

Global PrEP Learning Network

Beyond engagement: Bringing the power of young people to PrEP research and programs

7 SEPTEMBER 2023





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Beyond engagement: Bringing the power of young people to PrEP research and programs

- Welcome & Introductions
- The MOSAIC NextGen Squad: Taking Meaningful Youth Engagement to a New Level
 - MOSAIC & The NextGen Squad
 - Demand Generation & PrEP Positioning in MOSAIC
 - Remaining True to Meaningful Youth Engagement in the CATALYST Study
- Follow the Experts: The PrEP4Teens Journey
- Panel Discussion
- Audience Question & Answer

Today's moderators



Saiqa Mullick, she/her

Director of Implementation Science, Wits Reproductive Health Institute (Wits RHI)

Saiqa Mullick (MBBCh, MSc, MPH, PhD) is a medical doctor with a PhD in infectious disease epidemiology from the London School of Hygiene and Tropical Medicine. She has supported oral PrEP introduction in South Africa and currently serves as principal investigator on a number of trials evaluating integrated service delivery approaches for young women. Over the past five years she served as Deputy Director of the OPTIONS consortium and is currently a member of the Strategic Leadership Group for the MOSAIC consortium.



Amogelang "Sasha" Kekana, she/her

Research Assistant, Wits Reproductive Health Institute (Wits RHI)

Amogelang "Sasha" Kekana is a Research Assistant on the CATALYST study in South Africa through Wits RHI. Sasha is also an HIV Prevention Ambassador, which she started at B-Wise, a government-owned platform focused on sexual and reproductive health for youth. At Wits RHI, Sasha has transitioned from her role as a field worker to becoming a research assistant, supporting the MOSAIC NextGen Squad, and providing technical assistance on implementing the HIV Prevention Ambassador Training in Zambia.

Today's presenters



Mashadi Kekana, she/her

Project Manager, Wits Reproductive Health Institute (Wits RHI)

Mashadi Kekana is a project manager at Wits RHI and is a member of the MOSAIC NextGen Squad support team. She supports two implementation science projects focused on HIV prevention and production introduction and scale up amongst adolescent girls and young women: Project PrEP and MOSAIC.



Marie Merci Niyibeshaho, she/her

NextGen Squad, LVCT Health – Kenya

Marie Merci Niyibeshaho is the President of the Nairobi Youth Advisory Council, a former member of The Tausi Taskforce under Her Voice Fund, and was a speaker at the International Conference on AIDS and STIs in Africa (ICASA) Conference in 2021. She is currently an Adolescents and Young People Liaison Officer at LVCT Health and the NextGen Squad representative for Kenya.



Havana Mtetwa, she/her

NextGen Squad & Student, PZAT – Zimbabwe

Havana is pursuing a Bachelor of Laws, Honours at the University of Zimbabwe and part of the MOSAIC NextGen Squad. Havana contributed to the development and field testing of the third edition of the HIV Prevention Ambassadors Training Manual and has co-facilitated workshops and co-authored blogs, such as “*Changing the dynamic: How the HIV Prevention Ambassador Package is engaging youth engagement in Zimbabwe.*”



Nts'ebo Lerotholi, she/her
NextGen Squad, Jhpiego – Lesotho

Nts'ebo Lerotholi is a Youth Advocate at Jhpiego Lesotho. She volunteered at the Lesotho Planned Parenthood Association as an HIV testing services counselor and general counselor, is the Vice Chairperson of the Youth Action Movement, and a member of the LPPA's National Executive Committee. She has completed training as a Comprehensive Sexuality Education and Parent-Child Communication facilitator.



Jim Pickett, she/he/they
AVAC and The Choice Agenda – The United States

Jim is the Community Principal Investigator for Chicago's PrEP4Teens research and implementation project. He is also a senior advisor with AVAC and directs The Choice Agenda listserv and monthly webinar series.

 [Jim Pickett](#)

 [@prep4teens](#)



Sadia Haidari, they/them
PrEP4Teens & Student – The United States

A PrEP4Teens Youth Leader, Sadia is originally from Chicago and is currently a second-year student at the University of Michigan, pursuing computer science and medical anthropology.

 [Sadia Haidari](#)



The MOSAIC NextGen Squad: Taking Meaningful Youth Engagement to a New Level

Mashadi Kekana,¹ Marie Merci Niyibeshaho,² Havana Mtetwa,³ Nts'ebo Lerotholi⁴

¹ Wits RHI, South Africa; ² LVCT Health, Kenya; ³ PZAT, Zimbabwe; ⁴ Jhpiego, Lesotho



Description

The Maximizing Options to Advance Informed Choice for HIV Prevention (MOSAIC) project is funded by PEPFAR/USAID.

The project aims to help **adolescent girls and young women (AGYW)** prevent HIV by accelerating the **introduction and scale-up of new pre-exposure prophylaxis (PrEP) products.**

MOSAIC is committed to a process of creating change that is principled, **led by** and **designed with young people**, and acknowledges the lived realities of those it serves and collaborates with.

MOSAIC's goal is to accelerate access to new PrEP products...



...toward a multi-method market



Guiding principles

1. Examine and challenge power
2. Make labor visible
3. Embrace diverse perspectives
4. Prioritize responsiveness to local context
5. Center the safety and well-being of those most affected





Being seen as an equal

- Meaningful youth engagement (MYE) means seeing adolescent girls and young women and the community as shared partners and leaders in the MOSAIC project.
- It also means involving young people's ideas, expertise, and experiences.
- This is important because their perspectives and input have the power to impact the decisions that will affect their communities. In large part, this will affect the perception and uptake of PrEP.

Meaningful youth engagement

An inclusive, intentional, mutually respectful partnership between youth and adults whereby power is shared, respective contributions are valued, and young people's ideas, perspectives, skills, and strengths are integrated into the design and delivery of programs, strategies, policies, funding mechanisms, and organizations that affect their lives and their communities, countries, and the world.

(USAID Youth In Development Policy)

The NextGen Squad (NGS) helps shape and inform MOSAIC activities

To operationalize meaningful youth engagement, MOSAIC constituted a youth advisory committee

The NGS is a team of **youth advocates** under the age of 30 who have been hired as project staff in nine MOSAIC countries: Eswatini, Kenya, Lesotho, Namibia, Nigeria, South Africa, Uganda, Zambia, and Zimbabwe.

The NGS holds MOSAIC **accountable** to its plans, actions, and monitoring, evaluation, and learning efforts so it remains:

- responsive to young people's needs, preferences, and lived experiences
- inclusive of the diversity of AGYW
- meaningfully engaging young people in research and research utilization



The NGS is a dynamic team of youth advocates



Adaobi, FHI 360
Nigeria



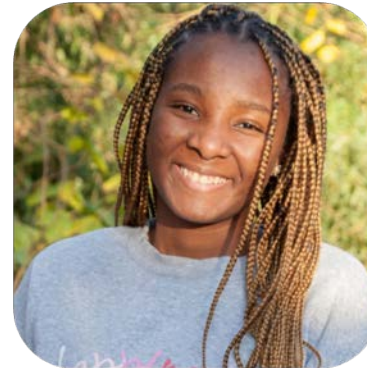
Celi, Wits RHI
South Africa



Chantel, Wits RHI
South Africa



Febbe, Jhpiego
Namibia



Havana, PZAT
Zimbabwe



Luwi, FHI 360
Zambia



Maggie, LVCT
Health Kenya



Merci, LVCT
Health Kenya



Nts'ebo, Jhpiego
Lesotho



Rubuna, FHI 360
Uganda

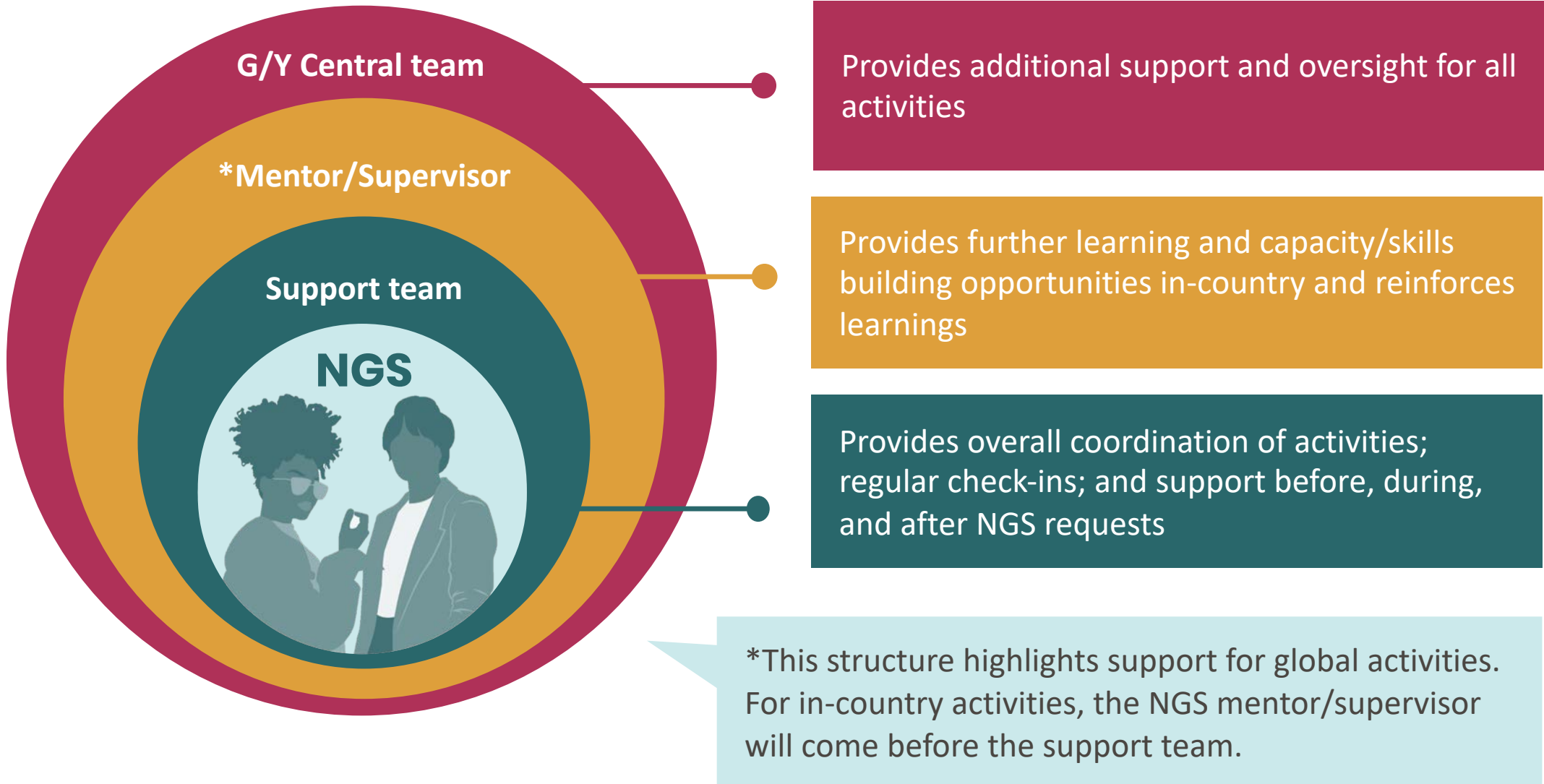


Sanele, PZAT
Zimbabwe



Nolwazi, FHI 360
Eswatini

The NGS support team and mentors...



Full participation & youth leadership

The aim is to maximize contributions of the NGS by using a multipronged approach that ensures:

- Activities are **values-driven**
- NGS members, their mentors, senior staff, and partners have **core skills**
- **Best practices** in engagement are implemented

Values-driven activities

We strive to ensure that:

- Values are critically examined
- Equitable partnerships are championed by leadership
- Time and energy is invested
- Culture of urgency is shifted
- Opportunities are prioritized and selected deliberately
- Lived experiences and expertise are valued
- Feelings are validated



Demand Creation & PrEP Positioning in MOSAIC

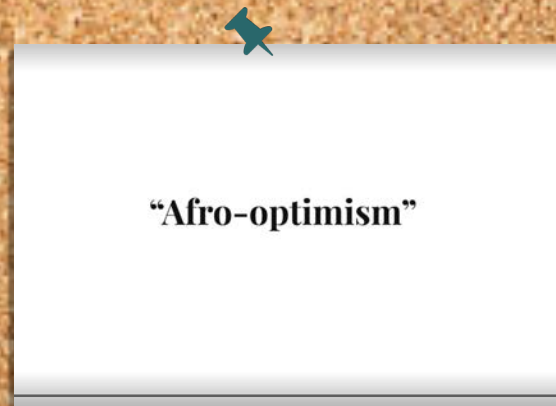
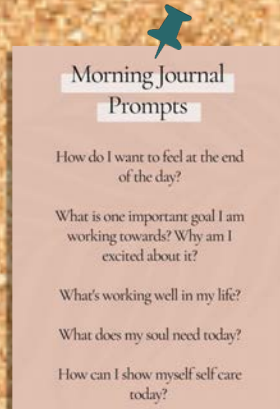
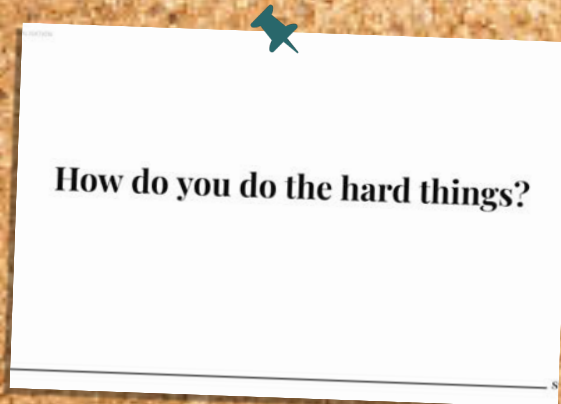
Marie Merci Niyibeshaho, LVCT Health

Co-developing the PrEP category with AGYW

While most positioning and creative testing processes engage end users after development, we **were regularly engaged to provide feedback and input** from the onset of the process.

With the learnings from previous PrEP demand generation efforts, we were brought on board to ensure that we brought forward the strongest, most resonant insights. **Our involvement also created space for powerful themes to emerge.**





NextGen Squad pushed the positioning direction further

Working Session 1: Trends & Themes

We dug into cultural trends and key themes that arose in Year 1, such as Afro optimism, self-care, and influencers.

Working Session 2: Pushing on Our Direction

In this session, we further probed the squad on their thoughts about our direction.

“As a young African girl, there's a future out there for me. There's a space for me in this world. There's room for me to do great things. **There is more hope now compared to before for us as young women.**”

NGS Member, Workshop 1, February 2023

The NGS provided critical input to MOSAIC's positioning strategy for the PrEP category for AGYW in three areas...



Culture

Young women today are embracing duality—they are working hard, recognizing their own strength and nurturing their wellbeing.



Consumer

Young women do not want us to shy away from or sugarcoat harsh realities, but rather to acknowledge.



Category

We need to reframe the PrEP category away from the medical, towards self-care as a collective and continuous act.

A segment of the text we discussed with our NGS in Workshop 2:

“When we look at younger women in Africa, we have to understand that the onus is on them to keep going, keep working, keep smiling.

They can't depend on anyone else but themselves.

Their safety is not a given. Their health is not a given. Thus, **every day is a balancing act of juggling different needs with limited resources.**

They see there is more freedom today. More opportunities and colour and representation. More to be excited about. And they are! But **it remains a balancing act of juggling what you can with what you should, what you want and what you have.**

So, in order to affect real change, we have to show that we understand this.”



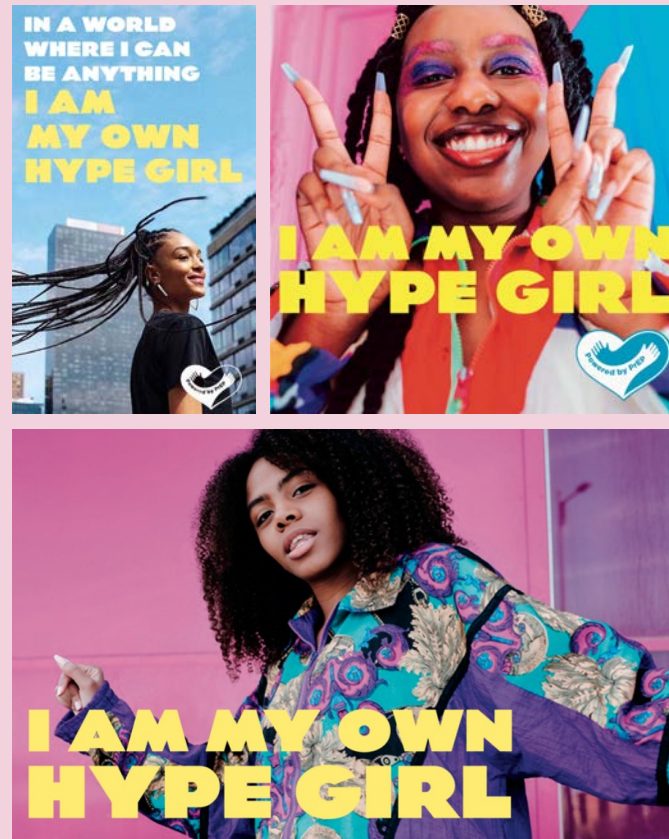
PrEP positioning validation

Focus group discussions were conducted with AGYW in South Africa, Zimbabwe, and Kenya to get their thoughts on three creative interpretations of the positioning direction.

Territory 1



Territory 2



Territory 3



AGYW engagement along the process...

Core team working sessions
(FHI, Wits, PZAT, LVCT, 2Stories)

Country team input sessions
Bringing it full circle for all
MOSAIC countries (Jhpiego,
FHI, LVCT, Wits, PZAT, 2Stories)

Ministry full circle session
Bringing the positioning
direction full circle

We are here...

**Validation of positioning
direction**

Focus groups with AGYW to
validate the positioning
direction

**Application of positioning
strategy**

To refresh/update campaigns,
communication materials and
national strategies

Engaging young women
NextGen Squad Workshops
1 & 2

Engaging advocates
Positioning session with
advocates from Kenya and
South Africa

**Direction for testing
developed**
Includes all input to date

Final strategy developed
Final strategy adjusted
based on testing, and final
brief developed



CATALYST Meaningful Youth Engagement

HAVANA MTETWA, PANGAEA ZIMBABWE AIDS TRUST

NTS'EBO LEROTHOLI, JHPIEGO

Catalyzing access to new prevention products to stop HIV

The CATALYST study, under the MOSAIC project, will use mixed methods to characterize and assess the implementation of an enhanced service delivery package providing choice of PrEP products among women at PEPFAR delivery sites in Kenya, Lesotho, South Africa, Uganda, and Zimbabwe.

PrEP Products in CATALYST Study



OBJECTIVE 1

Characterize the implementation of an enhanced service delivery package for PrEP choice and assess individual-, provider-, facility-, community- and health system-level facilitators and barriers of the implementation process

OBJECTIVE 2

Describe patterns of PrEP use and use effectiveness in the context of PrEP choice and assess sociodemographic and contraceptive use correlates of PrEP use patterns

OBJECTIVE 3

Describe clinically relevant indicators among PrEP users, including rates of HIV infection and drug resistance among PrEP users who acquire HIV following PrEP exposure

CATALYST study launch

CATALYST begins

May 30: Lesotho

June 21: Zimbabwe

July 25: Uganda

July 5: Kenya

Aug 11: South Africa

Following a staggered launch schedule, the CATALYST study is officially underway in all five countries.

Stage I

In Stage I of the study, participants are offered a choice of **oral PrEP** or the **PrEP ring**.

Stage II

In each country, Stage II will add **CAB PrEP** once it has been approved by the national regulatory authority and donated product is available on site.



Integrating meaningful youth engagement into CATALYST

Pre-Launch



Youth reviews of CATALYST protocol prior to study launch

Ownership and purpose



Development of study site-specific youth advisory boards (YABs)

Strengthen the study's connection to PrEP end users



Co-facilitated the *CATALYST data collector Training: Using a trauma-informed approach* for the study teams.

Recognition of wellbeing of PrEP end users at study sites

Transitioning to MYE in study implementation

- National and international conference presentations, including the 2023 SA AIDS Conference
 - “*Transcending tokenism: Optimizing the quality and impact of HIV prevention implementation science through meaningful stakeholder engagement*”
- Co-facilitation of Technical Working Groups when invited by Zimbabwe’s Ministry of Health and Childcare and the National AIDS Council
- Development of professional skills, including the opportunity to facilitate CATALYST study trainings or lead Empathways workshop



Engaging young people in CATALYST study advisory boards



CATALYST study teams are establishing study youth and community advisory boards (CABs) in each country.

The advisory mechanism structure is tailored to the needs and context of each country, and the terms of reference are established collaboratively with each group. For example:

Kenya



Formed **one national YAB** and **three county CABs**, one for each county where the six study sites are located.

Lesotho



Established a diverse **14-member national YAB** led by the Lesotho NextGen Squad member. Leveraged existing health center committees to **establish three CABs**, one at each site.

Zimbabwe



Formed a CAB and YAB for each of the six study sites. The **six YABs** consist of **40 AGYW** and the **six CABs** consist of **39 members** from diverse backgrounds representing the communities surrounding the study sites.

Uganda



Formed **three regional CABs** –one for each region where seven study sites are located –and one national CAB, called the National Advocacy Task Team. These CABs have diverse representation, including AGYW and KP community members.

Formation of YABs & CABs in CATALYST

Youth Advisory Board

- **Recruitment:** Young people (18 to 30 years), intentionally including LGBTQI+, individuals with disabilities, PrEP users, and female sex workers
- Members must be willing and able to advocate for choice and youth-friendly services, such as:
 - HIV prevention
 - Sexual and reproductive health rights
 - Gender equality
 - Local concerns of young people

Goal: Ensure the voices of the youth understood and considered at all levels and support the effective and meaningful participation of young people in MOSAIC implementation

Community Advisory Board

- **Recruitment:** Community leaders, including retired professionals, priests, traditional doctors, and community health workers
- Leverage existing health center committees to establish CABs at each study site

Goal: Serve as advocates for the community and facilitate a transparent, meaningful, collaborative, mutually beneficial, and sustainable relationship with stakeholders during CATALYST study implementation

Functions of CABs

- Ensure community members are actively involved throughout research and product introduction
- Provide input on local relevance and acceptance
- Ensure community priorities and perspectives are considered
- Ensure the safety of study participants by providing oversight and direction
- Represents the interests and needs of end-users and community-stakeholders



Lesotho Community Advisory Board

Function of YABs

- Address concerns, barriers, and issues of AGYW related to product introduction
- Participate in capacity-strengthening activities and service delivery trainings
- Support the planning, organizing, and hosting of youth workshops to mobilize participation in CATALYST activities.
- Contribute to development and review of CATALYST demand-generation materials and activities



*Youth Advisory Board in Kenya**

*YAB members are compensated for attending each meeting**

Key takeaways from meaningful youth engagement in MOSAIC & CATALYST

- Meaningful youth engagement is a commitment to a process of creating change that is **principled and led by and designed** with young people
- CABs—including parents and caregivers—give the project visibility and **representation at community level**
- There must be **continuous engagement** with young people to fully incorporate their inputs and instill ownership in the project
- Requirements for YAB and CAB roles need to be **clearly articulated** to members and relevant stakeholders
- Facilitate MYE opportunities at **various professional or academic levels** (e.g., local, national, and international forums)



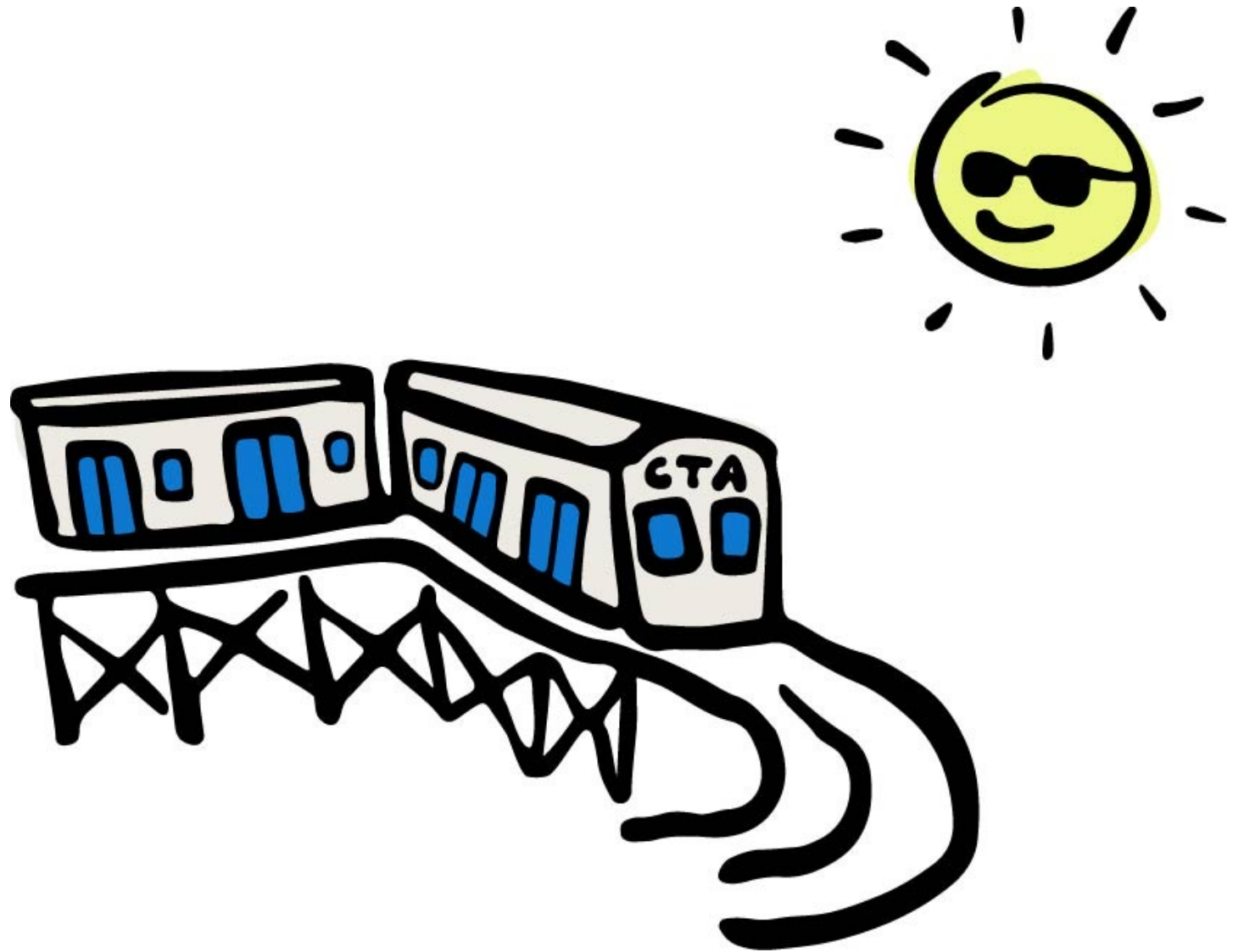
PrEP4Teens: Youth Engagement in Chicago

Jim Pickett, AVAC and The Choice Agenda;
Sadia Haidari, PrEP4Teens

Follow the experts

The **PrEP4Teens** journey

7 September 2023
PrEP Learning Network
with Jim Pickett & Sadia Haidari



PrEP4**TEENS**



Jim Pickett
Community PI



Sadia Haidari
Youth Leader

Today's journey

- Background, research
- Creative Think Tanks
- Strategies 4 Teens
- Launch Q4 2023 🤪



partners 2020-2022



Northwestern



Northwestern | SCHOOL OF COMMUNICATION



people who care



Mar - May 2020:
Grant brainstorming, writing,
submission

Nov 2020 – May 2021:
Planning & Data collection

- Needs assessment/formative research w/Cook County LGBTQ+ teens 13-19 & stakeholder adults
- Online asynchronous FGs (50 teens), 1:1 stakeholder interviews (30 adults)
- Data analysis and synthesis

May – Aug 2021:
Creative development

- Creative Think Tank
- Develop draft campaign materials

PREP4TEENS SUMMER THINK TANK

OPEN TO 13-19YO LGBTQIA+ TEENS IN CHICAGO



• earn up to \$750 to help design educational materials about sexual health for Chicago-based teens

apply by may 24

www.bit.ly/prep4teens2021



Timeline



Aug – Oct 2021:
Feedback on creative assets

- Creative Think Tank presents draft plan to research team
- Community feedback survey (188)

Oct 2021 – Dec 2022:
Dissemination,
partnership development,
fundraising/grant applications

- Presentations
- Develop, nurture partnerships
 - Search for funding

Jun – Aug 2022:
Creative refinement

- Think Tank re-convened
- Flesh out website, campaign strategies



prep4teens think tank creative brief

Developed by Helena Martinez, Aysia James, Holden Green, Sadia Haidari, and Justina Janosko
Prepared by Elijah McKinnon of People Who Care, Inc.



Timeline

March 2023 – 4 Grants

Implementation



Research





PrEP4TEENS

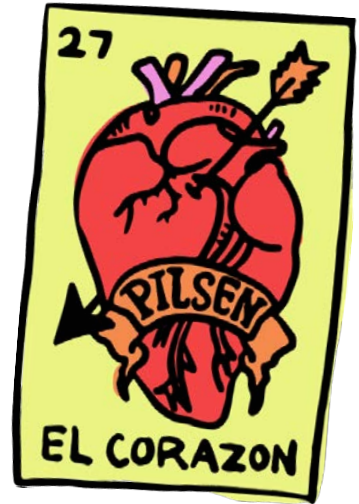
Teen Directed Strategies

Online

- **Teen friendly website**
 - English and Spanish
 - FAQs, tips, provider list, blog, links to Discord, social
 - prep4teens.com
- **Social media**
 - Instagram, TikTok
 - Activate, point to website
 - @prep4teens
- **Discord Channel**
 - Teen-moderated
 - Discussion
 - @prep4teens

“Real World”

- **Teen designed/inspired murals**
 - Each mural unique collaborative work of art
 - Website URL, QR, tagline
- Outside – buildings, underpasses
 - Inside – window and wall clings
- **Activations**
 - Events/partnerships
 - **Cute swag!**





EXPLORE YOUR OPTIONS. SET YOUR
BOUNDARIES. BE RESPONSIBLE WITH
YOUR FREEDOM.



[FAQs](#)

[tips](#)

[blog](#)

[provider list](#)



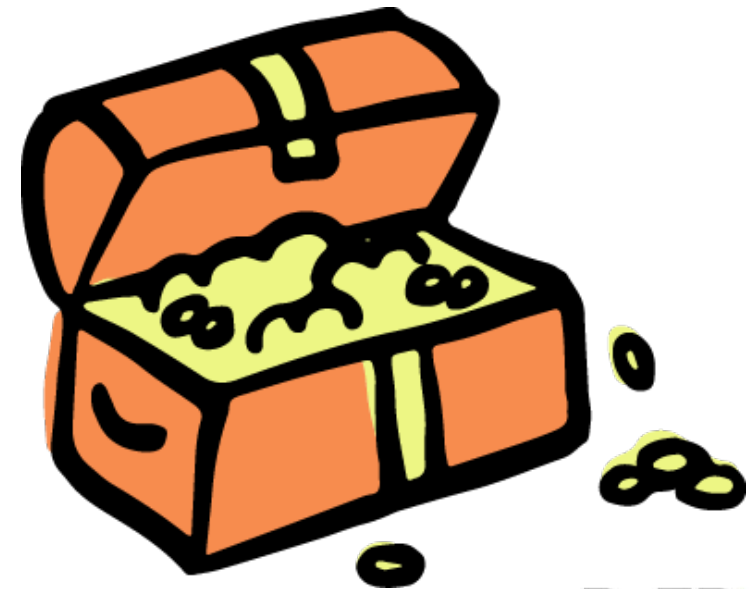
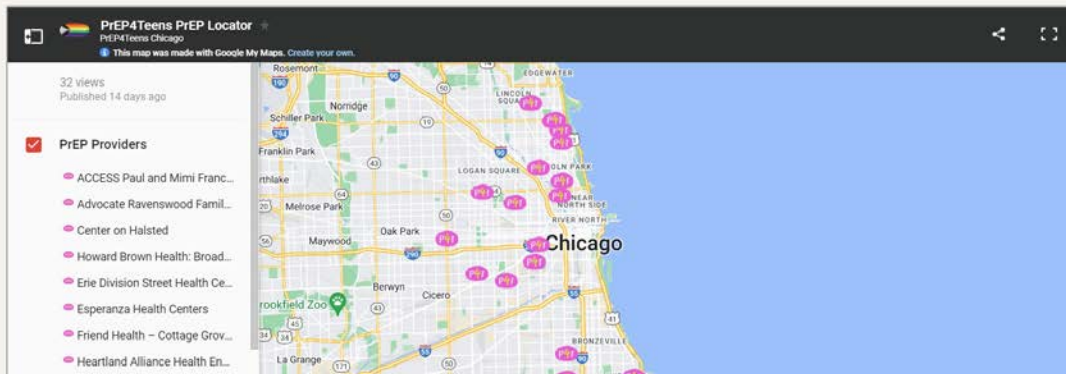
Tips for Provider Visit

BEFORE YOUR VISIT



- Learn about PrEP. +
- Think about the different ways people can take PrEP. +
- Find a friendly, knowledgeable healthcare provider. +
- Make a health history list. +
- Make sure language isn't a barrier. +
- Find support and make a plan. +
- Consider how to pay. +

Click the ICONS ON THE MAP or check out the COMPREHENSIVE LIST below for details on each provider.



PrEP **4** TEENS

Mural inspo

Sketches: Leo Martinez

Creative Think Tank 2021





Mural Workshop at TaskForce Prevention & Community Services
2 September 2023







Vision

Chicago teens deserve access to relevant, culturally literate, and tailored information related to PrEP for HIV prevention, and clear, empowering sexual health and wellness resources beyond HIV.

PrEP **4** **TEENS**
Vision



PrEP4TEENS
Vision



The project envisions a Chicago in which all teens are educated about sexual health, empowered to take charge of their sexual health and overall well-being, and share this information and confidence through art and advocacy.





PrEP4Teens launches in Chicago Q4 2023

Website
3+ murals
Social



PrEP 4 **TEENS**



Thank you



Panel Discussion: Meaningful Youth Engagement

MODERATOR: SASHA KEKANA, WITS RHI

Panelists:



Luwi Mercy Katoka, she/her

NextGen Squad, FHI 360 – Zambia

Luwi Mercy Katoka is a Prevention Program Assistant and NextGen Squad representative for Zambia. She is an HIV Prevention Ambassador and a South-to-South Learning Network (SSLN) champion. Luwi has co-authored abstracts and manuscripts to share qualitative findings about AGYW's preferences for PrEP methods and their parents' role in PrEP support.



Rubuna Nagai, she/her

NextGen Squad, FHI 360 – Uganda

Rubuna Nagai is a Technical Assistant and NextGen Squad representative from Uganda. She is an HIV advocate for the Uganda Network of Young People Living with HIV (UNYPA), where she represents young people living with HIV during events such as World AIDS Day. Additionally, Rubuna worked as a national trainer on the Young People and Adolescent Peer Supporter (YAPS) program for the Ministry of Health.



Adaobi Olisa, she/her

NextGen Squad, FHI 360 – Nigeria

Adaobi Lisa Olisa is a pharmacist and NextGen Squad representative from Nigeria. In April, Adaobi co-authored an article for *The Lancet HIV* on defining principles for a choice-based approach to HIV prevention. Adaobi also served as a member of the selection committee for the IAS 2023 Youth Hub Seed grant and was awarded a Community Scholarship to attend the 2023 Conference on Retroviruses and Opportunistic Infections (CROI).



[Adaobi Olisa](#)



Leo Martinez, he/him

PrEP4Teens & Student – The United States

Leo is 18, a painter and musician, and an art, media and design student at DePaul University in Chicago. He is a Youth Leader with the PrEP4Teens campaign.



[@red.bread.cred](#)



Sadia Haidari, they/them

PrEP4Teens & Student – The United States

A PrEP4Teens Youth Leader, Sadia is originally from Chicago and is currently a second-year student at the University of Michigan, pursuing computer science and medical anthropology.



[Sadia Haidari](#)





Host/Queen:
Sasha
Wits RHI South Africa

Panelists:



Adaobi
FHI 360 – Nigeria



Rubuna
FHI 360 – Uganda



Luwi Mercy
FHI 360 – Zambia



Leo
PrEP4Teens – U. S. A.



Sadia
PrEP4Teens – U. S. A.

The background of the image is a light gray surface covered with numerous small, square wooden blocks. Each block has a dark gray question mark printed on it. The blocks are scattered across the frame, some slightly overlapping, creating a textured, repetitive pattern. In the center of the image, the word "Questions?" is written in a large, bold, dark teal font. The text is centered horizontally and vertically, standing out against the pattern of wooden blocks.

Questions?

Upcoming sessions

The MOSAIC Global PrEP Learning Network takes place **quarterly**.

The next session is planned for **December 2023**.



Visit PrEPWatch

All webinars are **recorded** and will be accessible on PrEPWatch within a week.

Complementary resources including relevant articles and tools plus **registration for upcoming webinars** can also be found on PrEPWatch.

Visit <https://www.prepwatch.org/global-prep-learning-network/> for more.

ACKNOWLEDGMENTS



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Photo Credit: MOSAIC Consortium



@MOSAICproj



MOSAIC Consortium



<https://www.mosaicproject.blog/>



<https://mailchi.mp/prepnetwork/prep-learning-network>

