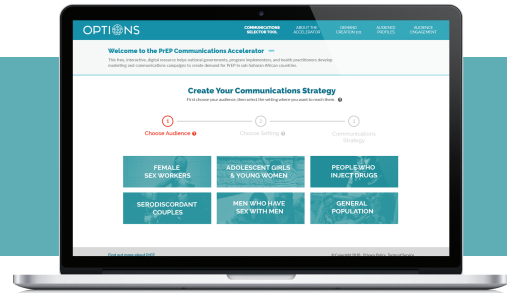


The PrEP Communications Accelerator

A new digital resource that provides guidance on strategic PrEP communications for target audiences most at risk for HIV infection



How can we develop communications strategies that motivate PrEP uptake across audiences?

1

Focus on specific audiences & their experiences

Certain populations have a higher vulnerability to HIV infection. An effective approach to promoting PrEP requires that we tailor communications to end users so that they are relevant and meaningful.

AGYW

Adolescent girls and young women have higher odds of infection compared to men of the same age (15-24) because of gender inequality, social, cultural, economic and human rights-related barriers

FSW

Many female sex workers have limited access to care, safety and agency in their prevention choices

PWID

People who inject drugs have 28 times the risk of HIV infection compared to the general population

MSM

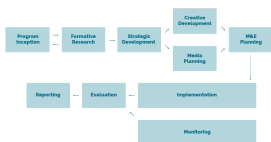
For men who have sex with men there is an existing high prevalence in the population, and because of biological and behavioral factors, this risk is escalated

SDC

Because serodiscordant couples differ in their HIV status, their risk of inter-partner HIV transmission is increased

2

Determine what to say, how to say it and where to say it, in order to motivate PrEP adoption

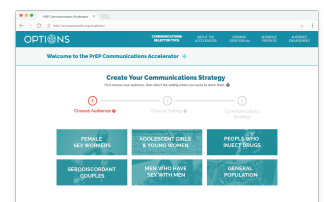


1. Demand Creation

Provides a demand creation primer for health professionals creating campaigns to promote PrEP

2. Selector Tool

A “choose-your-own adventure” tool where users may select a target audience and geographic setting to receive downloadable population data and strategies for engaging each target audience



3. Evidence Based

Builds on evidence-based tips and strategies that detail principles and approaches for market research, strategy development, communications planning, and monitoring and evaluation

