



The PrEP Communications Accelerator is a free interactive, digital resource that supports national governments, program implementers, and health practitioners to develop marketing and communications that drive demand for PrEP in sub-Saharan Africa.

Both easy-to-use and information-rich, the Accelerator offers tested guidance throughout the lifecycle of PrEP communications development, focused on five populations most at risk for HIV: Adolescent girls and young women, female sex workers, serodiscordant couples, men who have sex with men and people who inject drugs.

## Who is this for?

The PrEP Communications Accelerator is designed to equip anyone who is rolling out a PrEP program, communicating about PrEP, or seeking to drive demand for PrEP in sub-Saharan Africa. Common users of the site are:

- Government officials
- Communication specialists
- NGO/CBO employees
- Program managers
- Researchers
- Other stakeholders invested in creating demand for HIV

## Site resources

The Accelerator is comprised of four strategic resources, each intended to provide users with support in different aspects of the communications development process.

### Communications Fast Tracker

Based on the selection of a specific audience and setting (clinic, community, sub-national, or national level), this interactive tool generates an audience specific communications strategy that summarizes the audience insight, the problem, a strategic idea, the support for this idea, as well as key communication considerations.

### Demand Creation 101

This section consists of written guidance, tips, and recommendations across all stages of communications planning, from sourcing audience insights through research, to crafting an evidence-based strategy, to monitoring and evaluation; it also includes worksheets for practical guidance.

### Audience Profiles

These profiles aggregate research about each of the target audiences, including information about their lives, challenges, and values; the meaningful role that PrEP can play in their lives; and which media channels are most appropriate.

### Audience Connections

Expanding upon the output generated through the Fast Tracker, the Audience Connections section provides general information on connecting with each key population, organized by setting and media channel.

## How to use it

Through the sole or combined use of the site resources, here are a few ways the site is commonly used.

### Scenario 1 – Starting from the Beginning

If you're just getting started with planning PrEP communications development, visit the Fast Tracker. Go to the fast tracker page and select your audience and setting. From here, you'll receive a communications strategy output. With your strategy in hand, visit the Demand Creation 101 section for supplemental guidance on planning and testing your PrEP communication strategy.

### Scenario 2 – Reference for Existing Content

If you already have a PrEP communications strategy or campaign, consider using the PrEP Communications Accelerator resources to support and supplement the management of your PrEP efforts and existing materials. For example, you can reference the Audience Profiles section to better understand nuances unique to your audience and other factors that help shape your PrEP communications, or use the Fast Tracker to inform and build upon an existing strategy.

### Scenario 3 – General Reference for Demand Creation Efforts

Whether your communications are focused on PrEP or another public or global health initiative, the Demand Creation 101 section serves as a comprehensive blue print for developing demand creation communications, providing useful guidance and tools that can be applied throughout each phase of the demand creation process.