

NOVEMBER 2023

# Insights Report: Communicating the PrEP Category to AGYW

PREP CATEGORY POSITIONING MARKET RESEARCH VALIDATION  
INSIGHTS FROM KENYA, SOUTH AFRICA, AND ZIMBABWE



# CONTENT

- (1) OUR APPROACH
- (2) WHAT WE LEARNED
- (3) PATH FORWARD
- (4) APPENDIX: DETAILED COUNTRY FINDINGS  
(KENYA, SOUTH AFRICA, ZIMBABWE)

## FULL BACKGROUND & PROCESS

For more on what brand positioning is and our process to develop positioning:  
[www.prepwatch.org/positioning-prep-for-adolescent-girls-and-young-women-agyw/](http://www.prepwatch.org/positioning-prep-for-adolescent-girls-and-young-women-agyw/)

# INSIGHTS REPORT: COMMUNICATING THE PrEP CATEGORY TO AGYW

---



OUR APPROACH



WHAT WE LEARNED



PATH FORWARD

# Positioning Methodology

## PHASE 1 LEARN

### INPUTS

- **Landscaping:** Mapping of campaigns
- **Country team consultations:** Learnings from positioning and campaigns
- **Stakeholder engagement:** Outreach to key stakeholders to begin bringing them into the process
- **Development of process:** Using learnings to inform positioning process

### OUTPUTS

Key learnings on positioning process

## PHASE 2 BUILD

### INPUTS

- **Foundational insights:** Identify AGYW and PrEP insights from previous projects
- **Insights & inspiration:** Youth advisor session to refine audience insights
- **Developing positioning:** Country team and youth advisor session to develop direction and themes
- **Input & alignment:** Ministry of Health session, including country teams and youth advisors, to refine & narrow direction
- **Crafting of early direction:** Inputs from all workshops to inform creation of early direction

### OUTPUTS

Early positioning feedback & direction  
Best practices for application

## PHASE 3 ITERATE

### INPUTS

- **Onboard 2Stories:** Bring in Africa-based brand and creative agency
- **Trend, media, and campaign analysis:** Conduct additional analysis
- **Youth advisor sessions:** Two workshops to push on resonance and relevance
- **Country team session:** Feedback on direction for validation
- **Advocate session:** Feedback on direction for validation
- **Ministry of Health session:** "Full circle" to show how input was incorporated

### OUTPUTS

Input to direction  
Direction for validation

## PHASE 4 VALIDATE

### INPUTS

- **Creative sessions:** Creative consumer-facing interpretations of direction
- **Validation sessions:** Discussion groups with AGYW to optimize the direction
- **Final direction readouts:** Sharing of final direction with key stakeholders

### OUTPUTS

Insights report  
Positioning strategy brief

Our methodology was a collaborative and consultative process to inform development of an early PrEP category positioning direction for testing with the aim of 1) developing the strongest possible direction and 2) ensuring buy-in and alignment.

### KEY INPUT 1

## Build on prior learnings



### Why

Leverage known learning about what has worked + not worked in HIV prevention demand generation

### How

Review all formative research and PrEP demand generation in eight MOSAIC countries

### What

Summary of previous PrEP consumer research and demand creation work

### KEY INPUT 2

## Co-develop with AGYW



### Why

Develop with the voices and perspectives of end users at the center from the start and throughout the process

### How

Hold ongoing working sessions and workshops with MOSAIC's youth advisors, the *NextGen Squad*

### What

Frequent feedback loop on relevance and resonance of insights and positioning direction

### KEY INPUT 3

## Consult with stakeholders



### Why

Ensure input of country partners, advocates and activists, donors, and especially of MOH, early and often

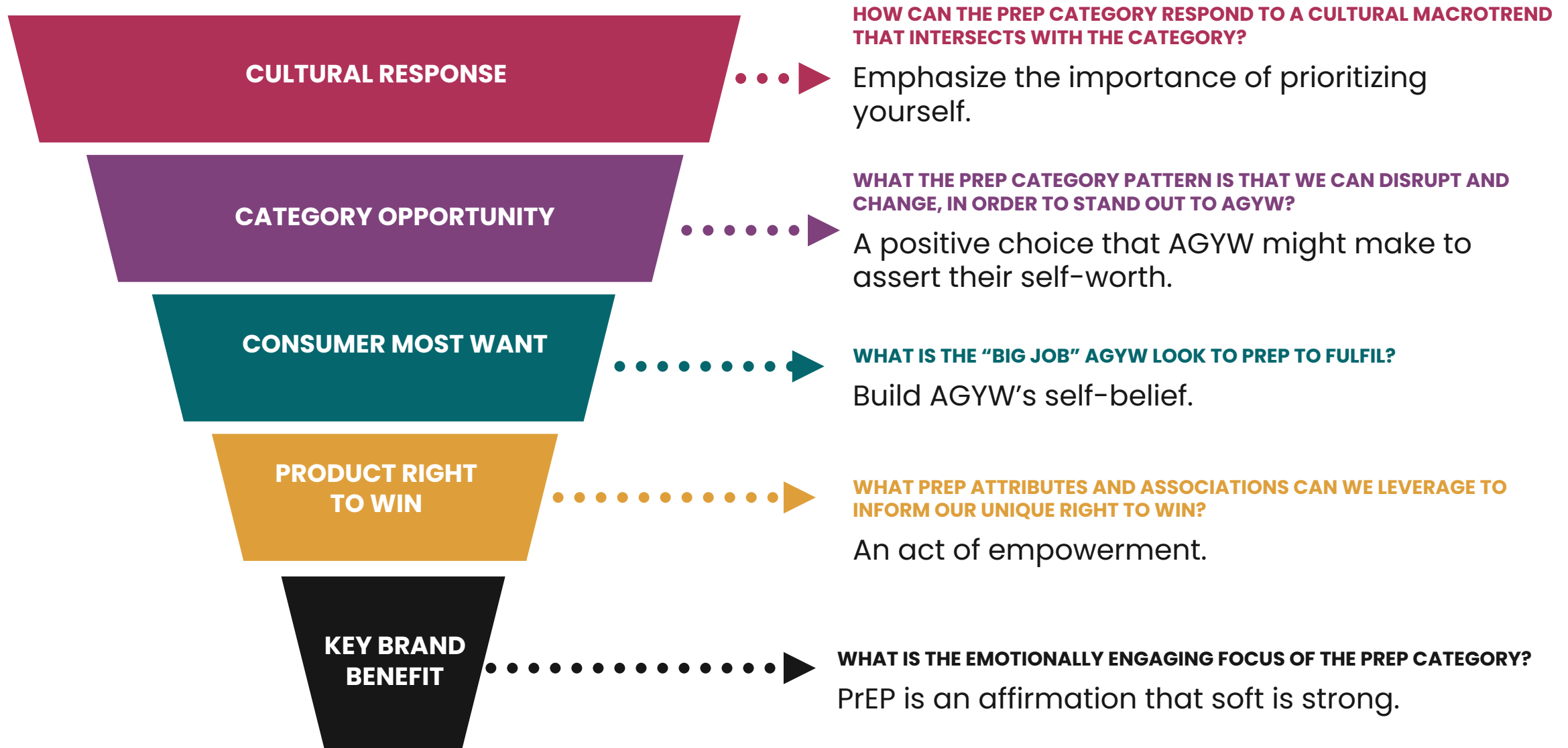
### How

Consultations with MOSAIC country partners, donors, advocates and activists, and workshops with MOH representatives to ensure direction will work in their context, obtain buy-in, and have plan for real world use of the positioning

### What

Input and guidance to positioning direction, understanding of current and planned campaigns & timelines

Based on existing research and campaigns and stakeholder input, we developed draft positioning direction to bring into validation.



To develop draft positioning, we conducted a trend analysis, examined category expectations, and pushed existing audience insights further alongside youth advisors, implementing partners, ministry of health representatives, and advocates and activists.

POSITIONING INPUTS



### Culture

Young women today are embracing duality—they are working hard, recognizing their own strength and nurturing their wellbeing. Young women seek programs, services, and products that believe in their inherent strength and compassion and support them.



### Consumer

Young women do not want us to shy away from or sugarcoat harsh realities, but rather to acknowledge them. There is more freedom today, more opportunities, more to be excited about. But it remains a balancing act of juggling what you can with what you should, what you want with what you have.



### Category

We need to reframe the PrEP category away from the medical, towards self-care as a collective and continuous act, as more caring and nurturing to inspire action from AGYW. Where choice is a given, and support is available; where young women can make decisions about their health in a less prescriptive and more caring way.



### Product

To help build credibility and trust, we can leverage the attribute of safety of PrEP products. We must also acknowledge that taking PrEP is hard, but hard things can be done by building healthy habits. We must ensure we reinforce the notion that AGYW can take PrEP by reminding them of their past successes to tap into their beliefs about their capabilities.

**Draft positioning was the foundation that we built creative interpretations on to take to AGYW for validation.**

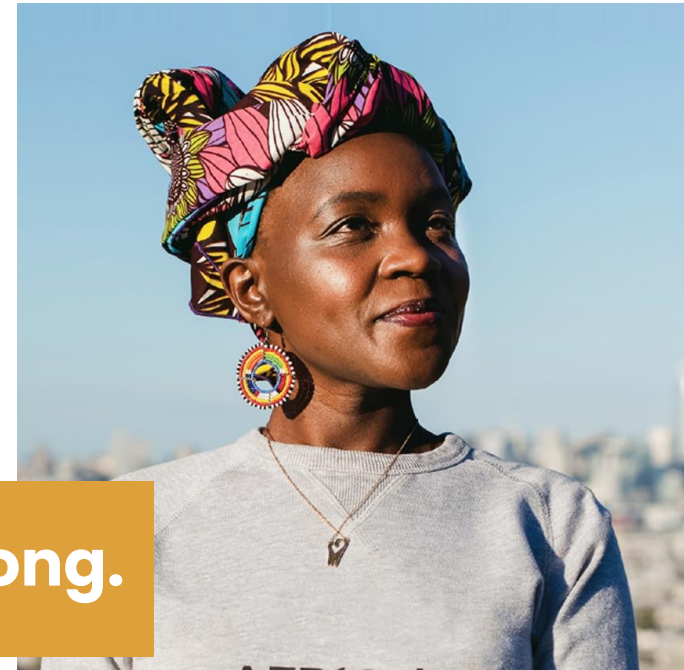
## **Audience insight**

Life is a balancing act of what I want, what I need, and what's expected of me. Prioritizing myself by taking PrEP requires that I overcome the many challenges that surround PrEP use, especially judgement and stigma. This is difficult, but I know I'm at my best when I feel good about myself because I've taken PrEP. When I feel confident and strong, my actions, decisions and words reflect it.

## **Key Brand Benefit**

Strong women understand the need for kindness, compassion, and taking care of ourselves first so that we can stand strong for our families, in our communities, and in the world. PrEP is an affirmation of this strength – being strong requires being soft to yourself.

**PrEP is an affirmation that soft is strong.**

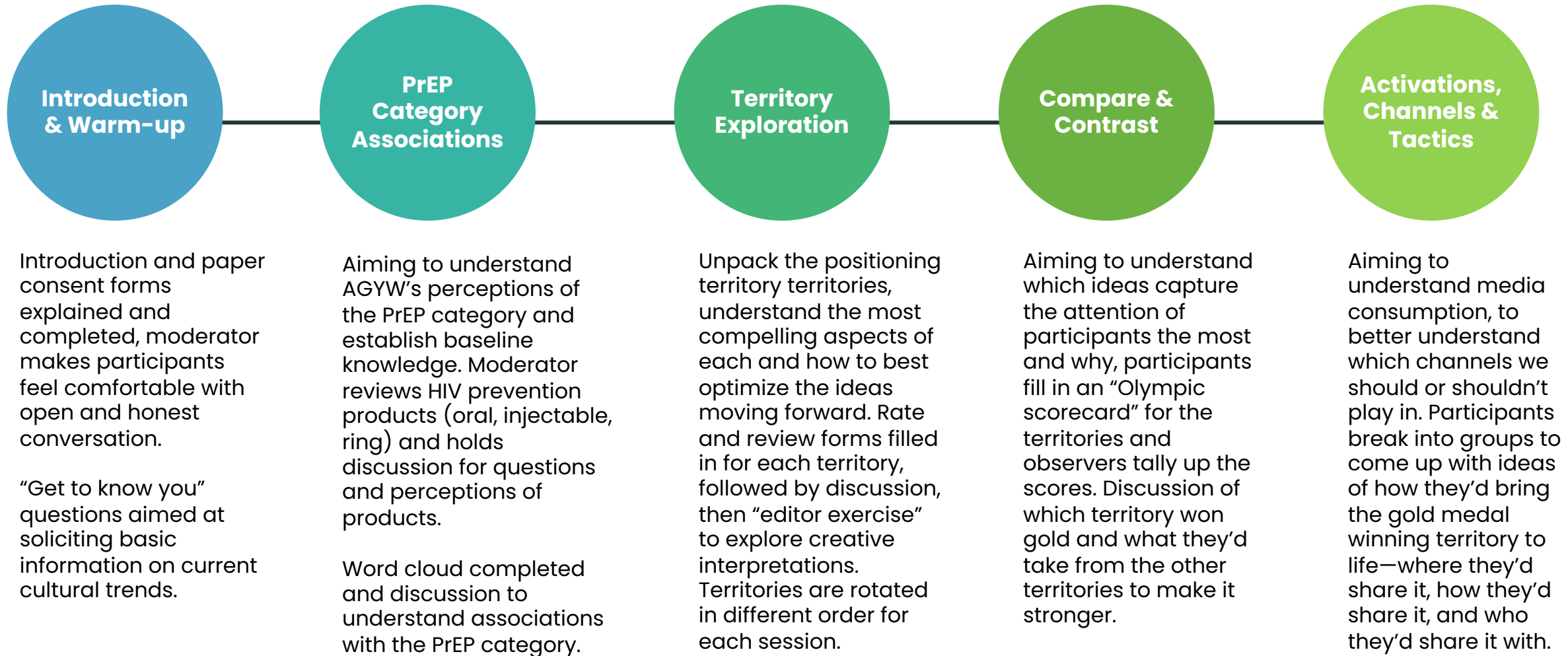




# Validation Approach

Validate and optimize the final positioning direction by evaluating three different territories—interpretations—of the direction, with AGYW in Kenya, South Africa, and Zimbabwe.

3-hour sessions



# We conducted validation alongside 2Stories, a South African-based agency.

Often an agency isn't engaged until later in the process of developing a campaign. They are handed a creative brief without being fully immersed in what led to development of that brief. We chose instead to bring an agency in earlier in the process, one with regional expertise and experience working with young women.

The length and depth of our sessions with AGYW allowed us to validate and refine our positioning direction *and* to dig into elements of creative and messaging so that all parts of our branding framework are informed by and developed alongside our audience.

Bringing in an agency earlier in the process to validate positioning enabled us to:

- Increase our **efficiency** and maximize the opportunity to obtain feedback and input from AGYW towards messaging and creative inputs
- **Translate the positioning** into three consumer-facing creative territories (interpretations)
- Conduct early testing of **creative and messaging**
- Help ensure **alignment of creative** to insights as it is developed



# Participant Profile

LOCATION	PARTICIPANTS	AGE RANGES
Johannesburg, South Africa (Urban)	15	18-24
Welkom, South Africa (Peri-urban and rural)	29	18-24
Bulawayo, Zimbabwe (Peri-urban and rural)	10	18-24
Chitungwiza, Zimbabwe	8	18-24
Plumtree, Zimbabwe	14	18-23
Nairobi, Kenya (Urban)	15	18-24
Kisumu, Kenya (Peri-urban)	16	18-24
Mombasa, Kenya (Peri-urban)	14	18-24
<b>TOTAL</b>	<b>121</b>	



Participants ranged in age from 18-24 across settings, with a mix including: participants in school and working, those living at home with parents and caregivers and with others, PrEP users and non-PrEP users. Participants in South Africa and Kenya also included those engaged in both formal and informal sex work, gender nonconforming individuals, and trans women who identified as AGYW.

We developed three distinct creative interpretations\* of the positioning for testing, called territories, based on the positioning direction to uncover reactions and understand key characteristics of each narrative, including which best aligned with the value proposition.

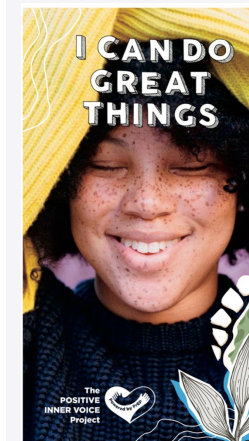
### TERRITORY 1



### TERRITORY 2



### TERRITORY 3



\*Due to the participant profile (age and demographics), creative interpretations went beyond mood boards in order to solicit deeper reactions.

# During discussion groups, adolescent girls and young women evaluated three territories (ideas) based on the positioning direction to validate and strengthen the direction.

The three ideas had stimuli—narratives and associated creative interpretations—that were shared in a randomized order across all groups. AGYW evaluated each idea overall and rated each along key metrics. They also evaluated the associated creative interpretations—posters—before completing the same process for the rest of the ideas.

## THE POWER OF SELF-AFFIRMING CHOICES

### Idea 1: I Choose Me

I Choose Me is a rallying cry to prioritise myself and my health.

It is a movement that shifts the focus from doing the right thing for everyone else, to doing the right thing for me, for my life.

It inspires me to listen to my heart, stand up for myself and recognise my inner strength. Strength that tells me I have the right to choose. Choosing an HIV prevention method that works for me, my life. Because when I am kind to myself first, I can also stand strong in my family, community, and the world.

Choosing PrEP is a life-affirming choice. A strong choice, an effective and safe choice for me.

It sets in motion a chain reaction of life-affirming choices that makes me feel powerful.

I become the author of my life's story.



## THE POWER OF CULTIVATING SELF-BELIEF

### Idea 1: I am My Own Hype Girl

I am my own hype girl.

"Wait what?" I hear them ask.

It means I have chosen to be my own number-one.

I believe in myself and my potential.

And I start putting myself first.

I choose to be kind to myself.

I choose an HIV prevention method that works for me and my life.

I choose a safe and effective method that puts me in control.

I support and cheer on my sisters.

I notice my progress and inner strength.

I start celebrating myself along the way.

Yes, I can do anything, even the hard things.

I can be in charge of my life and my health.

I start a PrEP method, because I can do this.



## THE POWER OF POSITIVE SELF-TALK

### Idea 1: I can do great things

There is great power in treating yourself with kindness and compassion.

It is the most basic form of self-care.

You develop your self-belief when you build yourself up from the inside out.

You start to listen to your heart, stand up for yourself and recognise your inner strength.

That's why I choose to take PrEP.

It helps me live with intention and confidence.

Because the first step towards doing great things,

is telling myself that I can do great things.

I can own my power and choose a safe and effective HIV prevention method that works for me.



# And we leveraged a ratings worksheet and comparative stim to guide territory evaluation.

## RATE & REVIEW

### REVIEW

WE WANT YOUR THOUGHTS & OPINIONS!

First, tell us: What would you say about this idea on social media? Use hashtags #

Now, please rate the idea based on the below criteria by filling in the stars:

#### Clear

How easy is the idea to understand?



What was confusing, if anything?

#### Trust

Do you trust what the idea is telling you is true?



Tell us more! Why or why not?

#### Relatable

Is the idea for someone like you?



Tell us more! Who is the idea for?

#### HIV Prevention

Does the story make you think of the safety and effectiveness of PrEP?



Tell us more! Why or why not?

#### Values

Please rate how closely this idea makes you think of each of these words on a scale of 1 (least) to 5 (most):

- BRAVE (1) (2) (3) (4) (5)
- SAFETY (1) (2) (3) (4) (5)
- SELF-CARE (1) (2) (3) (4) (5)
- COMPASSION (1) (2) (3) (4) (5)
- SELF-RESPECT (1) (2) (3) (4) (5)
- COMMUNITY (1) (2) (3) (4) (5)
- OPEN DIALOGUE (1) (2) (3) (4) (5)

If this idea grew arms and legs and turned into a person, who would they be (could be a celebrity or someone you know)? Describe their personality and tell us why.

## COMPARE & CONTRAST

### Olympic Scorecard



Please score each of the ideas along the set of criteria listed at the top and tally your score. Each idea can either come in 1, 2, or 3. The total score is out of 12.

Ideas	Idea that is the most compelling	Idea that best communicates HIV Prevention	Idea you would tell a friend about	Idea that is your favorite	TOTAL SCORE

What is your favorite part of this idea?

Describe this idea in one word:











## CATEGORY PERCEPTIONS

### WORD CLOUD

Please circle the **TOP 5** words that best represent what you *think and feel* about PrEP.



Are there any words you don't see here you think and feel about PrEP? Tell us what they are in the space below.

# Primary Positioning Territory Evaluation Metrics

## Value proposition



Does the territory align to positioning values identified as key PrEP associations: **Brave, Safe, Self-care, Compassion, Self-respect, Community, Open-dialogue?**

## Functional benefit



Does the territory communicate the **functional benefits of PrEP category?**

## Trust



Do AGYW **trust** the territory and what it tells them to be true?

## Clarity



How **clear** (easy to understandable) is the territory in what it's trying to communicate?

## Relevant



How **relatable** is the territory? Do AGYW think it's for someone like them?

## Emotional response/resonance



What is the tone or vibe of the idea and how does it make AGYW feel (assess for emotions of **compassion, self-worth, bravery, safety**)?

## Memorable & Motivation



How memorable is it to AGYW and how motivating is it to inspire PrEP uptake/use (would they **share it with friends** they were trying to encourage to use PrEP)?

Additional secondary metrics included aesthetic appeal, associations, and uniqueness/differentiation.

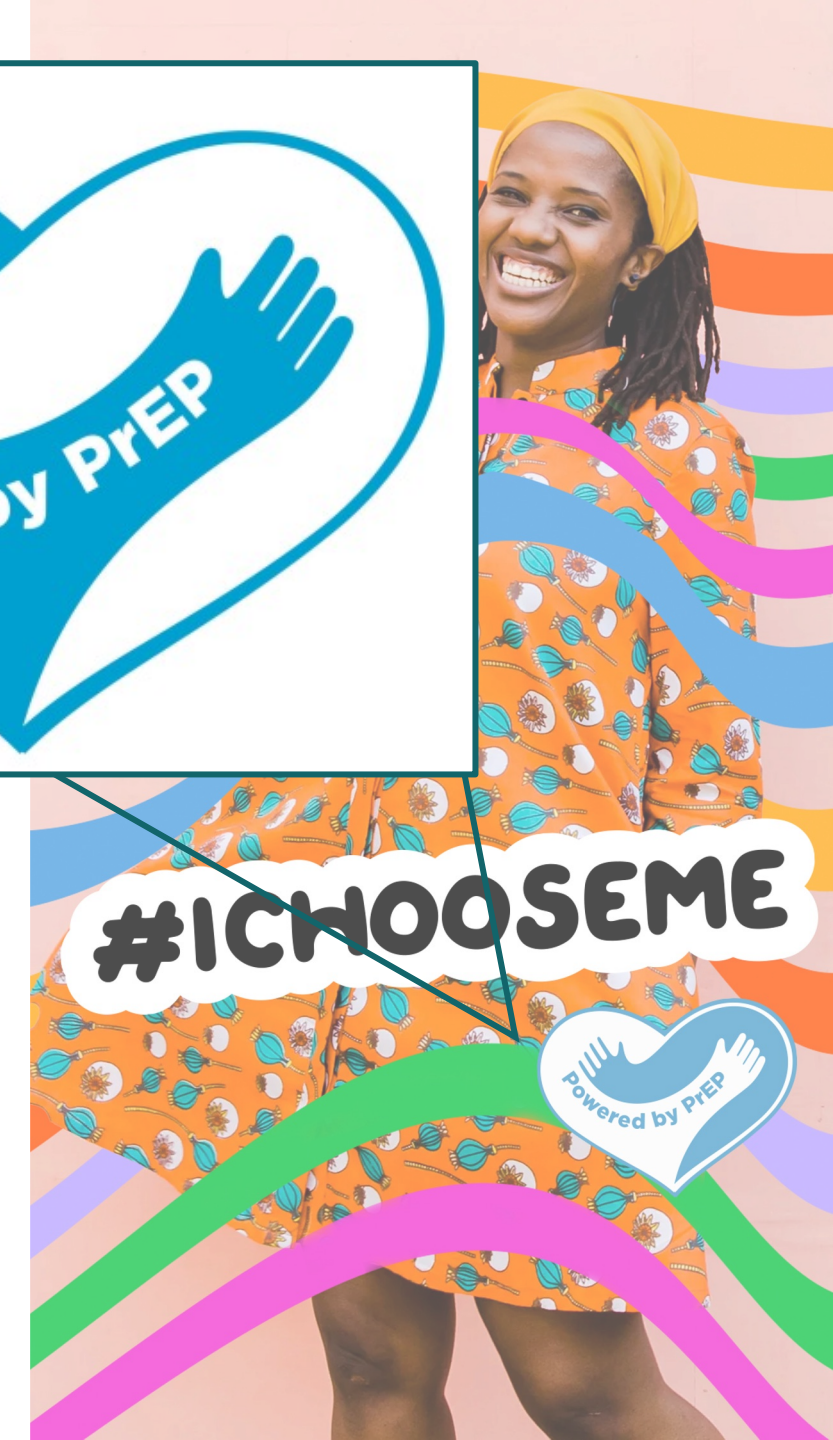




**To enable collection of further insights towards branding, we tested an early logo concept alongside the three creative routes.**

The “Powered by PrEP” logo was designed to depict a person hugging themselves to represent the original draft positioning idea of “Soft is Strong.”

Participants evaluated the logo’s visual appeal and messaging and provided valuable feedback on how to best create and apply a cohesive brand element to campaign assets.

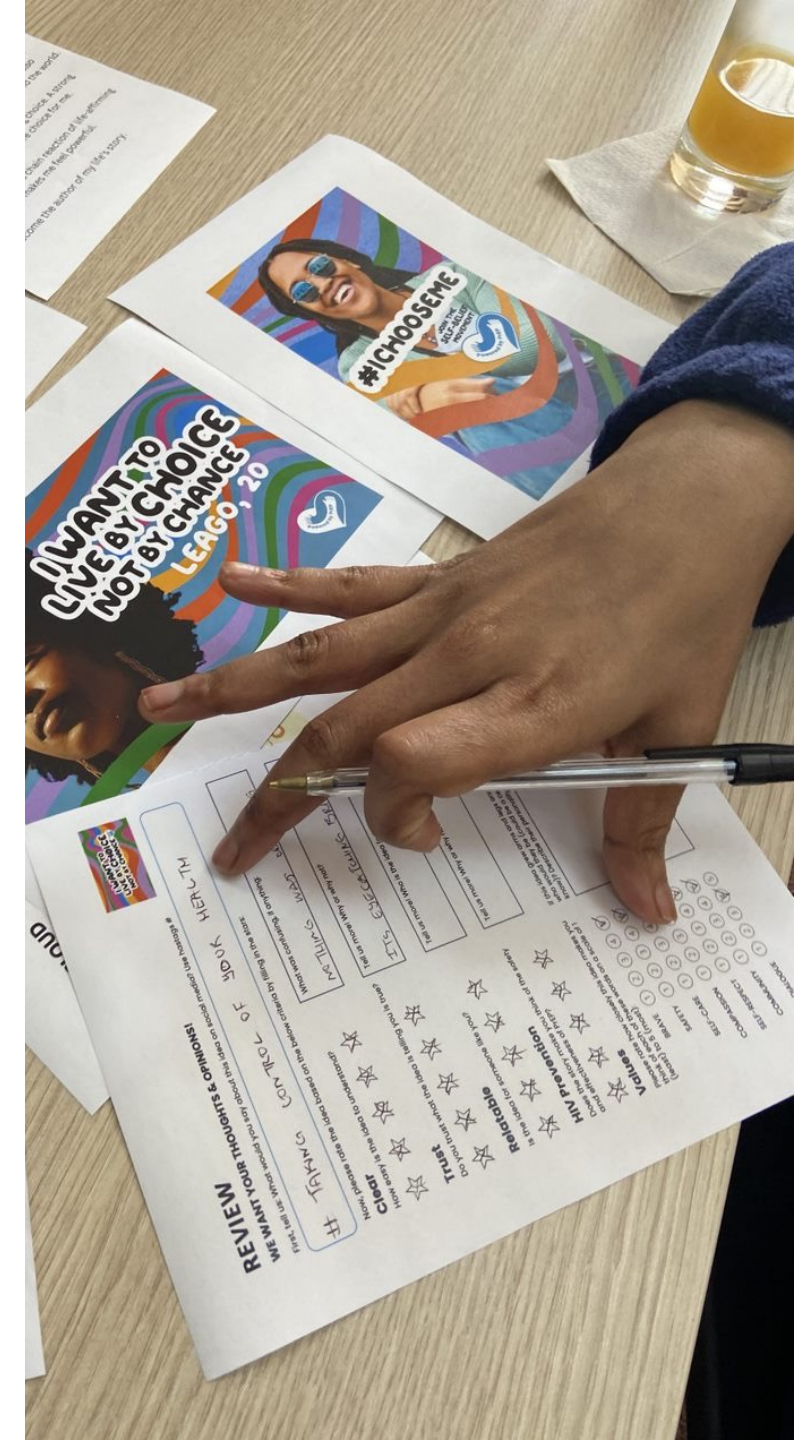


# Qualitative Caveat

As with all qualitative market research, our validation includes a small number of respondents from a limited number of locations. Findings are directional in nature, and not fully reflective of the wider populations from which they are drawn.

Accordingly, the use of terms such as “many,” “most,” “some,” etc., should be interpreted as descriptive of those who participated in this project.

Conclusions are drawn from the respondents who participated in discussion groups.



# INSIGHTS REPORT: COMMUNICATING THE PrEP CATEGORY TO AGYW

---



OUR APPROACH



WHAT WE LEARNED



PATH FORWARD

## VALIDATION FINDINGS

# (1) For young women, PrEP is strongly associated with self-care.

Self-care does not mean bubble baths or face masks, or even self-administered products, to young women. For AGYW, self-care means having the **confidence** to prioritize yourself.

It means having the self-respect to take control of your health. To care for yourself and your life. It signifies a desire to live, and especially a desire not to die young.

Young women know they are **worth the effort** it takes to care for themselves.

“

With PrEP, I'm able to know my worth. I can walk with my head high because I'm preventing HIV. It goes hand-in-hand with self-care.

AGYW, Kenya

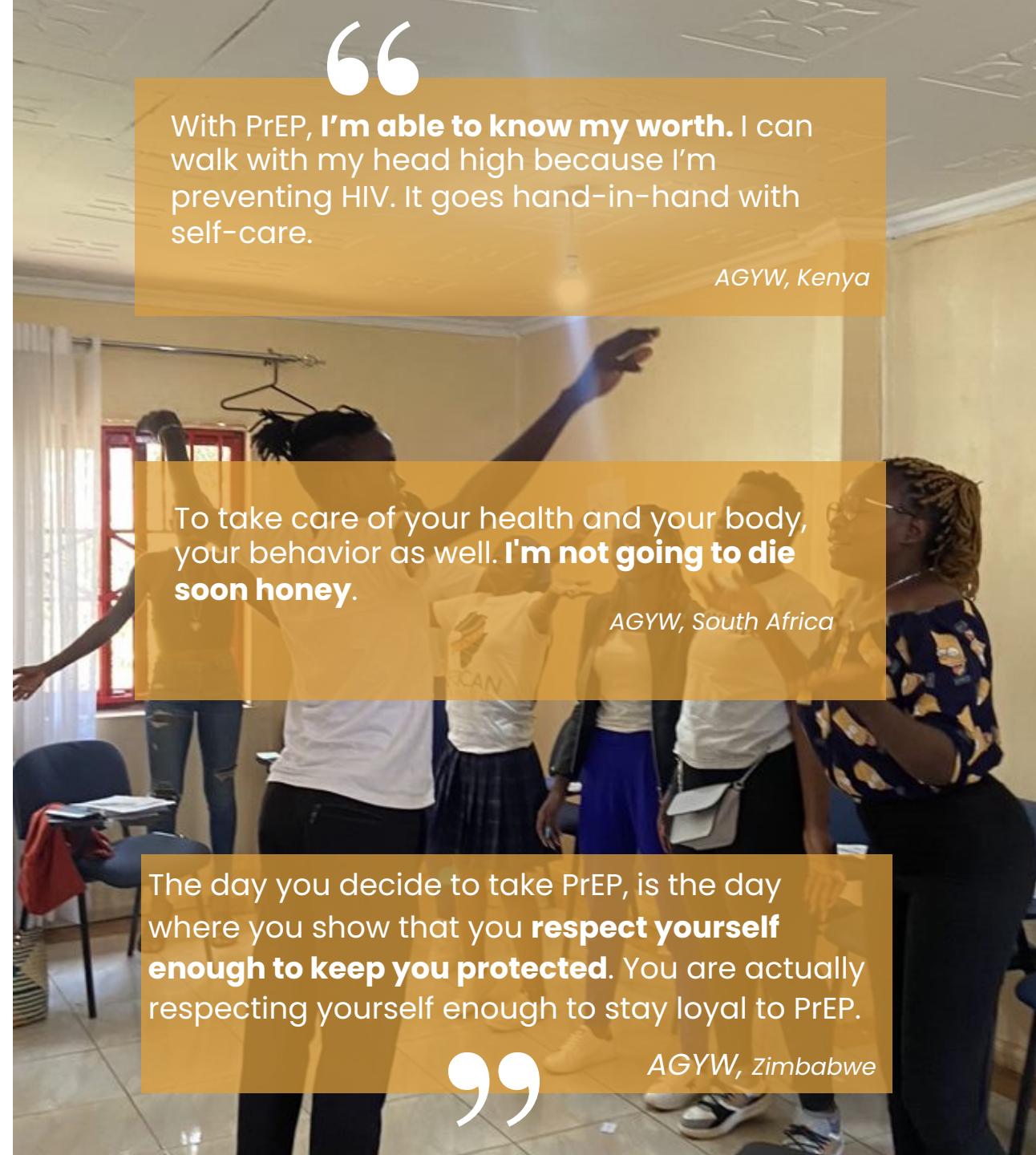
To take care of your health and your body, your behavior as well. I'm not going to die soon honey.

AGYW, South Africa

The day you decide to take PrEP, is the day where you show that you **respect yourself enough to keep you protected**. You are actually respecting yourself enough to stay loyal to PrEP.

”

AGYW, Zimbabwe



## VALIDATION FINDINGS

# (2) Taking PrEP means feeling **safe** (physically and emotionally).

Taking PrEP makes young women feel safe and **gives them peace of mind.**

It means taking responsibility for their safety, looking out for themselves the best way they can even when there are factors they can't always control, like when or with whom they have sex.

The feeling of safety that comes with choosing to use PrEP also allows young women to overcome judgement from others, because she knows that regardless of others' opinions, she's doing the right thing for her.

“

As a woman, PrEP is a commitment to protect myself and **promote some peace of mind**, of not putting myself at risk. It's a compliment to myself. I will protect myself.

*AGYW, South Africa*

If I take PrEP, I'm 96 percent sure I'm safe. I **have to be safe so I can be a better person in the future.**

*AGYW, Kenya*

For me, it gives me a lot of **safe space as an individual**, I cannot control what's happening on someone else's end, but I can control what's happening on my end. As a heterosexual young person, you get a lot of pressure and can't always say, I want to use a condom. PrEP enables you to confront your feelings honestly, **your invisible therapy.**

*AGYW, South Africa*

”

## VALIDATION FINDINGS

# (3) Be explicit that PrEP is for **everyone**.

**AGYW don't want to be stigmatized as the sole audience for whom PrEP is recommended.** This means showing that PrEP is for everyone by including diverse genders, ages, abilities, races, and sexualities in communication about PrEP to ensure young women aren't singled out.

At the same time, **young women relate well with someone who looks like them**—hairstyles, clothing, gender expression, and makeup of young women in PrEP communication resemble should resemble that of the AGYW we are trying to reach.

“

[There] needs to be a **diversified photographic campaign**, everyone needs to relate.

*AGYW, Zimbabwe*

Need to see diversity...**different races, traditional people, different tribes, Muslim people.** Otherwise, it's "is this our problem only? Is this just for black people?"

*AGYW, Kenya*

It will have to include the information that PrEP can not only be used by women, but also guys. Most men don't know about PrEP. **It's for everyone who loves themselves.**

”

*AGYW, South Africa*



## VALIDATION FINDINGS

# (4) Relationships are the context of AGYW's lives, not the emotional connection to PrEP.

Young women explained that while PrEP use is related to their relationship and activities that they or their partner may be engaged in, **their partner or their relationship status is not the emotional driver of their PrEP use** (see theme #1).

AGYW emphasized that situating PrEP within the context of relationships not only serves to **further stigmatize**, since HIV can be acquired in a variety of ways, but also ignores that young women are in a variety of types of relationships.

“

This message gives me **courage** as a woman. I should not wait for my partner to decide for me. **It is all about me.**

AGYW, Zimbabwe

[You should be able to do it] Without your partner telling you it's time to take your pill, **it can just be your pillar of strength.**

AGYW, South Africa

[PrEP is about] self-respect, when you are in a relationship or have multiple partners **you have to respect your body and yourself.**

AGYW, South Africa

• With PrEP you are taking care of yourself, you are choosing you, choosing your wellness. **Taking PrEP is about being healthy—with or without your partner's agreement.**

”

AGYW, South Africa

VALIDATION FINDINGS

# (5) AGYW are their own source of strength.

Young women today have a strong sense of self. They are not herd followers, and they **are empowering themselves** and each other rather than being empowered by global development actors.

They know who they are, what they want, and what they don't want. **They celebrate their own worth and abilities, and don't rely on other people to affirm them.**

They aren't waiting on other people, or society at large, to respect them—they respect themselves and feel capable of confidently making decisions about their lives.

“

I'm free to decide. There are so many options. **I choose what happens in my life** and what gets into my body.

*AGYW, Zimbabwe*

**I'm my own boss**, I have control of everything that happens to me internally and externally.

*AGYW, South Africa*

I'm the one to take charge of myself. I'm the one to celebrate my successes [even] the small ones. **I'm the one to pat yourself on the back and say wow, you did it.**

*AGYW, Kenya*

”



## VALIDATION FINDINGS

# (6) Keep making PrEP (all types) famous.

Young women highlighted that there is still very **low awareness of PrEP overall, both among their peers, but also within the communities they live.** When there is awareness, it is often coupled with misinformation and stigma. Young women want to make sure their peers and their communities are aware of and understand PrEP.

**And make sure to use channels that reach young women.** A participant in Zimbabwe pointed out that the only place she's seen information about PrEP is on TikTok: *"Someone was talking about it in a video on TikTok. From the comments it was clear that lots of people don't know what it was."*

*\*In one group in South Africa, less than half the participants had heard of PrEP at all. Several groups had no knowledge of the ring or injectable.*

I haven't seen billboards. I haven't really seen posters **anywhere outside of the hospital.**

AGYW, Kenya

**People have been misinformed. People are given the wrong information;** they tell you the side effects won't go away. We have this problem in my community, parents do not want their children to take PrEP. We have this parent who is HIV positive and does not want her children to take PrEP because she feels that it's the same thing, they're all taking the medication. This parent said this pill is not good for my babies, it's too much for her body.

AGYW, South Africa

There is stigma; you can't take medication that's related to HIV if you are not living with someone who is positive. **No one talks about PrEP, and no one talks about these things.**


AGYW, South Africa

## VALIDATION FINDINGS

# (7)...by making communication accessible.

AGYW emphasized the need to make PrEP famous by **meeting them where they are**—bringing communication on PrEP to the areas they frequent. They need information available where they are—stores, youth centers, restaurants, etc.

They need information available on social media using images and messaging that relates to them and speaks in their language, as well as **terminology with which youth are familiar**.



Put someone we all know for example Miss Plumtree to generate interest especially if they take PrEP. We would believe it!

AGYW, Zimbabwe

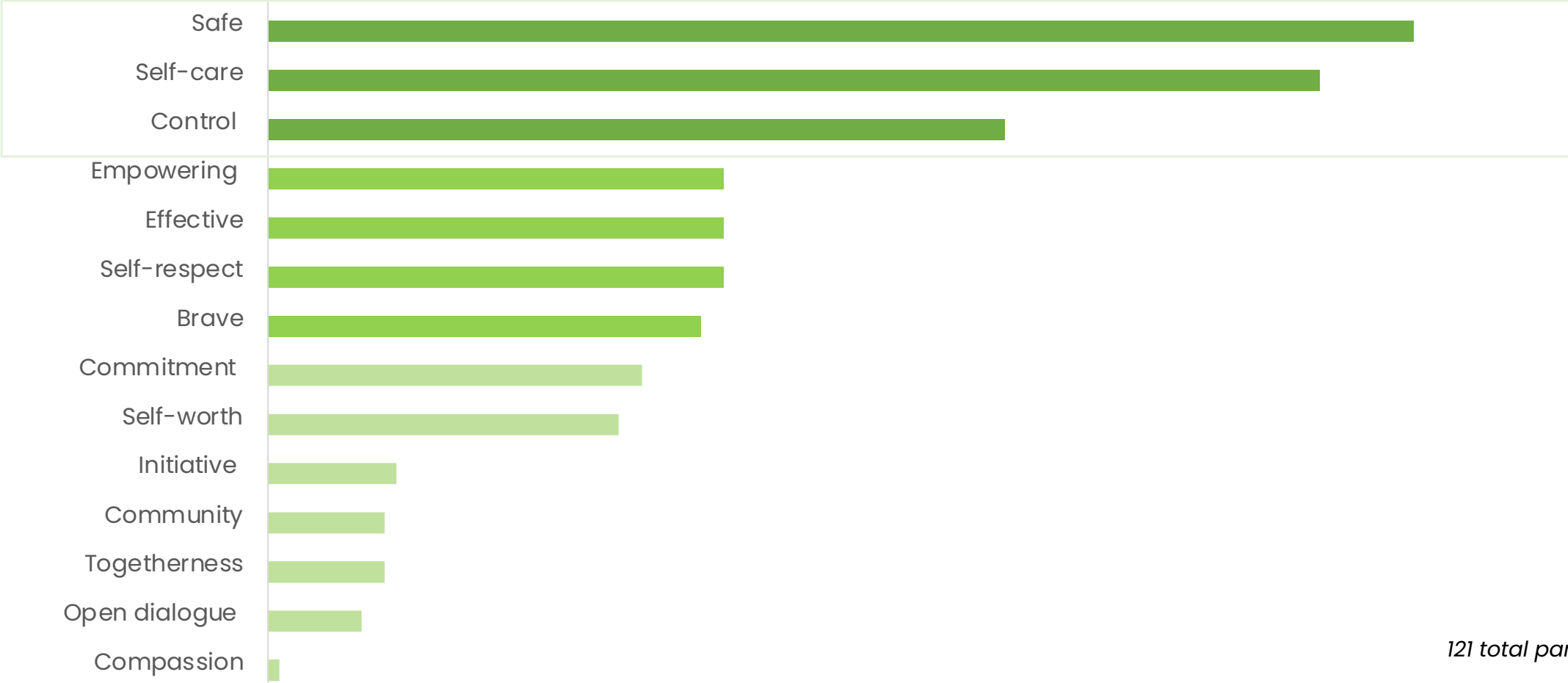
I'd like to see PrEP material at the border, high density areas, youth centers, parties, chicken king, stichin (uptown), Plumtree bakery, hospital gate **places we go every day**.

AGYW, Zimbabwe

**What does this  
mean for our  
brand positioning  
direction...**



# Emerging from the discussion groups is validation of the connection of PrEP to *safe, self-care, and control.*



121 total participants

# Associations with PrEP have distinct meanings to young women, and some are interconnected.

## Self-Care

*Self-care* to young women means understanding their worth, having self-respect and the ability to take control of one's health.

When I take PrEP, I am worth to live a good life.  
**The day you take PrEP, you know your self-worth.**

AGYW, ZIMBABWE

## Brave

For young women, taking care of themselves means being *brave*.

Brave, every time I have sex I have to be brave. **To be careful means to be brave.**

AGYW, SOUTH AFRICA

## Safety

*Safety* negates the anxiety associated with HIV, and AGYW get that feeling of safety from taking care of themselves and using PrEP.

Some people have mental breakdowns because of how **worried** they are. If you take it consistently [that doesn't happen].

AGYW, SOUTH AFRICA

## Control

PrEP offers young women *control* and autonomy. They are in the driver's seat when it comes to their HIV prevention needs.

When you use PrEP, **everything is under control** no matter the number or type of men that you have sex with.

AGYW, KENYA

# Across the ratings, *Territory 1* leads in clarity, trust, communicating HIV prevention, and aligns best with our value proposition (benefits of PrEP).

## PERFORMANCE SNAPSHOT

### IDEA 1



### IDEA 2



### IDEA 3



#### METRIC

CLARITY



TRUST



RELEVANT



COMMUNICATES HIV PREVENTION (PREP)



ALIGNS WITH VALUE PROPOSITION



# Territory 1 led in the top two values of self-care and safety.

VALUE PROPOSITION PERFORMANCE

TERRITORY 1



TERRITORY 2



TERRITORY 3



METRIC

↑  
IMPORTANCE (ALIGNMENT WITH PREP)

Safety	Green	Yellow	Red
Self-care	Green	Yellow	Red
Self-respect	Red	Green	Yellow
Brave	Yellow	Green	Red
Community	Yellow	Yellow	Red
Open dialogue	Green	Yellow	Red
Compassion	Yellow	Green	Red

***Territory 1* most closely aligns with *self-care* and *safety*—key associations that AGYW have with PrEP and key values of our positioning direction.**



**I WANT TO  
LIVE BY CHOICE  
NOT BY CHANCE**  
LEAGO, 20



# What does this mean for positioning the PrEP category?

The positioning direction aligned closely with *Territory 1* and was validated by feedback from AGYW.

Territory 1 most closely aligns with **self-care and safety**—key associations that AGYW have with PrEP and key values of our positioning direction. It turns empowerment on its head—young women are already empowered—they don't need to be empowered by others. They believe in themselves, and **they already are who they want to be.**

Several learnings informed edits to the positioning inputs to develop a stronger direction moving forward.

“

I'm the **main character** in my own **story**. You have to take care of yourself.

AGYW, Kenya

I choose me. **At the end of the day, it's all about me**, I have to be in control of my body and health. I have to be in control, nobody else will.

”

AGYW, South Africa



# Several key learnings from the other territories informed optimization of the PrEP category positioning direction.

## Importance of confidence to commitment

Young women associated Territory 2 with the confidence it takes to make a commitment to use PrEP, explaining that once you've done something challenging you know you can do it again. "If you know you can hype yourself, it's going to be very easy for you to take PrEP. It spoke about PrEP and the method I chose. I'm going to choose and stick to the PrEP method I choose and tell the next person to do it. It starts with you." AGYW, South Africa

## Self-care is strongly associated with autonomy

Territory 3 was associated with self-belief, which bolsters young women's ability to feel "in charge" of their life and their decisions. "PrEP is for prevention of HIV, when I use any of these methods, I have control over my health." AGYW, Zimbabwe

## Address stigma through diversity

Including a range of types of people—of all genders, ages, and with various features—helps to address the stigma that young women say is pervasive in their communities. If everyone is part of PrEP, no one will be singled out. "We need to see diversity...different races, traditional people, different tribes, Muslim people ...otherwise, it's "is this our problem only?" AGYW, Kenya

# INSIGHTS REPORT: COMMUNICATING THE PrEP CATEGORY TO AGYW

---

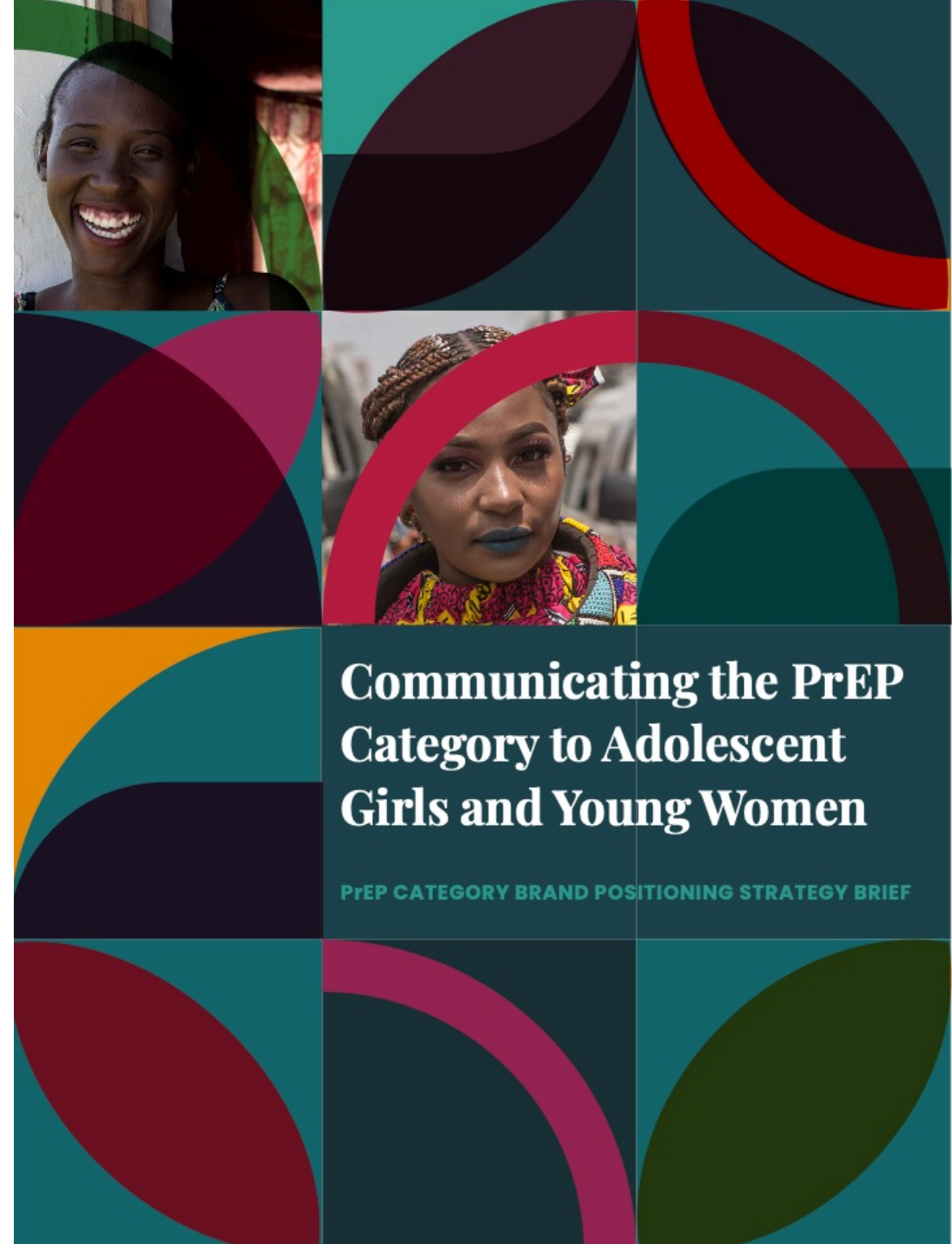


OUR APPROACH

WHAT WE LEARNED

PATH FORWARD

# Final PrEP category brand positioning strategy for AGYW





## We reviewed the **audience insight** based on validation findings.

This insight, not a direct quote from a single young woman but an overarching idea, a common thread that was found in each of the conversations we had through the positioning process. We reviewed our original audience insight, and it held true across settings and countries in validation.

### **Audience insight**

“Life is a balancing act of what I want, what I need, and what’s expected of me. Prioritizing myself by taking PrEP requires that I overcome the many challenges that surround PrEP use, especially judgement and stigma. This is difficult, but I know I’m at my best when I feel good about myself because I’ve taken PrEP. When I feel confident and strong, my actions, decisions and words reflect it.”

# And we revised our **positioning inputs** based on what we heard in validation.



## **Culture:** PrEP supports young African women in putting themselves first.

AGYW are listening to artists, viewing social media, and watching shows that portray women believing in and expressing themselves fully. They are less cautious of others' expectations or traditional roles. AGYW are not seeking permission to live up to their potential, and they seek programs, services, and products that believe in them and support them for who they already are. PrEP confirms the strength and power young women already have and supports AGYW in putting themselves first.



## **Category:** PrEP is self-care.

For AGYW, PrEP is strongly associated with self-care, which to them means having the confidence, self-worth, and self-respect to care for themselves, their health, and their life. Self-care is about not letting HIV stand in their way, and young women know they are worth the effort it takes to care for themselves. Self-care is also a collective act between AGYW and their sisters, or close friends, and AGYW see their success and survival as up to them and their sisters.



## **Consumer:** PrEP provides peace of mind.


PrEP is seen as an essential way to negate the anxiety of momentary perceptions of risk for young women -- i.e., after unprotected sex, when they feel sick, etc- - While not long lasting, these moments occur frequently in young women's lives. PrEP is like a form of therapy for some young women. The peace of mind that comes with taking PrEP is a significant benefit for AGYW and has the potential to outweigh the challenges of PrEP use - taking it daily, side effects, going to the clinic, etc.



## **Product:** PrEP choice puts young women in control.

Though there are things that young women often can't control when it comes to sex, such as the HIV status of a partner or instances of sexual assault, PrEP offers them a measure of autonomy over their bodies. A sense of being in charge of decisions for their health renders AGYW more confident in other areas of life. If she is the driver of her HIV prevention decisions, she firmly believes that she can also control other things, such as her relationships, livelihood, and beliefs. In the context of choice, there is an even greater measure of control—for the first time, young women can not only control whether to use PrEP, but also which method to use.

# Our Key Brand Benefit



**PrEP is a way for young women to prioritize their physical health and mental wellbeing, to live a life uninterrupted by HIV.**

**It affirms that self-love is strength.**

**And finally, we reframed our Key Brand Benefit based on these inputs.**

PrEP use is not always easy. It requires repeat visits to the clinic, taking time off work, remembering to use a medication, managing side effects and much more. For more AGYW to use PrEP, the category needs to be linked with the audience's own sense of strength. To stand out, communication should resonate with young women's inner strength, unwavering determination to live a full and healthy life, and commitment to self-care as an act of self-love.

PrEP is a way for young women to prioritize their physical health and mental well-being, to live a life uninterrupted by HIV. It affirms that self-love is strength.

**PrEP is an affirmation that self-love is strength.**

Our **positioning narrative\*** tells the story of our positioning and aims to inspire those who read it to produce and refresh communication with our ideals in mind.

# PrEP Category Brand Positioning Narrative

## How can PrEP show up for AGYW?

### AUDIENCE INSIGHT

Understanding AGYW's motivation and needs in their own words:

"Life is a balancing act of what I want, what I need, and what's expected of me. Prioritizing myself by taking PrEP requires that I overcome the many challenges that surround PrEP use, especially judgement and stigma. This is difficult, but I know I'm at my best when I feel good about myself because I've taken PrEP. When I feel confident and strong, my actions, decisions, and words reflect it."

**This is not a story about HIV. This is a story about young women in Africa. Every day is a balancing act of juggling different needs with limited resources. But instead of relinquishing their power, they are giving main character energy. They have a strong sense of self and are determined to live a healthy life.**

### SELF-CARE IS A VIBE.

Young women today have figured out that it is up to them to take care of themselves. This determination makes AGYW resourceful and proactive, even though it is often not easy. They understand the world they live in; they know that their communities and those around them might not always be open to their choices. It takes bravery and strength for AGYW to take care of their sexual health and each other. They see taking care of themselves as an act of self-love, and strength goes hand in hand with self-love. It is their self-love that gives them the confidence to be positive and fierce in the world.

For young women, PrEP use can come at a price. There is often significant stigma towards PrEP in their communities; however, they know that taking PrEP can give them peace of mind. PrEP makes them feel physically and, importantly, mentally safe. The PrEP category has the potential to significantly enhance young women's lives—not only on a physical level by protecting them from HIV, but also on an emotional level, by providing them with peace of mind.

### THE ULTIMATE FLEX? CONTROL.

The expanding menu of PrEP methods creates further space for young women to exercise control, emphasizing that they are in the driver's seat when it comes to their HIV prevention needs. Discreet, long-acting methods offer their own benefits compared to daily oral PrEP, and young women are eager for the opportunity to make personalized decisions about their health that complement their lifestyle at any given time.

AGYW are not just determined in their efforts to take care of their own lives, but are aware that by standing strong in themselves they inspire their peers to do the same. They are passionate about ensuring their sisters—their close female friends—have the information they need to choose life, health, and PrEP confidently. For AGYW, every act of strength reinforces their determination, motivation, and ability to design the life they want to live, and encourages their sisters and peers to do the same.

### AGYW WANT STRAIGHT-UP FACTS.

AGYW are excited about messages that inspire courage and offer affirmation to young women who may still be hesitant about their own inner strength to take PrEP. They are dedicated to supporting each other by seeking and sharing facts about PrEP. They want to assure their peers and communities that PrEP is safe. PrEP safety is often still questioned, and this leads to myths and misinformation. AGYW also need comprehensive information on effectiveness, side effects, and other product attributes. They feel confident that if they are armed with reliable information, they can break down stigma with truth.



**This is not a story about HIV. This is a story about young women in Africa.**

### Summary

**For...** AGYW in Africa  
**who...** want to give themselves the peace of mind PrEP affords.  
**PrEP is the...** support for their physical health and mental well-being  
**that...** affirms that self-love is strength  
**because...** it is safe, effective, free, and available in different forms (oral, ring, injectable) depending on the setting  
**so that...** AGYW can use their own power and control to live a life uninterrupted by HIV.

PrEP use is not always easy. It requires repeat visits to the clinic, taking time off work, remembering to use a medication, managing side effects, and much more. For more AGYW to use PrEP, the category needs to be linked with the audience's own sense of strength. To stand out, communication should resonate with young women's inner strength, unwavering determination to live a full and healthy life, and commitment to self-care as an act of self-love.

PrEP is a way for young women to prioritize their physical health and mental well-being to live a life uninterrupted by HIV. It affirms that self-love is strength.

## Positioning narrative

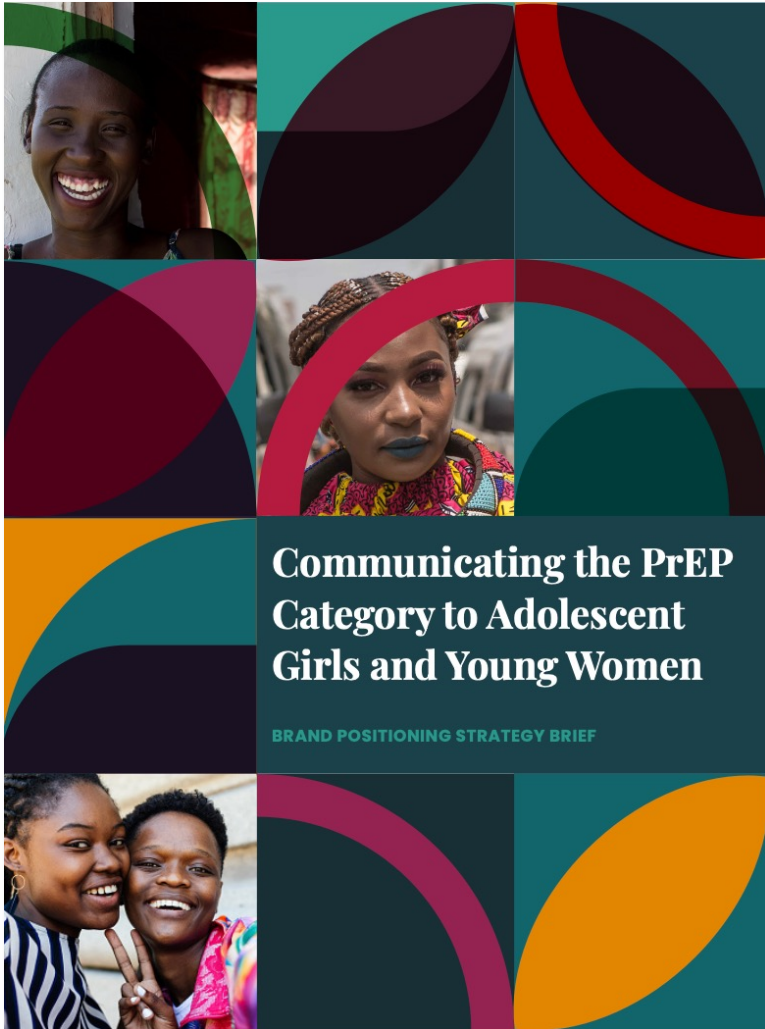
This is not a story about HIV. This is a story about young women.

Every day is a balancing act of juggling different needs with limited resources. But instead of relinquishing their power, they are giving main character energy. They have a strong sense of self and are determined to live a healthy life.

\*Full positioning narrative available in PrEP Category Positioning Strategy brief.



**So what? Based on validation of our positioning direction, we've developed a strategy brief available for **implementers** to guide development of national communications strategies, campaigns, or other communication materials.**



# PrEP Category Brand Framework

**Key Brand Benefit**  
PrEP is a way for young women to prioritize their physical health and mental well-being, to live a life uninterrupted by HIV. It affirms that self-love is strength.

**How do we speak to AGYW?**  
Young women are consistently showing confidence, strength, bravery, and motivation. Marketing and communication must mirror this.

**What do AGYW want?**  
"I am self-assured. I respect myself and my body. I am powerful and strong, brave, and vibrant. Show me trustworthy information that is inclusive and builds my knowledge. Show me that PrEP is accessible and you are open to my needs."



- Today's AGYW...**
- Are not passive bystanders in their own lives. They are claiming their power and are bold.
  - Understand their daily realities, but also understand that they are inherently strong because they navigate these realities every day.
  - Understand the need to prioritize themselves.
  - Are brave, know their own worth and are not settling for anything that does not acknowledge and celebrate their sense of worth and their journey.
  - Do not need to be empowered. They are already empowered.

- Key Benefits**
- FUNCTIONAL:**
- Safe
  - Effective
  - Free of charge
  - Choice of a variety of formats: oral, ring, injectable (depending on setting)

- EMOTIONAL:**
- Self-love
  - Strength
  - Peace of mind
  - Control

- PrEP Category Commitment**
- We don't sugar-coat the realities of taking PrEP.
  - We understand the courage, effort, and commitment required to be a PrEP user.
  - We show that we believe young women have what it takes.
  - We affirm young women's strength, determination, and commitment.
  - We work towards creating broader awareness of PrEP.

**Summary**

**For...** AGYW in Africa

**who...** want to give themselves the peace of mind PrEP affords

**PrEP is the...** support for their physical health and mental well-being

**that...** affirms that self-love is strength

**because...** It is safe, effective, free, and available in different forms (oral, ring, injectable) depending on the setting

**so that...** AGYW can use their own power and control to live a life uninterrupted by HIV.

# The strategy brief holds **practical guidance** for developing communication materials to ensure rapid application of positioning is feasible.

## Guidance Checklist

Positioning alignment for communication materials and messaging

KEY



### ACKNOWLEDGE THAT TAKING PrEP IS HARD.



**Description:** AGYW know it's hard to take PrEP, for multiple reasons, and don't want the realities of taking PrEP sugar-coated.

**Action:**

- Don't use language like "just once a day" or "easy to use".

### EMPHASIZE THE BENEFIT OF PEACE OF MIND.



**Description:** Peace of mind and mental health go hand in hand. This is a powerful consumer benefit of PrEP to be emphasized.

**Action:**

- Use language and stories that emphasize the mental and emotional safety provided by PrEP.

ALIGN WITH THE BRAND PERSONA.	SPEAK TO YOUNG WOMEN IN THEIR OWN LANGUAGE.	SITUATE PrEP IN THE CONTEXT OF SELF-CARE.	ACKNOWLEDGE THAT TAKING PrEP IS HARD.	WATCH OUT FOR EMPOWERMENT.	BE LESS PRESCRIPTIVE.	INCLUSIVITY IS IMPORTANT TO AGYW.
<p><b>Description:</b> To resonate more strongly, make language more familiar to young women.</p> <p><b>Action:</b></p> <ul style="list-style-type: none"> <li>• Listen to how AGYW speak to each other, what slang they use, and how they express themselves. Be inspired by it.</li> <li>• When doing national campaigns, identify and use all dominant languages, not just English. For sub-national or local campaigns, use the dominant language of the area.</li> </ul>	<p><b>Description:</b> AGYW's reference to self-care is about taking care of their physical, mental, and emotional health, and is rooted in the desire to live a life uninterrupted by HIV.</p> <p><b>Action:</b></p> <ul style="list-style-type: none"> <li>• Steer clear of definitions of self-care that reduce it to self-indulgent practices (i.e. bubble baths or face masks), while emphasizing that taking PrEP means having control over one's mental and emotional health as well as physical.</li> </ul>	<p><b>Description:</b> AGYW know it's hard to take PrEP, for multiple reasons, and don't want the realities of taking PrEP sugar-coated.</p> <p><b>Action:</b></p> <ul style="list-style-type: none"> <li>• Don't use language like "just once a day" or "easy to use".</li> </ul>	<p><b>Description:</b> Young women today are already empowered and don't want to be empowered by others.</p> <p><b>Action:</b></p> <ul style="list-style-type: none"> <li>• Don't use language that implies they have potential, but rather remind them they are already living up to their potential.</li> <li>• It is not about saving or empowering AGYW, but they can empower themselves by choosing PrEP.</li> </ul>	<p><b>Description:</b> Ensure that AGYW feel respected and not dictated to.</p> <p><b>Action:</b></p> <ul style="list-style-type: none"> <li>• Prescriptive instructions are less effective than personal stories, examples, and honest conversations.</li> </ul>	<p><b>Description:</b> AGYW don't feel that they are being or stigmatized. They want knowledge of PrEP to reach them and need to be clear that PrEP is for all gender groups, and ethnicities.</p> <p><b>Action:</b></p> <ul style="list-style-type: none"> <li>• Even though the focus is on AGYW, PrEP materials should include images of people, genders, and ethnicities to represent the communities AGYW live in and those around them.</li> </ul>	
<p><b>Description:</b> Peace of mind and mental health go hand in hand. This is a powerful consumer benefit of PrEP to be emphasized.</p> <p><b>Action:</b></p> <ul style="list-style-type: none"> <li>• Use language and stories that emphasize the mental and emotional safety provided by PrEP.</li> </ul>	<p><b>Description:</b> Peace of mind and mental health go hand in hand. This is a powerful consumer benefit of PrEP to be emphasized.</p> <p><b>Action:</b></p> <ul style="list-style-type: none"> <li>• Use language and stories that emphasize the mental and emotional safety provided by PrEP.</li> </ul>	<p><b>Description:</b> Every touchpoint (at the clinic, in the media, in conversations with healthcare providers, etc.) should equip AGYW with information regarding PrEP. Where different PrEP options are available, choice should be a key message.</p> <p><b>Action:</b></p> <ul style="list-style-type: none"> <li>• Provide comprehensive information on all available PrEP options so that AGYW know they can exercise control in choosing a method that's right for them.</li> </ul>	<p><b>Description:</b> All touchpoints (at the clinic, in the media, in conversations with healthcare providers, etc.) should affirm the safety of these products by linking to both the functional and emotional benefits of PrEP.</p> <p><b>Action:</b></p> <ul style="list-style-type: none"> <li>• Information about safety should be clearly stated on all communication and complemented by other product attributes. Refer to the brand framework for specific functional and emotional benefits.</li> </ul>	<p><b>Description:</b> Misinformation about PrEP is rampant, and AGYW see themselves as advocates for the cause of combating misinformation about PrEP. To do this well, they require access to correct and consistent information.</p> <p><b>Action:</b></p> <ul style="list-style-type: none"> <li>• Include or point to easily accessible, comprehensive information on PrEP products. Ideally, provide a trusted resource (digital or in-person) for them to be able to ask questions confidentially.</li> </ul>	<p><b>Description:</b> Communication should immediately be clear and creative with PrEP.</p> <p><b>Action:</b></p> <ul style="list-style-type: none"> <li>• Get creative with how where PrEP products are placed because AGYW want to see the methods they can choose from.</li> <li>• Headlines should be emotionally engaging, but every piece of communication should have a clear link to PrEP.</li> <li>• Include visuals of the products in communication materials. This can be done creatively. For example, use icons of the products or place images of PrEP products on models' clothing.</li> </ul>	

\*Full guidance checklist available in PrEP Category Positioning Strategy brief.

## NEXT UP: DEVELOPING BRAND GUIDELINES

Through our process, we learned a lot from AGYW towards branding—messaging and creative—for the PrEP category. We are working on brand guidelines to be available for use by implementers in early-2024.



Examples of branding elements we uncovered in discussions with AGYW:

- Logo reactions
- Color preferences
- Message testing
- Photography and imagery feedback

*\*early draft*

## PrEP'S TONE

### WHAT DOES PrEP SOUND LIKE?

Confident  
Trustworthy  
Open & accessible  
Inclusive  
Knowledgeable

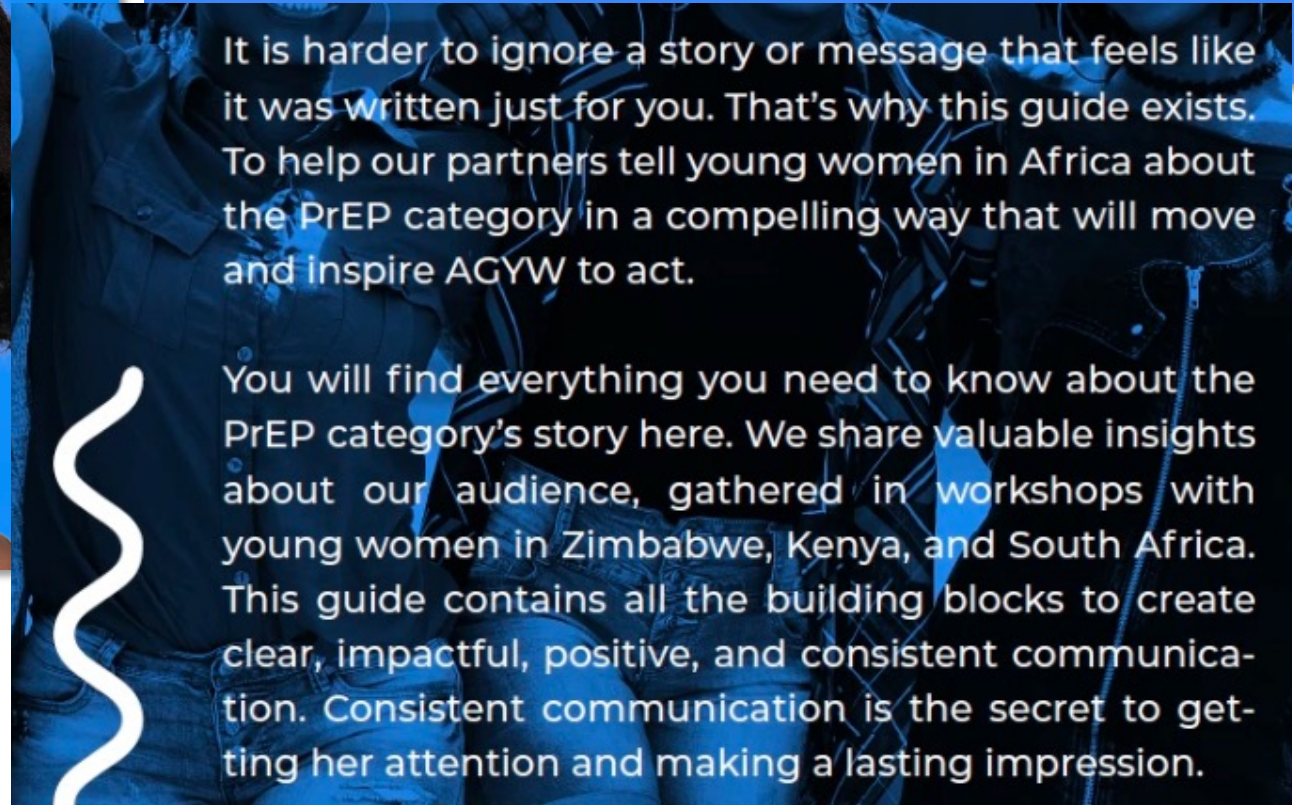
PrEP can speak with confidence because we share trustworthy information.

We share info in ways that are inclusive and build young women's knowledge.

We are always open to what young women want and how they express themselves.

This includes using language and expressions they are familiar with.

We keep it short and simple. Because AGYW have places to be and things to do. *"insert finger snaps"*



It is harder to ignore a story or message that feels like it was written just for you. That's why this guide exists. To help our partners tell young women in Africa about the PrEP category in a compelling way that will move and inspire AGYW to act.

You will find everything you need to know about the PrEP category's story here. We share valuable insights about our audience, gathered in workshops with young women in Zimbabwe, Kenya, and South Africa. This guide contains all the building blocks to create clear, impactful, positive, and consistent communication. Consistent communication is the secret to getting her attention and making a lasting impression.

# APPENDIX

# INSIGHTS REPORT: COMMUNICATING THE PrEP CATEGORY TO AGYW

---



**KENYA**



**ZIMBABWE**

DETAILED COUNTRY  
FINDINGS: SOUTH AFRICA

DETAILED COUNTRY  
FINDINGS: KENYA

DETAILED COUNTRY  
FINDINGS: ZIMBABWE

## NARRATIVE FEEDBACK

### Idea 1

#### I Choose Me

**I Choose Me** is a rallying cry to prioritize myself and my health.




It is a movement that shifts the focus from doing the right thing for everyone else, to doing the right thing for me, for my life.

It inspires me to listen to my heart, stand up for myself and recognise my inner strength. Strength that tells me I have the right to choose. Choosing an HIV prevention method that works for me, my life. Because when I am kind to myself first, I can also stand strong in my family, community, and the world.

Choosing PrEP is a life-affirming choice. A strong choice, an effective and safe choice for me.

It sets in motion a chain reaction of life-affirming choices that makes me feel powerful.

I become the author of my life's story.

-  What's working well
-  Mixed reactions
-  Challenges/Room for improvement
- Bold** 5 or more mentions

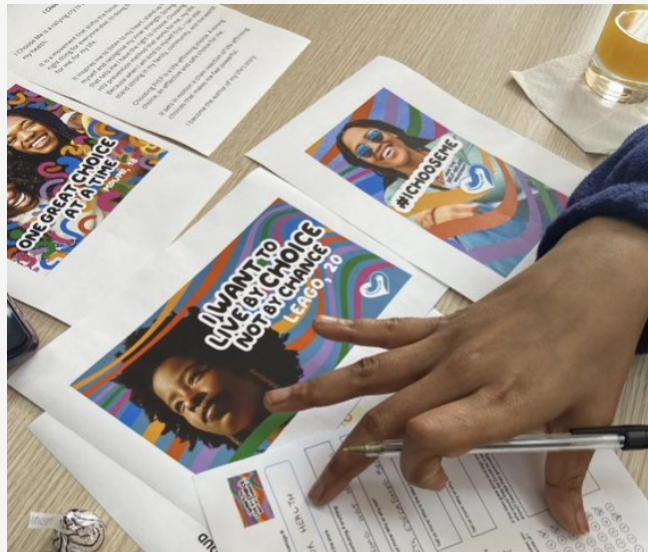
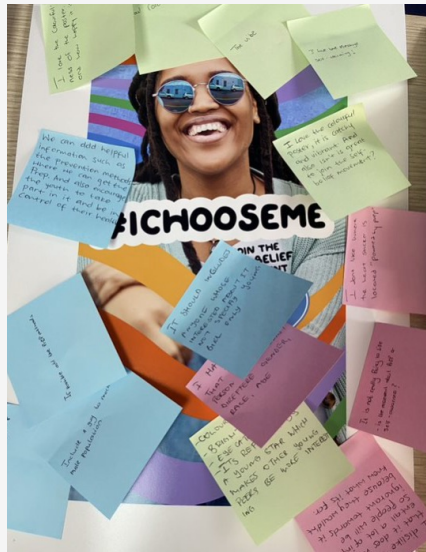
**The theme of putting one's health and safety first—even in the face of competing priorities and pressure from society—resonated strongly with AGYW.**

Participants spoke about taking control over their decisions and actively choosing to take care of themselves.

They spoke on the autonomy of choosing to use PrEP—for them, it is a personal decision that cannot be swayed by the influence of others.

Likes	Dislikes	Mixed Reactions
<p>Many participants mentioned control-taking ownership over their decisions and their bodies.</p> <p><i>"I choose me. At the end of the day, it's all about me, I have to be in control of my body and health. I have to be in control, nobody else will."</i></p>	<p>"Rallying cry" had a negative interpretation for one participant.</p> <p><i>"What about a declaration or taking a confident decision. It's not a sad decision at all, attach something more optimistic."</i></p>	<p>While participants agreed on the importance of prioritizing oneself, they also want to be there for the people in their lives.</p> <p><i>"How about changing though: doing the right thing, for me and my life, <b>before</b> attempting to do the right thing for everyone else."</i></p>
<p>Participants expressed the importance of standing up for yourself even in the face of others' opinions. They spoke about focusing on what's best for them, not what others have to say about it.</p> <p><i>"...my health matters, not what society says. When you talk about PrEP, people think you are sexually active. But whether you are or not. Your health matters."</i></p> <p><i>"You must do things to benefit you. You need to step into your power. Stand up for yourself. Yes, it is okay to choose myself. If I had to go with other's opinions, I would always rely on them."</i></p>	<p>One participant pointed out that "I become the author of my own life" may not capture the nuances in the way young women interact with the people in their lives.</p> <p><i>"I don't like 'I become the author of my own story.' You should have editors, people who can point out what you need to change."</i></p>	<p>Participants expressed that the territory should relay the information that PrEP is not just for young women, but for men, married people, and other populations as well.</p> <p><i>"It's for everyone who loves themselves."</i></p>
<p>Participants felt the narrative relayed the message that PrEP is safe and effective.</p>		

## Idea 1 I Choose Me



**Participants were drawn to the bright colors and the model. They mentioned wanting to share this poster with friends and on social media.**

However, many participants expressed a need for the poster to be more direct about its intent—they were not able to immediately tell that this is about HIV prevention and PrEP.

### What's working well

- Bright, attractive colors
- Eye-catching design
- “Live by choice, not by chance”
- Relatable model, names and ages make it feel real

*“Reminds me of my own smile. Because I smile a lot.”*

*“This person is high on life.”*

### Suggestions for change

- Include visuals of the different PrEP methods
- The rainbow colors remind them of LGBTQ+ Pride.

*“I think it should include everyone from the community, not just girls. Especially the LGBTQ+ community.”*

### Challenges

- May take time to understand the message of the poster.



## NARRATIVE FEEDBACK

### Idea 2

#### I am My Own Hype Girl

I am my own hype girl.

“Wait what?” I hear them ask.

It means I have chosen to be my own number-one.

I believe in myself and my potential.

And I start putting myself first.

I choose to be kind to myself.

I choose an HIV prevention method that works for me and my life.

I choose a safe and effective method that puts me in **control**.

I support and cheer on my sisters.

I notice my progress and inner strength.

I start celebrating myself along the way.

Yes, I can do anything, even the hard things.

I can be in charge of my life and my health.

I start a PrEP method, because I can do this.

- What's working well
- Mixed reactions
- Challenges/Room for improvement
- Bold** 5 or more mentions

**Participants felt this narrative boosted their confidence and encouraged them to cheer themselves on—with some caveats.**

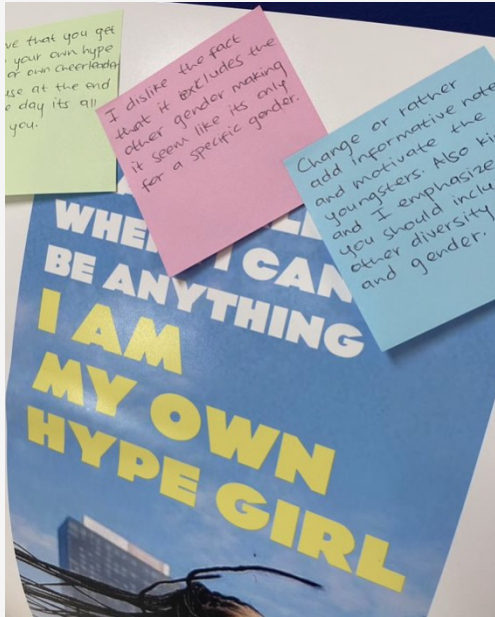
The idea behind this narrative is ambitious, and some participants felt it was unrealistic because they and their peers often suffer from low self-esteem.

Several young women agreed that the message of “girl power” resonated, and they appreciated the mentioning of supporting their sisters—as long as that support is mutual.

Likes	Dislikes	Mixed Reactions
<p>Participants felt the idea encouraged autonomy, initiative, and self-reliance.</p> <p><i>"Boosted my attitude. Nice to feel you're in control of yourself."</i></p> <p><i>"I have that discipline to get up and do anything. I have the inner strength and can support myself along the way."</i></p> <p><i>"If you know you can hype yourself, it's going to be very easy for you to take the PrEP."</i></p>	<p>It wasn't abundantly clear to participants how being one's own hype girl relates to PrEP use.</p> <p><i>"The story needs to connect more with PrEP. To make clear how to be a hype girl with the help of PrEP."</i></p>	<p>Having confidence and being your own hype girl are easier said than done. The message could feel unrealistic to some young women.</p> <p><i>"When I was taking PrEP, I would wake up with a swollen face, it didn't boost my confidence much. This doesn't work for me. It made me feel like people would judge me. The idea needs to be realistic."</i></p> <p><i>"Don't like 'celebrating me every day' because I don't do it. It takes time to build my self-esteem."</i></p>
<p>Participants related with the idea that they can build <i>themselves</i> up, that confidence and positive self-belief come from within.</p> <p><i>"You have this small voice convincing you that you can not. It starts with you, you have to hype into yourself."</i></p> <p><i>"I'll know what is the best decision to make."</i></p>	<p>One participant disliked the inclusion of "Wait, what? I hear them ask," because they felt it opened the door for having to defend their decisions.</p> <p><i>"Why do we allow people to influence our stance? If I was writing this, I would exclude this. Nothing anyone says matters to my decisions. I need to explain when I want to, not because they demand."</i></p>	<p>While participants wanted to support and cheer on their peers, they also want to do so in an environment of reciprocity.</p> <p><i>"I choose to be there to help them understand more about PrEP."</i></p> <p><i>"Where is the response/reciprocity of my sisters supporting and cheering me on?"</i></p>

## Idea 2

### I am My Own Hype Girl



#### What's working well

- It feels new and fresh and can inspire confidence.
- The photos and models communicate freedom, confidence, and power.
- Easy-to-read text
- The poster made them want to learn more.

*"Women look confident and beautiful. There are often stereotypes of PrEP users (sick, thin), but this is the opposite."*

*"You look at this and want to know more. What is happening, can you please tell me more about this. It draws you in. what is I am my own hype girl, what is that, it draws me in."*

#### Suggestions for change

- The models should be more physically diverse.

*"Make it more empowering. Show girls with a big body. So every kind can fit in."*

#### Challenges

- The poster seems focuses too much on one person—needs more diversity (gender, appearance) to show that PrEP is for everyone.

*"More interaction is needed. This on its own is not enough. I will have to explain it to my friend."*

**The poster strongly illustrates confidence but does not explicitly link to PrEP and HIV prevention.**

Participants wanted to see a more inclusive model/group of models, to indicate that PrEP is for everyone, not just women and girls. They wanted more information on the PrEP methods, how to get them, etc.

### Idea 3

#### I can do great things

There is great **power in treating yourself** with kindness and compassion.

It is the most **basic** form of self-care.

You **develop your self-belief when you build yourself up from the inside out.**

**You start to listen to your heart, stand up for yourself and recognise your inner strength.**




**That's why I choose to take PrEP.**

**It helps me live with intention and confidence.**

Because the first step towards doing great things,

**is telling myself that I can do great things.**

**I can own my power and choose a safe and effective HIV prevention method that works for me.**

-  What's working well
-  Mixed reactions
-  Challenges/Room for improvement
- Bold** 5 or more mentions

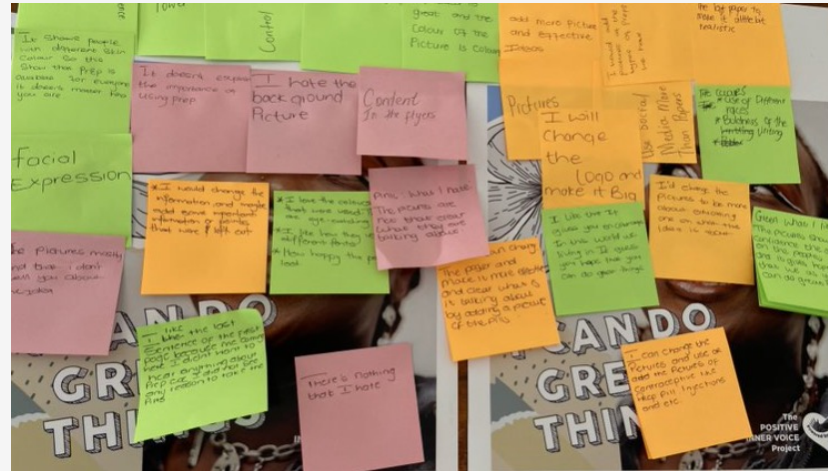
**Participants appreciated the language around individuals making a choice that works for them—and the reminder that motivation can come from within, even if it doesn't feel possible.**

Messages around inner strength, self-reliance, and independence rang true and aligned with participants' sense of control within their lives.

But several found “self-belief” either too ambitious or difficult to understand and achieve.

Likes	Dislikes	Mixed Reactions
<p>Participants appreciated the idea that young women are capable of motivating themselves and achieving things on their own.</p> <p><i>"You can do things yourself; a lot of people seek approval from other people instead of their own capability and mindset."</i></p> <p><i>"Listen to your heart. You don't have to listen to others."</i></p>	<p>One participant noted that the use of "basic" self-care isn't quite right. She suggested "great" or "best."</p>	<p>Not everyone felt that the meaning of self-belief was clear, and some felt that it is not an achievable goal.</p> <p><i>"From the inside out...I don't like it. It's a bit unclear how to develop self-belief. I would take it away".</i></p> <p><i>"I like 'develop from the inside out.' Sometimes you think you can't do this, but inside I know I can. I can do more than this."</i></p>
<p>Messages around self-empowerment, especially when it comes to making decisions, resonated well.</p> <p><i>"Youngsters to know they are in charge of making their own decisions."</i></p> <p><i>"I'm my own boss, I have control of everything that happens to me internally and externally."</i></p> <p><i>"It is nature we don't have control over. But at least we have power over the virus. We have a choice now. Knowing that you have PrEP in your system it is powerful."</i></p>	<p>It was noted that "that's why I choose to take PrEP" may remind people of having to explain or defend their choices.</p> <p><i>"Someone shouldn't have to have reasons as to why they should take PrEP. You don't need to justify."</i></p>	<p>Participants suggested edits to the text that would add more context and detail.</p> <p><i>"It should be 'we should treat each other with kindness and compassion,' not only myself, but everyone."</i></p> <p><i>"It helps me live with intention, confidence, AND self-love."</i></p>

### Idea 3 I can do great things



**This poster felt more inclusive to participants, who noted the diversity in models and the “real” feeling behind the creative. But the design didn’t resonate as well as the others.**

Participants wanted brighter colors and suggested showing groups of people together rather than individuals by themselves.

#### What’s working well

- The photographs sent a message that no matter how you look, PrEP can be for you.
- Models’ looks felt more inclusive and sent the message that you can do great things regardless of your appearance.

*“The posters I love them, they are each about different people. It’s not like one category of people are allowed to do this. It gives people confidence. Different, diverse populations.”*

*“Confidence. The people in the pictures their spirit is high.”*

#### Suggestions for change

- The colors looked “vintage” and should be brighter to be more appealing to young people.
- Photos could include groups of people rather than individuals.

*“We need more people. It could be a group hug. Something nice. Show some kindness and love.”*

#### Challenges

- Some participants disliked the sketch effect of the text and drawings, and some simply did not connect with the idea at all.
- Participants mentioned that showing only one person could be discouraging.

*“I don’t like the drawings, and I prefer bright colors. It’s cartoonish, like done for a 5-year-old.”*

## Participants in South Africa liked the idea of a logo but aside from its simplicity, they didn't uniformly care for the one we presented.

The design brought to mind the AIDS ribbon and participants said that the hand motif reminded them of hugs—of people helping and taking care of each other. They approved of the simplicity of the design and mentioned that it resembled an infinity sign, which they liked.

*“Infinity sign works, we're never going to stop, live longer and happier for as long as we can.”*

## They had feedback on what wasn't working, including the colors.



- Several mentioned that the design felt boring, and one participant said she did not even notice it.
- The idea of empowerment did not come through clearly for all—it felt like a sponsorship.
- Some suggested including images of the PrEP products on the logo itself.
- Not everyone felt the heart and hands resonated with them, and several recommended including different/additional colors.

*“Powered by PrEP makes me think sponsored by.”*

# INSIGHTS REPORT: COMMUNICATING THE PrEP CATEGORY TO AGYW

---

**SOUTH  
AFRICA**

DETAILED COUNTRY  
FINDINGS: SOUTH AFRICA



**KENYA**

DETAILED COUNTRY  
FINDINGS: KENYA

**ZIMBABWE**

DETAILED COUNTRY  
FINDINGS: ZIMBABWE



## NARRATIVE FEEDBACK

### Idea 1

#### I Choose Me

**I Choose Me** is a rallying cry to prioritise myself and my health.




It is a movement that shifts the focus from doing the right thing for everyone else, to doing the right thing for me, for my life.

It inspires me to listen to my heart, stand up for myself and recognise my inner strength. Strength that tells me I have the right to choose. Choosing an HIV prevention method that works for me, my life. Because when I am kind to myself first, I can also stand strong in my family, community, and the world.

Choosing PrEP is a life-affirming choice. A strong choice, an effective and safe choice for me.

It sets in motion a chain reaction of life-affirming choices that makes me feel powerful.

**I become the author of my life's story.**

-  What's working well
-  Mixed reactions
-  Challenges/Room for improvement
- Bold** 5 or more mentions

**Participants verbalized a deep understanding of their own responsibility to love and take care of themselves, which requires confidence.**

They noted that they have to be “careful with themselves,” that taking care of themselves was what gave them the strength to advocate for and inspire other young women and to “be there” for their friends.

They spoke on the autonomy of choosing to use PrEP—for them, it is a personal decision that cannot be swayed by the influence of others. They can follow their hearts, and they don't feel guilty or selfish for prioritizing themselves before serving others.

## Idea 1

### I Choose Me

Likes	Dislikes	Mixed Reactions
<p>Young women verbalized a deep understanding that it was their own responsibility to love themselves and that the acceptance of this responsibility requires confidence.</p> <p><i>"I'm taking care of myself because when I go outside there in the world, the world is not there to take care of you. Take care of yourself then the rest will come after."</i></p>	<p>One participant pointed out repetition in the text and suggested shortening to avoid this.</p> <p><i>"The third paragraph sums it up so maybe we can use that and add to it from the other parts."</i></p>	<p>The concept of inner strength wasn't clear for everyone.</p>
<p>Participants connected with the idea of being the author of one's story, feeling that it put them at the center of their lives and decisions.</p> <p><i>"I own that story—it is mine, it is not yours. So, when I own this story, I know life navigates, I know that river flows because it's all about me. So when I choose me, I choose PrEP because I'm informed...It's my life story whether I started taking PrEP at high school or primary level. As long as I'm preventing myself from HIV, it's ok."</i></p>	<p>Some participants felt the narrative was a bit too long to hold people's attention, and suggested putting "PrEP" somewhere higher up in the text.</p> <p><i>The piece is long. We are in a world where we want to see what excites our eyes. [People] don't love reading that much. There's a way we can make it more attractive to the eye. [Because] if something distracts me when I've not finished reading, I wouldn't know it's PrEP.</i></p>	<p>Participants raised the issue of whether this messaging will work for women who are experiencing GBV, for whom navigating PrEP use can be dangerous.</p> <p><i>"I have a concern: "choosing an HIV prevention that works for me my life that because when I am kind to myself...." This is very true but I'm going back to stories of GBV. There are young girls doing sex work and they haven't moved on from their parents' place. They have nowhere to hide their pills so when the parents get it, how will she stand strong when the family stigmatizes her?"</i></p>

## Idea 1

### I Choose Me



**The bold, simple message of “I Choose Me” was resonant, but participants had mixed reactions to the design.**

Many felt that the colorful stripes were either childish or distracting, especially when paired with the model’s patterned dress. They suggested simplifying the color palette to allow the message to stand out.

### What’s working well

- Bright, attractive colors
- It looks “girly”
- The hashtag
- The model’s confident, beautiful look

*“The smile from the girl shows a bright future.”*

### Suggestions for change

- It wasn’t clear why or how the girl in the photo chooses herself
- The two ‘oo’s in choose could be the shape of the PrEP pills
- Participant would like to see people they know as models
- Add queer folks, people with disabilities
- Suggest adding the “live by choice” quote to the first poster

*“We are beautiful! you can take pictures of us for the posters.”*

### Challenges

- The picture suggests that we are only advocating for women to use PrEP
- The colors look like an advertisement targeted toward the LGBTQIA+ community
- Some felt the colors were distracting and “shouty,” others felt they looked childish
- It looks like a birthday party; the connection to self-belief is not clear

## NARRATIVE FEEDBACK

### Idea 2

#### I am My Own Hype Girl

I am **my own hype** girl.

“Wait what?” I hear them ask.

It means I have chosen to be my own number-one.

I believe in myself and my potential.

**And I start putting myself first.**

I choose to be kind to myself.

**I choose an HIV prevention method that works for me and my life.**

I choose a safe and effective method that puts me in **control.**

**I support and cheer on my sisters.**




**I notice my progress and inner strength.**

**I start celebrating myself along the way.**

**Yes, I can do anything, even the hard things.**

**I can be in charge of my life and my health.**

I start a PrEP method, because I can do this.

-  What's working well
-  Mixed reactions
-  Challenges/Room for improvement
- Bold** 5 or more mentions

**Participants demonstrated pride in themselves. They are confident in their own abilities and do not feel the need to see themselves the way society does.**

They know their own worth and viewed themselves as advocates because of this internal self-belief.

They asserted that they don't have to wait for others to celebrate them—they are capable of celebrating themselves, despite what others may think of them.

## Idea 2

### I am My Own Hype Girl

Likes	Dislikes	Mixed Reactions
<p>Participants related with the idea that regardless of what society says, the ability is within them to celebrate and empower themselves.</p> <p><i>"I need no group to celebrate me. I know myself. Everything starts with practice, practice celebrating yourself."</i></p>	<p>Some felt that the narrative lacked an obvious connection to PrEP.</p> <p><i>"We need to strike a balance...message that empowers but also a message about the products, so the person feels they are addressing PrEP AND the individual's empowerment."</i></p> <p><i>"For example, I'm my own hype girl FOR PrEP."</i></p>	<p>Not everyone was familiar with the term "hype girl."</p>
<p>Participants felt the narrative read like a poem and were drawn to this aspect.</p> <p><i>"I want to put this as my WhatsApp status."</i></p> <p><i>"I love the words and want to put my photo with it."</i></p>	<p><i>One participant did not feel that the message resonated with her or created any particular feelings when she read it.</i></p> <p><i>"When I read it, I should be able to feel the message, should be more compassionate. I want to feel like I'm being encouraged, understood...something like that. Want something to touch my heart."</i></p>	<p>One participant suggested adding to the narrative to indicate that PrEP use can be seasonal depending on perception of risk.</p> <p><i>"Add I will hype myself to continue using PrEP UNTIL I'M OUT OF RISK."</i></p>

## Idea 2

### I am My Own Hype Girl



**The message is clear and compelling, but participants wanted a more active and expressive model.**

Many believed that this idea was well-linked to the others, in that before you can choose yourself or do great things, you must hype yourself up.

Young women were pleased to see a model who is proudly African (left), but felt she seemed too plain or calm to be considered "hype."

#### What's working well

- The background
- The poster with two women brings out the spirit of sisterhood
- The model's smile makes you wonder why she's smiling
- The model looks proud to be African  
*"There are two skin colors, portrays different races, no matter race you can still use PrEP. A lot of unity going on here. The connection between the two, the way they hold each other, it's good."*

*"The lady is so hopeful like hope is alive there. That's why the background so bright and light."*

#### Suggestions for change

- The background could be of a village setting to show [PrEP] is available even in rural settings
- A bigger headwrap, a brighter top for the model

*"The shirt is too plain for me. It's not very joyful. Use more African attire which is more amazing and captivating for people."*

#### Challenges

- The model doesn't look "hype", she is not hyped, she is just standing there. Hype needs to be more active and expressive
- The font is too light.

### Idea 3

#### I can do great things

There is great power in treating yourself with kindness and compassion.

It is the most basic form of self-care.

You develop your self-belief when you build yourself up from the inside out.

You start to listen to your heart, stand up for yourself and recognise your inner strength.




That's why I choose to take PrEP.

It helps me live with intention and confidence.

Because the first step towards doing great things,

is telling myself that I can do great things.

I can own my power and choose a safe and effective HIV prevention method that works for me.

-  What's working well
-  Mixed reactions
-  Challenges/Room for improvement
- Bold** 5 or more mentions

**Participants see PrEP use as taking control of their health. Because they are able to control this one aspect of life, they firmly believe that they can also control other things – their own actions, beliefs, words, and more.**

PrEP is linked to an affirmation that they can do something hard and therefore can also succeed in other areas of life.

They demonstrated their sense of inner strength. They are unwavering in who they are and not seeking permission to live up to their potential.

### Idea 3

### I can do great things

Likes	Dislikes	Mixed Reactions
<p>For some participants, this idea felt different from all the others.</p> <p><i>“Whoever wrote this took their time and encouraged all aspects of self-worth, self-love, confidence, togetherness, community....everything has been put in here.”</i></p>	<p>One participant felt like the narrative was over the top, too much for someone who isn't as talkative to relay to others.</p> <p><i>“The words are too much; the information is a lot. It sounds like a motivational speaker. Let's say I'm telling my friends to take PrEP, stand up, listen to your heart...it's too much. I'm a person who talks less. So having to tell someone all this...it's a lot.”</i></p>	<p>Some participants felt that the idea could use more detail about what exactly great things are and how to accomplish them.</p> <p><i>“I think everyone wants to do great things, so I'm curious, I want to know, what did she do to do great things?”</i></p>
<p>Some participants liked that the narrative gave instructions – if you add PrEP use, you become great.</p> <p><i>“The moment we say that you want to live that means you really have plans for doing great things. And that's why you choose PrEP.”</i></p>	<p>Some participants felt the need to tone down the narrative to remain realistic, and to leave room for the doubts that they sometimes have.</p> <p><i>I want to be realistic, we young people sometimes make poor decisions because there is “what if it doesn't work?” so it's disturbing, we always have this mindset of what ifs. Will it work? Will I be safe?</i></p>	



### Idea 3

#### I can do great things



**Participants agreed wholeheartedly that they can do great things, because they already are.**

These young women believe that they can do anything, because they are already doing so much for their own and their inner circle's own survival. The concept was well-received overall, with some differing opinions as to the design, particularly of the flower. Participants also wanted to see representation of single mothers and sex workers in the poster, because these women can also do great things.

#### What's working well

- The model's outfit – bright colors
- Bold text
- The flower creates unity

*"I see a flower, that means we're all beautiful."*

#### Suggestions for change

- The model looks like a Ugandan comedian – may want to change to avoid this association.
- Suggestion to have more than one person in the poster
- Suggestion to use a magnolia flower, a rose (because roses are known for blossoming "roses are like ladies")
- Suggestion to use imagery of sea moss instead
- Would like to see representation of single mothers and sex workers

*"We need to consider photos of a sex worker, well dressed, ready to go and do her work, and the same person seated in a shop. To show that she is doing both! She's running her own business."*

*"Sea moss very valuable but yet to be used powerfully – just like ladies, we are very powerful, but our voice is being taken from us."*

#### Challenges

- Some participants disliked the "dull" flower, because it is not in color
- Models should be shown doing something great; e.g. jumping over a hurdle. The standing model does not look inspiring.

## Participants in Kenya appreciated the hug motif and linked the heart design back to other health-related campaigns they'd seen.

Participants either saw the hands as hugging oneself or two people hugging each other, which signaled love, togetherness, and encouragement. The blue color reminded some participants of the oral PrEP pill and most seemed to understand the intent behind “powered by,” even if they did not feel the overall design was as effective as it could be.

*“It feels like PrEP is a company or an organization that is powering you or giving you the power...like it's a company that is funding or supporting whatever it is you are trying to do.”*

## But they didn't find the design particularly memorable.



- The heart motif was perhaps too similar to heart-health related campaigns to be distinct.
- The placement of the logo on the posters was such that it blended in to the rest of the content.
- Some felt it was boring and/or that it doesn't relate to PrEP closely or explicitly enough.

*“Change the color to red and white. It needs to relate more directly to PrEP.”*

# INSIGHTS REPORT: COMMUNICATING THE PrEP CATEGORY TO AGYW

---

**SOUTH  
AFRICA**

DETAILED COUNTRY  
FINDINGS: SOUTH AFRICA

**KENYA**

DETAILED COUNTRY  
FINDINGS: KENYA

**ZIMBABWE**

DETAILED COUNTRY  
FINDINGS: ZIMBABWE

**Idea 1**  
**I Choose Me**



**Participants felt the message was relatable and versatile—I choose me could apply in various settings.**

Young women were most adamant that the photos should be of women of varying ages so as not to turn away anyone who is older or younger than the age on the poster.

**What's working well**

- The different age groups reveal that different categories of people can access PrEP
- The pictures are inclusive, and the idea is shareable
- The hashtag
- "I want to live by choice, not by chance"

**Suggestions for change**

- Suggest featuring girls with different hairstyles so that it is relatable
- Have people of different ages in the photos
- Need to capture some girls in school—tertiary or secondary
- Include young mothers, AGYW who have children
- The picture should have some motion, it's too "still"

**Challenges**

- The pictures have a rainbow background and speak more to the LGBTQI community
- Some felt the picture of the girl in sunglasses is lacking emotion, doesn't inspire them to choose themselves
- The poster does not inspire

## NARRATIVE FEEDBACK

### Idea 1

#### I Choose Me

**I Choose Me** is a rallying cry to prioritise myself and my health.




It is a movement that shifts the focus from doing the right thing for everyone else, to doing the right thing for me, for my life.

It inspires me to listen to my heart, stand up for myself and recognize my inner strength. Strength that tells me I have the right to choose. Choosing an HIV prevention method that works for me, my life. Because when I am kind to myself first, I can also stand strong in my family, community, and the world.

Choosing PrEP is a life-affirming choice. A strong choice, an effective and safe choice for me.

It sets in motion a chain reaction of life-affirming choices that makes me feel powerful.

I become the author of my life's story.

-  What's working well
-  Mixed reactions
-  Challenges/Room for improvement
- Bold** 5 or more mentions

### Participants felt the idea was inclusive.

Young women felt the narrative created a confidence boost in whoever is reading it, such that they may be empowered to use PrEP or to live with intention in other areas of their life.

**Idea 1**  
**I choose me**

<b>Likes</b>	<b>Dislikes</b>	<b>Mixed Reactions</b>
<p>Participants felt the idea was motivating to young women.</p> <p><i>"The idea is inspiring and appears to be written by an author or poet."</i></p>	<p>Not all participants felt the message was right.</p> <p><i>"The emphasis on "I CHOOSE ME" makes the message seem selfish."</i></p>	
<p>The participants felt the idea encouraged them to have self-respect.</p> <p><i>"Be proud of yourself, be content with yourself"</i></p>		

## Idea 2

### I am My Own Hype Girl



**Participants had strong feelings about the idea, especially around the models' looks.**

They expressed a desire for a more direct call to action on the posters, and offered suggestions on how to make them more relatable for girls in their communities.

#### What's working well

- The girl with braids looks more accessible and may represent a typical girl in the community.
- Seeing the exact name of a young woman on a poster ("Grace") captures their attention and makes them want to read the poster

*"A girl with braids speaks to almost every girl in the community whether uptown or downtown."*

*"When one sees a slay queen she will grab their attention."*

#### Suggestions for change

- Participants suggested a diversified photography campaign with models that everyone relates to.
- Participants recommended a diverse set of pictures such as models stationed at a community borehole or a model from the apostolic sect.
- Use a PrEP t-shirt.

#### Challenges

- Participants felt that the posters looked more like fashion advertisements than public health messages
- The image includes the desire to belong to middle- and high-income class.
- Some felt that the make-up girl on the model is too loud.
- Girls in the posters need to look like them and be highly localized.

*"This is a fashion thing. I won't stop to look at this."*

## NARRATIVE FEEDBACK

### Idea 2

#### I am My Own Hype Girl

I am my own **hype girl**.

“Wait what?” I hear them ask.

It means I have chosen to be my own number-one.

I believe in myself and my potential.

And I start putting myself first.

I choose to be kind to myself.

I choose an HIV prevention method that works for me and my life.

I choose a safe and effective method that puts me in control.

I support and **cheer on** my sisters.




I notice my progress and inner strength.

I start celebrating myself along the way.

Yes, I can do anything, even the hard things.

I can be in charge of my life and my health.

I start a PrEP method, because I can do this.

-  What's working well
-  Mixed reactions
-  Challenges/Room for improvement
- Bold** 5 or more mentions

**Participants had mixed reactions to the “hype girl” language, and suggested the narrative be tweaked to include locally popular slang.**

Participants felt that the idea encourages one to take care of their health and emphasizes the responsibility of young women to cheer themselves up.



## Idea 2

### I am my own hype girl

Likes	Dislikes	Mixed Reactions
<p>Participants felt that the idea encourages one to take care of their health and emphasizes the responsibility of young women to cheer themselves up.</p> <p><i>"I think it means I am my own cheerleader; I don't need anyone to spell it out for me literally I am empowered."</i></p>	<p>Participants didn't like hype girl message as it seems divorced from the message of HIV prevention. The word "hype" ignores the context of HIV infection.</p>	<p>Participants came up with alternative hashtags, including:</p> <p><i>#foreverYona</i> <i># I am in my PrEP girl era</i> <i>#I am the girl that I think I am</i></p>
<p>Participants felt it speaks to control and choice.</p> <p><i>"The message is empowering to all girl children, it speaks to control of one's own health."</i></p> <p><i>"To me it says it's mine, and her decision to make, I am the one choosing. I have a choice it is all me, will I choose the ring."</i></p>	<p>Participants felt that the idea sounds like a social media influencer campaign or a girl power campaign unrelated to HIV prevention and PrEP. They felt that the idea may be misinterpreted.</p>	

### Idea 3

#### I can do great things



**Participants had a lot of ideas on how to improve the poster design with more action-oriented imagery.**

They felt the design was “calm” and easy on the eyes, and appreciated the model with freckles because this shows that PrEP is for all types of people.

They made many suggestions on how to make the poster more relatable to girls in their communities.

#### **What’s working well**

- The model’s freckles—felt inclusive

*“This message appears to come from the lady in the poster, she appears vulnerable and brave. She took the picture without hiding under make-up.”*

#### **Suggestions for change**

- Suggestion to combine I can do great things + Step into your power
- Use an image of a girl stepping into a clinic or health care provider’s room to get PrEP
- Include an image of a parent or guardian alongside the young girl
- Remove the flower as it doesn’t add anything

*“Let’s have a picture directed specifically to mothers/parents as a way of encouraging them to open up.”*

*“Including a picture of a young person with parent or guardian which shows my mom has accepted that I can take PrEP.”*

*“Stepping means starting a journey by going to get access to PrEP.”*

### Idea 3

#### I can do great things

There is great power in treating yourself with kindness and compassion.

It is the most basic form of self-care.

You develop your **self-belief** when you build yourself up from the inside out.

You start to listen to your heart, stand up for yourself and recognise your inner strength.




That's why I **choose to take PrEP**.

It helps me live with intention and **confidence**.

Because the first step towards doing great things,

is telling myself that I can do great things.

I can own my power and choose **a safe and effective HIV prevention method** that works for me.

-  What's working well
-  Mixed reactions
-  Challenges/Room for improvement
- Bold** 5 or more mentions

**Participants overwhelmingly agreed that the narrative is encouraging adolescent girls and young women in the community to believe in themselves.**

They noted that this builds confidence in AGYW's ability to make decisions for themselves, trust their own judgement and choose PrEP.

They agreed that they would share this idea with their friends and peers because it speaks to a multitude of people. It speaks primarily to those that want to feel safe and secure by making good decisions with regards to their health. They felt their peers would likely be receptive to the message.

### Idea 3

#### I can do great things

Likes	Dislikes	Mixed Reactions
<p>Participants expressed approval for the simple, effective messaging that directly references HIV prevention.</p> <p><i>"I get the message, it speaks to me, I'm reading a feminist voice. There is information about PrEP."</i></p> <p><i>"It's calm and give me time to consume and absorb the message...its just me and my message, the noise has been blocked out."</i></p>		<p>Some participants had ideas on how to strengthen the message.</p> <p><i>"I can do great things through PrEP which strengthens me. – I would use this message instead because it is familiar, and many people can relate to it."</i></p>
<p>A number of participants said they felt empowered to choose PrEP as the path to doing great things—doing great things by taking charge of their health.</p>		

## For participants in Zimbabwe, the logo effectively symbolized love and caring.

Participants noted that the image of an embrace sent the message that PrEP embraces you. *“It looks like it’s extending a handing to me and empowering me to do great things. It’s calming.”* One participant linked the idea of the heart to loving their partner—that if they love their partner, they can use PrEP to protect them from acquiring HIV.

## However, the “powered by” message didn’t always land, and some felt the logo wouldn’t help those unfamiliar learn more about PrEP.



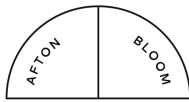
- “Powered by PrEP” felt more like a private company slogan to participants, rather than an HIV prevention campaign.
- They suggested resizing the logo to make it larger/more visible on the posters.
- Many participants felt the logo could do more to inform, and one suggested adding a motto underneath the image to help people understand what PrEP is.

*“The logo should be the definition of PrEP...some people don’t know what is PrEP so this shows nothing.”*

# ACKNOWLEDGMENTS

Thanks to the many contributors, voices, and perspectives that led this work, including members of MOSAIC's NextGen Squad, LVCT Health, PZAT, Wits RHI, 2Stories, and FHI 360.

For questions about MOSAIC's positioning work, please reach out to:  
Emily Donaldson [edonaldson@fhi360.org](mailto:edonaldson@fhi360.org) and Casey Bishopp [cbishopp@fhi360.org](mailto:cbishopp@fhi360.org)



MOSAIC is made possible by the generous support of the American people through the U.S. President's Emergency Plan for AIDS Relief (PEPFAR) and the U.S. Agency for International Development (USAID) cooperative agreement 7200AA21CA00011. The contents of this presentation are the responsibility of MOSAIC and do not necessarily reflect the views of PEPFAR, USAID, or the U.S. Government.

Photo Credit: MOSAIC Consortium

