



PEPFAR

U.S. President's Emergency Plan for AIDS Relief

That's how we roll! Using Human-Centered Design for PrEP rollout in Zambia

Mwansa Njelesani-Kaira | July xx, 2020

17 YEARS OF SAVING LIVES THROUGH AMERICAN GENEROSITY AND PARTNERSHIPS

DECLARATION OF CONFLICT OF INTEREST

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The authors declare that they have no conflict of interest



BACKGROUND

USAID DISCOVER-Health (DISCOVER), among the first implementers to support PrEP scale-up in Zambia.

- At start-up, PrEP rollout took place in an **information vacuum**
- Conducted a human-centered design (HCD) study to gather key insights and barriers/motivators from end users
- Developed: ***Zambia Ending AIDS*** campaign, with a sub-campaign for PrEP
- To date, enrolled over 17,400 on PrEP



INSIGHTS: WHAT WE HEARD

Young People

- Live in a **sexualized environment**
- Enjoy sex but feel ashamed of having **sex outside of marriage**, especially young women.
- Feel **pressure to perform sexually** especially young men.
- Care more about **pregnancy than HIV.**



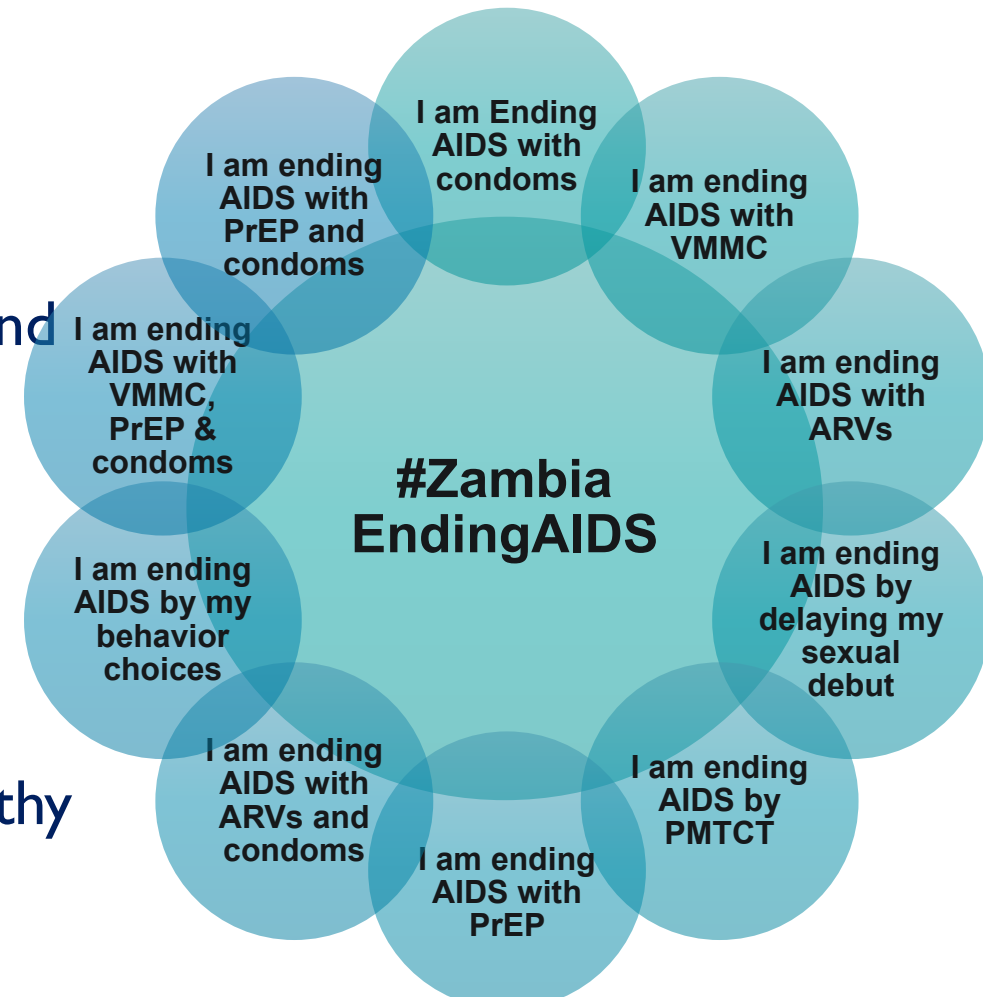
Healthcare Workers

- **credible source of information**
- **Command respect**
- **May be judgmental**
- **May lack confidentiality**
- **lack knowledge about PrEP**

Translating HCD Insights into SBC Strategy



- Raise awareness about **HIV risk** and **HIV prevention products and services**.
- **Generate demand** for HIV prevention products and services, emphasizing choice to meet the user's needs and circumstances.
- Educate users how to **effectively access** and use products and services.
- **Empower healthcare workers** to be a facilitator in generating demand and to educate them to show empathy in service delivery.



PRODUCTS: DEMAND CREATION FOR YOUTH



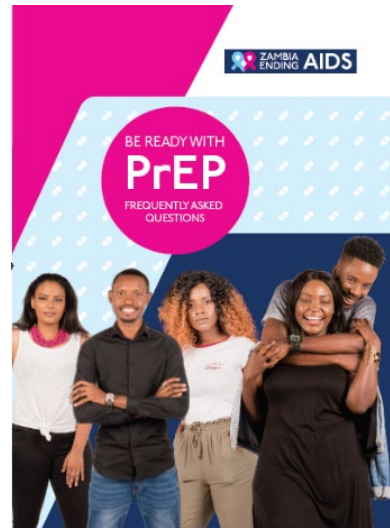
Zambia Ending AIDS



ZmEndingAIDS



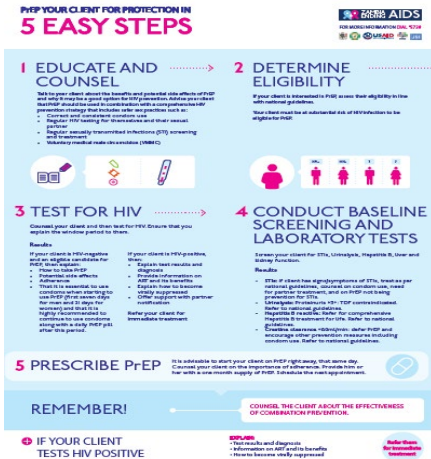
Zambia Ending AIDS



Materials developed for general public and young people:

- Free USSD short-code
- Social media
- Roadshows
- Animations
- TV and Radio PSAs; Newspaper Adverts

PRODUCTS: HEALTHCARE WORKER TOOLS



PrEP Client Account

Screening | Profile | Client Locator | Client Initial | Follow-Up | Adherence

Client's basic details

Name*: John
Mobile Number*: +260965770086
NRC Number*: Enter NRC here
Age*: Enter age here
Email*: Enter email address here
Sex: M

Client's facility and categorization

Region*: Select region
Province*: All Provinces
Hub*: All Hubs
Facility*: All Sites
Agent: Unspecified
Population category: General
Implementing Partner: USAID DISCOVER-Health
Client source of knowledge of service: USAID DISCOVER-Health Staff

Update

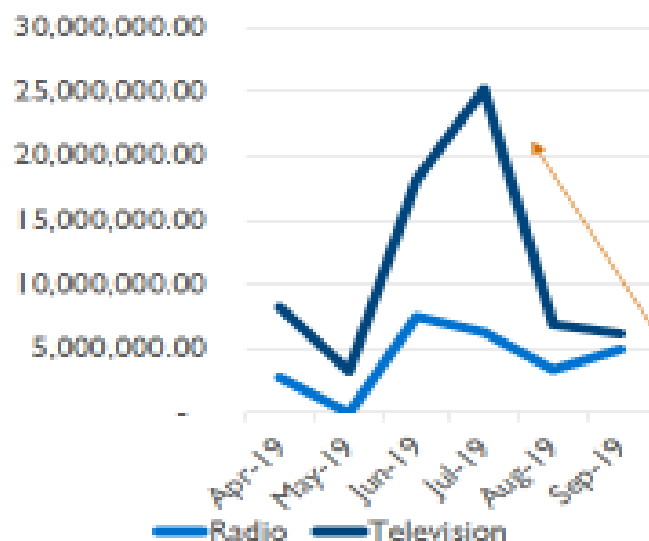


- Tools developed for HCWs
- Poster
- HCW app
- Job Aide
- PrEP management system
- HCW training animation

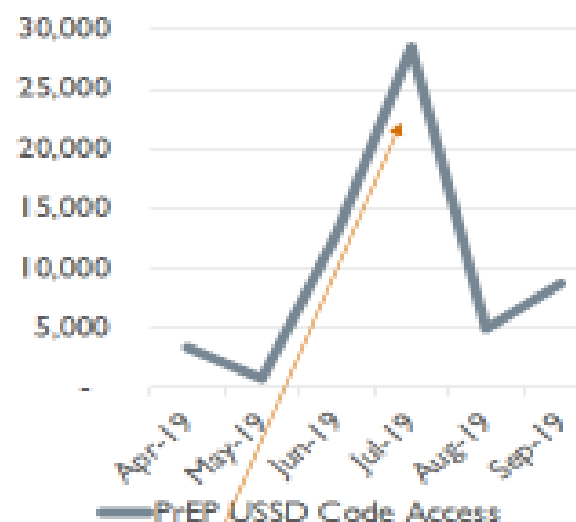
RESULTS: CAMPAIGNS IMPACT ON PrEP UPTAKE

Zambia Ending AIDS SBCC rollout and access to PrEP info and services by AGYW 15-24 and males 20-34

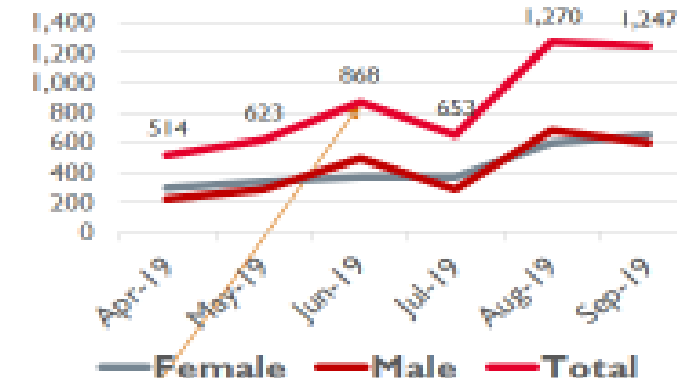
Snapshot of Radio and TV Listenership trends (source: IPSOS next day recall data)



Clients requesting for more information about PrEP via the Toll Free USSD Code Access



Spike in PrEP uptake in DISCOVER sites due in part to



High rotation of PrEP SBCC activities in July led to a high number of people seeking information about PrEP in July via the USSD code, and a steady rise in PrEP uptake in USAID DISCOVER-Health sites. Additionally, PrEP surges, led to a spike in PrEP uptake

CONCLUSION

Nominated for Brand Campaign of the Year 2019

Innovative direct-to-consumer communication platforms

- provide correct information;
- facilitate two-way communication;
- increase PrEP utilization

all contributing to sustaining gains towards HIV epidemic control in Zambia.



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Thank you!

For further information, contact:

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