

OPTIONS

*Optimizing Prevention Technology
Introduction On Schedule*

DRIVING DEMAND FOR PREP WITH THE PREP COMMUNICATIONS ACCELERATOR

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WHAT IS OPTIONS?

The Optimizing Prevention Technology Introduction on Schedule (OPTIONS) Consortium is one of five microbicide projects funded by the U.S. Agency for International Development (USAID), in partnership with the U.S. President's Emergency Plan for AIDS Relief (PEPFAR), working to **accelerate** and **sustain access to antiretroviral-based HIV prevention products** (collectively referred to as PrEP).



WHAT WE'LL BE COVERING TODAY

- What Is Demand Creation?
- What Is a Demand Creation Campaign Strategy?
- The PrEP Communications Accelerator
- Discussion and Q&A

OUR OBJECTIVES

The aims of today's webinar:

1. Familiarize you with the demand creation approach and how to apply it
2. Define the essential components of a demand creation campaign strategy
3. Demonstrate how the *PrEP Communications Accelerator* can be applied to develop a demand creation campaign strategy



**WHAT IS DEMAND
CREATION?**



Consumers everywhere—rich and poor—have **hopes** and **aspirations**.

Tapping into those strong **emotional** sentiments and showing the consumer-how the **product** helps them **achieve their desires** can be a **powerful motivator** for product use.

- USAID Report, *Idea to Impact: A Guide to Introduction and Scale of Global Health Innovations*



PEOPLE everywhere—rich and poor—have **hopes** and **aspirations**.

Tapping into those strong **emotional** sentiments and showing the **PEOPLE** how the **product** helps them **achieve their desires** can be a **powerful motivator** for product use.

- USAID Report, *Idea to Impact: A Guide to Introduction and Scale of Global Health Innovations*



**The heart wants what it wants
– or else it does not care.**
Emily Dickinson

A photograph of two young women walking down a staircase, smiling and carrying several shopping bags. The woman on the left is wearing a blue denim jumpsuit and has a polka-dot shopping bag. The woman on the right is wearing a black crop top and dark pants, and has a pink shopping bag. The background is a wooden wall. The text 'DEMAND CREATION' is overlaid in the center in a bold, white, sans-serif font with a light blue drop shadow.

DEMAND CREATION

PUTTING DEMAND CREATION INTO CONTEXT

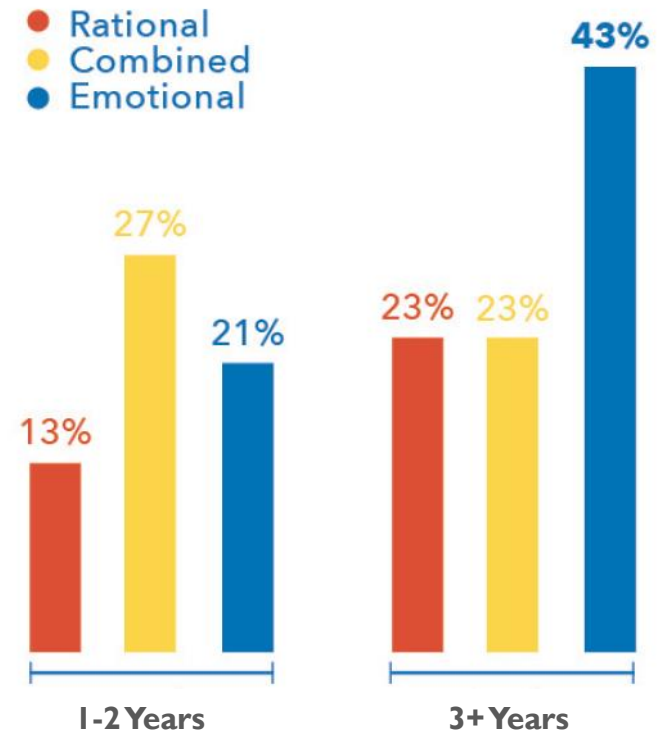
...ADVERTISING
MARKETING
SOCIAL MARKETING
DEMAND GENERATION
BEHAVIOR CHANGE COMMUNICATION
SOCIAL AND BEHAVIOR CHANGE COMMUNICATIONS
DESIGN THINKING
HUMAN CENTERED DESIGN...

DEMAND CREATION CAMPAIGN

A demand creation campaign uses **strategic** and **creative** communications that satisfy an **emotional** need of audiences, rather than using rational or functional appeals.

OVER TIME, EMOTIONAL APPEALS MORE EFFECTIVE

% of Cases that Report Large Effects on Profit



Source: Study published by the IPA, published in *The Long and the Short of It* (2013)

Duration of the Campaign

DEMAND CREATION



It's about more than making a product accessible.

It's about making a product **FAMOUS**.

DEMAND CREATION

Creativity will not be impactful if it is not rooted in strategic thinking.

The background is a solid teal color. On the left side, there are faint, light-colored geometric shapes, including a large, irregular polygon and several smaller, elongated shapes below it, resembling a stylized sunburst or a series of lines radiating from a point.

**DEMAND CREATION
CAMPAIGNS
REAL-WORLD
EXAMPLES**

PREP – UNITED STATES

WHAT THEY COULD HAVE SAID (RATIONAL)

ARE YOU READY FOR PrEP?

PrEP 101

PrEP Basics

PrEP stands for **Pre-Exposure Prophylaxis**

The word “prophylaxis” means to prevent or control the spread of an infection or disease



PrEP can help prevent you from getting HIV if you are exposed to the virus

PrEP is an HIV prevention option that works by taking

one pill every day

1
PILL DAILY



PREP – UNITED STATES

WHAT THEY DID SAY (EMOTIONAL)



PrEP

ONE PILL.
ONCE A DAY.
Protect against HIV.

PrEP4love.com

Chicago PrEP line:
872.215.1905

Love is contractible. Lust is transmittable. Touch is contagious. Catch feelings, not HIV.

CONSOL – SOUTH AFRICA

WHAT THEY COULD HAVE SAID
(RATIONAL)



It preserves taste and freshness

No other material can match the ability of glass to preserve flavour and freshness in food. Since it retains temperatures well and keeps packaging air-tight, glass helps to prevent the growth of bacteria and moulds that lead to food spoilage. Simply put: in glass, food and beverage products taste better, for longer.

CONSOL - SOUTH AFRICA

WHAT THEY DID SAY (EMOTIONAL)



#IveArrived
CELEBRATE THE GOOD LIFE IN GLASS

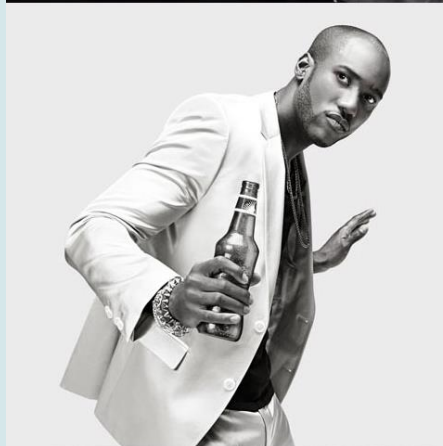
Brought to you by *Consol.* It's good. It's in glass.

Consol.

#IveArrived

Est. 2013

CELEBRATE THE GOOD LIFE IN GLASS.



#IveArrived

PROVERB
#IveArrived
Let life be what you want it to be.

ROLL LIKE A **BOZZA**
YOUR LIFE. YOUR RULES. YOUR WAY.
CELEBRATE THE GOOD LIFE IN GLASS FROM A RICHARDSON JONES

#IveArrived

ROLL LIKE A **BOZZA**
YOUR LIFE. YOUR RULES. YOUR WAY.

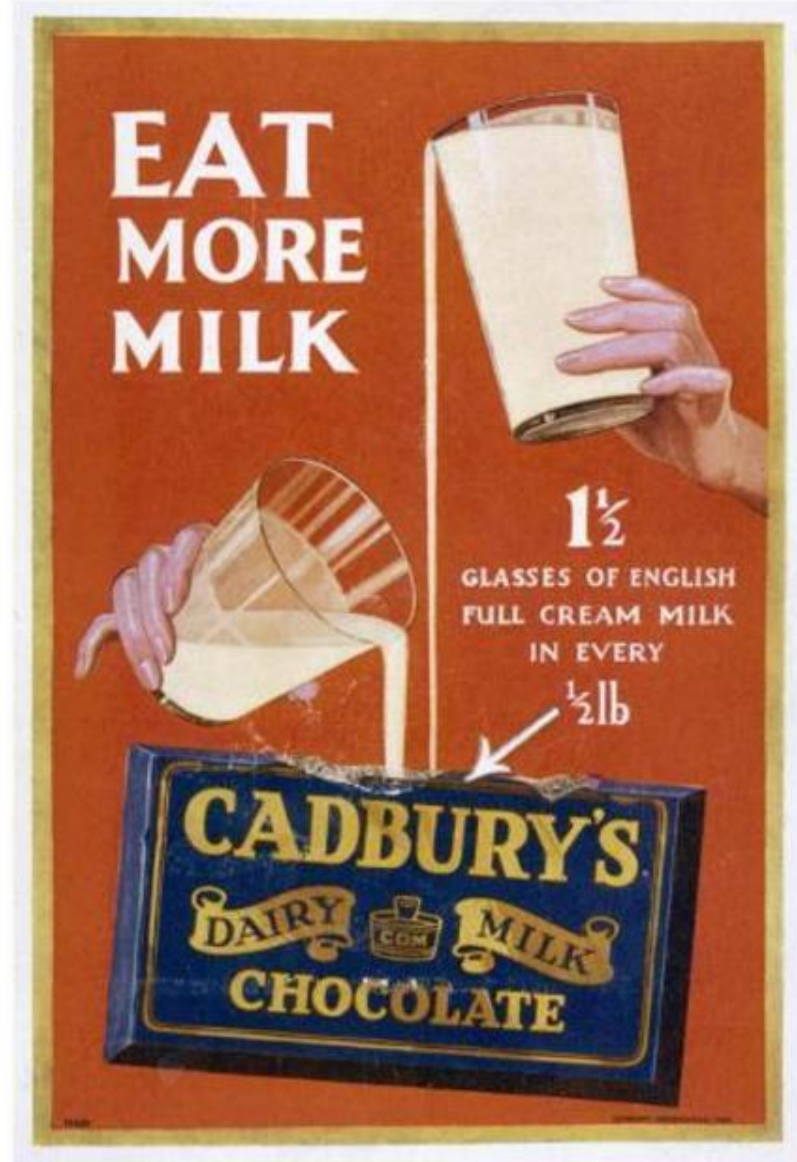
#IveArrived

PROVERB
#IveArrived
MUSICIAN TO BEHOOD PRESENTS
PROVERB. SAME MESSAGE. DIFFERENT
MEANING. LIFE. MADE.

ROLL LIKE A **BOZZA**
YOUR LIFE. YOUR RULES. YOUR WAY.

CADBURY'S – SOUTH AFRICA

WHAT THEY COULD HAVE SAID
(RATIONAL)



CADBURY'S – SOUTH AFRICA

WHAT THEY DID SAY (EMOTIONAL)



"Triplets"

https://www.youtube.com/watch?v=nNjvlnQ_xtl

**PRODUCT EDUCATION
STILL MATTERS.**

**IT'S JUST NOT THE ONLY
THING THAT MATTERS.**

ACTIVITY

What's your vision?

A group of people are running through a field of wildflowers. In the foreground, a man with a beard, sunglasses, and a mohawk hairstyle is running towards the camera. Behind him, other people are running, though they are out of focus. The background shows rolling hills or mountains under a clear sky. The overall scene is bright and energetic.

WHAT IS A DEMAND CREATION CAMPAIGN STRATEGY?

**WITHOUT STRATEGY,
EXECUTION IS
AIMLESS....**

Morris Chang
Founder & Chairman
Taiwan Semiconductor Manufacturing Company

DEFINING A DEMAND CREATION CAMPAIGN STRATEGY

A demand creation campaign strategy is a “**road map**” for demand creation communications.

It outlines priorities to ensure that activities and outputs are **coordinated** and **consistent** to achieve pre-defined objectives.

DEMAND CREATION CAMPAIGN STRATEGY COMPONENTS

OBJECTIVE	<p>A description of what we want to achieve.</p> <p><i>Example: Increase knowledge and understanding of what PrEP is, who it's for and what it does.</i></p>
AUDIENCE	<p>This is the population that you are looking to target, or speak to, with your PrEP communications campaign. Be as specific as possible. Only include relevant information.</p> <p><i>Example: Adolescent girls and young women (18-24) in-school and out-of-school. The majority are still single but are now sexually active. Some are still living with their parents or family whereas others are living with a boyfriend. 10% are married.</i></p>
PROBLEM STATEMENT	<p>The core problem you are trying to address. A description of what is keeping our audience from adopting the desired behavior.</p> <p><i>Example: AGYW want the freedom to make their own choices but feel pressured to conform to others expectations of them.</i></p>
STRATEGIC IDEA	<p>The most powerful idea that can solve the problem. What the audience must take away from the communication.</p> <p><i>Example: PrEP gives you the power to live life your way without the fear of HIV.</i></p>
SUPPORT	<p>A description of 1-3 of the most important reasons our audience should believe in the strategic idea.</p> <p><i>Example: It fits your life, not the other way around, so you get to go on living life the way you want.</i></p>
CHANNEL	<p>A description of the places where we will engage with our audience.</p> <p><i>Example: Community radio, targeted interpersonal communication (IPC) activities.</i></p>
CONSIDERATIONS	<p>Anything else you may need to keep in mind or communicate this audience.</p> <p><i>Example: PrEP does not protect against STI's or pregnancy.</i></p>

CAMPAIGN STRATEGY

Strategy answers important questions, like:

What do you need to say?

How are you going to say it?

Who are you going to say it to?

Where are you going to say it?

When are you going to say it?



CAMPAIGN STRATEGY

Demand creation
campaign strategies
should be **INSIGHTFUL**

- ✓ Relevant
- ✓ Appealing
- ✓ Motivating



INSIGHTS



HUMAN TRUTHS

Truths about a human being no matter who they are or where they live. Human truths go the heart of what it means to be human.

INSIGHTS

Insights can be gleaned from asking questions like:

What is their reality like?

What have they stopped or started doing recently and why?

What do they value?

What are their ambitions?

Who do they trust?

Who don't they trust?



INSIGHT- DRIVEN PROBLEM STATEMENT

A problem statement identifies what's stopping your audience from learning more or trying the product, service or behavior.



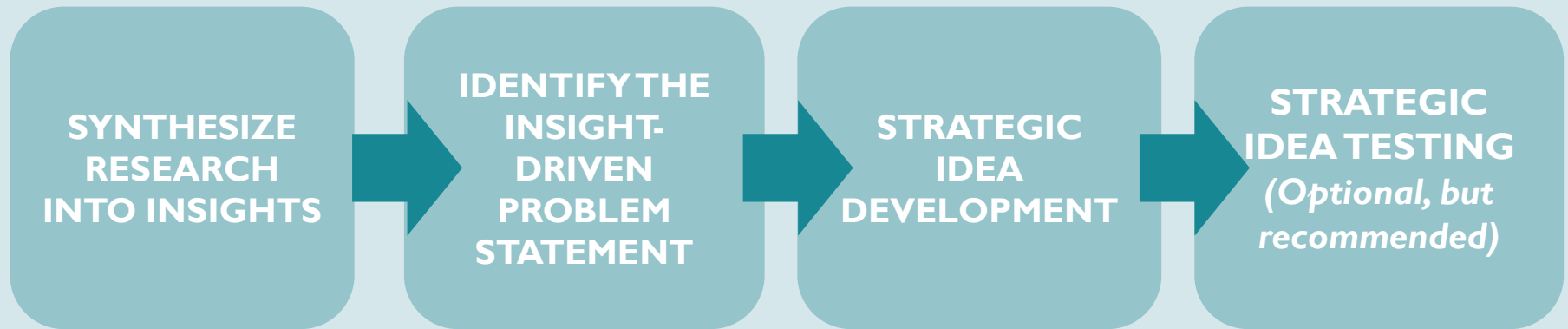
A PROBLEM STATEMENT CAN MAKE OR BREAK A STRATEGIC IDEA

**INSIGHT-DRIVEN
PROBLEM
STATEMENT**



**STRATEGIC
IDEA**

A PROBLEM STATEMENT CAN MAKE OR BREAK A STRATEGIC IDEA





**DEVELOPING A
STRATEGIC IDEA
FROM A PROBLEM
STATEMENT
REAL-WORLD EXAMPLE**

EXAMPLE: PROBLEM STATEMENT

AGYW don't know any women who have tried PrEP and so they don't know enough about it or trust it enough to find out if it's right for them.

EXAMPLE: PROBLEM STATEMENT & ACCOMPANYING STRATEGIC IDEA

PROBLEM STATEMENT

AGYW don't know any women who have tried PrEP and so they don't know enough about it or trust it enough to find out if it's right for them.

STRATEGIC IDEA

More and more women are protecting their bodies with PrEP.

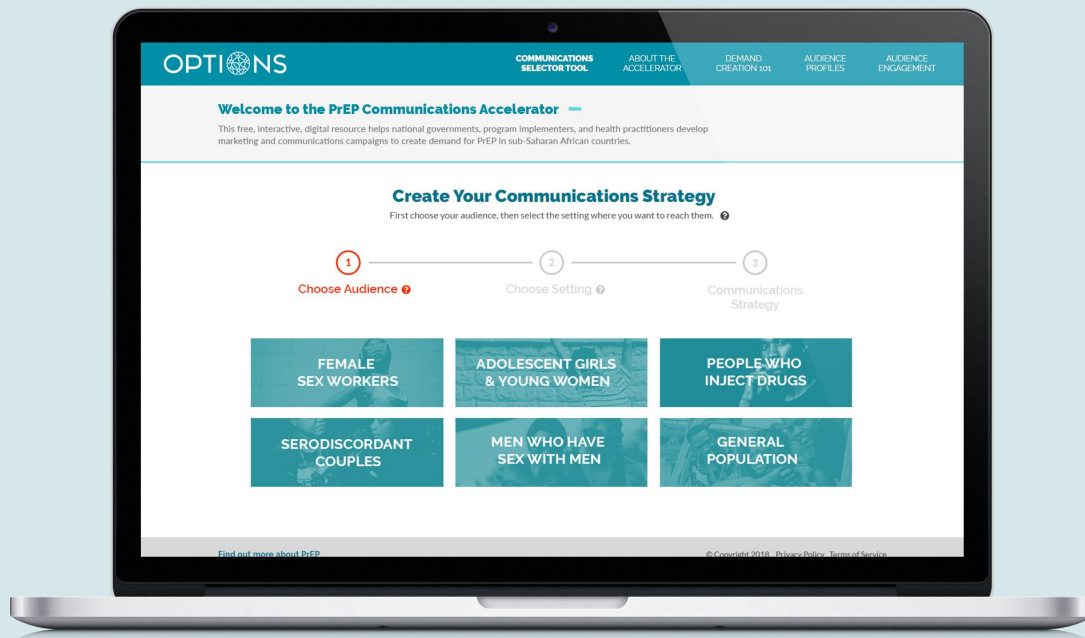


THE PREP COMMUNICATIONS ACCELERATOR

A tool for fast-tracking the
development of a demand creation campaign strategy

THE PREP COMMUNICATIONS ACCELERATOR

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



It includes:

- Tested guidance for PrEP demand creation campaigns
- Aggregated research on target groups
- Best practices for demand creation communications

METHODOLOGY USED FOR DEVELOPMENT

NEEDS ASSESSMENT



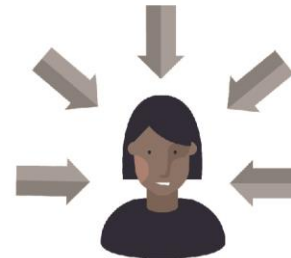
Interviewed **35 stakeholders** in **4 African countries** - Zambia, Uganda, South Africa, Kenya - and the US with organizations including John Snow, Inc., FHI 360, CDC, USAID, Population Services Kenya, CHAI, ministry officials and others

COMMUNICATIONS LANDSCAPING AND GAP ANALYSIS



Landscape analyses in South Africa, Kenya, and Lesotho
Kenyan landscape analysis: **12 interviews** with program managers, research officers, communication specialists and peer educators

MARKET RESEARCH



5 Target Audiences
530 Participants
6 Kenyan counties

CONTENT DEVELOPMENT AND TESTING



30+ Interviews with national ministries, implementers from a multitude of organizations, funders and actual/potential PrEP users

Welcome to the PrEP Communications Accelerator

Fast tracking PrEP uptake through
strategic communications

Get started



Welcome to the PrEP Communications Accelerator

This free, interactive, digital resource helps national governments, program implementers, and health practitioners develop marketing and communications campaigns to create demand for PrEP in sub-Saharan African countries.

Create Your Communications Strategy

First choose your audience, then select the setting where you want to reach them.

1

Choose Audience

2

Choose Setting

3

Communications
Strategy

FEMALE
SEX WORKERS

ADOLESCENT GIRLS
& YOUNG WOMEN


PEOPLE WHO
INJECT DRUGS

SERODISCORDANT
COUPLES

MEN WHO HAVE
SEX WITH MEN

GENERAL
POPULATION

Create Your Communications Strategy

To use the Communications Selector Tool, just choose your audience and the setting where you want to reach them. 

1

Choose Audience

2

Choose Setting

3

Communications Strategy



[Find out more about PrEP](#)



Create Your Communications Strategy

To use the Communications Selector Tool, just choose your audience and the setting where you want to reach them. 



[< Previous: Audience](#)

Your Communications Strategy

 PDF Download



AUDIENCE:

This is the target population that you are looking to target, or speak to, with your PrEP communications campaign.

This segment of adolescent girls and young women (18–24) is focused on their education and trying to survive, but also values freedom (money to do what they want and have fun), independence (from their parents, from adult scrutiny), and perhaps most importantly of all, social capital (being accepted by her partner(s) and peers, looking the same, participating in the same activities). She is influenced by and drawn to the aspirational lifestyle she sees around her and online, but still lives under the pressures of family, elders, peers, school, religious figures and beliefs, and in some cases, her partner(s).

Audience Profiles

These profiles offer aggregated research about target audiences for HIV prevention, with insights into appropriate media channels, resonant messages, and other factors that can help shape your PrEP communications.



Adolescent Girls and Young Women

Caught between finding their own way and fitting in with their peers, this group faces a steep risk of HIV—in some countries, as much as four times that of young men.



Female Sex Workers

Members of this diverse group are facing varying degrees of agency loss. Violence, stigma, and criminalization often make HIV prevention and health services unattainable.



Men Who Have Sex With Men

Whether their same-sex sexual behavior defines their identity or not, these men live life “under the radar” out of fear, shame, and mistrust, as they face extreme stigma.



People Who Inject Drugs

Struggling to stay afloat while bearing the heavy weight of drug addiction, overwhelming and interconnected challenges often make health care a low priority for this group.

Audience Connections

Any communications campaign must respond to the local context and population to be effective. Reaching people in a particular setting, and through different channels, requires adaptation. These two sections will offer some of the factors to consider.



Settings

From creative connections in health clinics to mobile videos distributed nationwide, this section offers an overview of how communications can vary based on where they take place.



Channels

There are many different media channels available, from mass media to social media and even word-of-mouth. This section introduces potential ways to spread PrEP messages.

PREP COMMUNICATIONS ACCELERATOR QUICK START GUIDE

PrEP COMMUNICATIONS ACCELERATOR

Quick Start Guide



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 blueprint for developing demand creation communications, providing useful guidance and tools that can be applied throughout each phase of the demand creation process.

accelerator.prepwatch.org

**FOR
QUESTIONS OR
SUPPORT,
CONTACT US!**

For questions or support when using the accelerator please contact us at accelerator@optionsconsortium.org

FIRST-HAND EXPERIENCE

Joseph Murungu,
Zimbabwe

DISCUSSION AND Q & A

A large, faint, light blue outline of a lightning bolt is positioned on the left side of the slide, extending from the top left towards the bottom left. Below the lightning bolt, there are several short, light blue diagonal lines radiating outwards, suggesting a burst of energy or light.

THANK YOU