# Advancing Access to LEN for PrEP in Malawi

*Pakachere Institute of Health and Development Communication*



In July 2026, the government of Malawi launched lenacapavir (LEN) for PrEP. Leading up to the launch, Malawi-based civil society organization, Pakachere Institute of Health and Development Communication (Pakachere), with funding from AVAC, provided technical support to raise awareness, generate demand, and activate the media around LEN introduction.

Pakachere worked in partnership with the Ministry of Health (MoH), Department of HIV/AIDS and Viral Hepatitis (DHA), and the National AIDS Commission (NAC) to develop and adapt locally relevant PrEP communications materials that centered around choice. They engaged social and behavior change experts, technical experts in prevention, and, most importantly, communities in to ensure the materials were designed with community needs at the center. The materials framed LEN as a new prevention option alongside other prevention products, including oral PrEP and injectable cabotegravir (CAB), and were designed to empower individuals to make informed decisions about prevention products by increasing their awareness of available options.

## Impact by the Numbers

**8**
New PrEP/LEN awareness and demand creation materials designed with community and stakeholder input

**50,000+**
PrEP communication materials disseminated

**3,600+**
Radio & television spots to promote LEN introduction

## Outcomes & Lessons Learned

Pakachere helped ensure meaningful community engagement and increased awareness to support strong and sustained demand generation for LEN – and other PrEP products. Early outcomes include:

- **Strong early demand for LEN:** All sites reported exhausting their supply of LEN within 10 days of receiving initial doses.
- **Strengthened partnerships:** Strong relationships formed with the government and communities ensured that demand generation activities, national decision-making, and community priorities were aligned ahead of the launch and as rollout continues.
- **Sustainable demand generation approach:** Important lessons and evidence were generated for a successful, sustainable process that can be adapted for future product introduction efforts.

Developing PrEP communication materials with communities and supporting coordination and media engagement for the national launch highlighted several lessons, including:

- Embedding all project components within existing national frameworks ensures lasting local ownership and sustainability.
- Development of demand generation materials must be highly consultative, include a diverse mix of strategic stakeholders, and consider existing HIV prevention options.
- Using multiple communications channels – written/visual materials, radio, TV, social media – ensures messaging is reinforced by reaching people in different ways at different times.

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## Sustainability & Future Implications

Government-led co-creation of stakeholder convenings, materials, and approval processes ensured that resources aligned with national priorities and were integrated into existing distribution and management systems for ongoing use. Pakachere's ongoing role in the national PrEP rollout taskforce allows for continued technical support, helping to sustain awareness and demand generation as the scale-up of LEN and other prevention options continues.

As LEN scales up and use of CAB and oral PrEP grows in Malawi, lessons from early implementation efforts will inform demand generation efforts by improving communications, supporting health care workers, and informing national guidance.




Social media campaign posters developed during HCD workshops and shared across various social media platforms. The 19 posters designed portray imagery that resonates with Malawi's context, normalizes PrEP use, and reflects the realities of communities.

**For more of Malawi's demand generation posters, see the communications toolkit.**

## Pakachere LEN Introduction Support: Key Activities

### Co-created communication materials

Reviewed existing regional PrEP communication materials to consider for adaptation to local context.

Convened human-centered design (HCD) workshop to develop and adapt materials for LEN, CAB, and Oral PrEP.

Creative concepts from HCD workshops used to develop package of materials.

### Refined and validated materials with community groups

Pre-testing across six districts in Malawi with diverse target audiences to ensure relevance and clarity of materials. Materials were revised, validated, and finalized.

### Engaged media and supported national LEN launch

Collaboration with NAC and DHA on media activation, coordinating radio/TV spots and materials dissemination including development and printing of launch promotional materials, jingles, and covering public service announcements, TV talk shows and broadcasting costs.

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Community Involvement in Materials Design Increases Awareness of and Demand for LEN and PrEP Choice Among Priority Populations

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