

Why do we need a new way to identify programme improvement opportunities?

Today we think more about our world than hers.

By reframing prevention through AGYW's lens of relationship goals, we can identify new ways of engaging her to improve the effectiveness of current and new interventions.

1. The landscape of her world can feel very fragmented.

Current framing for prevention through the health system lens of product and service delivery results in disconnected programs and gaps of unmet needs.

While specific interactions are important, the need to support AGYW through the journey has been overlooked. Missing a holistic perspective of the journey as she defines it, we can unintentionally leave AGYW unsupported or stranded along the way.

When we engage AGYW with a variety of isolated interactions across the health system or implementers:

“You’re asking me to live in your world, not mine”

When we interact with AGYW in inconsistent styles and ways that do not align with her goals:

“Do you even know me?”

When we create interventions that do not follow her entire journey:

“Where did you go? What am I supposed to do next?”

2. Healthy habitual routines do not happen overnight.

Prevention behaviours require the establishment and sustenance of habitual routines.

Supporting AGYW along their progress towards building these habits is the best way to achieve our goals and theirs. Creating the intent for healthy habits and supporting healthy habits are the two critical objectives needed to progress AGYW through the journey stages.

3. One-time, isolated interventions are not enough.

We need to consider how a series of touchpoints can work together to provide a cohesive experience for AGYW that encourages her progress towards healthy habits. We need to design the ecosystem of prevention.

How do we use this work to identify programme improvement opportunities?

Support her goals, don't push goals on her.

This body of work prioritised the challenges that AGYW encounter. By ensuring interventions address these specific challenges, we can equip her to achieve her personal journey and healthy prevention behavior.

1. Understand how organisations fit into her journey.

Even if an organisation is not focussed on every part of the journey to a healthy habit, it is important to know what comes before and after engagement with AGYW.

Working together with other organisations can improve our ability to craft an experience that feels cohesive to AGYW and supports her progress.

2. Meet her where she is.

Each segment is motivated by different relationship goals and experience the prioritised challenges with different intensities. If an organisation is focussed on engaging certain segments in more targeted ways, this work identifies the prioritised challenges which have more prominence in each segment's lives.

These challenges can be addressed for all of the segments by adapting communication styles and influencers that are relevant to them. Consider how to engage each different segment across every touchpoint.

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How do we use this work to identify programme improvement opportunities?

Align to the 15 prioritised challenges.

Our data established 15 challenges that AGYW must address.

These challenges represent the voice of AGYW. The analysis of our rigorous, mixed-method research revealed that meeting these challenges will drive her forward in her journey.

Use the Prioritization Design Aid published by this project.

Begin by mapping which challenges are currently addressed by interventions. Gaps revealed across this perspective indicate areas where the experience of AGYW may become fragmented or feel disjointed and unsupported.

As those responsible for establishing the prevention ecosystems that encourage healthy habits, we can establish stronger intervention portfolios by maintaining a holistic perspective in our planning and design.

15 prioritised AGYW challenges to address:

pre 'flip'

post 'flip'

See Alternatives

Help her connect to other women who are self-reliant

Help her feel confident in her plan to achieve her relationship goals safely.

Personalise consequences

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.

Increase independence

Help her get healthy sexual relationship advice without feeling judged.

Help her feel accepted for seeking information about sexual relationships.

Recognise ongoing risk

Help her remember that HIV prevention can be used without reducing trust.

Help her deal with partners who question her trust if she wants to use HIV prevention.

Help her be consistent with HIV prevention when relationships change.

Defend preferences

Help her be ready to speak up for her sexual health.

Help her deal with situations that challenge her HIV prevention preferences.

Help her build her confidence for taking her own health decisions.

Feel belonging

Help her connect with groups who have safe lifestyle habits.

Help her ignore those who judge her because of her healthy habits.

Help her feel proud of being a person who protects her sexual health.