



AIDSFREE TECHNICAL ASSISTANCE TO MOZAMBIQUE FOR PrEP SBCC MATERIALS DEVELOPMENT

FINAL REPORT

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AIDSFree

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The following appendices to this report are published separately:

- Appendix A. Communication to Support PrEP in Mozambique: Summary of Desk Review
- Appendix B. Presentation for Stakeholders Meeting (June 2018)
- Appendix C. Communication to Support Demand for and Uptake of PrEP: A Strategic Framework
- Appendix D. Material Dissemination Guide
- Appendix E. Social and Behavioral Change Communication

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ACRONYMS

FSW	female sex worker
MSF	Médecins Sans Frontières
MSM	men who have sex with men
PEPFAR	U.S. President's Emergency Plan for AIDS Relief
PrEP	pre-exposure prophylaxis
SBCC	social and behavioral change communication
USAID	United States Agency for International Development

I. BACKGROUND

Rationale

In May 2018, the United States Agency for International Development (USAID) requested technical assistance from the Strengthening High Impact Interventions for an AIDS-free Generation (AIDSFree) Project to support Mozambique in developing social and behavior change communication (SBCC) materials. The materials were to help generate demand for pre-exposure prophylaxis (PrEP).

In Mozambique, PrEP was first supported by the U.S. President's Emergency Plan for AIDS Relief (PEPFAR) in the province of Zambezia during fiscal year 2018 with a focus on reaching individuals in serodiscordant relationships. Anticipating that rollout would be expanding to Manica and Nampula provinces and would include men who have sex with men, female sex workers (FSWs), and young women age 18–24 years at substantial HIV risk, a need was identified for effective SBCC materials to support awareness-raising, demand generation, and counseling efforts.

Key Objectives

AIDSFree technical assistance aimed to achieve the following objectives:

- Develop a shared framework to set the tone and direction so that all PrEP communication activities, products, and materials work in harmony to achieve the desired change.
- Ensure strong uptake and adherence to PrEP among the priority populations by identifying the most effective approaches and adapting a core set of SBCC materials that address the barriers and facilitators.
- Involve stakeholders and target audience in materials adaptation/development and dissemination process.

Approach

To meet the stated objectives, AIDSFree recommended a four-phase approach involving:

1. A desk review.
2. Stakeholder engagement and development of a strategic communication framework.
3. Materials development, pretesting, and finalizing.
4. Dissemination and appropriate use of materials.

Work began on the desk review in May 2018 and a local SBCC consultant was engaged in early June through AIDSFree partner PATH/Mozambique. The role of the consultant was to spearhead

the materials development process in close coordination with the Mozambique Ministry of Health; the PrEP Advisory Group, and the AIDSFree senior technical advisor for SBCC.

II. SUMMARY OF PROCESS AND OUTCOMES

Phase One: Rapid Desk Review

To better understand the local context, what communication materials, if any, were already available in Mozambique, and what PrEP materials had been developed in other countries, an AIDSFree senior technical advisor for SBCC conducted a rapid desk review. Specifically, the review examined:

- Any situation analyses and formative research done to date in Mozambique.
- Common barriers and facilitators to PrEP uptake as seen in the research and literature more broadly.
- SBCC materials supporting PrEP from other countries in the region.
- Any early lessons learned to date from other countries in generating demand for PrEP.

Phone interviews were conducted with implementing partners in Kenya and South Africa to gather the lessons learned in effectively communicating about PrEP. (See Appendix A for a summary of the desk review).

Examples of relevant posters, brochures, fact sheets, job aids, palm cards, and checklists were identified from South Africa, Kenya, Eswatini, Brazil, the United States, and southeast Asia. Key lessons from the other countries implementing PrEP helped to inform the strategic direction of the AIDSFree-supported SBCC efforts in Mozambique.

Some of the key lessons from South Africa, Kenya, and Zimbabwe that helped inform Mozambique included:

- Peer outreach teams were most effective for reaching both men who have sex with men and FSWs.
- Generally, sites with peer educators performed better than those without.
- Peer educators need to be well prepared to respond to questions.
- Involving the target audience (i.e., sex workers and men who have sex with men) from the start when developing materials was critical as well as were their preferences and buy-in.
- Most peer educators prefer pocket-sized booklets, as they were more discreet.
- Underestimated the importance of side effects, and being honest up front about managing side effects.
- All materials should include a phone number that clients can call with questions, concerns, and help managing side effects.

Phase Two: Stakeholders Engagement Workshop and Meetings

In early June 2018, AIDSFree's SBCC technical advisor traveled to Mozambique with a team from USAID's Office of HIV/AIDS to meet with implementing partners and key stakeholders to better understand the local context and priority needs. Individual meetings were held with partners Médecins Sans Frontières, ICAP, Jhpiego, and FHI 360/PASSOS. Some of the challenges identified during partner meetings were the need for materials and approaches appropriate for various literacy levels, existing confusion between antiretroviral therapy and PrEP, avoiding stigma, and interpersonal provider/client relationships. Partners articulated a need for a shared communications framework, as well as a need for standardized job aids.

Following the individual partner meetings, a stakeholders' meeting was held with the PrEP Advisory Committee on June 7, convened by the Ministry, during which AIDSFree shared the findings from the desk review and the week's discussions, discussed the need for a strategic framework to guide the communications work moving forward, and discussed needs and next steps. The stakeholders agreed during the June 7 meeting that the AIDSFree consultant should travel to Zambezia province to see PrEP implementation up close; gather more information; and speak with providers, peer educators, and community counselors to better understand the priority communication materials needs for both clients and providers.

It was also determined during that initial stakeholders meeting that a small communications working group would be formed comprising a subgroup of the PrEP Advisory Committee to include implementing partners' communication experts. This working group would give key input into the development of the strategic framework, which served as the roadmap for all SBCC activities supporting PrEP. This group would also review and give feedback for all draft materials, and work very closely with the AIDSFree local consultant throughout the materials development process.

Field Visit to Zambezia to Assess Materials Needed

At the end of June 2018, the AIDSFree consultant conducted a field visit to Zambezia, as recommended, including visits to several health centers where PrEP is being implemented with support from partners Friends in Global Health, ICAP, and FHI 360. Discussions with the provincial department of health, health providers, counselors, and health center directors revealed that there were no communication materials available at all to support demand creation or counseling for clients. The counselors said they had resorted to using the training materials from the PrEP trainings they had attended to educate clients, as that was all they had at hand. They recommended developing a number of materials, such as posters for placement in health centers and the community, flipcharts for counseling clients, and leaflets for clients to take home.

The AIDSFree consultant took the opportunity to find out from the counselors and providers which questions were most frequently asked by clients and potential clients about PrEP, and began to formulate from that discussion a draft frequently asked questions (FAQ) tool.

Phase Three: Finalize Strategic Framework and Develop, Translate, and Pretest Materials and Job Aids

August 2018 marked the first official meeting of the newly formed communications technical working group with 12 members representing USAID, the U.S. Centers for Disease Control and Prevention, the Ministry, and implementing partners. This group proved to be essential to the success of the materials development process and building consensus around the ultimate product. The AIDSFree consultant began drafting the strategic framework and sharing key areas of the framework (such as positioning, key message points, and priority materials) with the working group for its input and feedback. Due to time constraints, and because it was taking a while to receive feedback, the AIDSFree consultant simultaneously moved ahead on developing some draft materials rather than wait to have a finalized, perfect strategy document. (See the strategic framework in Appendix C.)

Selecting a Positioning Tagline for PrEP in Mozambique

Positioning is the heart of the demand generation strategy and identifies the most compelling benefit that the product offers the target audience. Positioning is often the emotional "hook" upon which the strategy hinges. Effective positioning moves beyond the functional benefits of the commodity—in this case, PrEP—and appeals to the target audience with emotional benefits. It presents the desired behavior in a way that is both persuasive and appealing to the target audience. The positioning tagline expresses that positioning succinctly and memorably.

In South Africa, the positioning tagline for PrEP is “We Are the Generation That Will End HIV,” which appeals to the desire to be part of something bigger, to contribute, and to make a difference. It’s an empowering message. Although the AIDSFree team initially thought that Mozambique might choose to adapt the South African materials to its context, stakeholders felt that this positioning would not resonate with Mozambicans. The Kenyan positioning tagline “Jipende ji Prep” or “Love yourself, protect yourself” elicited more positive reactions. The research pointed to the ability to have control over prevention and the desire for greater intimacy as two facilitators for PrEP uptake. This, coupled with the Kenya example, led the consultant and working group to propose a few options for Mozambique’s positioning tagline:

- *Com PrEP tens o poder de prevenir a infeçao pelo HIV* (With PrEP, you have the power to prevent HIV)
- *PrEP—A decisão prevenir o HIV é sua* (PrEP—the decision to prevent HIV is yours)

- *PrEP—Ame Protegendo-te* (PrEP—love protecting yourself)
- *Com a PrEP, a prevenção do HIV esta nas tuas mãos* (With PrEP, HIV prevention is in your hands)

In late August 2018, the AIDSFree consultant convened several focus group discussions to pretest the positioning taglines to determine which would be most appealing and persuasive before going any further in the materials development process. It became very clear that the word “HIV” should not be included, as participants felt strongly that it would be stigmatizing. *PrEP—Ame Protegendo-te* (PrEP—love protecting yourself) emerged as the favorite, but this still needed to be approved by the technical working group. After discussion with the working group, this was later slightly revised to *PrEP Amor Com Proteccao* or *PrEP—Love with Protection*.

During the September meeting of the working group, the draft framework was reviewed and discussed, as was the content of several draft documents. Given the importance of building community support for PrEP to give adolescents the confidence to use PrEP, and given the key role that community radio plays in Mozambique, the group recommended developing a guide for community radio journalists on PrEP. The group also discussed using the Ministry’s Alô Vida toll-free HIV line for PrEP, as AIDSFree had been doing for its voluntary medical male circumcision program in Manica and Tete. The working group members decided to include the Alô Vida number on all of the SBCC materials, to develop an FAQ tool for the phone operators, and to orient operators on PrEP and use of the tool.

Pretesting of Materials

At the request of the Ministry, the pretest was scheduled for late November to allow for full participation of the Ministry, and was conducted in three provinces: Zambezia, Nampula, and Manica. The pretest included the priority populations (serodiscordant couples, FSWs, MSM, and adolescent girls from 18 to 24 years old). Strong support from implementing partner organizations helped ensure participation of all the priority populations, with both rural and urban settings included in the three provinces. The community counselors and health providers also were involved in the pretesting of the counseling tools and job aids (FAQs, counseling guide, and flipchart). The pretest findings helped in not only revising the materials to ensure acceptability, understanding, and attractiveness to the priority audiences, but also in better understanding training needs going forward.

The following are some of the key findings from the pretesting:

- It was clear that the need for SBCC materials was urgent. The providers and counselors requested to keep the drafts, as they had nothing to use at the time of the pretest.
- Reactions to both the logo and tagline were very favorable.

- Most participants from Nampula and Manica had never heard about PrEP, with the exception of the MSM group.
- Participants suggested spelling out PrEP, as the acronym is not yet familiar to people.
- The pictures of pills used in several materials elicited the reaction that pills appear too large and might scare people.
- Most of the images used reflected an urban population; the campaign should have more images that relate to rural populations as well.
- Most community counselors have never used a flipchart before and will need to be trained to use the new job aid. Some lacked basic knowledge of HIV.
- Participants recommended using more illustrations and less text in the brochures for lower literacy audiences.
- The Ministry's Alô Vida hotline is not as established as we thought in some areas, so it will need to be promoted by health providers and local radio as a resource to support the PrEP campaign.
- While women are motivated to prevent HIV because of their children and families, for men, more importance and value is placed on money and goods.
- Counselors from Nampula requested that job aids include a glossary of terms and acronyms.
- In Manica, counselors suggested that some materials be in Shona so that FSWs from Zimbabwe have access to information.

Finalizing Materials

In early January 2019, the working group met, led by the Ministry, to review the findings from the pretest and to reach consensus on final revisions to be made to the materials.

It was agreed that the final materials would include:

- Five posters.
- Two leaflets.
- One flip chart for counseling sessions.
- Two counseling guides for counselors (one for before initiating PrEP and another for clients already on PrEP).
- Reference guide for counselors and Alô Vida hotline attendants.
- Reference production guide for community radio stations.

See Appendix E for covers of and links to a selection of these materials.

Phase Four: Ensure Dissemination and Appropriate Use of Materials

A dissemination guide was produced to inform partners on how best to use the materials. This guide is given to every partner to ensure that each material is used appropriately for better impact. (See Appendix D for the dissemination guide.)

As part of the dissemination, in February 2019, the AIDSFree consultant facilitated a half-day PrEP training for the six Alô Vida hotline operators. The training at the Ministry of Health was based on the reference guide for Alô Vida attendants. The PrEP guide will be uploaded on the hotline platforms. In addition, the PrEP information from the same guide will be used to update information on other MOH platforms. Several participants from the National Health Directorate and Department of Health Promotion also attended the training.

AIDSFree has developed the materials in Portuguese, and the implementing partners will be responsible for translating materials into the local languages used in the provinces where they are implementing.

III. CONCLUSIONS

AIDSFree technical assistance's objectives were met and led to the development of a core set of communication materials to support demand creation and counseling for PrEP for both piloting and expansion provinces in Mozambique. The collaborative process of agencies and partners working together to develop the materials was a key element that should be replicated as the Ministry faces future health communications challenges. Training and retraining of peer educators, counselors, and health workers will be critical going forward in how best to respond to questions about PrEP, effective communication, and use of the new materials in the expansion areas. It would be helpful as a next step to follow up with PrEP service providers and users to assess the impact of the new communication materials and to find out if any revisions might be needed.

Translation of all materials, especially job aids and flipcharts, to local languages to ensure accuracy and consistency in transmission of PrEP messages needs to be considered. Furthermore, considering the higher level of illiteracy in Mozambique and following the recommendation of the PrEP technical working group, radio programs need to be developed to support PrEP communication and education through community radio stations, especially in the expansion phase.



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