



Lessons in Oral PrEP Demand Creation

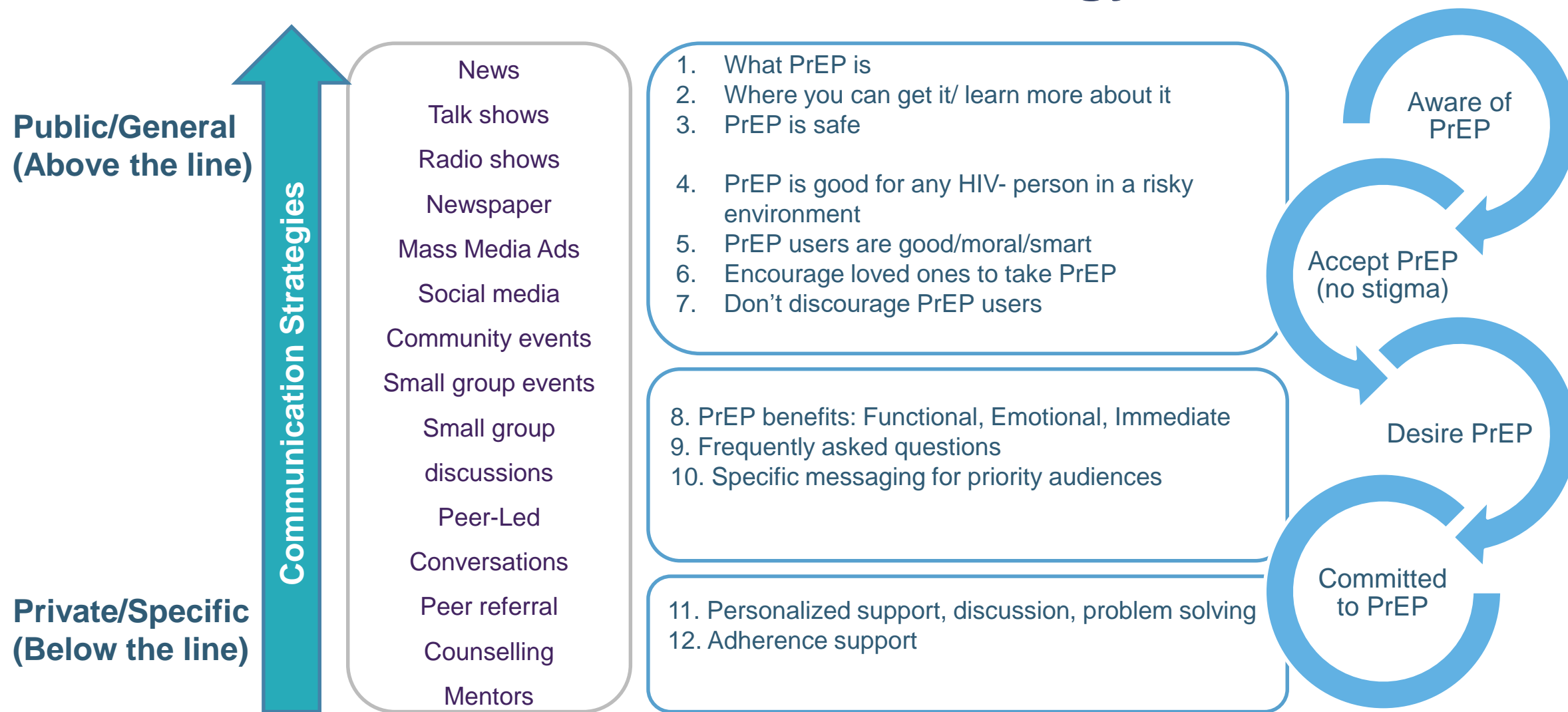
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AVAC PrEP Learning Webinar

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Effective demand generation uses an evolving multi-stream strategy



PrEP use is EMOTIONAL & RELATIONAL; about possibilities (more than risk)

How might PrEP services help me feel in control of my life and choices?

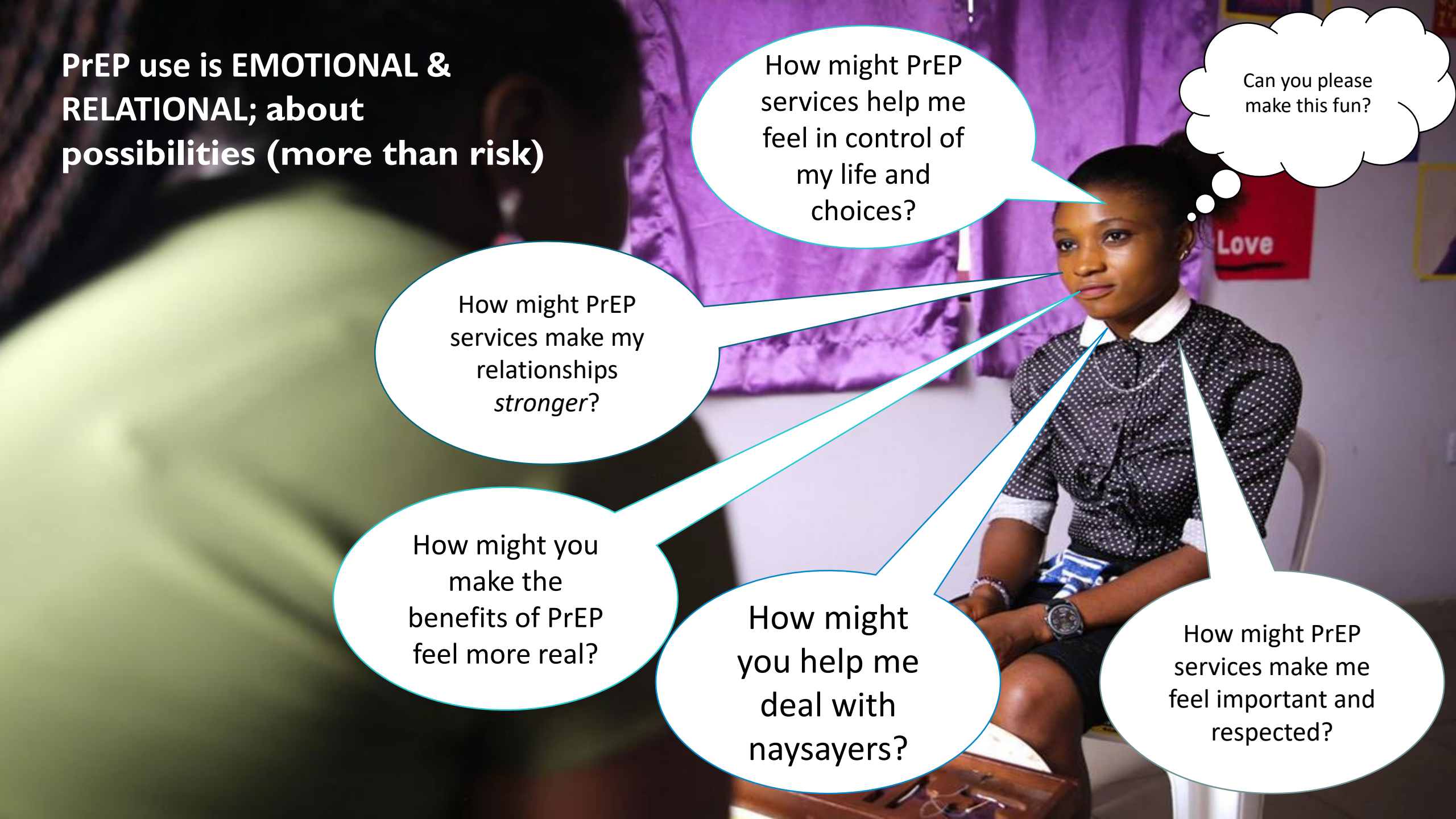
Can you please make this fun?

How might PrEP services make my relationships *stronger*?


How might you make the benefits of PrEP feel more real?

How might you help me deal with naysayers?

How might PrEP services make me feel important and respected?




Evolution of PrEP Messaging: From Risk to Empowerment



Ministry of Health

**JIPENDE
JI PrEP**

PrEP A DAY KEEPS HIV AWAY

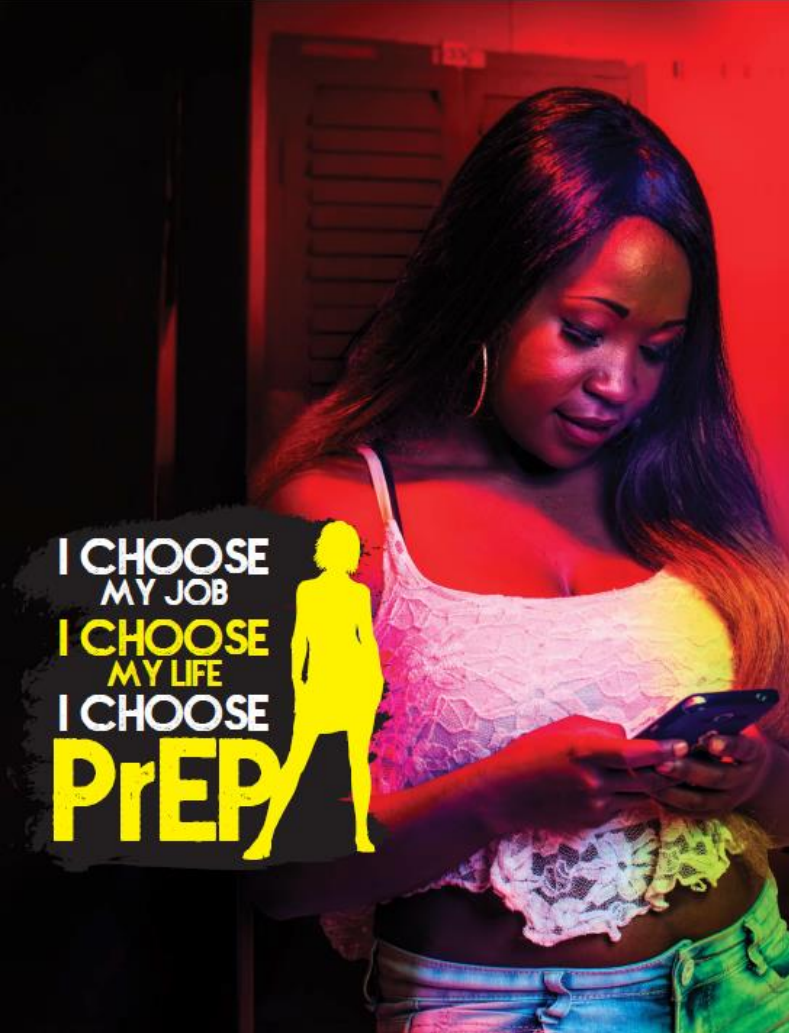


GET TESTED FOR HIV TODAY!
IF YOU TEST NEGATIVE FOR HIV, THERE IS A NEW HIV PREVENTION OPTION.
PrEP OR PRE-EXPOSURE PROPHYLAXIS IS THE
NEW ADDITIONAL HIV PREVENTION OPTION FOR HIV NEGATIVE PEOPLE
WHO ARE AT RISK OF HIV INFECTION.



**TAKEN DAILY,
PrEP IS AN ADDITIONAL
PREVENTION
OPTION**

- ✓ Condoms
- ✓ HIV testing services
- ✓ Post-exposure prophylaxis
- ✓ Healthy lifestyles
- ✓ Treatment for STIs
- ✓ Voluntary Medical Male Circumcision
- ✓ ART for partners living with HIV



If you feel you're at an ongoing risk of acquiring HIV and would like to know more about PrEP, please visit your health care provider.



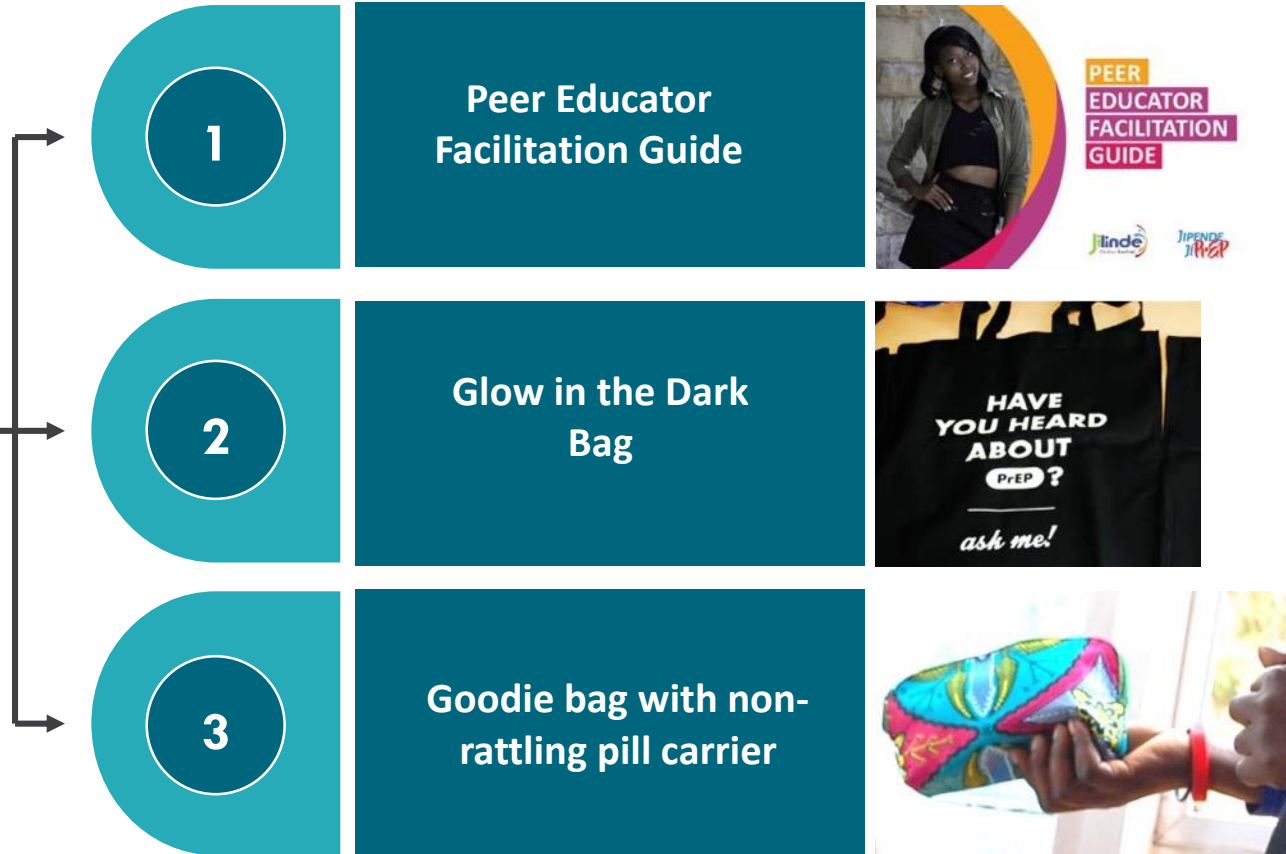
**I CHOOSE
MY JOB
I CHOOSE
MY LIFE
I CHOOSE
PrEP**

Keyi PrEP
Ni Kujipanga Poa

Insight Driven and User-Centered Interventions are Impactful



Positively framing & positioning PrEP in the media counters stigma



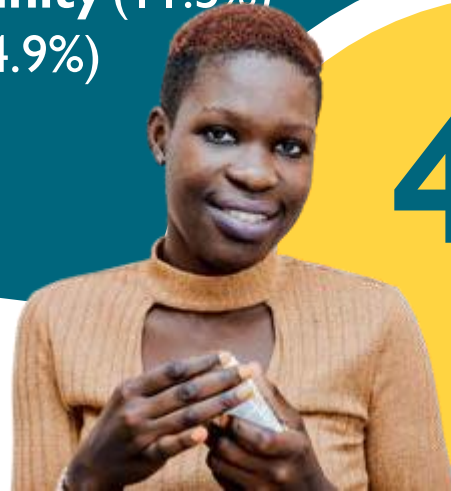
Positioning

- Introduce PrEP broadly to build trust
- Gain framed messaging
- Focusing on specific populations attracts resistance

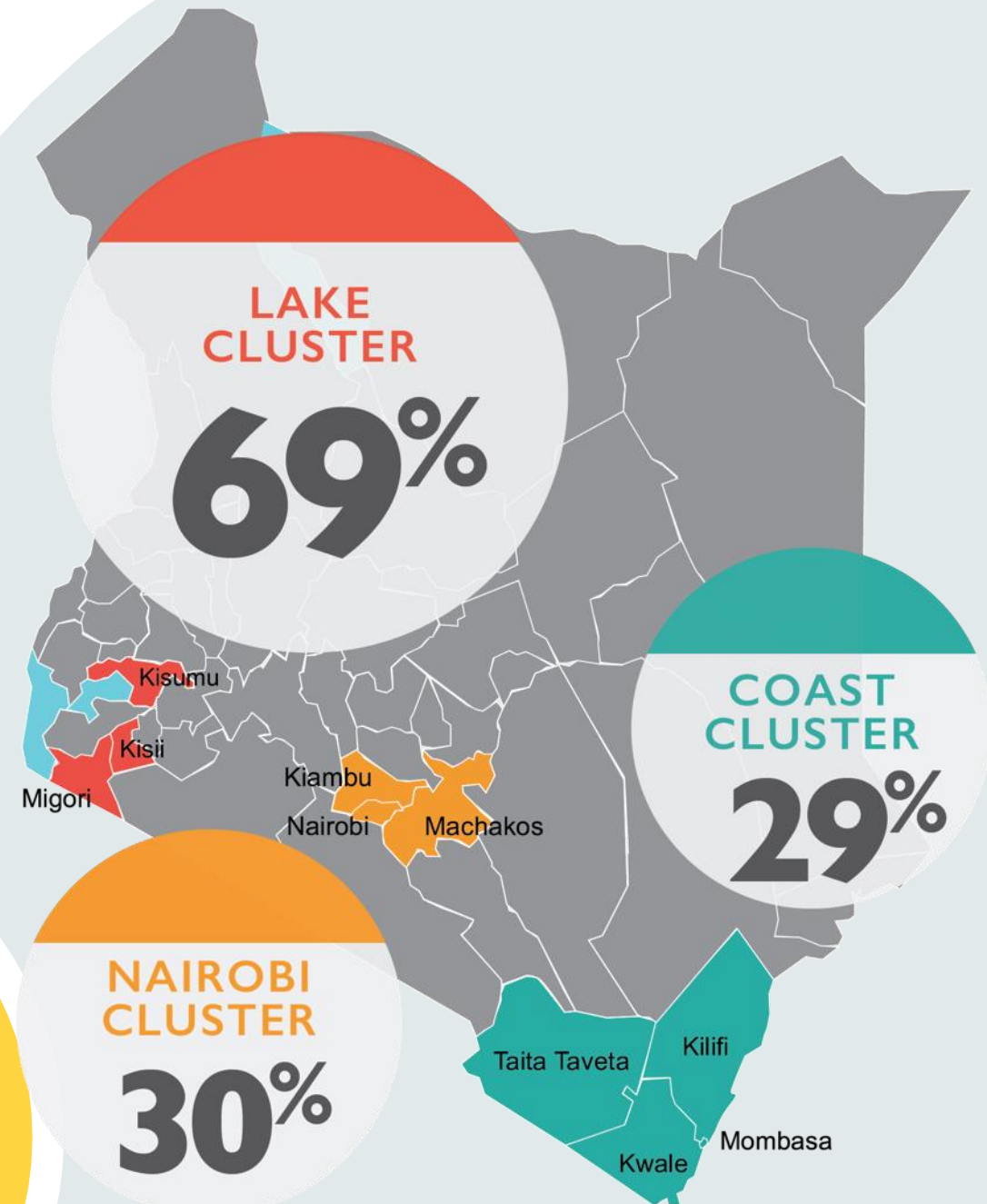
Communities are receptive but sustained surround sound marketing is essential to norm PrEP

Sources of PrEP information

- Media (42.6%)
- Health personnel (33.6%)
- Interpersonal (26.2%)
- Community (11.5%)
- Other (4.9%)

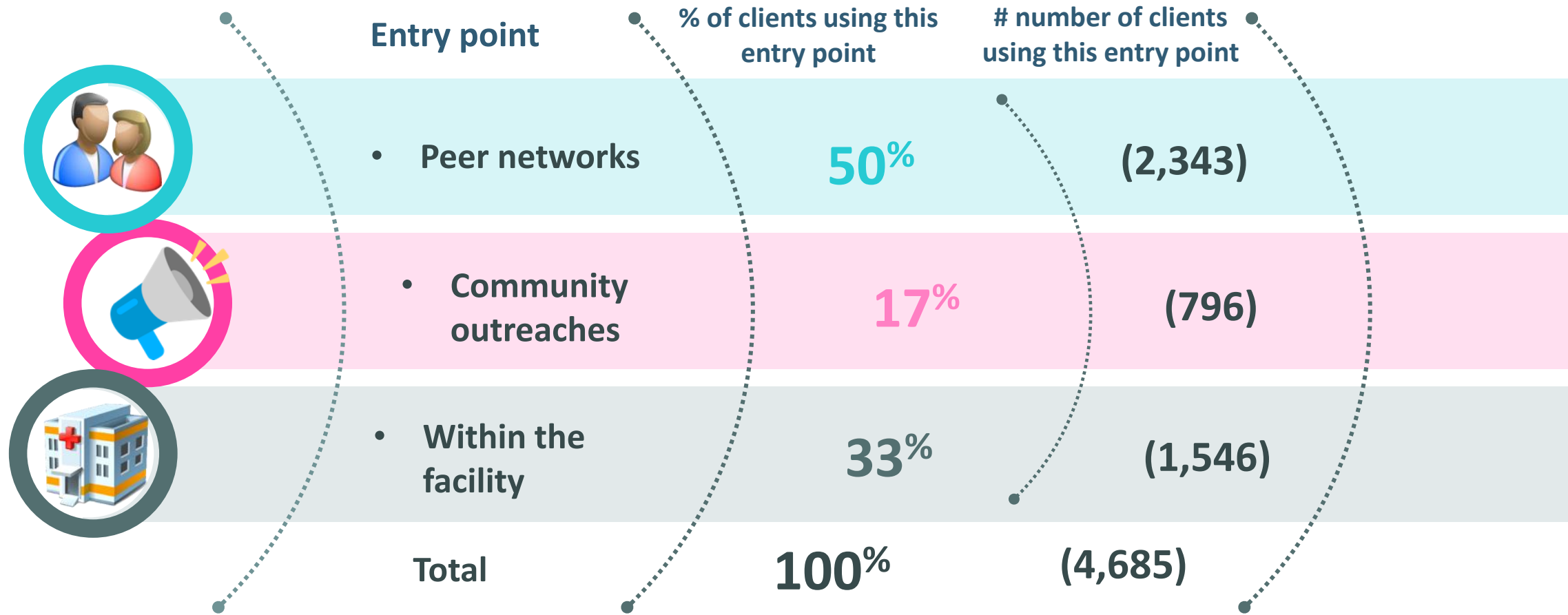


41% exposed to
**JIPENDE
JI PrEP**



*Findings from Jilinde's evaluation of PrEP Awareness in Kenya

PrEP Uptake is highest when peers refer



Acknowledgements

- The Bill & Melinda Gates Foundation
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- National PrEP and Key Populations Technical Working Groups
- Gilead Sciences
- US President's Emergency Plan for AIDS Relief (PEPFAR)
- Prevention Market Manager (AVAC & CHAI)
- Partners Scale-up Project
- LINKAGES, GEMS and OPTIONS projects
- Ministry of Health and County governments in Kenya
- Local Implementing Civil Society Organizations

