



- This training deck is to be used as a complement to any PrEP education or accreditation training.
- It has been designed to be engaging in a way that embodies the V approach. It should be fun and get staff excited.
- •Feel free to adapt as necessary to your clinic and individual country's protocol.



GOALS OF THIS MEETING

- Remind ourselves about PrEP
- Learn about V, a novel approach to PrEP uptake and adherence.
- Learn about what AGYW had to say about V
- Review our crucial roles as healthcare providers.
- See the tools we'll get to help us.
- Practice how to talk to potential patients











CAN YOU SOLVE THIS PUZZLE?

Acting on an anonymous phone call, the police raid a house to arrest a suspected murderer.

They don't know what he looks like, but they know his name is John.
Inside they find a carpenter, a lorry driver, a car mechanic and a fireman playing cards.
Without even asking his name, they immediately arrest the fireman.

How do they know they've got their man?











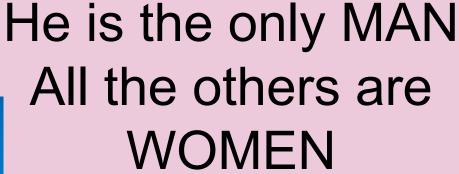




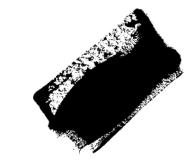
CAN YOU SOLVE THIS PUZZLE?

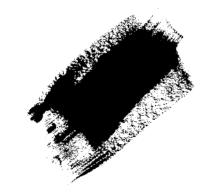
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to arrest a suspected murderer. They don't know what he looks like, but they know his name is John. Inside they find a carpenter, a lorry driver, a car mechanic and a fireman playing cards. Without even asking his name, they immediately arrest the fireman. How do they know they've got their man?





















Introducing V

A fresh approach designed with and for young women (and healthcare workers) to help them take PrEP without fear of stigma or for partner abuse.

Let's empower our young women to take care of themselves.

V IS A HOLISTIC APPROACH WITH 4 PILLARS STRUCTURED AROUND THE PREP USER JOURNEY









to look like make-up so that you can used discreetly



discreetly



Adherence

Getting a re-test and re-fill

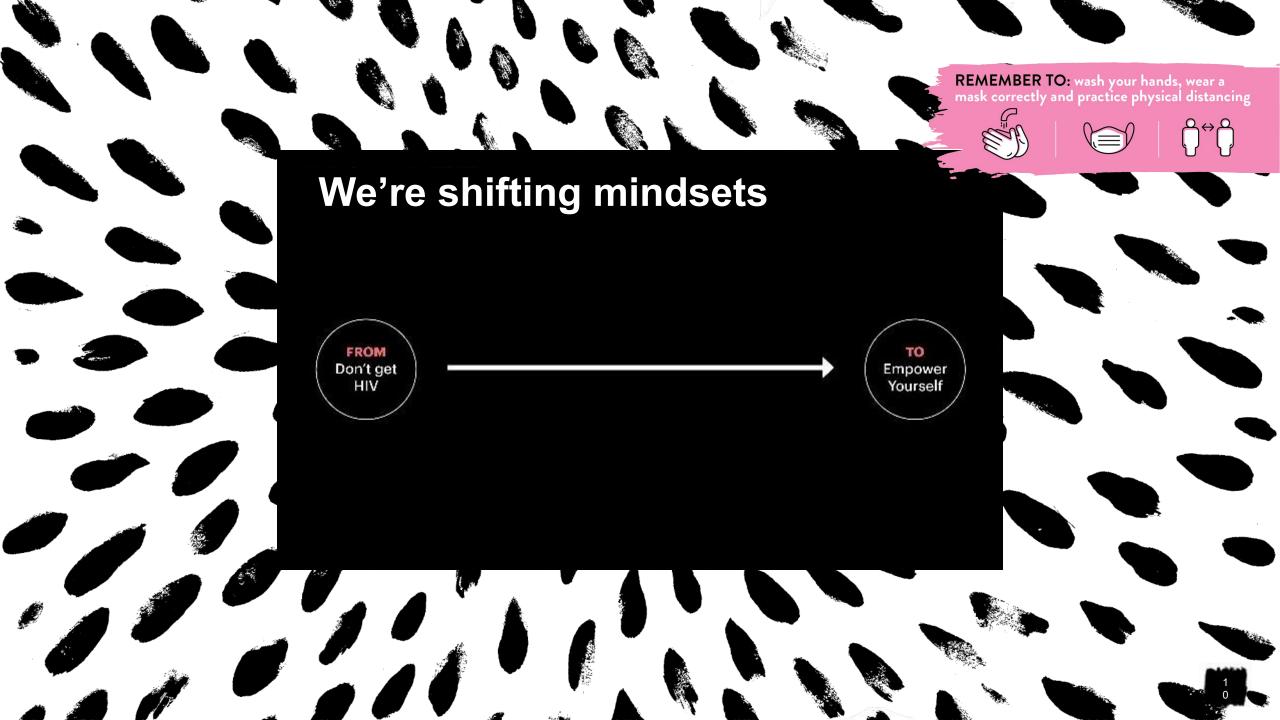






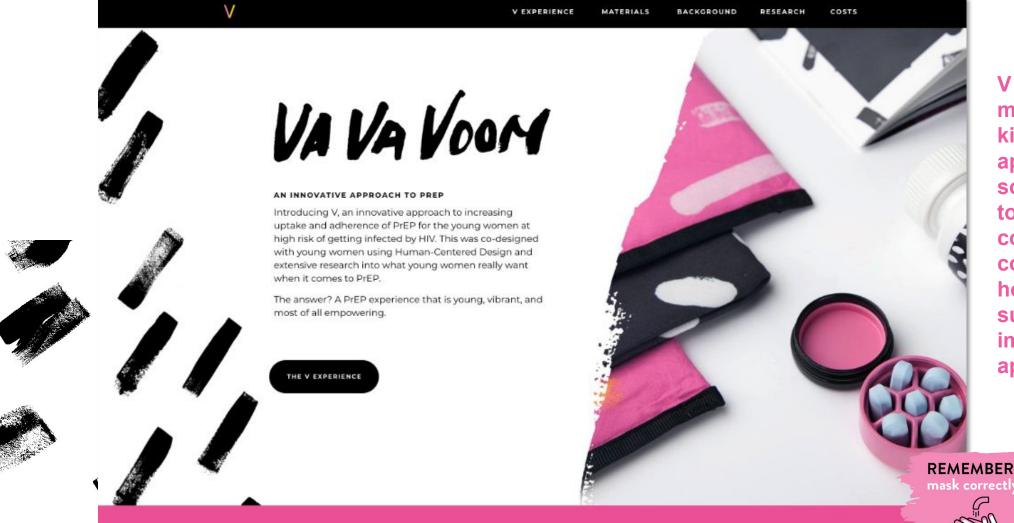






V WEBSITE DESIGNED FOR US

Launching-V.com



V website contains all materials needed to kick start this new approach (though some of them will need to be adapted to your country or clinic context), guides on how to use them, and suggestions on how to implement this approach

REMEMBER TO: wash your hands, wear a mask correctly and practice physical distancing





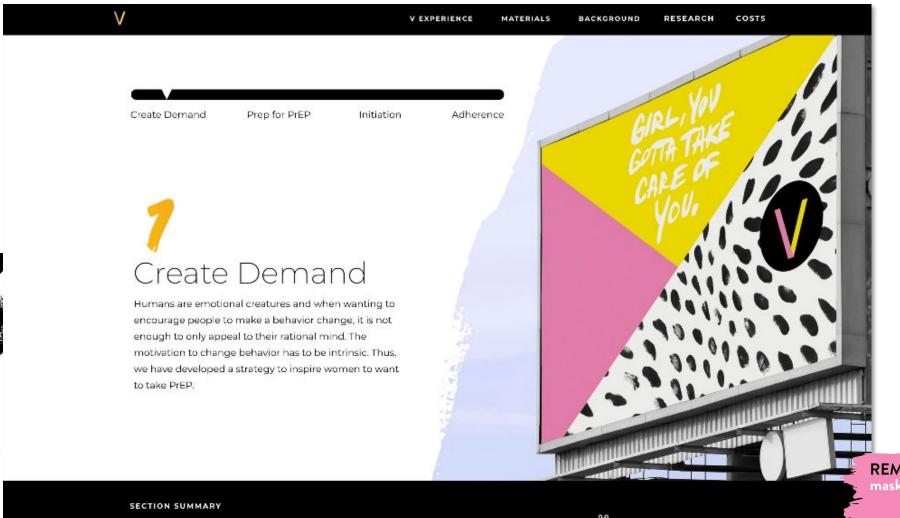


IMPLEMENTORS GUIDE:

These recommendations were created through a using a blend of Human-Centered Design approach in South Africa. This method begins with a deep understanding of people's needs and desires, and co-designing with them to create something they truly desire.



CREATING DEMAND



CREATING
DEMAND/AWARENESS
FOR ORAL PREP
THROUGH WORD OF
MOUTH AND "BIG
BRAND" FEEL

GEARED TOWARDS INSPIRING YOUNG WOMEN TO WANT TO TAKE PREP.

REMEMBER TO: wash your hands, wear a mask correctly and practice physical distancing







Build
 A network of ambassadors

Create
 An advertising campaign

3 Consider

Launching a full-price product in the private market first

Funding tight? Do this:Build a network of volunteer ambassadors











CREATING DEMAND



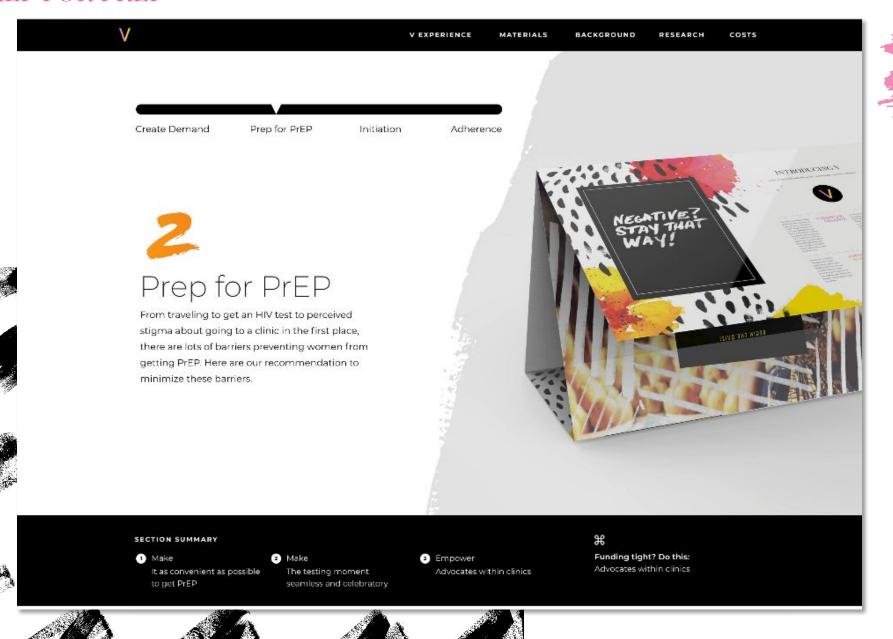
Strengthening
Ambassador network

- Ambassador toolkit
- Ambassador swag
- Ambassador certificate



Advertising with in-clinic posters and educational pamphlets

PREP FOR PREP



REMEMBER TO: wash your hands, wear a mask correctly and practice physical distancing







CREATING
PATIENT-CENTRIC
EXPERIENCES AND
MINIMIZING HIV TESTING
BARRIERS

PREP FOR PREP







1.

Make testing and PrEP initiation as convenient as possible

2.

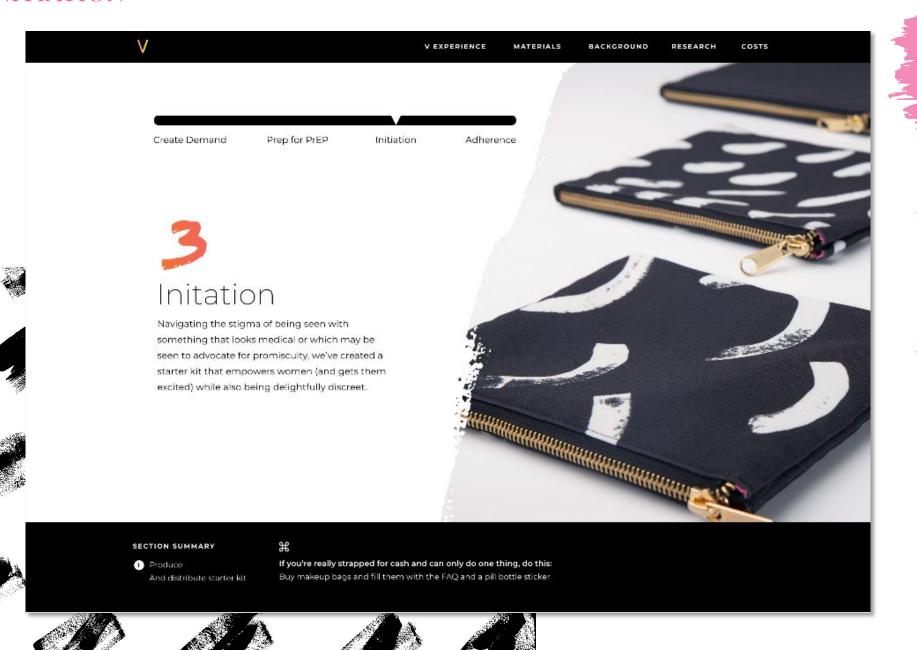
Enrich the HCW:AGYW experience

- Educational flipchart
- Swag for staff

2.

Strengthen clinic advocates or peer navigators

INITIATION



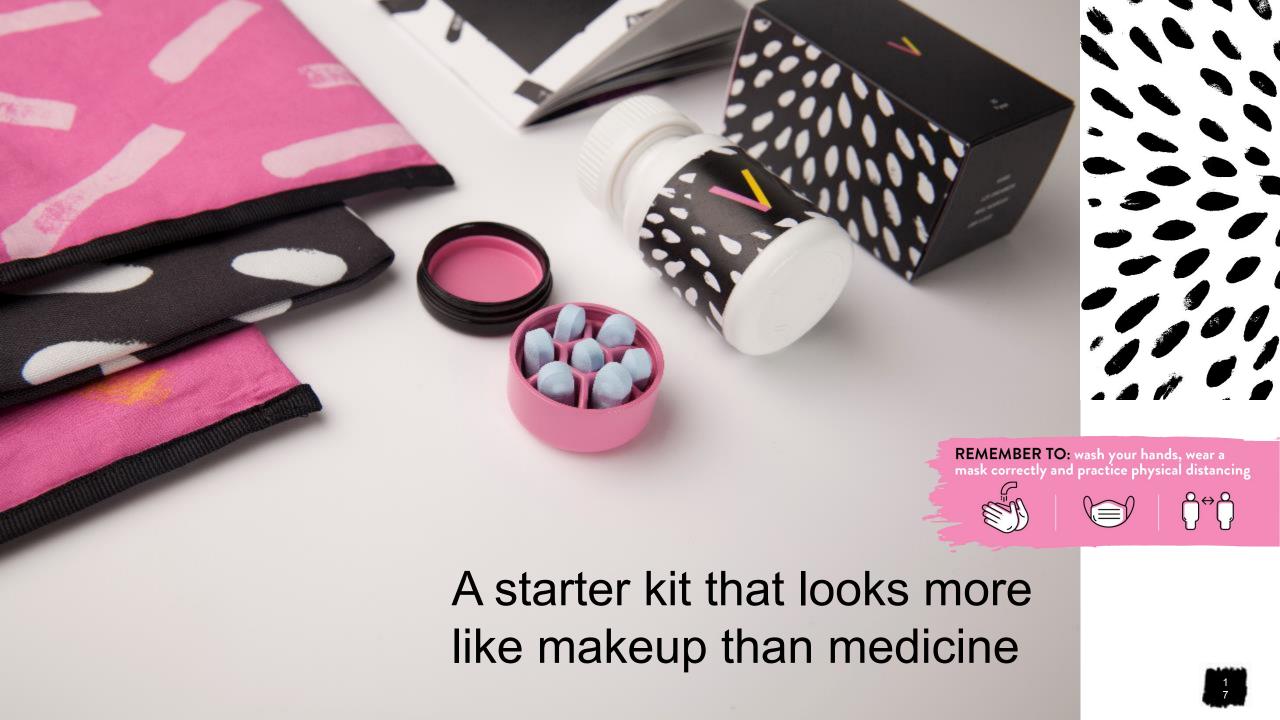
REMEMBER TO: wash your hands, wear a mask correctly and practice physical distancing

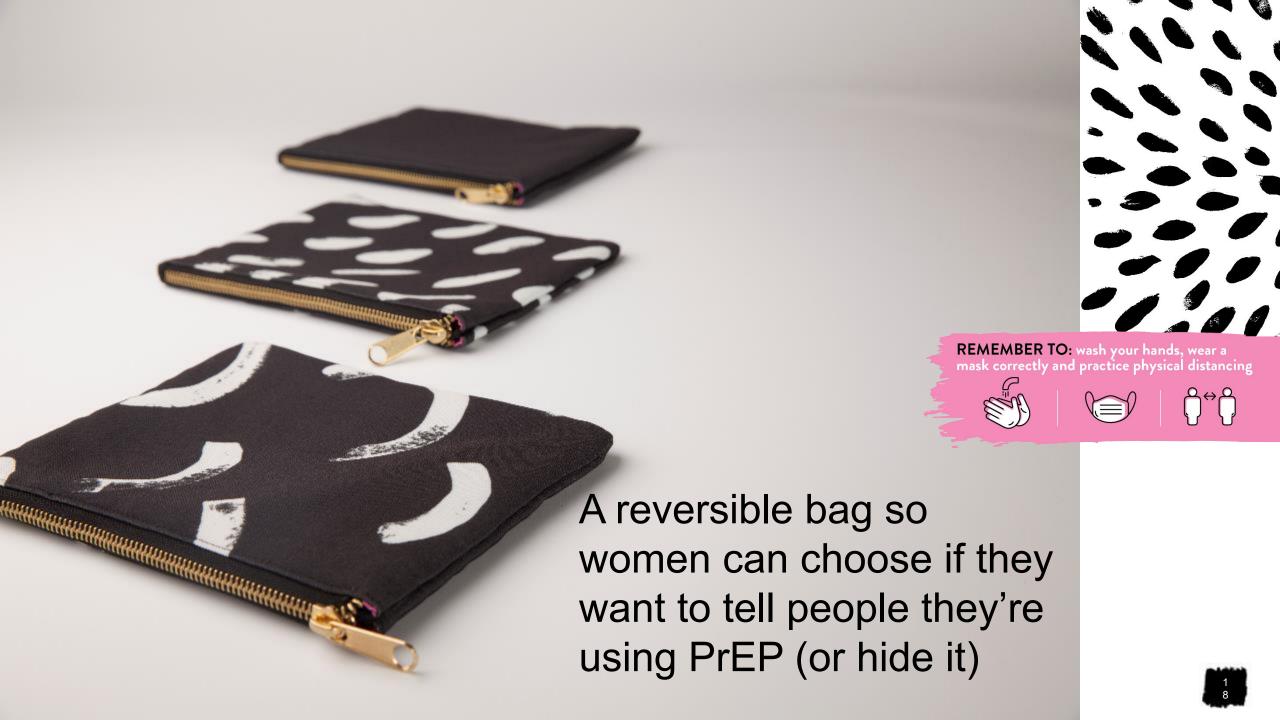






CREATING AN EXCITING
AND EMPOWERING FIRST
EXPERIENCE WITH ORAL
PREP THROUGH AN
INITIATION STARTER KIT
DELIVERED BY
SUPPORTIVE HEALTH CARE
WORKERS (TRAINING IS
INCLUDED)









REMEMBER TO: wash your hands, wear a mask correctly and practice physical distancing







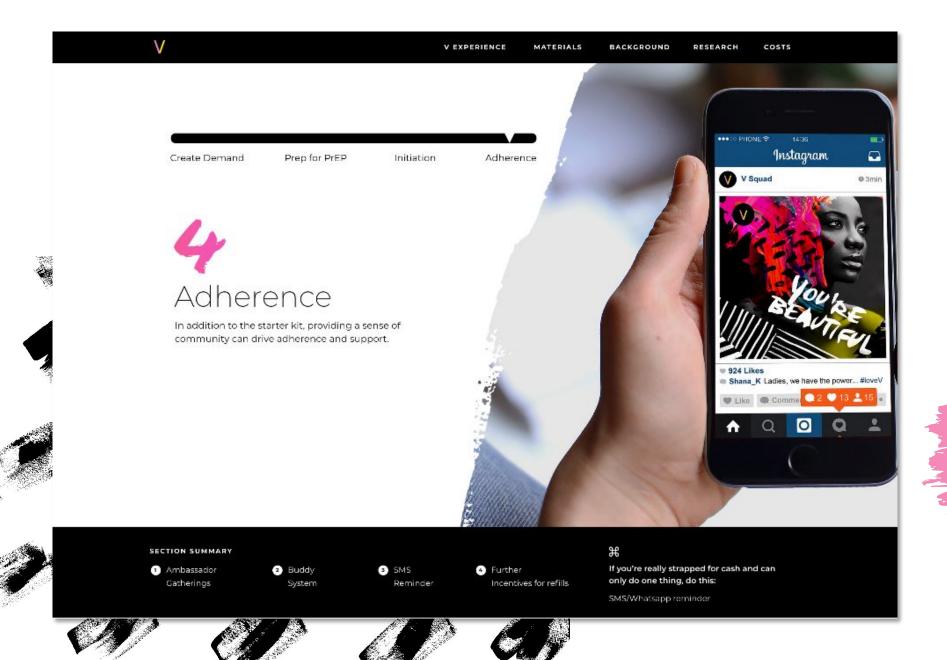
Packaging that hides the fact that it's pills







ADHERENCE SUPPORT



USING THE POWER OF BELONGING TO SUPPORT USER'S ADHERENCE THROUGH A SENSE OF COMMUNITY AND PEER SUPPORT















Chats

Va va voomi
entime

Hi yau vivacious vivant just
wanted to say that I'm so
proud of you for daing the
smart thing and taking care of
yourself. Keep it up!
Remember a pill a day keeps
HIV awayt

19.00

Ambassador gatherings

A buddy system

3. Weekly reminders

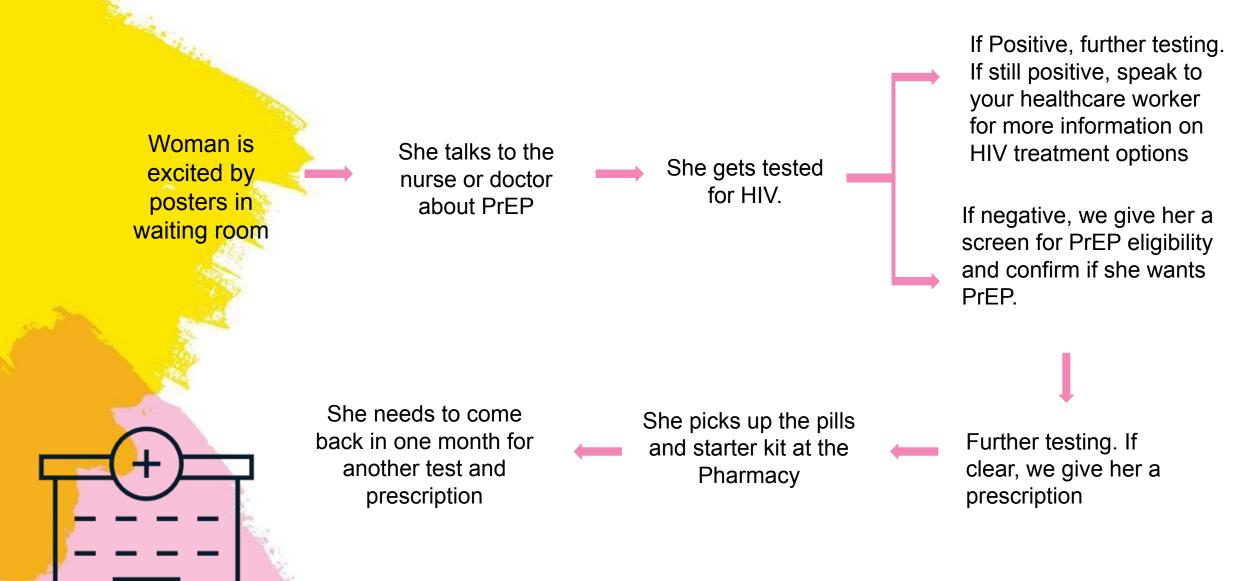
SO, HOW DO WE DO THIS?







HOW IT WORKS IN OUR CLINIC





KEY MOMENTS TO TELL YOUNG WOMEN **ABOUT** PREP

- When they've just had an HIV test and are negative
- When they ask about contraceptives
- When they discuss sex (oral, vaginal or anal)
- Anytime you get the chance to!





SOME PEOPLE WILL NEVER GET HIV.



Chat to your local nurse to find out about **V** a new way to help you stay HIV Negative.

IN CLINIC POSTERS



Description

A variety of bold posters with catchy messages and aspirational imagery to appeal to young women, generate interest and create demand for PrEP

Translated to Shona and Ndebele

To be installed around the clinic and used during outreaches

REMEMBER TO: wash your hands, wear a mask correctly and practice physical distancing







Description

T-shirts for healthcare workers



EDUCATIONAL PAMPHLETS

REMEMBER TO: wash your hands, wear a mask correctly and practice physical distancing







Description

T-shirts for healthcare workers



EDUCATIONAL FLIPCHARTS

Description

A job aid for healthcare workers (including PrEP champions) to serve as a guide for facilitating conversations with AGYW about PrEP initiation.
Introduces PrEP,

Translated into Shona and Ndebele











IMMERSIONS: WHAT WE DID









WE CONDUCTED IMMERSIONS OVER IN FOUR DISTRICTS WITH DIVERSE PrEP CONTEXTS.

WE SPOKE TO

141 Young women

10 Influencers

18 Nurses and Clinicians

13 Brand Ambassadors

GOALS

- To adapt the V materials to make theme relevant to adolescent girls and young women in Zimbabwe
- Integrate V within Zimbabwe's broader oral PrEP landscape
- Define a set of recommendation for implementation

WHAT WE FOUND OUT







IMMERSION INSIGHTS: CREATING DEMAND



- Awareness of high risk and fear of contracting HIV prompts PrEP use.
 - Many young women decided to use PrEP as they were aware of their own high risk and had their own ways of assessing it (for example, not knowing their partner's status, having multiple boyfriends, having or being forced to have unprotected sex)
- Side-effects, taking a pill everyday, and access are major barriers for PrEP use.

 Since PrEP was introduced in some districts (e.g., Gweru and Bulawayo) for sex workers and prostitutes, there is stigma associated with the word PrEP and the use of PrEP, that stops young women from taking PrEP.
- PrEP use is associated with sex workers, prostitutes, and promiscuity.
 - Since PrEP was introduced in some districts (e.g., Gweru and Bulawayo) for sex workers and prostitutes, there is stigma associated with the word PrEP and the use of PrEP.
- Women fear how their partners, friends and family will read to their PrEP use.

Many social factors impact a women's decision to hide her PrEP use. Some fear that, if one is taking PrEP, one would be considered HIV positive. Others might not want to tell their partners, because of fear of partner violence. Young girls might not want to let their parents know that they are sexually active.

IMMERSION INSIGHTS: PREP FOR PREP

Young women fear interacting with health care workers as they may be judged.

Many girls who were on PrEP related incidences of interacting with health care workers who questioned them on their intention to use PrEP and get HIV tested. (e.g., "why do you need PrEP? Are you engaging in risky behaviour at this young age?)

2 Stigma associated with visiting clinics, stops girls and women from making a visit.

Some girls mentioned not wanting to spend time in clinics because if one is seen visiting the clinic people would assume that one is HIV positive.



IMMERSION INSIGHTS: INITIATION

Women fear how their partners, friends and

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IMMERSION INSIGHTS: CONTINUATION



Discretion is desirable as there can be adverse effects if others find out

While women have their own ways of hiding their pills (e.g., in a friend's house, in their handbag), they struggle to carry their pills around and take them openly because of the stigma associated with PrEP. There are instances when others find out, which might lead to uncomfortable conversations and even violence, resulting in discontinuation.

Women whose side effects persist need support from health care workers

Young women, typically are warned about side-effects such as headaches, increases appetite, dizziness due to PrEP use for the initial 1-4 weeks. However, for a few women, these side-effects persist, and they are advised to discontinue PrEP either by a health care worker or stop taking the pills themselves.

Getting refills is challenging for women who can't access PrEP nearby

This rings especially true, for women who don't have the money to travel and those living in rural areas. For refills, they must walk or take public transport for long distances.

Follow-ups are critical for getting young women ,who have defaulted, back on PrEP

And to ensure that young women take PrEP consistently. However, they often provide incorrect phone numbers and addresses. Some, including sex workers, travel frequently. These factors make it difficult for health care workers and ambassadors to follow-up with them in case they miss their refill.

Women who find support around them for using PrEP or are keenly aware of their risk tend to default less

Women who are at high-risk (e.g., sex workers, with husbands who are HIV positive, who have multiple partners), tend realize the value of PrEP and feel motivated to taking it. Some women also mentioned about finding support in friends, family, partners and neighbors around them.



Based on insights from the V immersions in Zimbabwe, we should think about the following when talking to young women.







REMEMBER TO: wash your hands, wear a mask correctly and practice physical distancing



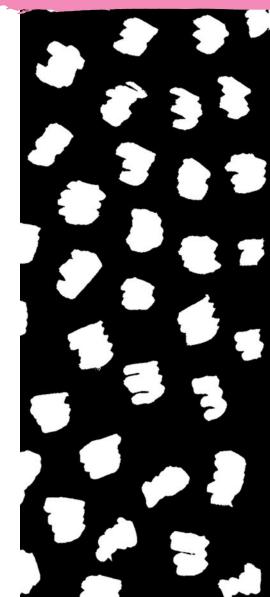




I want discretion, but that doesn't mean I want boring. Bring me surprise and delight, especially in the face of something so dark.

FOR EXAMPLE

- · Build in moments of delight and surprise throughout the experience to create excitement and prolonged engagements.
- · Ensure that your design has no cues of anything medical.
- · Create product, brand and experience moments that put women in control of whether to share her secret.
- · Design products that have a sense of vibrancy and can blend in on a shelf with other women products like makeup or perfume.





I want discretion but that doesn't mean I want boring. Bring me surprise and delight especially in the face of something so dark.

- Communicate discretion. Show the client that even the discussion you are having is private.
- Tell them PrEP is all about taking control even in the most difficult situations and being able to plan with peace of mind.
- Being discrete is part of the thrill, PrEP blends into your everyday life and becomes part of your daily routine. A routine that others already support and now you can fuse in staying safe into it. You've got this!
- Ask the clients about their understanding of discretion and discuss how PrEP fits into this.



There's so much to be skeptical of, especially when it comes to medical products. Help me get over my pessimism and give me something to trust enough that I give you my loyalty.

FOR EXAMPLE

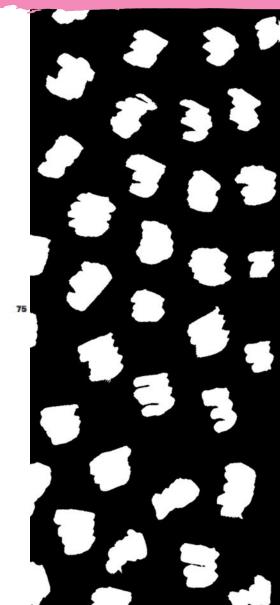
- · Build cues of credibility and trust into the brand.
- Launch in private stores prior to distribution in government clinics.
- · Ensure that any information is thorough and simple.
- Create packaging with common cues for legitimacy.
- Provide product feedback that helps women know it's being used correctly.
- Use word-of-mouth marketing from trusted sources to drive awareness.
- · Create a big brand feel through above-the-line advertising.













There's much to be sceptical of, especially when it comes to medical products. Help me get over my pessimism and give me something to trust enough that I give you my loyalty

- V is brand was created around young women and their needs.
- V was created by women by women
- V is being used by young women, just like you, all over Zimbabwe



HIV isn't the first thing on my list especially not today. Provoke me, get my attention through word-of-mouth, or give me tangible benefits for other priorities.

FOR EXAMPLE

- In South Africa, this means linking the brand to the concept of female empowerment—both on an individual basis and as a collective, as well as positioning the product as a woman's product, like makeup or skincare.
- Do not use the word "HIV"—it acts as a beacon which immediately turns people away.
- Provide other benefits or rewards that motivate (both intrinsically and extrinsically).

REMEMBER TO: wash your hands, wear a mask correctly and practice physical distancing











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Don't tell me what to do; show me respect by giving me thoughtful options from which to choose. I want to protect myself, but it has to fit my life.

FOR EXAMPLE

- Provide multiple dosage forms with obviously differentiated use cases and users. Allow the women to self select so they have ownership over the dosage form they chose. Do not create so many dosage forms that people may be overwhelmed by the choice—seven is a good maximum to aim for.
- Throughout the journey, empower women with choice—whether or not they want to reveal their usage of the product, the forms they can choose from, and how they choose to spread the word.

REMEMBER TO: wash your hands, wear a mask correctly and practice physical distancing









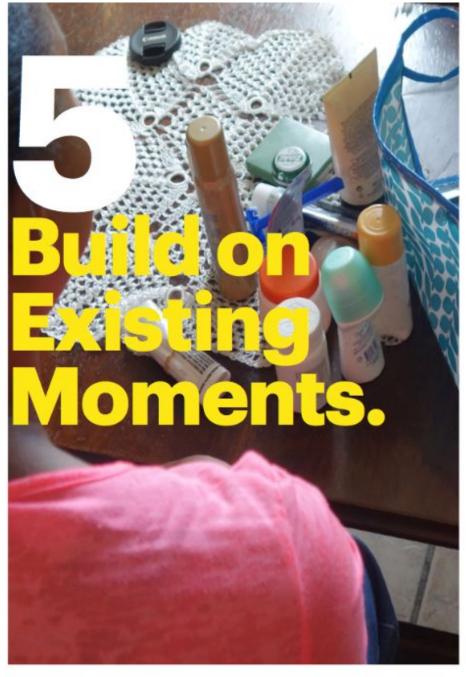


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Ask about what their priorities in life are? List the 5 things they want to achieve in the next 10 years. Link how staying healthy in 10 years ensures they can achieve this, how PrEP helps them take control of staying healthy.

Additional talking points

- The V kit is meant to blend into your life and be part of everyday items like your makeup kit or skin care products. Protecting oneself should be as everyday and as acceptable as any self-care practice.
- V is meant to make each woman feel confident in whoever she is; to be bold, empowered, and in control-for perhaps the first time in her life. Let's help her feel comfortable with being brave.



REMEMBER TO: wash your hands, wear a mask correctly and practice physical distancing







Make the product part of my bathing or make-up routine. Turn the HIV test into a moment to celebrate, with tools to help me stay negative. Instead of creating entirely new rituals, piggyback on behaviors that I already have.

FOR EXAMPLE

- Ensure that whatever you design is convenient—don't make women work to get your product, or understand it, or use it.
- Create a habit by linking the dosage to associated behaviors—such as getting ready in the morning or putting on make-up—and by using visual cues as a prompt.
- Piggyback on other appointments and services to offer or advertise the HIV test and product.





Make the product part of my bathing or makeup routine. Turn the HIV test into a moment to celebrate, with tools to help me stay negative. Instead of creating entirely new rituals piggyback on behaviours I already have

- Discuss with the client what their morning routine is like. Give a example of a typical no-work morning for you to get them to loosen up and engage in the discussion
- Identify existing activities which they can combine with taking PrEP. This could be taking PrEP the same time they take their family planning pills, or taking PrEP when they do their morning face cleansing.

LET'S PRACTICE!

Part 1

- Get into teams of two.
- Write down all the questions that you imagine a young women asking you or the scenarios you would find the toughest.
- Write it out an a piece of paper, fold it, and add it to the hat/box.





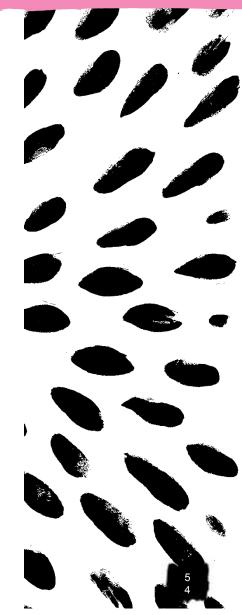


EXAMPLE QUESTIONS





- How do I tell my partner that I want to take PrEP?
- My mom doesn't want me to take PrEP but I'm scared to get HIV. What should I do?
- Will my partner know that I'm on it?
- What should I do if my partner forces me to have sex without a condom?



STARTER QUESTIONS TO PRINT

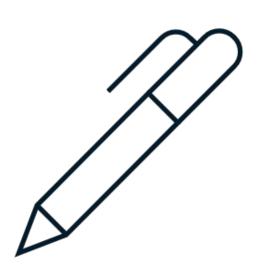


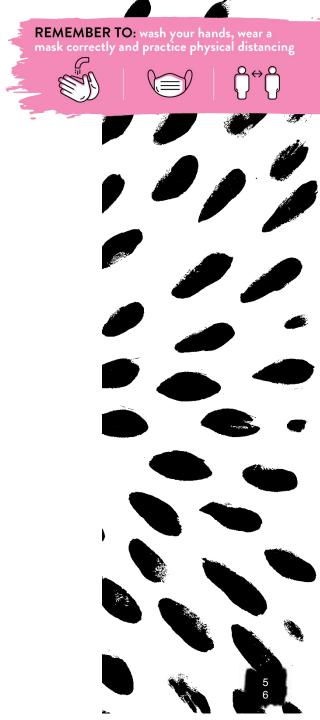
You can tell a young girl is getting abused at home buwon't say. What do you do	refuses to use a condom and forces
"My mom doesn't want me take PrEP but I'm scared o HIV. What should I do?"	"\\\\hat do I do it I mice a doco?"
Have you ever had a patient with is abused at home but doesn want to report it? What did you do?	't to take PrEP?"

LET'S PRACTICE!

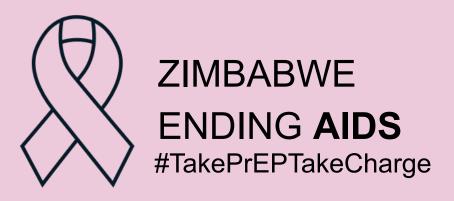
Part 2

- As a team, choose one from the box and figure out how you'd handle it.
- Share it with all of us (role play!)
- Let's ask the group how they may have done it differently



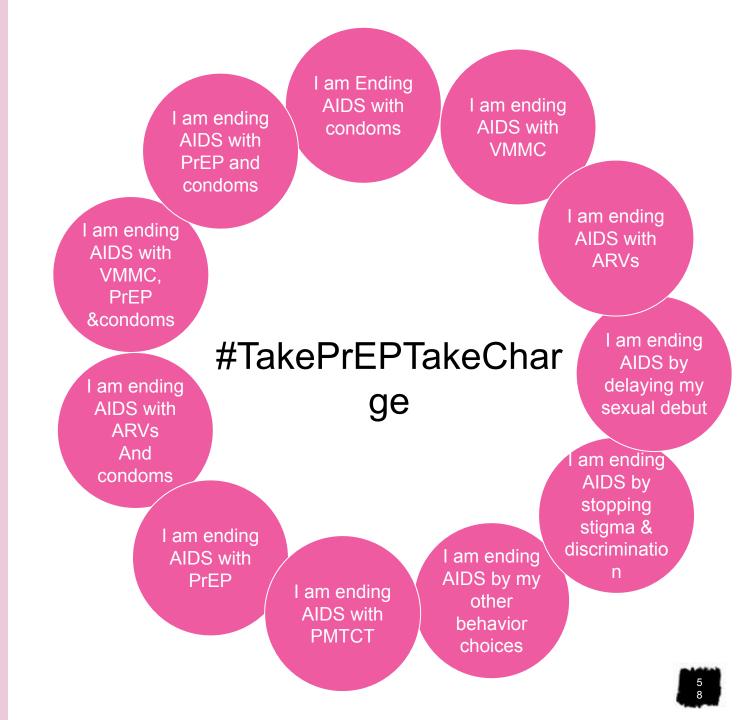






- Participants can form a circle for this activity or remain in their seats
- To wrap up the training, each participant will chant the words in each of the circle to affirm their commitment to ending AIDS with the various bio-medical interventions available

REMEMBER TO: wash your hands, wear a mask correctly and practice physical distancing



VA VA VOOM

YOU ARE THE BEGINNING OF THE END OF HIV.

Conrad.org/launchingV



