

The most comprehensive AGYW HIV prevention project to date.

HIV prevention for AGYW is a complex problem that requires integrated and comprehensive solutioning.

While many projects focused on AGYW have been completed across the HIV landscape, **this project is the first to integrate all of the methods necessary for a complete picture of the journey to HIV prevention through the eyes of AGYW.**

By embracing a product-agnostic approach, this project understands the behavior of HIV prevention in a manner applicable to the widest audience of those working on this systemic challenge.

The project began by conducting research with stakeholders across government, donors, and implementers and identifying their needs. The project methodology was then optimized to ensure that the outputs would align directly with the needs of those users.

Project deliverables available to help organisations develop a prevention ecosystem:

- **Healthy Sexual Relationship Journey framework**
Outlines a 5 stage model that articulates the context for prevention from an AGYW perspective. Consolidates AGYW behaviour and choices relevant to HIV prevention and their influencers.
- **AGYW Segmentation**
Differentiates by relationship motivation and associated prevention behaviour. Stage specific progression factors quantified.
- **HIV prevention product preferences**
AGYW's preferences quantified to guide future product development.
- **15 intervention opportunity areas**
Identified and prioritised for optimal programmatic impact.
- **4 Design Aids**
Developed for resource allocation, optimisation of current Programmes, and designing of new interventions.
- **22 prioritized intervention concepts**
Co-created with AGYW and stakeholders.
- **1 programme design validated through piloting**
Designed and implemented in collaboration with two IPs for high prevalence geographies in South Africa. Proven success in changing negative relationship dynamics and establishing referral support.

HIV Prevention Market Manager

AVAC
Global Advocacy for HIV Prevention



Supported by the Bill & Melinda Gates Foundation

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Contact the project team at:
[Upstream Thinking](#) or [Final Mile Consulting](#)

upstream **finalmile.**
a fractal company

Two locally led project phases that integrated human-centred design methodologies and engaged **over 3,500 stakeholders**.

**PHASE 1:
HUMAN-CENTERED & BEHAVIORAL RESEARCH**

Engaged AGYW directly to gain a better understanding of barriers and enablers (individual, social and structural).

Qualitative research

Established context & insights for prevention by engaging: **267 AGYW** across the two highest prevalence provinces (KZN & MPU).

135 influencers

- Male partners
- Matriarchal figures
- Community Health Workers
- Nurses

Quantitative research

Established segmentation and prioritised their challenges by engaging:

1987 AGYW in 5 KZN districts 2 MPU districts

Discrete Choice Methodology

Created a Discrete Choice Model of product preferences by engaging:

1002 AGYW 5 KZN districts 2 MPU districts

**PHASE 2:
HUMAN-CENTERED DESIGN & PILOTING**

Developed an integrated strategy and Design Aids to help stakeholders create more effective interventions. Piloted interventions informed by the research findings.

Strategic objectives

Defined priority intervention opportunity areas.
Refined with SANAC and Technical Working Group.

HCD Design Aids

Optimized content outputs based on stakeholder need definitions.
Refined with 12 stakeholders (donor, IPs & government).

Pilot development and deployment

3-day co-design session with **60 AGYW** & IPs.
Refined 1 selected concept with AGYW and with ANOVA and TBC.
Created an intervention concept that has demonstrated measurable impact.
158 AGYW participated from KZN & Gauteng over 2 rounds of pilots.

Project outcomes:

- Stakeholder needs defined for research outputs
- AGYW's Journey toward HIV Prevention

- AGYW Segments
- Progression factors and distribution specific to segment and stage

- Product preferences specific to segment and stage

- Intervention opportunities specific to segment and stage

- Foundational Design Aid
- Prioritization Design Aid
- Intervention Design Aid
- Classification Design Aid

- Relationship Workshop
- 22 additional intervention concepts

BRIEFS: AN HCD APPROACH TO BREAKING THE CYCLE OF HIV

AN HCD APPROACH TO BREAKING THE CYCLE OF HIV

We have created a series of 3 - 4 page briefs to provide high-level summaries of this project, the most comprehensive AGYW HIV prevention project to date. The topics for the briefs were chosen to be representative of the most critical issues to act upon for impact and most effective use of resources.

For more information, contact the project team at: [Upstream Thinking](#) or [Final Mile Consulting](#)

- 1** *How should we be thinking about HIV prevention?*
RETHINKING HIV PREVENTION
- 2** *How could we better allocate our resources?*
RE-PRIORITIZING RESOURCES FOR GREATER IMPACT
- 3** *How should we refine our measurement goals?*
REFINING MEASUREMENT GOALS TO INCENTIVIZE BETTER OUTCOMES
- 4** *How should we change how we think about the people we serve?*
PROMOTING AGYW SEGMENTS TO IMPROVE PROGRAMME EFFECTIVENESS
- 5** *How do we use this work to identify programme improvement opportunities?*
ALIGNING DESIGN EFFORTS TO AGYW NEEDS
- 6** *How do we use the Design Aids to design and refine programmes?*
ENSURING PROGRAMME RELEVANCE & EFFECTIVENESS
- 7** *How do we go about offering the Relationship Workshop?*
DEPLOYING THE RELATIONSHIP WORKSHOP
- 8** *How could we create additional value with this integrated HCD approach?*
LEVERAGING THIS BODY OF WORK TO AMPLIFY IMPACT



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