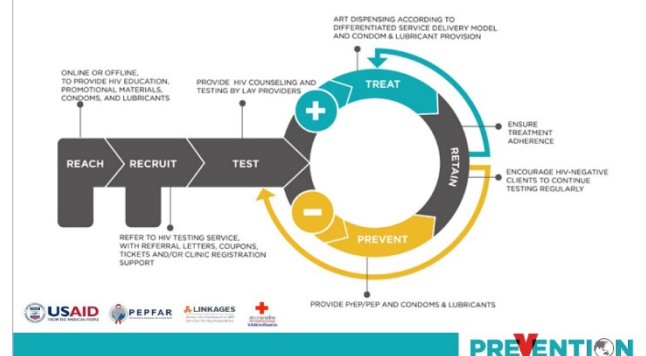
I AM MY OWN PERSON AND MY CHOICES.

I AM PROUD FOR CHOOSING MY OWN FUTURE. I AM PROUD FOR CHOOSING MY OWN LIFE.

I AM PrEPED

PrEP is a new way to protect yourself from HIV. TAKE YOUR DAY. IT HELPS YOU STAY HIV FREE. **PrEPED**

Key Population-Led Health Services (KPLHS)



Contact Us

For more information or to request technical assistance, contact:

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