

PrEP Communication/Demand Generation Strategy Template

TEMPLATE
OCTOBER 2023

This template is designed to provide an overview and outline of the different sections of a national communication or demand generation strategy.¹ It is intended for demand generation, social behavior change (SBC), or communication focal points to apply in countries developing new PrEP or HIV prevention strategies or updating their strategies with new PrEP options. National communication or demand generation strategies are delivered in two parts:

- 1) Narrative Communication Strategy (long format)
- 2) Strategy Details by Audience (short briefs)

Part 1) Narrative Communication Strategy

This is a long format, narrative document that presents the background and rationale for the behavioral intervention and then describes how the strategy will intervene with details on priority audience, objectives, and tactics for each audience. The strategy may also be accompanied by an implementation workplan and is used as a one-stop reference for decisions and rationale.

Section	Content Detail
1. Executive Summary	<ul style="list-style-type: none">Summarizes the narrative purpose and content.
2. Strategy Purpose (link to national goals)	<ul style="list-style-type: none">Role the strategy plays in the national response, description of how it will link to national priorities for HIV.Description of how it should be used among stakeholders.
3. Background of HIV in the country	<ul style="list-style-type: none">Summary of relevant, current HIV epidemiological data among target populations.High level summary of coverage and results of other HIV prevention strategies among relevant populations.

¹ For an example of a communication strategy, see the Malawi National Communication and Advocacy Strategy for Pre-Exposure Prophylaxis (PrEP), 2020-2023: www.prepwatch.org/resources/malawi-prep-communications-strategy-2020-23/

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4. Behavior Change Model or Framework	<ul style="list-style-type: none"> Graphical depiction and description of the behavioral framework used to inform the strategy. For instance, Capability, Opportunity, Motivation as essentials for any Behavior change (COM-B) or the Theoretical Domains Framework (TDF) to understand the different types of barriers and facilitators that are encountered.
5. Behavioral Objective re: PrEP	<ul style="list-style-type: none"> Concise statement of observable behavior the strategy intends to change described with a measurable target(s).
6. Situation Analysis of PrEP programs in the country	<ul style="list-style-type: none"> Description of the factors (i.e., determinants) known to be tied to the target behavior and organized by the behavioral change model or framework. Summary of a SWOT (strengths, weaknesses, opportunities, threats) analysis that examines the internal and external operating environment related to the desired behavior.
7. Overview of Priority Audiences and Influencers	<ul style="list-style-type: none"> Top line list of priority audiences (those most critical to adopting change to achieve objective) and the individuals who influence them as drawn from the situation analysis and known data. This section may be just a list of segments at high level, e.g., ‘female sex workers in urban areas’ with details of what is known described later.
8. Strategic Priorities	<ul style="list-style-type: none"> A list of the most important priorities that the strategy should adhere to for greater success. These are informed by past experience, the situation analysis and what we know about the target audience.
9. Communication Objectives for each Audience	<ul style="list-style-type: none"> Measurable targets that are changeable through communication interventions. Organized by target audience.
10. Summary of approaches, key messages, and communication channels for each audience	<ul style="list-style-type: none"> Table presentation of communication objective that articulates Behavior Change Techniques (BCTs)², key audience, and communication channels.
11. Creating Enabling Environment for PrEP	<ul style="list-style-type: none"> The way this is presented depends on the communication Framework. If COM is chosen, this model indicates the importance of an enabling environment to individual behavior change. This section articulates each influencing audience identified as critical to the priority audiences, the desired behavior that each should adopt to support the primary audience.
12. Overview of each influencing audience at the household, community, service delivery, and policy levels with suggested key	<ul style="list-style-type: none"> A table depicting each influencing audience, the specific behavioral factors (determinants) to address with them in order to get them support the primary audience, and the measurable communication objectives for each audience. This section might also include more detail for each influencing audience, specifically: call to action (what the message would suggest they do in support of the target

² Behavior Change Techniques (BCTs) are proven methods for changing one or more identified behavioral determinant(s). BCTs are considered the ‘active ingredient’ of any behavior change intervention. They are different from ‘communication channels’. For example, a BCT to improve social support for PrEP might be the establishment of support groups. A *channel* might be a flipchart used in the support group. Another example BCT to address ability to pay (affordability) might be subsidies or vouchers to defray costs to the user. A communication channel might be radio spots to raise awareness about the vouchers or subsidies.

messages and channels for each	audience), suggested key message ideas (NOT actual copy; the copy should be developed later by the creative team), and suggested communication channels that should also be confirmed by the creative team later.
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Part 2) Strategy Details by Audience

These are 1–2-page briefers; 1 document per audience describing the audience profile and the functions of communication for each. They are used as a brief guide to tactical design of next steps specific to each priority audience.

Section	Content Source
Profile Summary	<ul style="list-style-type: none"> Summarized detail of what’s known about the target audiences’ demographics, psychographics, wants, dreams and desires, etc., to help visualize a general representation of each audience. This summary is representative of many members of the target audience but may not be an exact fit for everyone. The summary often includes a name for the audience member to help creative teams identify with them. Existing sources can be used (i.e., segmentation, personas), in conjunction with workshops or focus groups to develop robust and up to date profiles.
Key Benefit of PrEP	<ul style="list-style-type: none"> Summary of what’s known as the key benefit of the desired change from the perspective of the audience, NOT the practitioner or ‘expert’. This is informed by the audience insight.
Ways to Reach the Audience	<ul style="list-style-type: none"> Summary of the best general types of communication channels and behavior change techniques most likely to be accessible to the audience. Informed by formative research, ‘Day in the Life’ exercise, media tracking, etc.
Key Insights (what to know about the audience)	<ul style="list-style-type: none"> If needed, a short summary of the MOST important insights about the audience. Pulled from the Profile Summary.
Communication Objectives	<ul style="list-style-type: none"> Restatement of the specific communication objectives from each audience.
Behavior Change Techniques for each objective³	<ul style="list-style-type: none"> Restatement of the BCTs as summarized in longer strategy.
Key Message for each objective and technique	<ul style="list-style-type: none"> Restatement of key message ideas summarized for each communication objective and technique. These are not perfected copy but are expressed as BIG IDEAS that articulate what the audience should ‘hear or see’ after being exposed to the communication channels.
Suggested Communication Channels for each objective and message	<ul style="list-style-type: none"> Summary of recommended channels organized by communication objective and message. Make sure that the channel is appropriate for the specific objective. For example, improving a skill may be best done through a visual channel (video) rather than radio spot.