

Applying PrEPisChoice in South Africa and Kenya

**AN EVIDENCE-INFORMED APPROACH
TO DRIVE DEMAND, CREATE
AWARENESS, AND PROMOTE UPTAKE
AND CONTINUATION OF PrEP**

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#ICHOOSEME



**...MORE INTERESTING THAN 50%
OF ALL TELEVISION ADS.**

**EMOTION BUILDS BRANDS
BUT NEUTRALITY – FEELING
NOTHING – IS THE MAIN RESPONSE
TO ADVERTISING TODAY**

We can't afford to get this wrong..

Why?

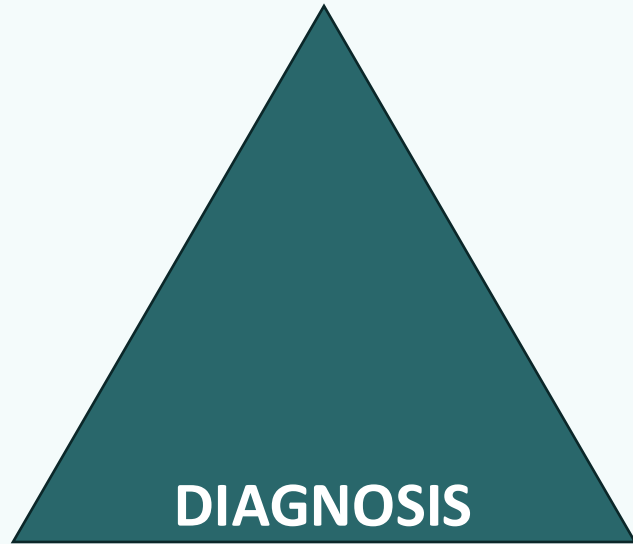
DULL MARKETING COSTS MORE

DON'T PANIC

We don't have to be perfect

We just need to do BETTER...

Let's do better!



DIAGNOSIS

The real issue

Our primary audience

Positioning

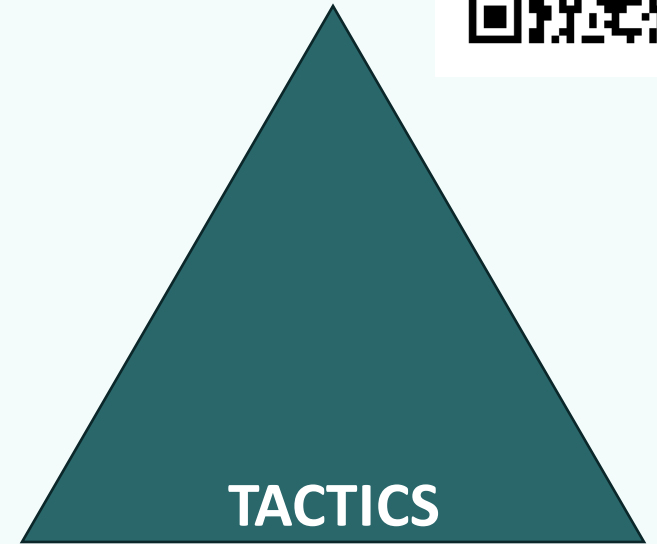


STRATEGY

Our commitment

Contribution to fame...

Using our core brand assets in the most powerful way



TACTICS

Achieve and measure

Most important channels

Drive maximum attention and demand

CAMPAIGN APPLICATION

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

**PrEP ♥ IS
CHOICE**
#ICHOOSEME

The background is a vibrant teal color with a complex, low-poly geometric pattern of various shades of blue and green, creating a textured, crystalline effect.

SOUTH AFRICA



23 March 2024

#ICHOOOSEME

rica

IT'S GIVING

#ICHOOOSEME

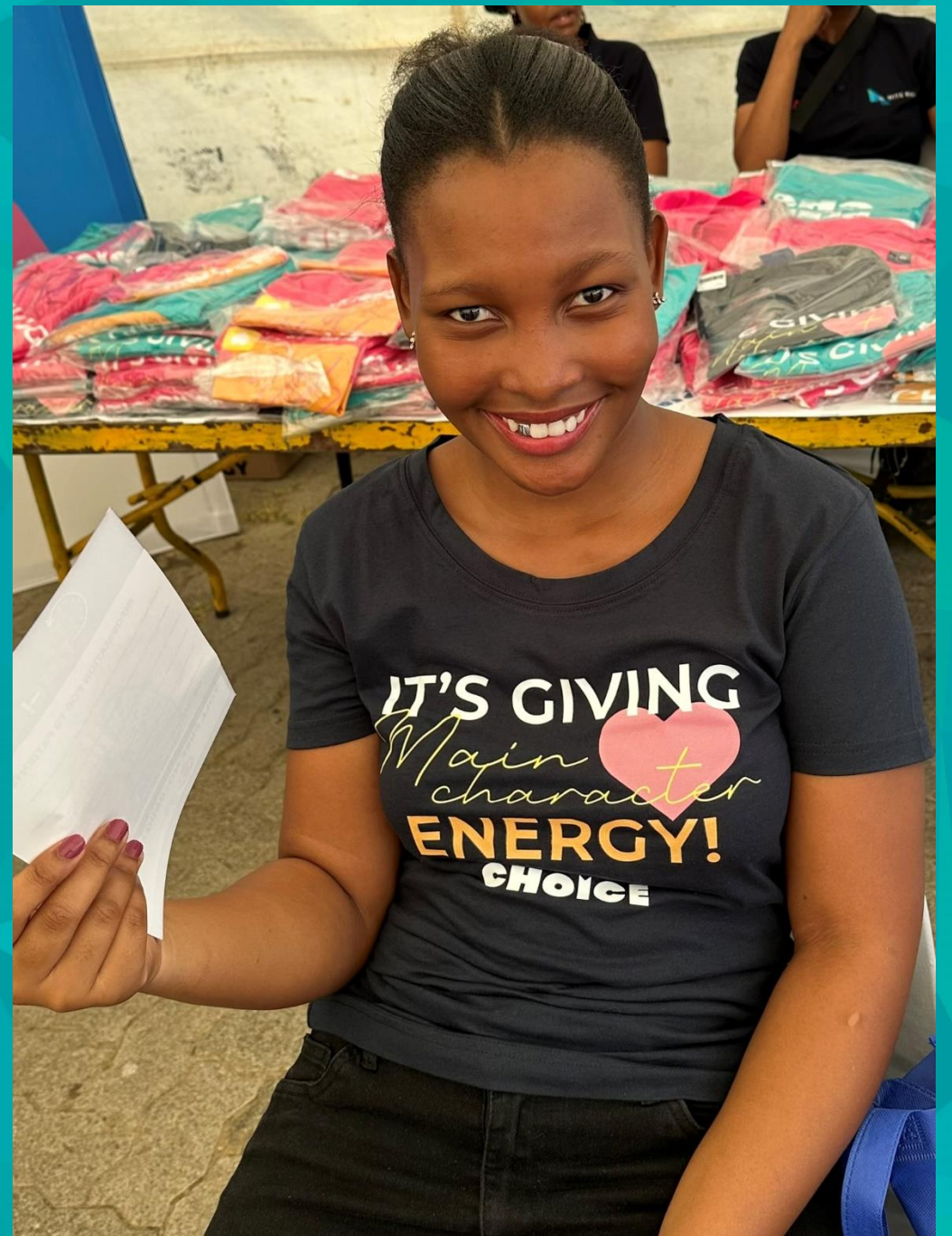


health
Department
HEALTH
REPUBLIC OF SOUTH AFRICA

PrEP IS CHOICE
#ICHOOOSEME

myprep.southafrica
MyPrEPSouthAfrica







PREP CHOICE

#ICHOOSSEME



PrEP for pregnant and breastfeeding women

STEP 1:

Offer HIV counselling and testing to

STEP 2:

For women who test HIV negative, assessment to determine the likelihood of exposure to HIV, by asking the fo

If they ever have sex without a condom

If they ever have sex while using alcohol and/or drugs

If they ever have sex against their will

If the response is YES to any, even only above or if the woman requests PrEP, providing information about PrEP:

- ♥ PrEP is an ARV pill used to PREVENT HIV infection
- ♥ PrEP is for HIV-negative people.
- ♥ PrEP is taken daily.
- ♥ PrEP is safe to take!
- ♥ PrEP does not protect you from getting other STIs
- ♥ PrEP does not prevent you from getting pregnant or breastfeeding.
- ♥ PrEP does not prevent other STIs or pregnancy
- ♥ PrEP can be stopped at any time that you

STEP 3:

Counselling on the benefits, and other considerations of PrEP

PrEP is one of several options which should be offered to pregnant and/or breastfeeding woman who may be at risk of HIV. Inform the woman about all the HIV prevention options available:

- ♥ Condoms
- ♥ STI screening and treatment
- ♥ Counselling to promote PrEP continuation and for a healthy partner living with HIV
- ♥ HIV counselling and testing for a partner/s and treatment for partner living with HIV

Oral PrEP fact sheet for PBFP: front

PrEP pregnant & breastfeeding women
know the facts

PrEP is a safe HIV prevention method that HIV-negative people can use to prevent HIV:

- ♥ The pills need to be taken daily to help prevent HIV.
- ♥ Oral PrEP has been shown to reduce the chances of HIV infection by more than 90%.
- ♥ You have to take the pills every day, for as long as you need it.
- ♥ PrEP is only for people who are HIV-negative.

PrEP during pregnancy:

- ♥ If you are pregnant and have sex without a condom, your chances of getting HIV is much higher.
- ♥ If you test positive for HIV, you will receive ARV treatment - this prevents your baby from getting HIV.
- ♥ Using PrEP before, during and after pregnancy can prevent HIV.

What is the difference between PrEP, PEP, and ART?

All three use antiretrovirals in different combinations for different purposes:

- ♥ **PrEP** is when ARVs are taken **before** exposure to HIV, to prevent getting HIV.
- ♥ **PEP** is when ARVs are taken **after** exposure to HIV, to prevent HIV (within 72 hours and taken for 28 days only).
- ♥ **ART** is when ARVs are used to treat a person living with HIV, and is taken lifelong.

PrEP IS CHOICE #IChooseMe

Ask PrEP anything on 065 869 8031

Oral PrEP fact sheet for all: back

PrEP

- Pre (before)
- Exposure (coming into contact with HIV)
- Prophylaxis (a medicine to prevent infection)

So... a medicine you take before you come into contact with HIV, to protect you from HIV.

PrEP is a prevention method for people who test negative for HIV and are likely to be exposed to HIV.

Starting PrEP...

First visit:

- Health check, including screening for HIV and STIs, supported by counselling.
- Get your oral PrEP supply for a month.
- As oral PrEP builds up in your body, use a condom or abstain from sex for the first 7 days of taking oral PrEP.
- After 7 days, you need to continue taking oral PrEP daily for as long as you need it.

Month 1 visit:

- Health check, including screening for HIV and STIs, supported by counselling.
- Get your 3-month supply of oral PrEP pills.

Every 3 months:

- Health check, including screening for HIV and STIs, supported by counselling.
- Every 3 months, you return for an HIV test and a 3-month supply of oral PrEP.

PrEP works best when taken daily and used with a condom.

Where can I get PrEP...

PrEP is now available in all public primary health care clinics. Visit your nearest clinic if you are interested in using PrEP. For more information about PrEP, please visit www.myprep.co.za.

PrEP is one of many options for HIV prevention. You can also try:

- ♥ Condoms
- ♥ Other PrEP options which may be available at your clinic, ask your provider
- ♥ Counselling
- ♥ PEP
- ♥ Treatment for STIs
- ♥ Male medical circumcision
- ♥ ART for partners living with HIV

Health tip...

PrEP used together with condoms and contraception can prevent HIV, other infections from sexual contact and pregnancy.

Oral PrEP (Pre-Exposure Prophylaxis) Initiation Algorithm

How to start your clients on PrEP

START WITH AN HIV TEST



Post Insights



We choose to prevent HIV; of course, it is a power move!
Check out your combination prevention choices right...

Published by Unathi Shabalala

· August 16 at 7:00 PM ·

Post Impressions

102,087

Post reach

15,181

Engagement

3,223

Distribution



+3.2x higher than your other posts within 21 days of publishing. [Learn more](#)

Post Insights



Interactions



336



74



0



0



0



0



Reactions

410



Comments

20



3-Second Video Plays

11,044



Link clicks

260



Shares

10



Other Clicks

1,094

Boost again



I use Oral PrEP.

Appearances in a video or image used by MyPrEP does not indicate a persons health status and does not imply endorsement of any product or brand.





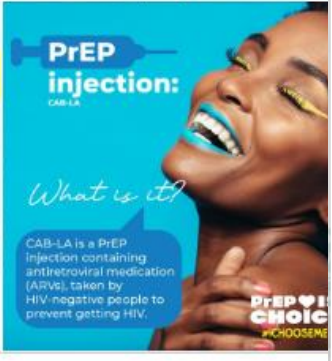
My PrEP

Published by Unathi Shabalala



June 3 · 🌐

Put yourself first and take this quiz to find out which HIV prevention method works best for you >>> <https://bit.ly/3V9odFx>



Total Impressions

See more details

Post Impressions

112,300

Boosted on Jun 3, 2024

Status: Completed · Boosted by: Unathi Shabalala

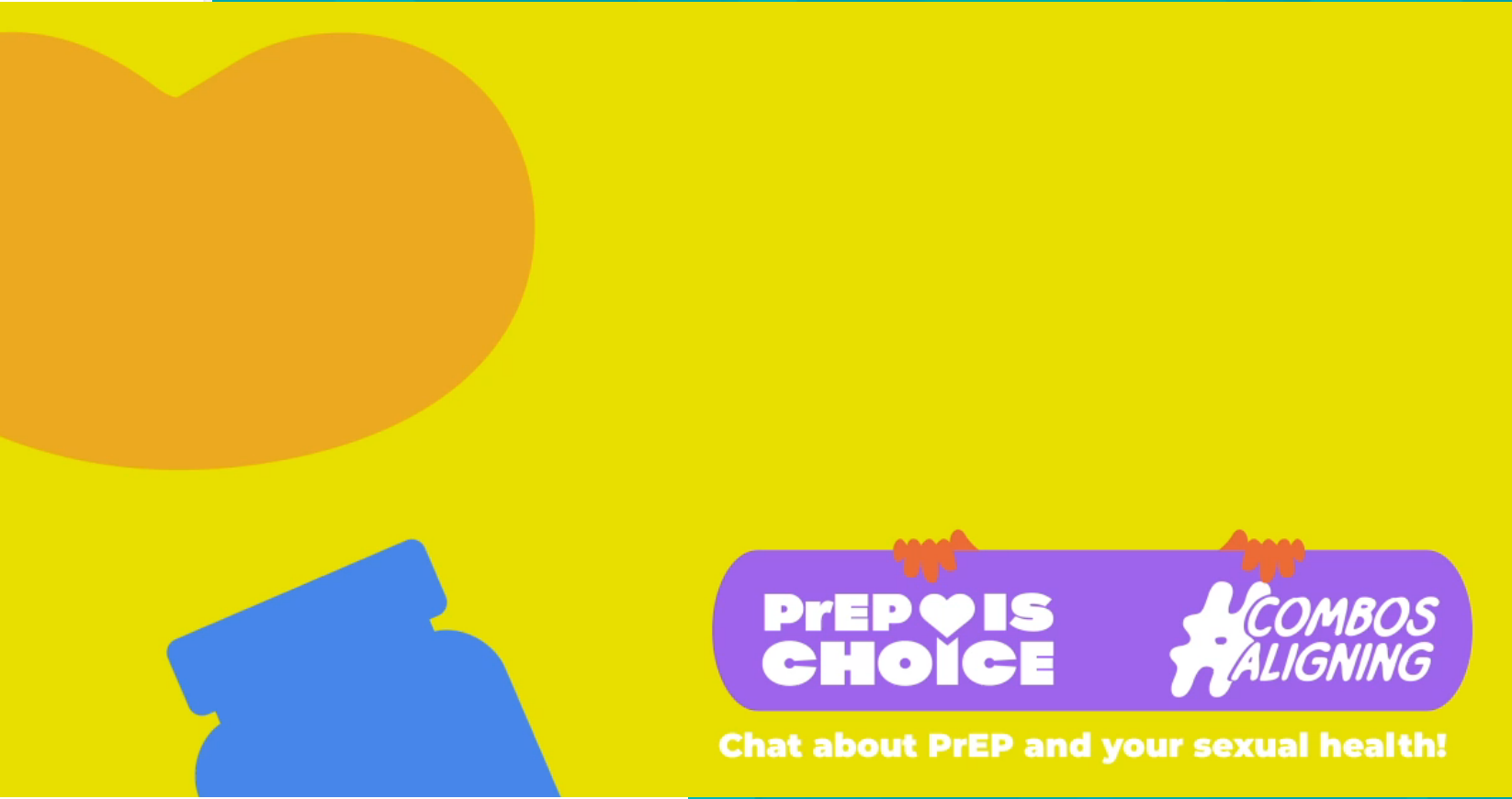
Budget: ZAR1,000.00 lifetime · Duration: 6 days

Post reach ⓘ

54,414

Post Engagement ⓘ

2,606



PrEP IS CHOICE

#COMBOS ALIGNING

Chat about PrEP and your sexual health!

I CHOOSE ME
I CHOOSE ME
I CHOOSE ME
I CHOOSE ME



YOH!

VIRTUAL HUG

GROUP HUG

KHETHA KREW



First things first. Why are we here?

Select one or more

- 1. Straight-up PrEP facts 0
- 2. Youth-friendly health services 0
- 3. Healthy habits + skills
- 4. To catch vibes
- 5. All of the above

View votes



Overheard in Welkom
Girl 1: Yoh, players gonna play hey.
Girl 2: That's why you gotta khetha yourself, friend.

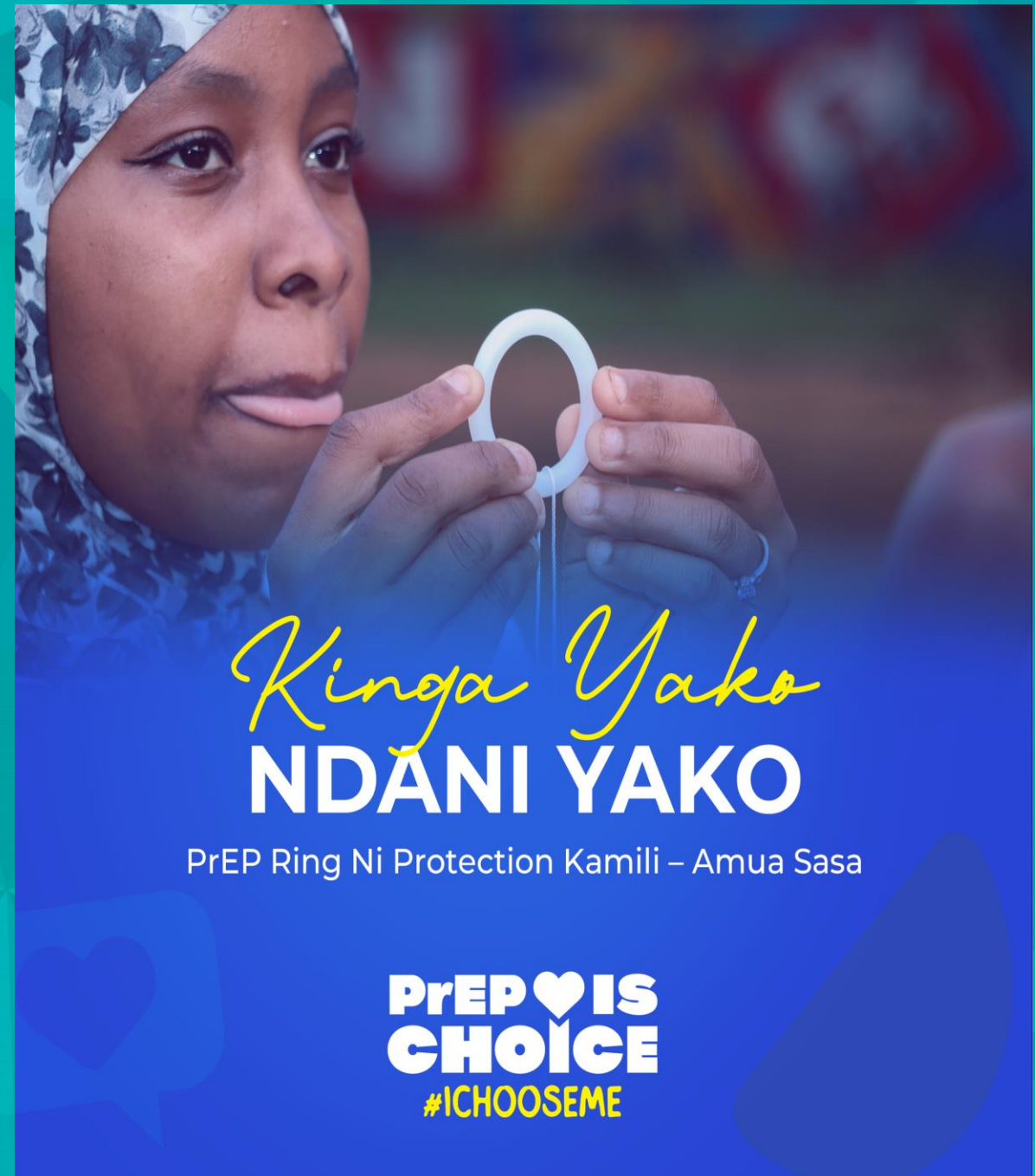


KENYA

Campaign Application in Development – Draft Creative

CONTEXT

- Minimal demand generation on PrEP Choice, mostly because PrEP Choice was not yet available
- MOSAIC team embarked on applying the positioning strategy within the CATALYST study context:
 - Co-creation workshops convened in Nairobi, Kisumu and Mombasa to develop creative
 - Review of materials and messages completed
 - Currently, the materials are being updated and more colours from the branding guidelines being applied
- **Considerations**
 - Current trend – language, self-care, different faiths, keep it simple but stylish
 - Engaging familiar faces
 - Communicate that it's possible to get the right product and use it



Kinga Yako
NDANI YAKO

PrEP Ring Ni Protection Kamili – Amua Sasa

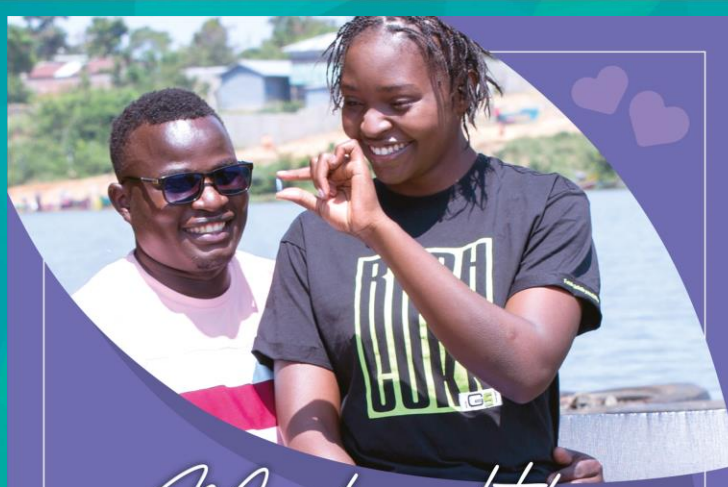
PrEP ♥ **IS**
CHOICE
#ICHOOSEME



Mambo ni Mengi
MASAA NI YA PrEP

Je UshajiPrEP?

PrEP IS CHOICE
#ICHOOSEME



My health
COMES FIRST

Break the silence
#Get on Prep

PrEP IS CHOICE
#ICHOOSEME

Form ni deadly
DEADLY NA PrEP



PrEP IS CHOICE
#ICHOOSEME

Break the silence
Get on Prep

Cheza Safe
LINDA AFYA YAKO



Chagua PrEP Yako Leo
#ChaguoNiLako

PrEP IS CHOICE
#ICHOOSEME

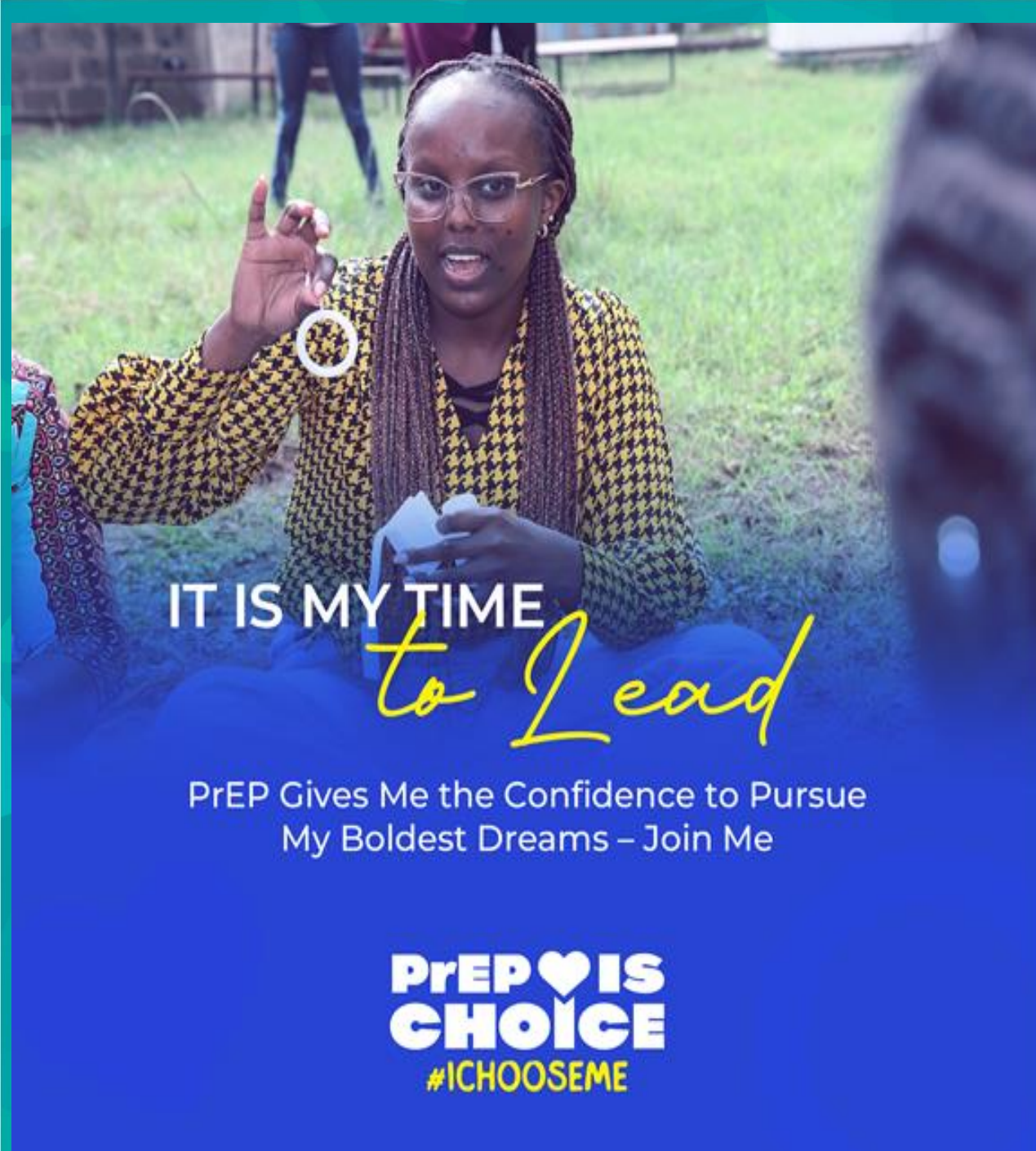


YOUR HEALTH
is your
SUPERPOWER

My health begins with me

PrEP ♥ **IS**
CHOICE
#ICHOOSEME

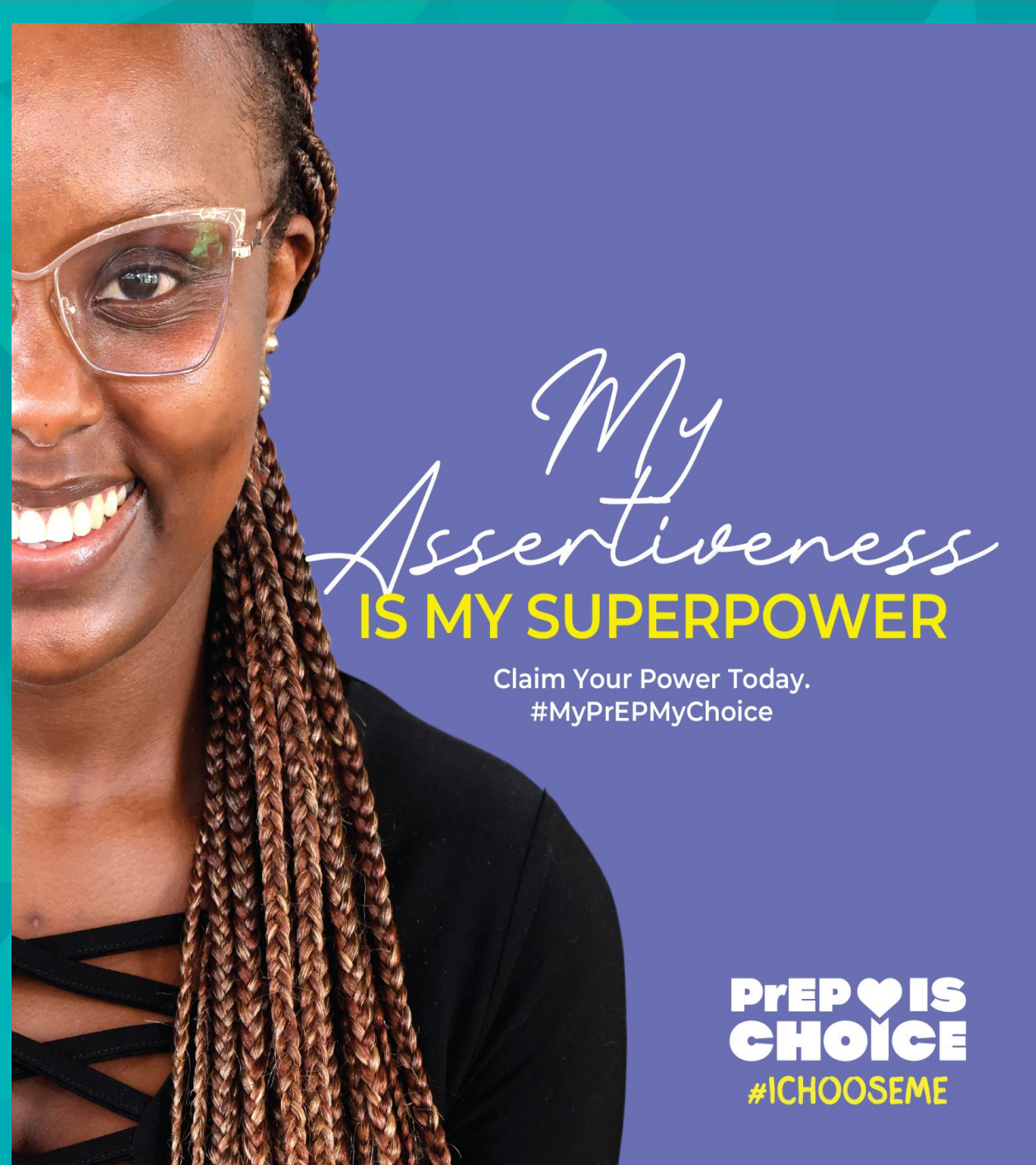
SELF-CARE = SELF-LOVE = INNER STRENGTH



IT IS MY TIME
to Lead

PrEP Gives Me the Confidence to Pursue
My Boldest Dreams – Join Me

**PrEP ♥ IS
CHOICE**
#ICHOOSEME



*My
Assertiveness*
IS MY SUPERPOWER

Claim Your Power Today.
#MyPrEPMyChoice

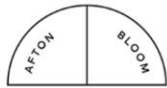
**PrEP ♥ IS
CHOICE**
#ICHOOSEME

Next Steps:

- Finalise key messages and formats e.g. posters, palm cards, t-shirts etc
- Develop short videos
- Presentation to AGYW and MOH for input
- Campaign planning and launch per county
- Adaptation of materials at national level for programmatic roll-out of PrEP methods



ACKNOWLEDGMENTS



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





STORYTELLING
TO CHANGE
LIVES



STORYTELLING

MTV STAYING ALIVE FOUNDATION: A MEDIA MOVEMENT

- **25 YEARS EXPERIENCE** CREATING SBC & DEMAND-GENERATION CAMPAIGNS
- HARNESSING THE POWER OF THE **MTV BRAND**
- **WORLD LEADERS** IN DELIVERING SOCIAL CHANGE

MTV SHUGA AND MTV NISHEDH

- **KEY DRIVER** IN OUR CAMPAIGNS
- **14 CAMPAIGNS** AND COUNTING
- **MULTI-AWARD WINNING**
- **PROVEN IMPACT** ACROSS GEOGRAPHIES
- POWERED BY **REAL EXPERIENCES** OF YOUNG PEOPLE

MTV SHUGA: A MASS MEDIA BEHAVIOR CHANGE CAMPAIGN



**SURROUND
PROGRAMMING**



**RADIO
DRAMA**



**SUPPORT
LINES**



**PEER
EDUCATION**

**TELEVISION
SERIES**



DIGITAL



**COMMUNITY
OUTREACH**



PARTNERSHIPS



EVALUATION



**GRAPHIC
NOVEL**



WHY DOES OUR MODEL WORK?

NOT A TYPICAL BEHAVIOUR CHANGE CAMPAIGN

GENUINE CULTURAL ASSET

MTV BRAND LEVERAGED

WE ARE BRAVE, RELATABLE, AND TRUSTED

INVOLVE YOUNG PEOPLE AT EVERY STAGE OF THE
CAMPAIGN – WE TELL THEIR STORIES

WE GO WHEREVER YOUNG PEOPLE ARE

RIGHTS-CLEARED AND COST-FREE CONTENT

ADAPTABLE

MTV SHUGA REACH



14 SERIES
PRODUCED IN
5 COUNTRIES



6M HOURS WATCHED
ON
YOUTUBE



42M+ VIEWS
ON
YOUTUBE



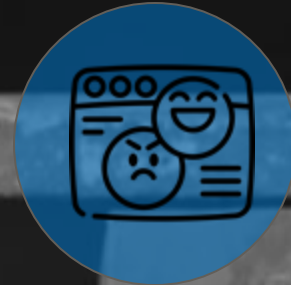
215K YOUNG
PEOPLE REACHED
THROUGH PEER
EDUCATION



2.8M WEEKLY
VIEWS
ON SABCT

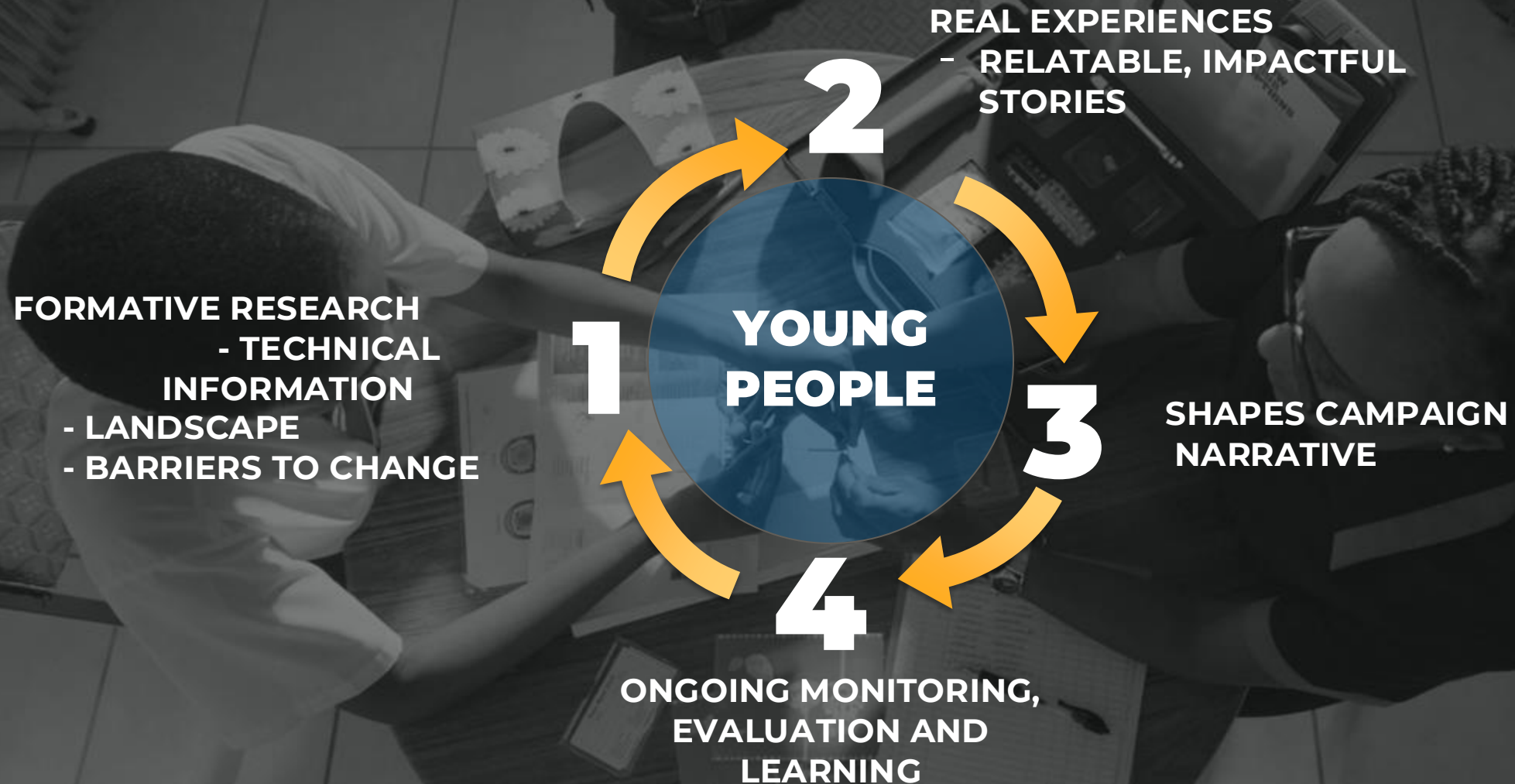


348M
SOCIAL MEDIA
IMPRESSIONS

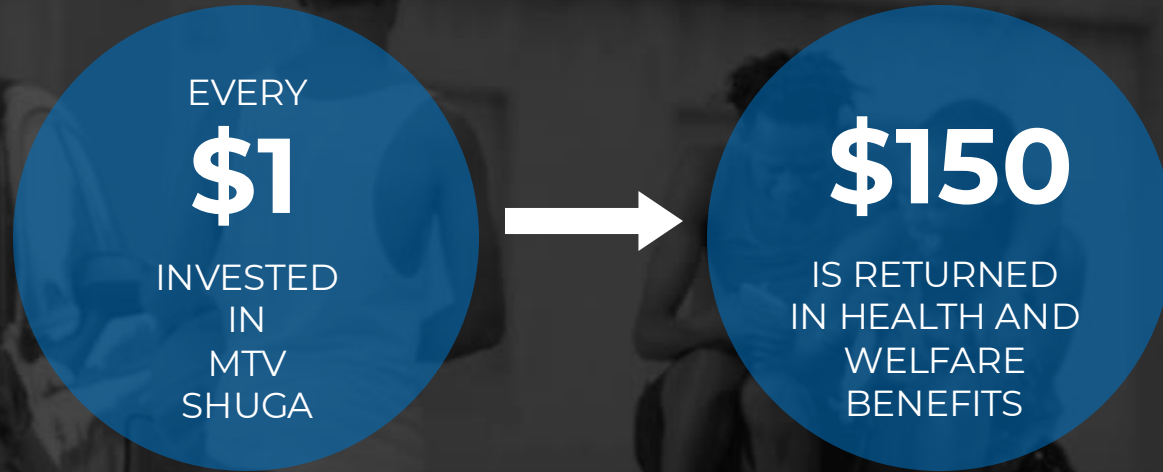


60K+
COMMENTS ON SOCIAL
MEDIA

MTV SHUGA: OUR APPROACH TO MESSAGING



WORLD BANK'S DEVELOPMENT IMPACT EVALUATION



THE TREATMENT GROUP WAS

2X

AS LIKELY TO GET TESTED

CONCURRENT SEXUAL PARTNERS WERE

50%

LOWER AMONG MALE VIEWERS

REPORTING OF PHYSICAL VIOLENCE

MORE THAN HALVED

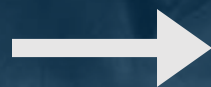
AMONG FEMALE VIEWERS

DEMAND FOR SERVICES

MARIES STOPES INTERNATIONAL, 2017, NIGERIA

44%

OF TOTAL CALL
CENTRE TRAFFIC
IN 2017



ATTRIBUTED TO
MTV SHUGA

73%

OF CALLS
FROM UNDER
24 YEAR OLDS

61% OF MTV SHUGA REFERRALS
INITIATED FROM WHATSAPP

LSHTM EVALUATION OF MTV SHUGA DOWN SOUTH 2 (2021)



- MIXED-METHODS EVALUATION, ONLINE SURVEY (DUE TO COVID) , 3431 PARTICIPANTS
- - 43% HAD ENGAGED WITH MTV SHUGA AND 24% WITH DS2 SPECIFICALLY
- -EXPOSURE TO DS2 ASSOCIATED WITH INCREASED AWARENESS OF HIV SELF TESTING (60% VS. 28%) AND PrEP (52% VS. 27%)
- - MORE LIKELY TO BE KNOW THEIR HIV STATUS (58% VS. 35%).
- - QUALITATIVE INSIGHTS IDENTIFIED MECHANISMS BY WHICH DS2 INCREASED AWARENESS, CONFIDENCE AND MOTIVATION TO USE HIVST AND PrEP,

THANK
YOU

