



PrEP Learning Network: From IPC to Mass Media: Developing a Media Mix for your PrEP Communications

October 10, 2019



OPENING

OVERVIEW OF A DEMAND CREATION CHANNELS

EXAMPLES OF EFFECTIVE CHANNELS

INTRODUCTION OF THE OPTIONS AMBASSADOR TRAINING PACKAGE

HIGHLIGHTING THE SUCCESS OF PEER NAVIGATORS

REFLECTIONS AND Q&A



Today's discussion: Demand Creation Channels

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Today we will explore Demand Creation channels through the lens of:

- Overview of the range of demand creation channels, along with criteria to help select the most effective channels
- Share examples of effective channels and why they were selected
- Learn about the OPTIONS Ambassador Training package: how it was developed, how it can be used, and share youth perspectives
- Share about peer navigators in Kenya and how peer navigation can be most effective



Use the “Chat” feature to ask questions!

There is dedicated Q&A two times during our webinar – please feel free to ask questions during this time or type your questions into the chat box at any point during the presentations



Make sure to share your chat with “Everyone” not just panelists.

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FROM IPC TO MASS MEDIA: Developing a media mix for your PrEP communications

OCTOBER 10, 2019

BRIANA FERRIGNO, MPH, MS
PRESIDENT, MCCANN GLOBAL HEALTH



WHAT WE'LL BE COVERING TODAY

- Why media matters
- Steps for selecting the right media mix



Why does building a media plan matter?

Identifying the right mix of mass media and interpersonal communications (IPC) is how you will reach the right audience, at the right time, with the right message about PrEP.

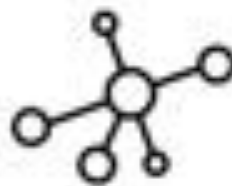
Steps for mapping the right media mix



Create an audience profile



Define your measurable media objectives



Select media channels: mass media vs. IPC



Map out tactics and create tactical plan

Create an audience profile

Example (AGYW 20-24): Adolescent girls and young women in Kenya struggle with many of the pressures that are familiar to young adults all over the world: parental oversight and scrutiny, the need for financial stability, and the desire for freedom to make their own way, particularly at this life stage — which is often associated with money and influenced by the aspirational lifestyle seen online. While AGYW care about the expectations of their family, elders, schools, and religious leaders, they value the opinions of their boyfriends and male sexual partners the most. AGYW's main sources of information about sexual and reproductive health are health centers and hospitals as well as the doctors and nurses at these sites; peer educators; talks at school and campus; and media outlets like radio, TV, and social media.



Define your measurable media objective

Rephrase and refocus your communications objective for your media plan.

If your communications objectives is:

Correct misperceptions about the effectiveness of prophylactics among couples where one partner is HIV-positive.

Then your media objective could be:

Educate and increase knowledge on prophylactics by reaching 60 percent of target audience a minimum of three times in the first four weeks of the campaign.



SELECT MEDIA CHANNELS

MASS VS. IPC?

Key questions to ask when selecting channels

- What channels do your target audiences currently access? (eg: newspapers, radio, posters, flyers, and social media)
- When, where, and how do your audiences access these channels?
- What differences exist between genders?
- What channels do your target audiences avoid? Do they perceive any with hostility?
- When considering health-related information, what sources do your audiences consider most credible?
- Where do they expect to receive information regarding health and disease prevention?
- Are there any unexpected channels that may actually be effective ways to communicate your message? (for example, adolescent girls and young women may be engaged through “make-up parties”)
- Who are their influencers? Who do they look up to, or respect and admire (locally, nationally or globally)? Who do they look to for advice with regards to sex or sexual health?

Mass media



TV



Billboards



Radio Show
Call-In



Posters



Radio



Social
Media

One-way communication

Most appropriate for:

- Setting and changing social norms
- Increasing awareness
- Wider reach
- Repetition of message(s)

Interpersonal communications (IPC)



Community
Presentation



Door-to-
Door IPC

Two-way communication

Most appropriate for:

- Diffusing individual attitudes and behaviors
- Skills and training
- Hard to reach populations
- Tailored and personalized content

Key considerations

- ✔ Multi-level campaigns, which use a mix of one- and two-way media tactics while promoting consistent messages are traditionally more effective than single channel campaigns
- ✔ Campaign reach (percentage of the target audience that sees your message within a given time) vs. impressions (total number of exposures to a campaign; one person can receive multiple exposures over time)
- ✔ What is possible for your campaign in terms of cost, creative requirements, geographic allocations and media schedule

Map out tactics

Tactics are different than channels. Each tactic should have a different communications objective.

If your objective is...

Reach college students with messages about PrEP



Then our channel could be...

Community presentation



And your tactic could be...

Drama performance with a storyline relatable to college students

And create tactical plan

Your tactical plan should include:

Tactics & Activities	Milestones <i>Major steps needed to implement tactic</i>	Channel <i>List of channels that will use tactic</i>	Budget <i>Resources needed to implement</i>	Stakeholders involved <i>Project lead, reviewers</i>	Outcome measures <i>Specific goals for each tactic (e.g. number of impressions)</i>
Tactic #1 <i>Drama performance targeting college students</i>	<i>Develop script</i> <i>Cast actors</i> ----	<i>Community presentation</i>	<i>Consider costs for: actors, location, travel and all other aspects needed to complete tactic</i>	<i>College administration</i> <i>MOH</i>	<i># of attendees</i> <i># of social media posts using event hashtag</i>

THANK YOU

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OPTIONS Consortium: Optimizing Prevention Technology Introduction On Schedule

Using digital media to reach and engage
adolescents on oral PrEP

Nkunda Vundamina

*Learning network webinar
10 October 2019*



We knew that we needed to get into the hearts and minds of young people across SA to understand what they really want





And so, we went to them and we listened...



Meaningful youth engagement



National youth dialogues

IEC material testing sessions



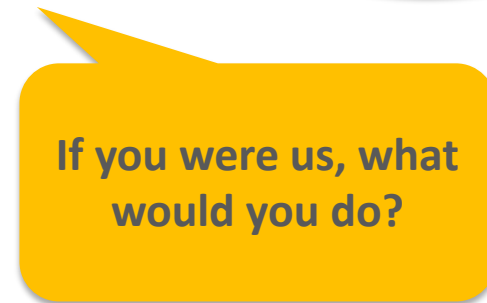
Always preceded by communications and demand creation capacity building sessions



Asking...
what do you
like best?



What did we
miss or forget?



If you were us, what
would you do?





Young voices were strong and consistent

Innovation and digital messaging is key!

- Digital messaging in the form of short, potentially viral videos
- Images of young women that we know... that reminds me of me
- Websites that are easy to navigate, familiar and endorsed by the NDoH
- Not too much text, less is more – “if it’s too much, we just won’t read it”
- Messaging that is social media friendly



MyPrEP.co.za

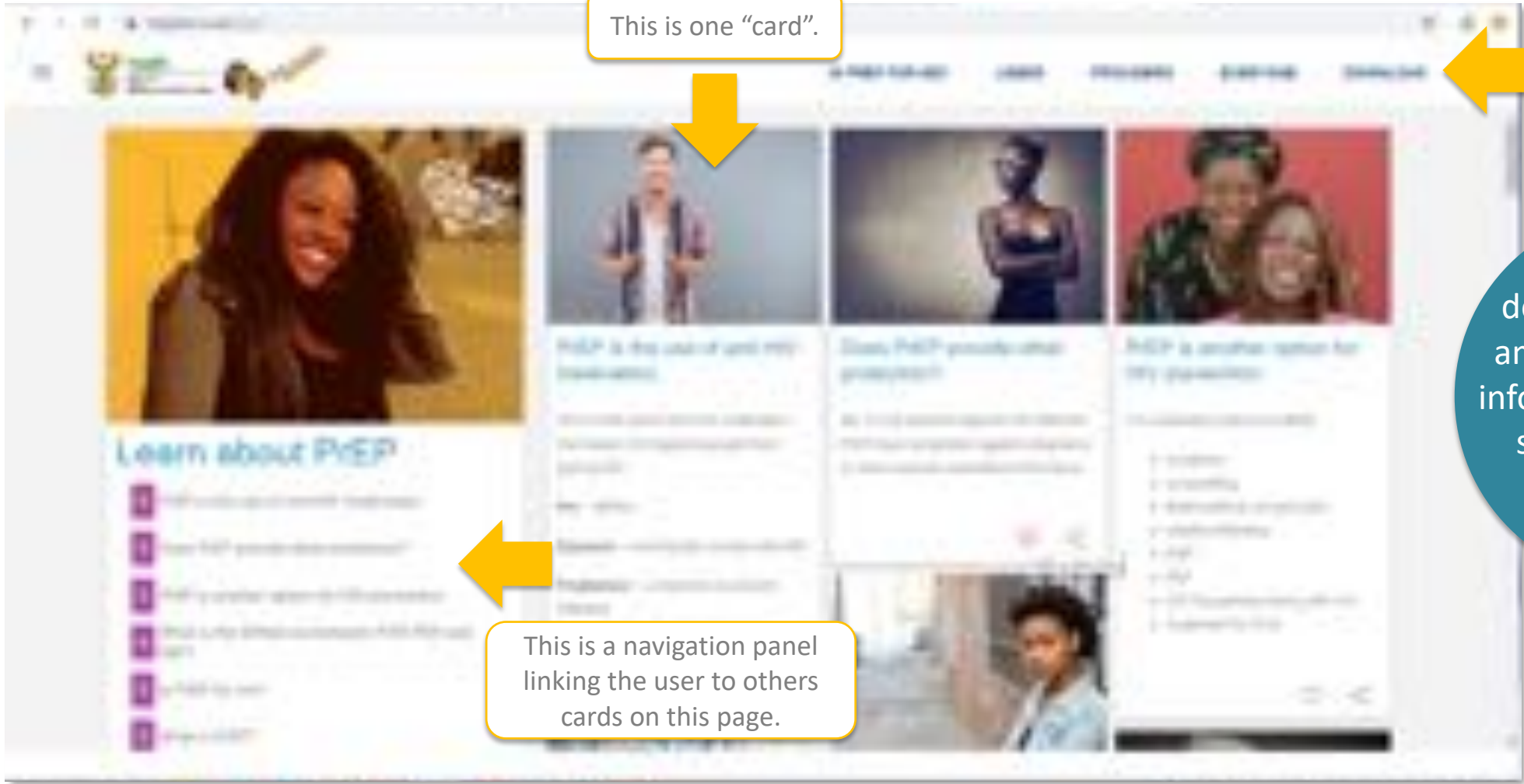
This is web design based on the principles of material design... online platforms such as Instagram and Facebook use similar technologies.

This is one "card".

Developed for PrEP users, providers and everyone else.

How to break down an immense amount of valuable information into bite-size manageable chunks of information?

This is a navigation panel linking the user to others cards on this page.






What makes this website different, huh?

Gamification to assess whether PrEP is right for the individual

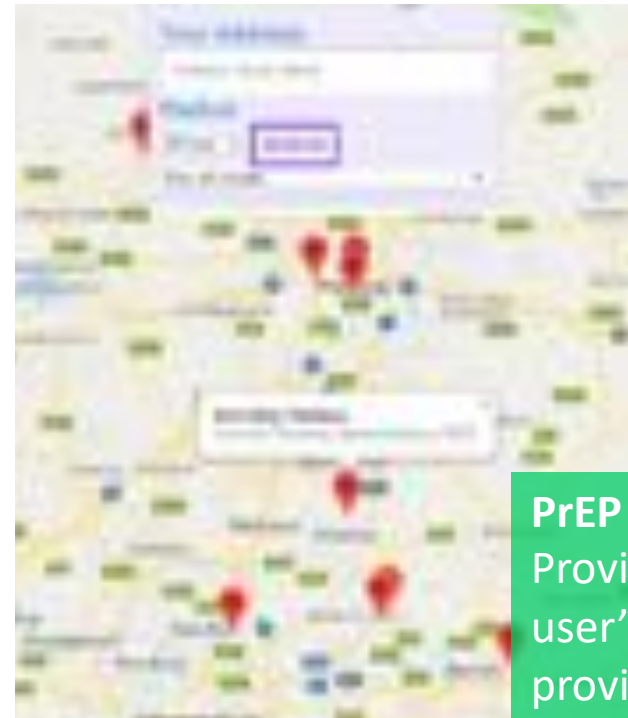
Using *Material Design* principles to develop a content management system that translates printed IEC materials to an online format reflecting popular social media portals



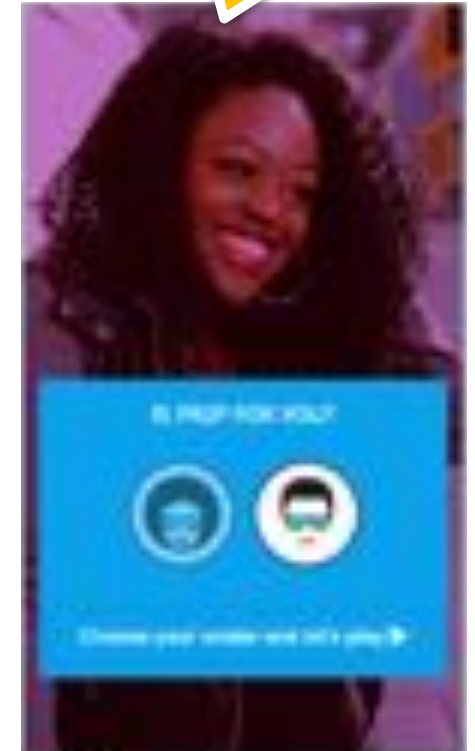
Card based technology - simple, neat digital cards with a 'touchable' look

User centric, user friendly and easy to share on social media 

Each "card" is coded as an individual webpage but all cards are visible in a holistic manner



PrEP clinic location finder - Provides the location of the user's nearest facility providing PrEP





Public Service Announcements... videos!



Focusing on a specific theme and aiming to change the narrative of current perceptions around PrEP

Positioning PrEP as more than just a pill — but a source of aspiration and empowerment

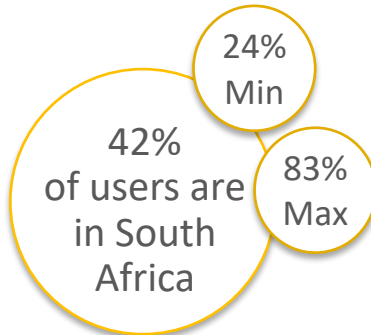
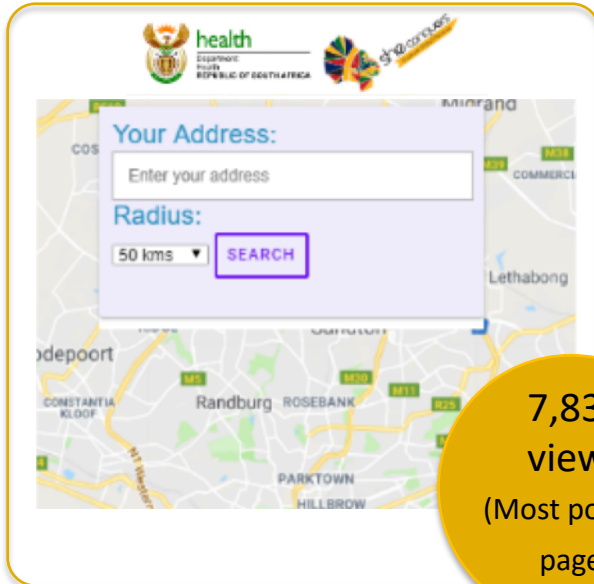
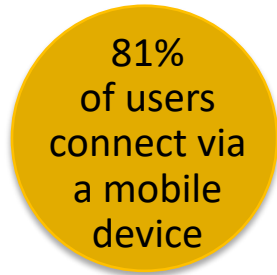
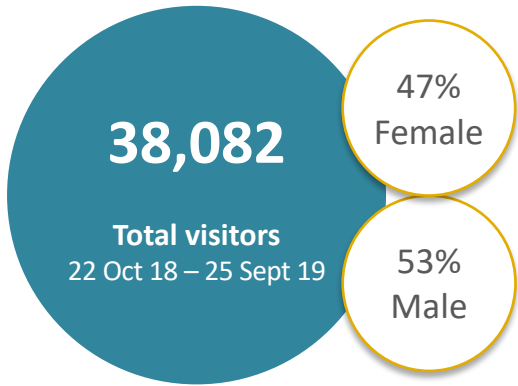
Encouraging PrEP as an acceptable HIV prevention method for young women

- The PrEP4Youth PSAs were produced with nationally recognized actresses from MTV Shuga: Down South
- The website content and PSA scripts were developed and adapted with input from a nationally representative youth group
- Each video tackled a question or topic specifically pointed out to OPTIONS by young people, as being problematic or difficult to deal with:
 - HIV testing
 - Addressing stigma
 - Supporting effective use (adherence)
 - Combination prevention
 - Dealing with side effects... urgh

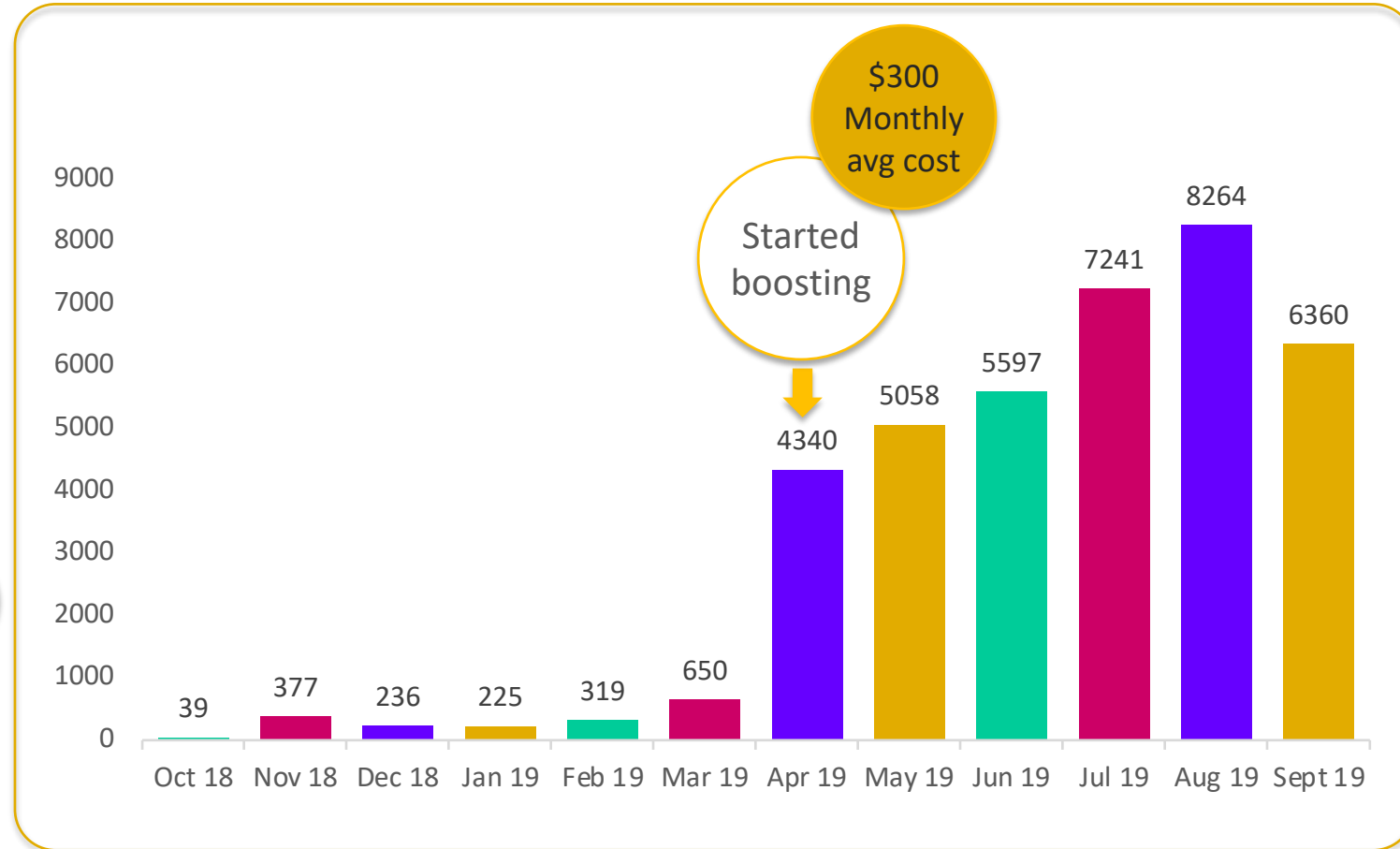


MyPrEP.co.za results

User journeys across the website:



Total unique users: number of all website visitors



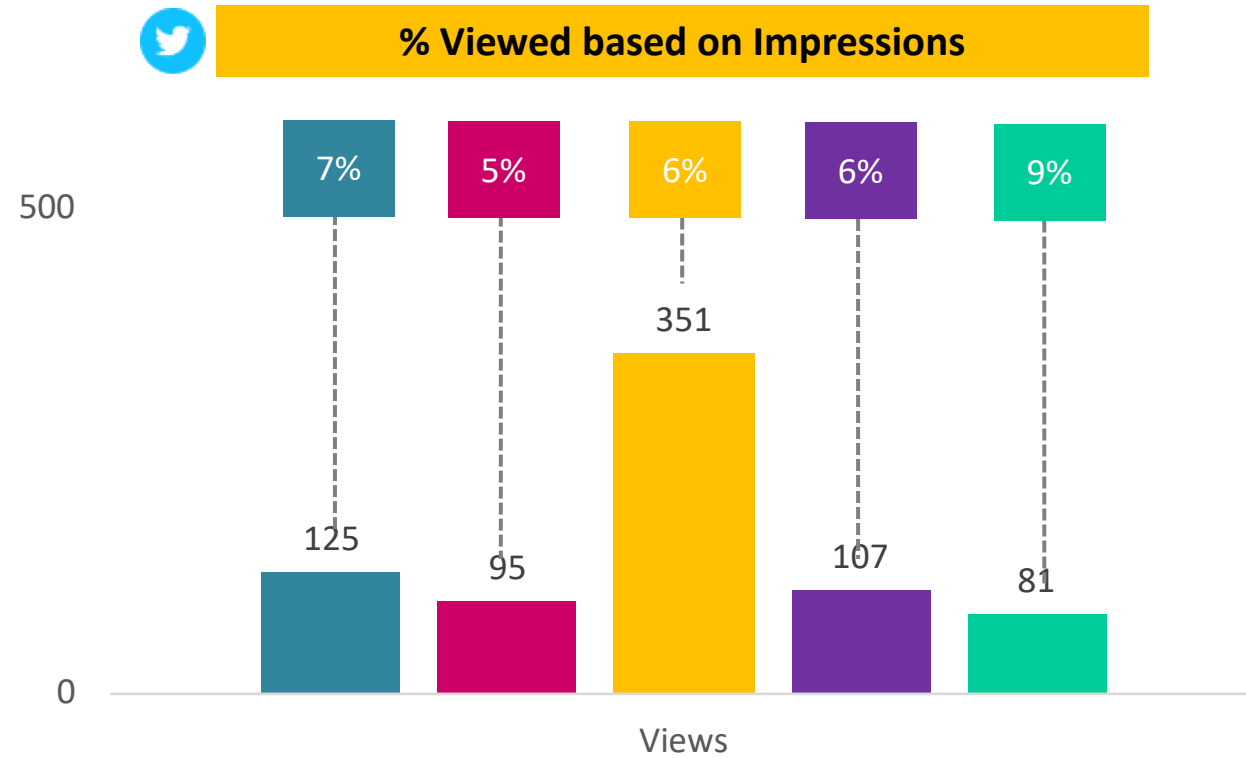
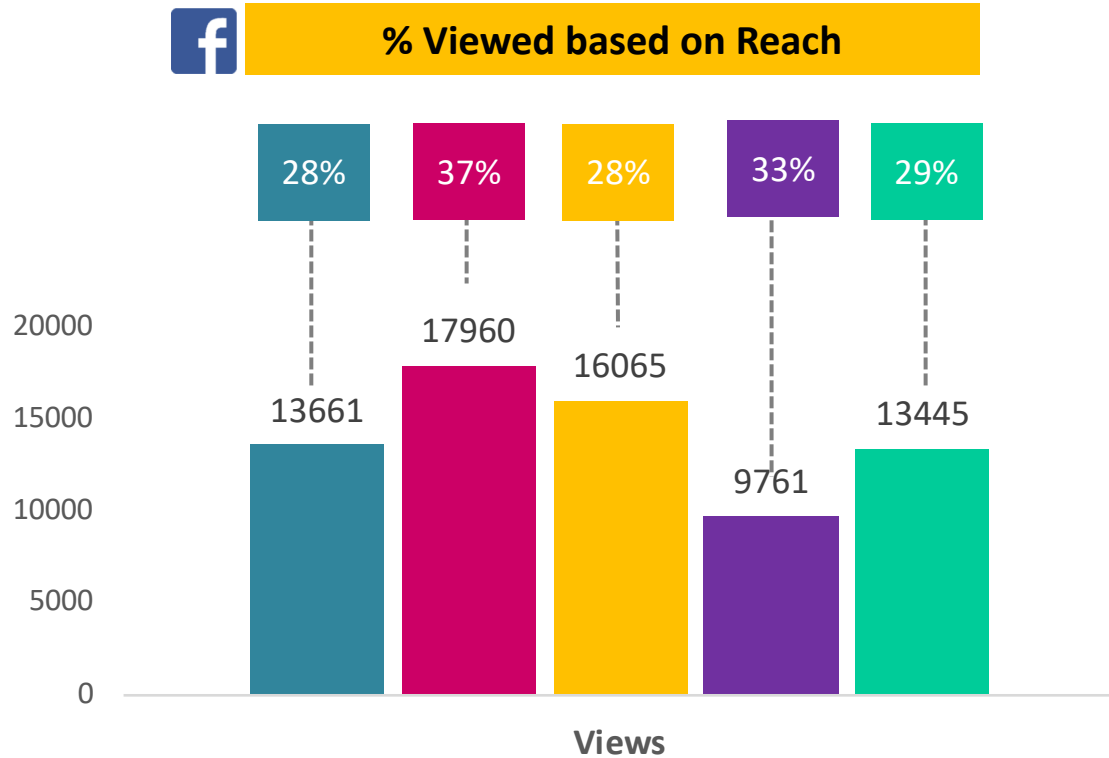
Period: 22 Oct 2018 – 25 Sept 2019

Data source: Google Analytics and Facebook Developer Analytics



What about the videos?

The videos were released through social media channels in a phased approach – each video was preceded by a shorter teaser video.



- HIV Testing
- Addressing Stigma
- Combination Prevention
- Supporting Adherence
- Managing Side Effects

No paid advertising or post boosting was implemented on Twitter – all views and reach were completely organic



University of the Witwatersrand
WITS RHI



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OPTIONS
OPTIMIZING PREVENTION TECHNOLOGY INTRODUCTION ON SCHEDULE



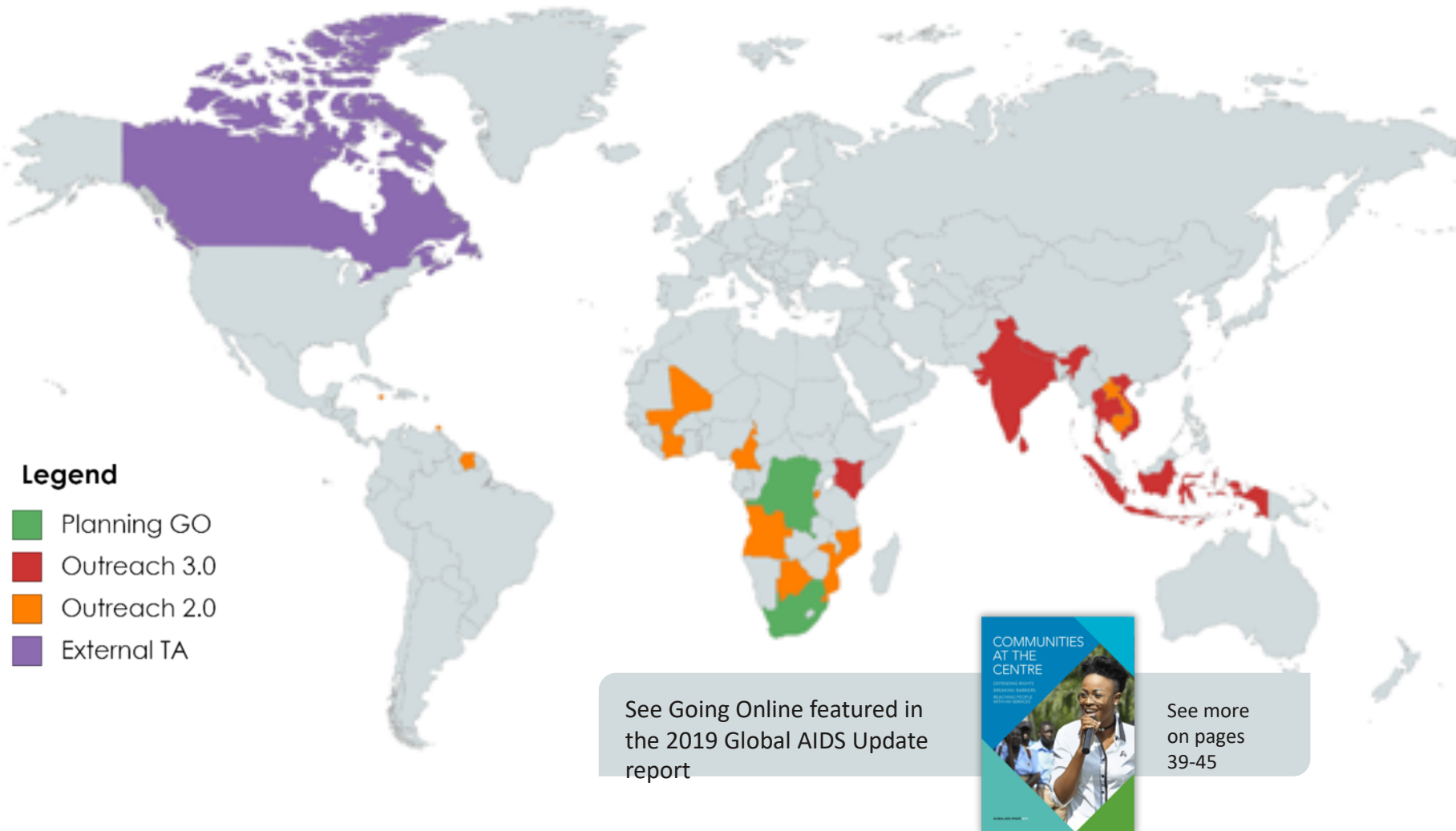
Online Channels & Approaches for PrEP

PrEP Virtual Learning Network webinar | 10 October 2019



Broad global implementation and impact

Figure presents data for HIV programs that receive technical assistance for Going Online



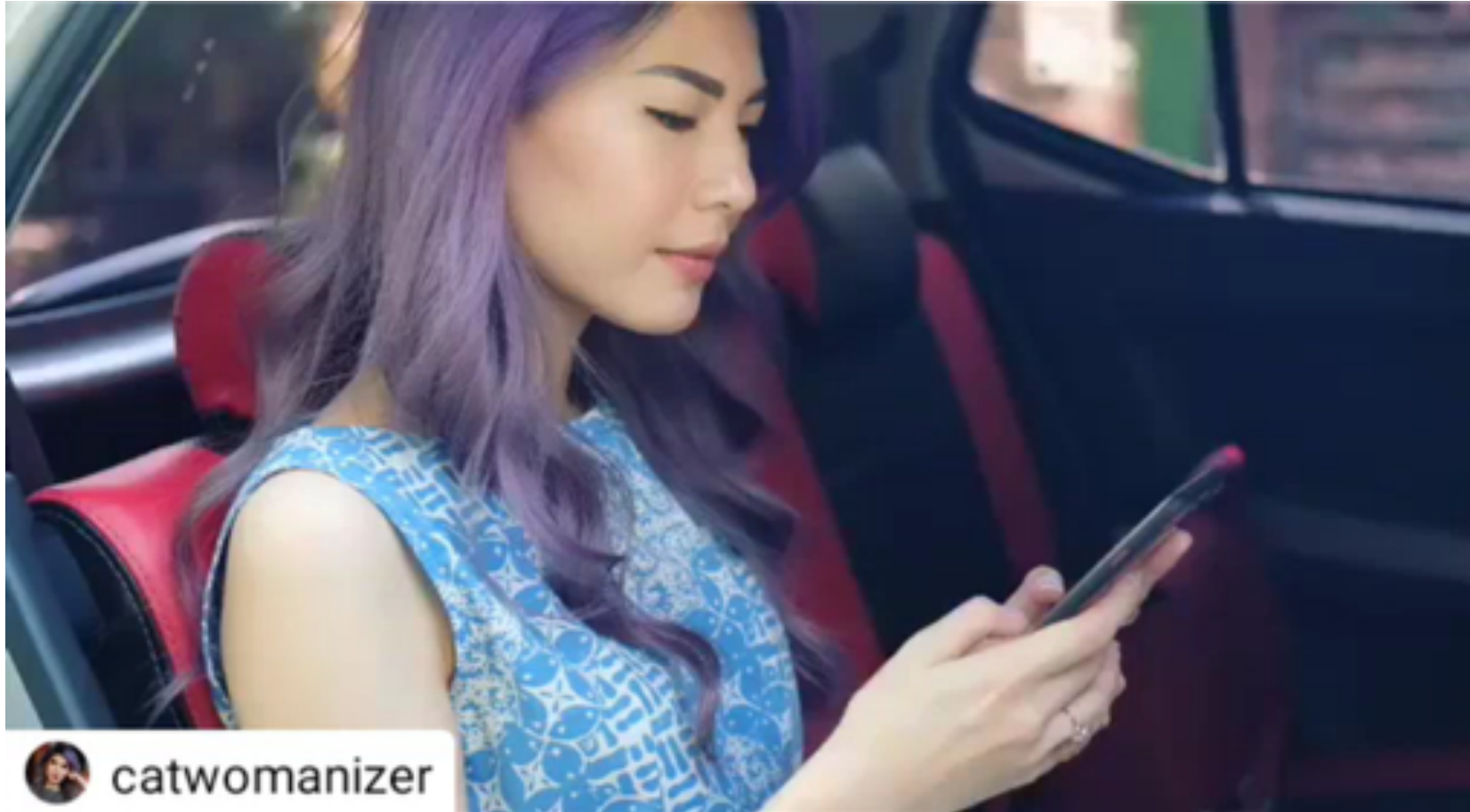
Key insights:

- Impact across 20+ countries
- 8 programs using online booking platforms and broader marketing approaches (outreach 3.0)
- 8 programs using a social network outreach strategy (outreach 2.0)
- Several other HIV programs received TA on going Online planning including DRC, South Africa, and the Province of Ontario, Canada

Online Reservation Apps “ORA”

ORA helps scale, modernize, and simplify online HIV service delivery

A client uses UpdateStatus.id client facing site to assess HIV risk and book services



Purpose:

- Facilitates referral and monitoring outcomes of online HIV outreach
- Allows clients to book all HIV-related services
- Promotes and facilitates client self-care
- Leverage Outreach 3.0 approaches easily
- Easily scalable by adding new clinics and outreach streams
- Allows rapid reporting and data analysis

Online reservation apps (ORA) are currently used in Thailand, India, Kenya, Nepal, and Sri Lanka. Other booking platforms used in Indonesia, and Trinidad & Tobago

Online Reservation Apps “ORA”

ORA helps scale, modernize, and simplify online HIV service delivery

Clinic login to view upcoming appointments and mark clients “arrived” and report results

The screenshot shows the ORA interface for Langata Hospital. The main content area displays a calendar view of upcoming reservations. The current view is for Friday, 31 May. The table below shows the reservation details for two time slots: 12:20 and 14:00. The table columns include Reservation, Name, Token / Code, Phone, Risk, Res option, Actions, Link, QR, Your Code, and Comments. The Actions column contains buttons for 'not art', 'no hb', 'not at all', 'no course', 'no prep', 'no art', 'no at Rx', and 'no chp'. The interface also includes a sidebar with navigation options like 'Reservations', 'Export data', 'Clinics', and 'Admin', and a top navigation bar with the 'step+' logo and user information.

Reservation	Name	Token / Code	Phone	Risk	Res option	Actions	Link	QR	Your Code	Comments
Thursday, 30 May No appointments on this date										
Friday, 31 May										
12:20	[Name]	[Token / Code]	[Phone]	3	HIV Testing, STI Screening, Counseling, General health checkup	[not art] [no hb] [not at all] [no course] [no prep] [no art] [no at Rx] [no chp]	[Link]	[QR]	[Your Code]	[Comments]
14:00	[Name]	[Token / Code]	[Phone]	1	HIV Testing, STI Screening	[not art] [no hb] [not at all] [no course] [no prep] [no art] [no at Rx] [no chp]	[Link]	[QR]	[Your Code]	[Comments]
Saturday, 01 June No appointments on this date										
Sunday, 02 June No appointments on this date										
Monday, 03 June No appointments on this date										
Tuesday, 04 June No appointments on this date										

Purpose:

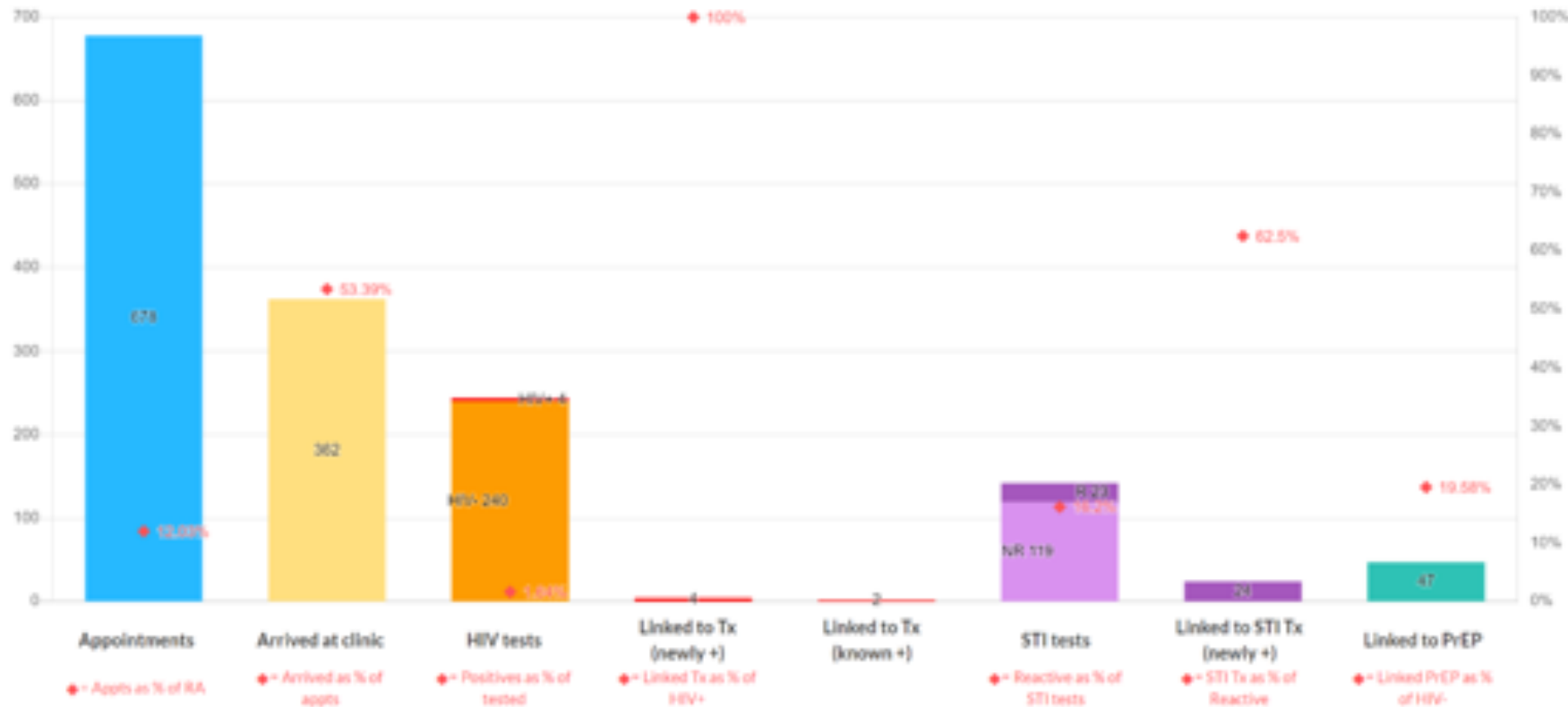
- Facilitates referral and monitoring outcomes of online HIV outreach
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Online reservation apps (ORA) are currently used in Thailand, India, Kenya, Nepal, and Sri Lanka. Other booking platforms used in Indonesia, and Trinidad & Tobago

Online Reservation Apps “ORA”

ORA helps scale, modernize, and simplify online HIV service delivery

Total number of risk assessments: 5638



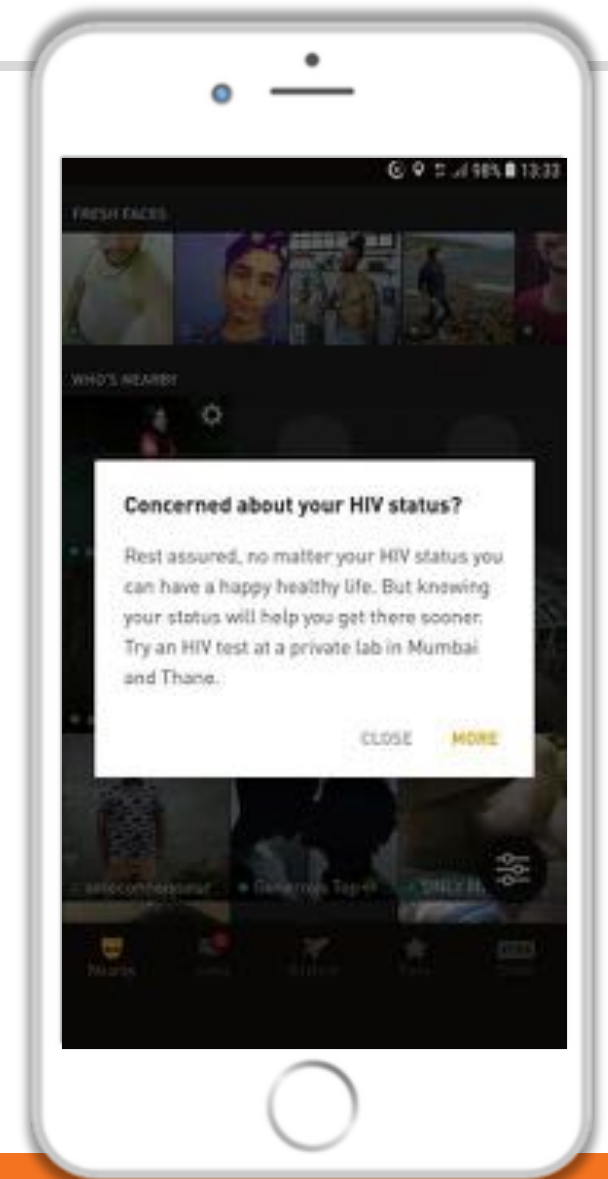
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Example 1: Grindr broadcast messages in India



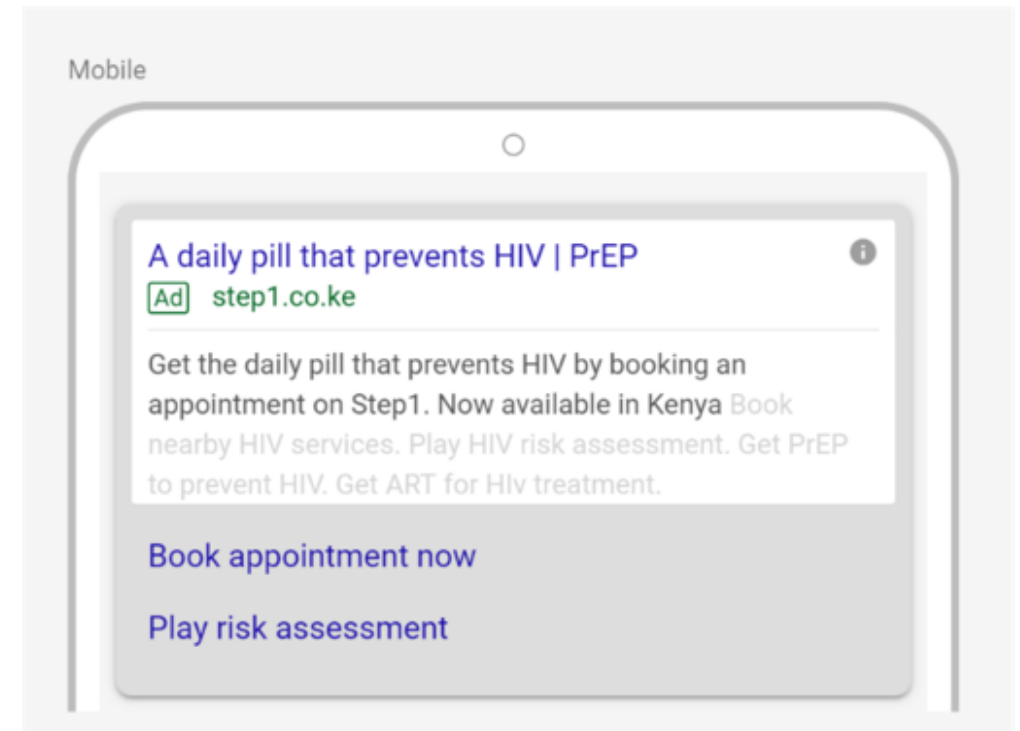
- Free Grindr broadcast messages for LGBT orgs
- Yes4Me.net online reservation app for private lab HIV/STI testing needed to advertise services
- A broadcast message contributed to 5,500 risk assessments; 435 appointment bookings; and 67 HIV & syphilis tests (May 2018 – Sep 2019)
- Collaborated with private PrEP providers to advertise PrEP after HIV testing via Yes4Me



Example 2: Google Search Ads in Kenya



- Google Ad Grants offers free advertising for non-profits
- Step1.co.ke for booking all HIV services including PrEP
- Scheduled 5 Google search ads
- The ad for PrEP which is currently the highest performing – 5 clicks per day
- Still learning a lot about how to optimize Google search ads



Example 3: Social media influencers in Thailand



- Trans influencers hosted Facebook Live videos to promote Tangerine services
- Also initiated 'PrEP in the City' campaign with offline and online marketing approaches
- Clinic registration form recorded clients reached by FB live
- Tested 1703 (35% first time testers); 5.8% HIV case finding; and linked 166 HIV negative to PrEP





Thank you

Find all Going Online resources at:

fhi360.org/goingonline

Acknowledgments



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PEPFAR
U.S. President's Emergency Plan for AIDS Relief

 **LINKAGES**

*Across the Continuum of HIV
Services for Key Populations*

fhi360
THE SCIENCE OF IMPROVING LIVES

 **pact** building
local
promise.


IntraHealth
INTERNATIONAL
Because Health Workers Save Lives.



UNC
GILLINGS SCHOOL OF
GLOBAL PUBLIC HEALTH

The online reservation app (ORA) was originally developed by LINKAGES Thailand and has been adapted to new contexts with technical support from **Eric Stephan**, FHI 360 Technical Advisor for ICT (Estephan@fhi360.org)

Influencers and outreach workers: Impact on HIV cascades in Kenya

Njambi Njuguna

Senior Technical Advisor (clinical services)

Meeting Targets and Maintaining Epidemic Control (EpiC)

FHI 360

10th October 2019

Influencers

It's good to keep the campaign broad so a broad range of stakeholders feel comfortable to support the campaign (and therefore reach broader populations). Its an on-going process of brand management.

Denis Nzioka

9410  8200 





FemiOne

197K  12.5K  58K 

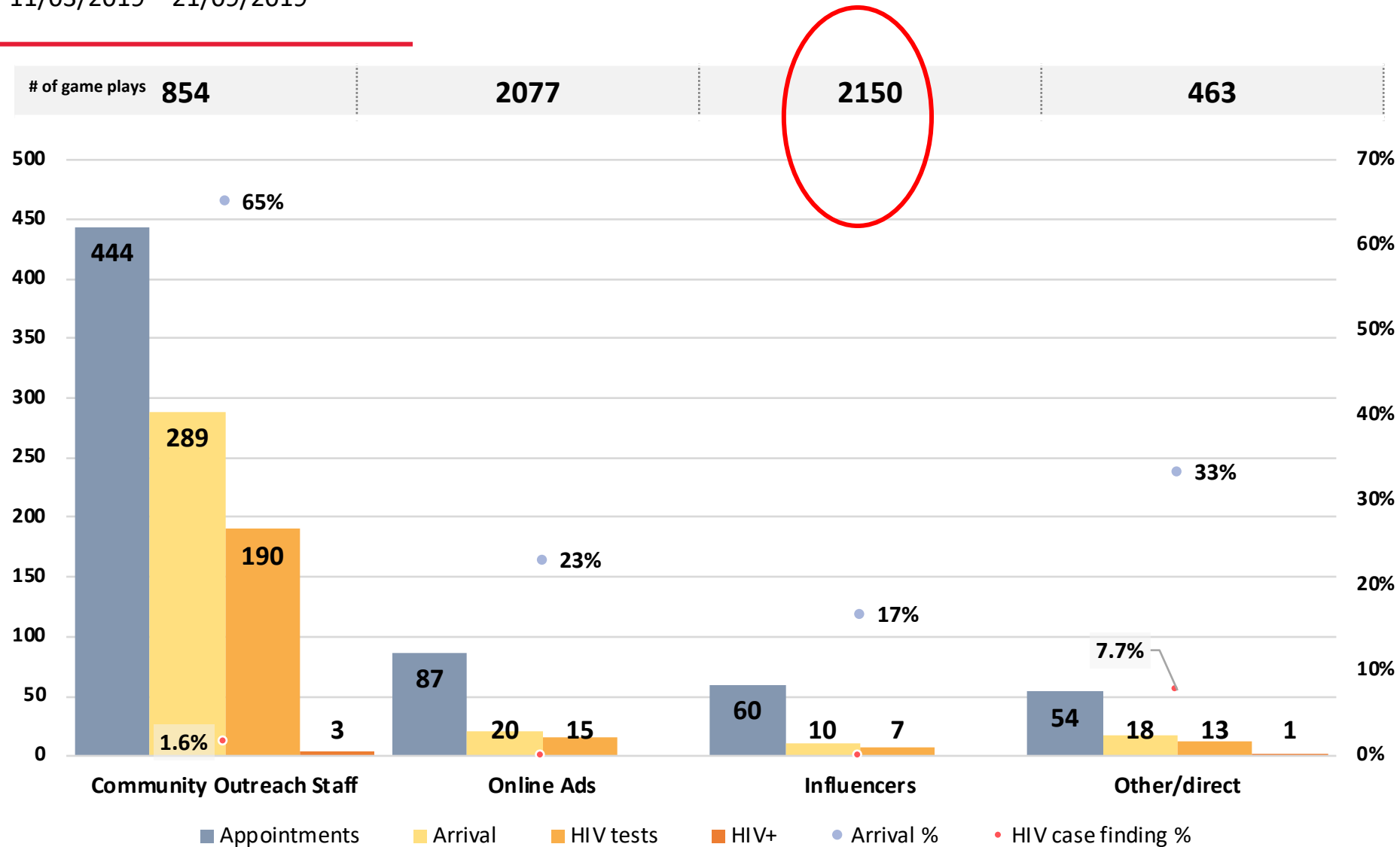


Seth Gor

106K  24K 

Comparison | HIV testing cascades by online approach

11/03/2019 – 21/09/2019



- Social Network Outreach Has the Highest conversions from bookings to uptake of services
- Direct landings on Step1 result from brand awareness achieved by other outreach efforts

Details of clients arriving at clinics

11/03/2019- 21/09/2019

Chart 1: Typology of clients arriving at clinics

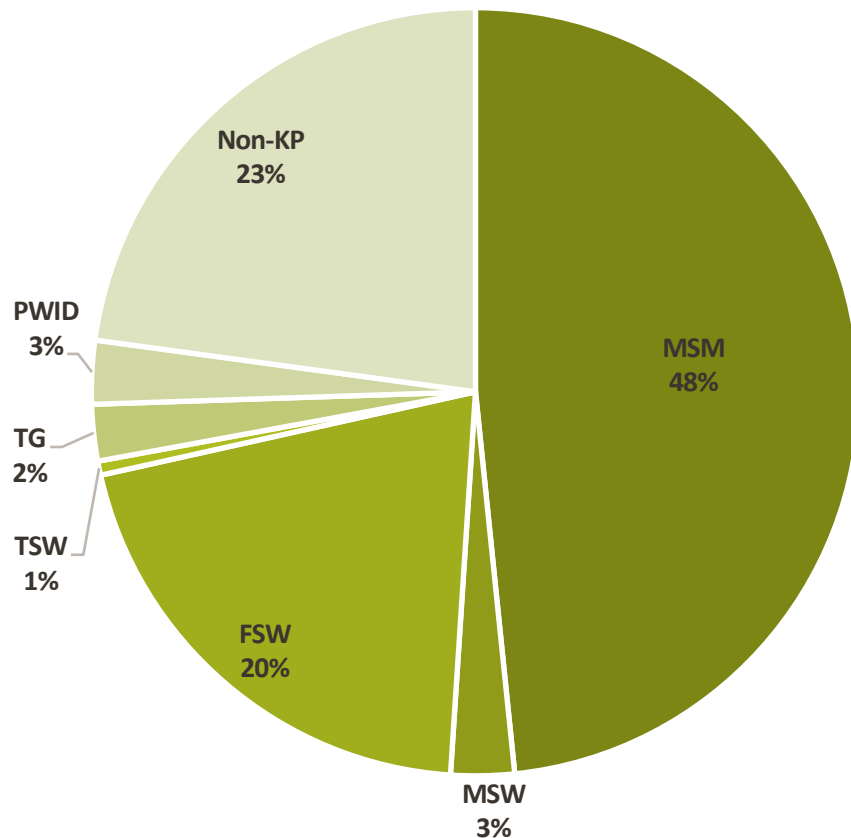
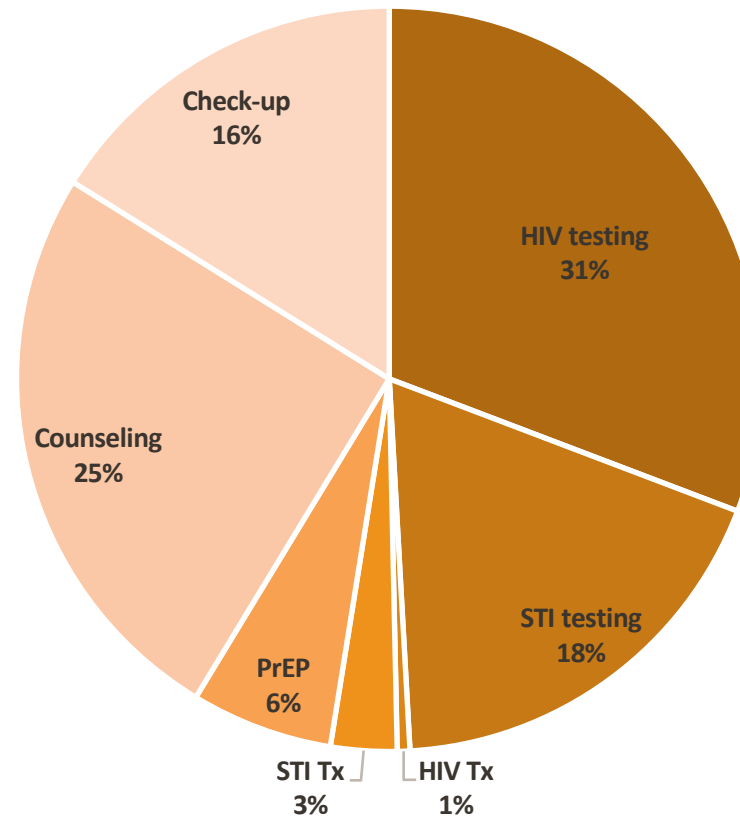


Chart 2: Services provided to clients



- Highest number of clients receiving services are MSM
- Majority (95%) of clients arriving at community DICs
- Main service accessed is HTS, with 6% of those testing negative being put on PrEP

Next steps

- Micro-influencers – influencers very successful in breaking into new networks of higher risk individuals. However, conversion rates low. More success with social network testing thus micro-influencers may demonstrate better conversion
- Need to strengthen online outreach – social network testing had highest conversion rates. Considering full time outreach workers for online outreach
- Develop data cascades integrating online work and offline activities e.g. PrEP cascade



Q&A



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OPTIONS HIV PREVENTION AMBASSADOR TRAINING Reflections from South Africa

*Diantha Pillay (OPTIONS SA Programme Manager)
10 October 2019*





Community Involvement



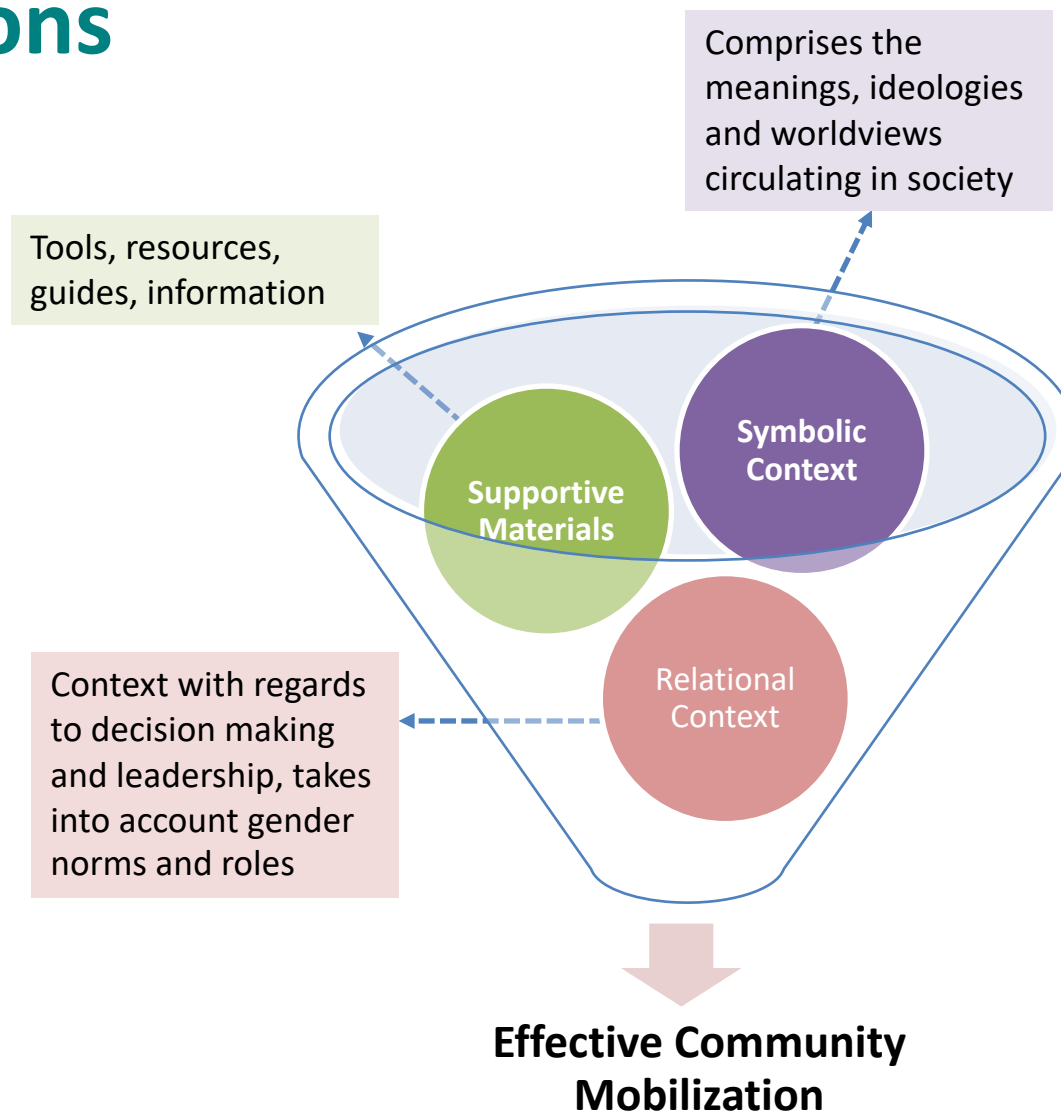
Community involvement is seen as a **vital precursor for creating “health-enabling” social environments** and social contexts that enable and support people in optimising their opportunities for health and well-being¹

- It is said to play a vital role in :
 - reducing HIV transmission²
 - stigma reduction³
 - facilitating timely and appropriate access of health and welfare services⁴
 - supporting optimal treatment adherence⁵



Community Mobilizations

- Community mobilisation is regarded as a **core dimension of effective HIV/AIDS prevention, care and treatment programmes**:
 - ✓ it increases the “reach” and sustainability of programmes
 - ✓ most importantly it facilitates those social psychological processes that are vital
- However, community mobilization is unlikely to succeed in the absence of **supportive material, symbolic and relational contexts**.





Background

In discussion with OPTIONS partners, it became clear that:

- Existing tools and programs to educate & engage AGYW on HIV prevention had inadequate information about oral PrEP
- AGYW need skills building to apply what they learn
- Successful AGYW champion/peer navigator/ ambassador programs already exist, and that a supplemental tool was needed
- It would be insufficient to provide oral PrEP information outside of a broader sexual and reproductive health and rights framework

VISION

A supplemental package for existing AGYW programming in support of AGYW as **AGENTS OF CHANGE** with regards to oral PrEP rollout and implementation in their communities

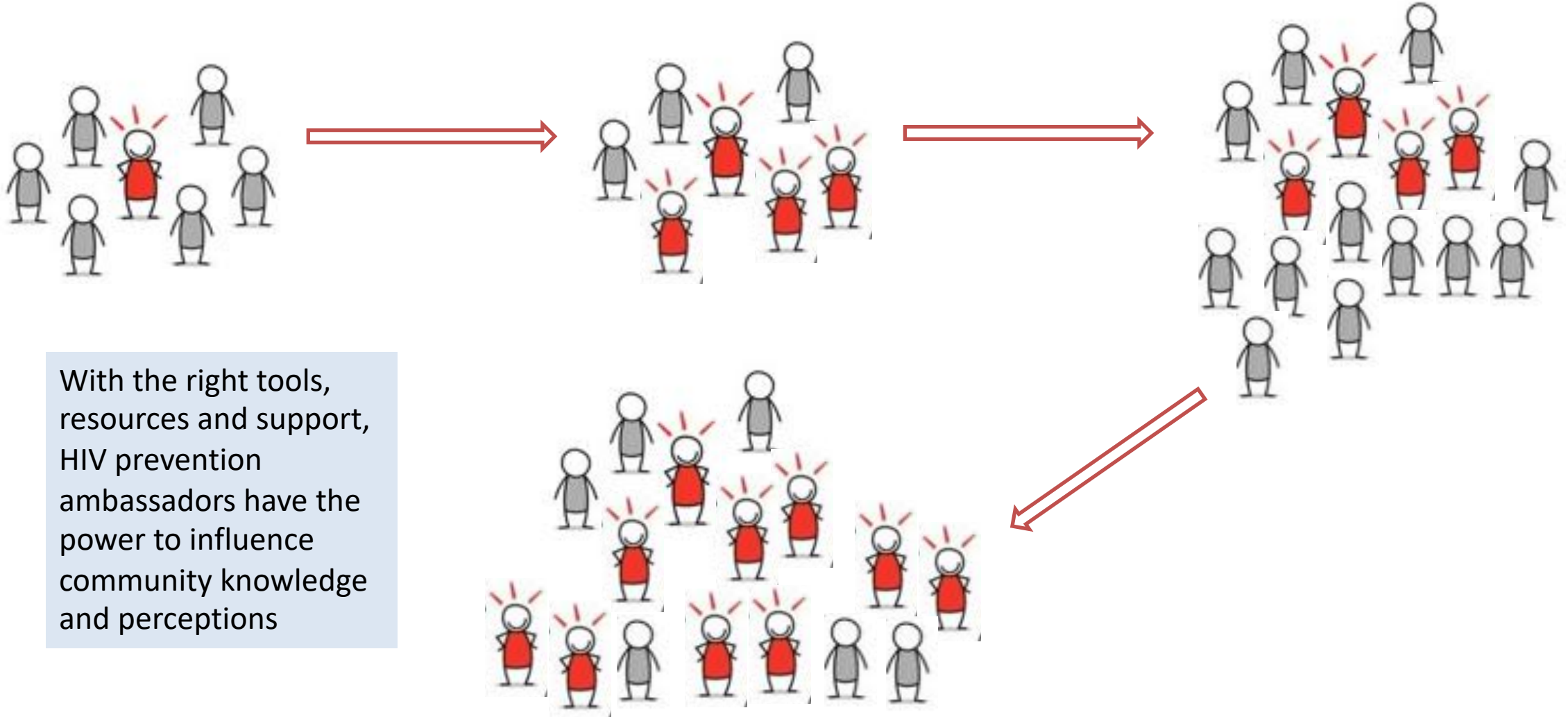
OPTIONS

HIV Prevention Ambassador Training Package





The POWER of training young people to be ambassadors for HIV Prevention...



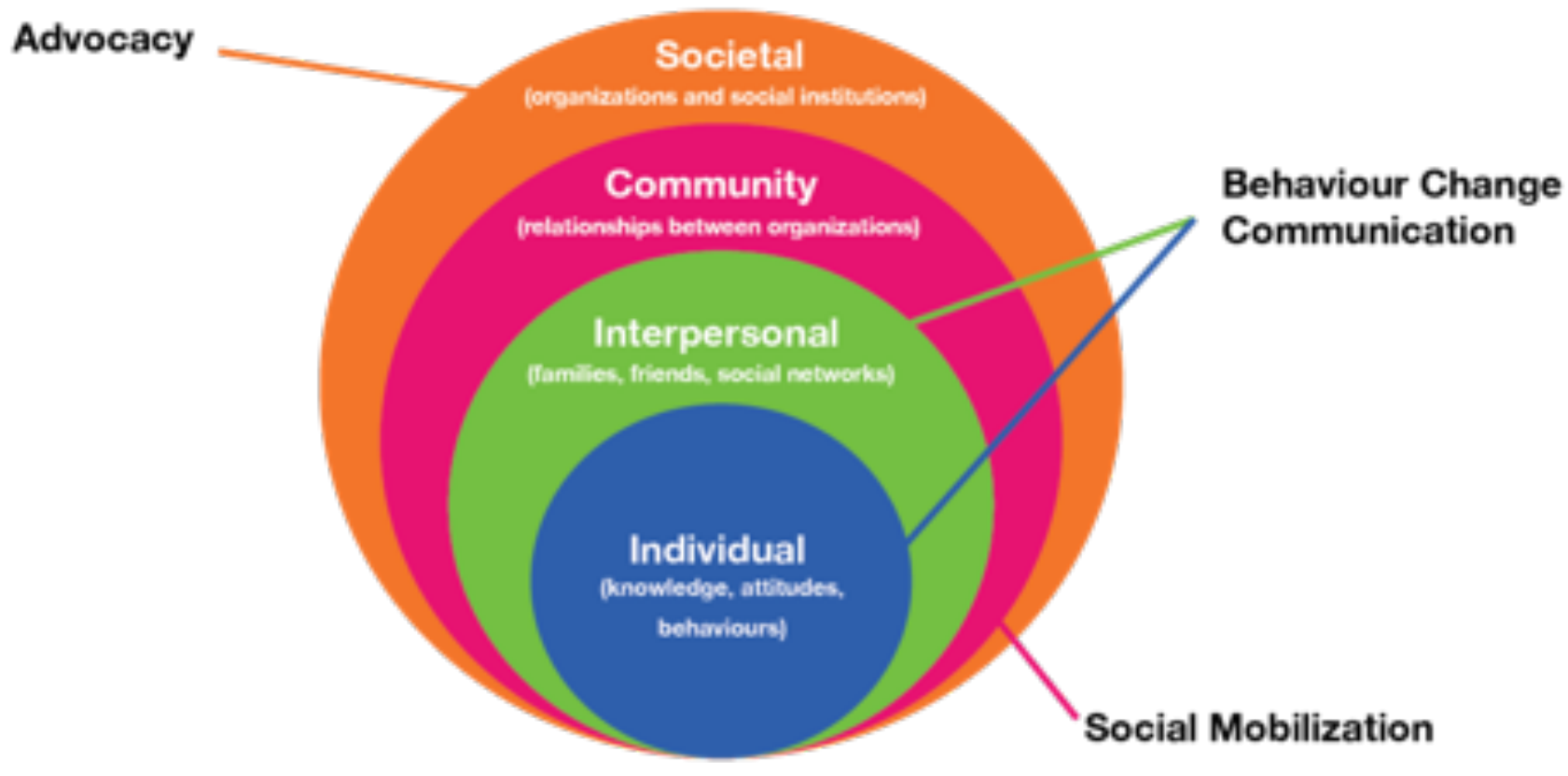
With the right tools, resources and support, HIV prevention ambassadors have the power to influence community knowledge and perceptions



How can young HIV prevention ambassadors be AGENTS for CHANGE

Young HIV prevention ambassadors have the potential to activate each layer of the Socio-ecological Model (SEM) in the form of:

- Behaviour Change Communication
- Social Mobilization, and
- Advocacy





Using this training manual

This manual is divided into three parts:

PART 1 Facilitator Preparation	Information for facilitators to read before implementing the training. It includes suggestions for identifying HIV Prevention Ambassadors, facilitation tips and guidance about preparing information and materials for the training.
PART 2 Training Manual	A comprehensive manual for facilitators to train AGYW to become HIV Prevention Ambassadors. The manual includes information about each topic, detailed session plans and training materials.
PART 3 Ambassador Toolkit	A separate book for participants that includes the materials they will use during the training, as well as tools they can use in their roles as Ambassadors.





Training Manual Outline

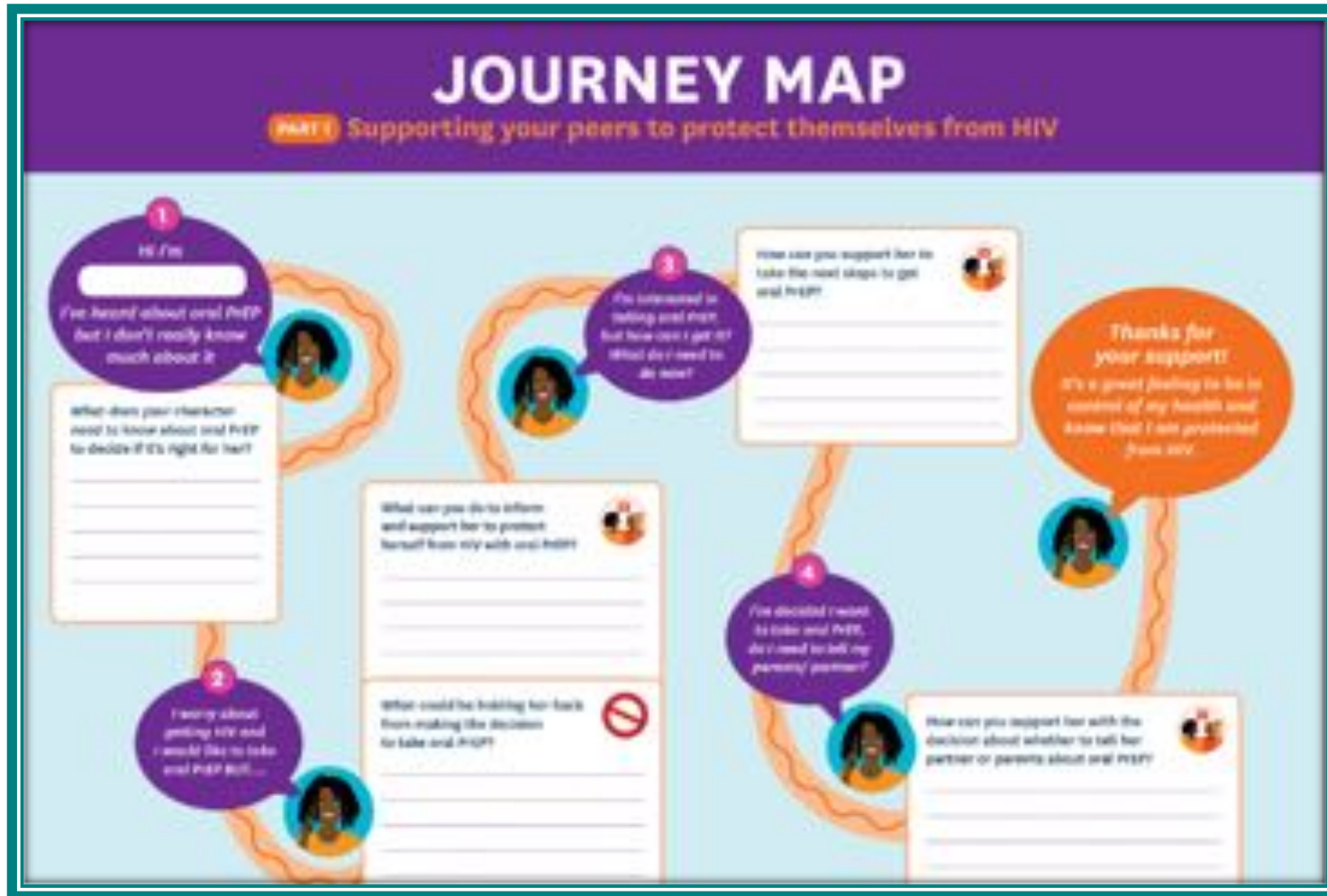
Session Category	Session Titles
Introduction	Introduction
Foundational Knowledge	Human Rights
	HIV & AIDS: The Basics
	Biological Vulnerability to HIV
	Gender Inequality & Violence
	Responding to Disclosures of Violence
Oral PrEP Information	Combination Prevention & Oral PrEP
	Finding Out About Oral PrEP
	Deciding to Use Oral PrEP
	Getting Oral PrEP
	Taking & Staying on Oral PrEP
	Telling Others About Oral PrEP
	Awareness Raising
	Advocacy
	Action Planning
Ambassador Skills	Peer Support
	Boundary Setting & Self Care
Closing	Ambassador Graduation

Peer support

Community Action



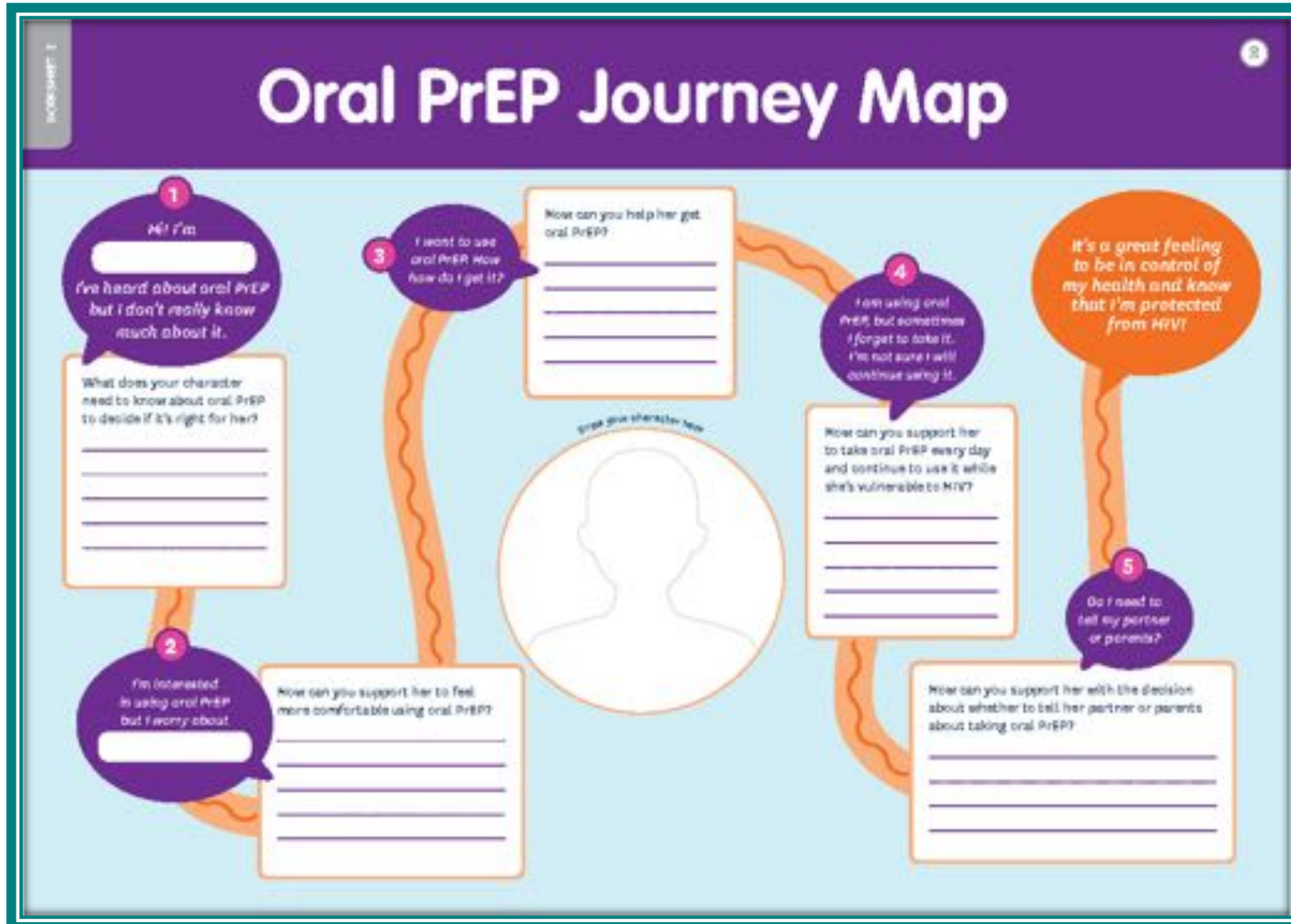
Ambassador Toolkit



- **Interactive handouts:**
 - Myths & Facts About HIV
 - HIV Transmission & Prevention
- **Conversation guides:**
 - “Is oral PrEP right for me?”
 - Supporting peers to decide about oral PrEP disclosure
 - Helping parents & partners support AGYW to use oral PrEP
- **Worksheets:**
 - AGYW journey map
 - Circle of Influence activity
 - Weekly reflection prompts
- **... And more!**



Ambassador Toolkit



- **Tools:**
 - Oral PrEP, PEP and ART
 - Oral PrEP Answering Your Questions
 - 10 Tips for Using Oral PrEP
 - Supporting peers to decide about oral PrEP disclosure
- **Worksheets:**
 - Oral PrEP Journey Map
 - My Circles of Influence
 - My Personal Action Plan
- **... And more!**



How can the package be used



Since the package is divided into 4 distinct sections – each with a number of modules, **KEY PORTIONS** can be used or the **FULL PACKAGE** can be used



This will be dependent on the **AUDIENCE** knowledge, experience and key areas of focus. This is also dependent on the amount **TIME** you have to deliver the training



You can adapt the activities in the toolkit to what is suitable for your audience and also add other forms of activities, e.g: Bridges of Hope Methodology (participatory training)



Demonstrating Gender Based Violence

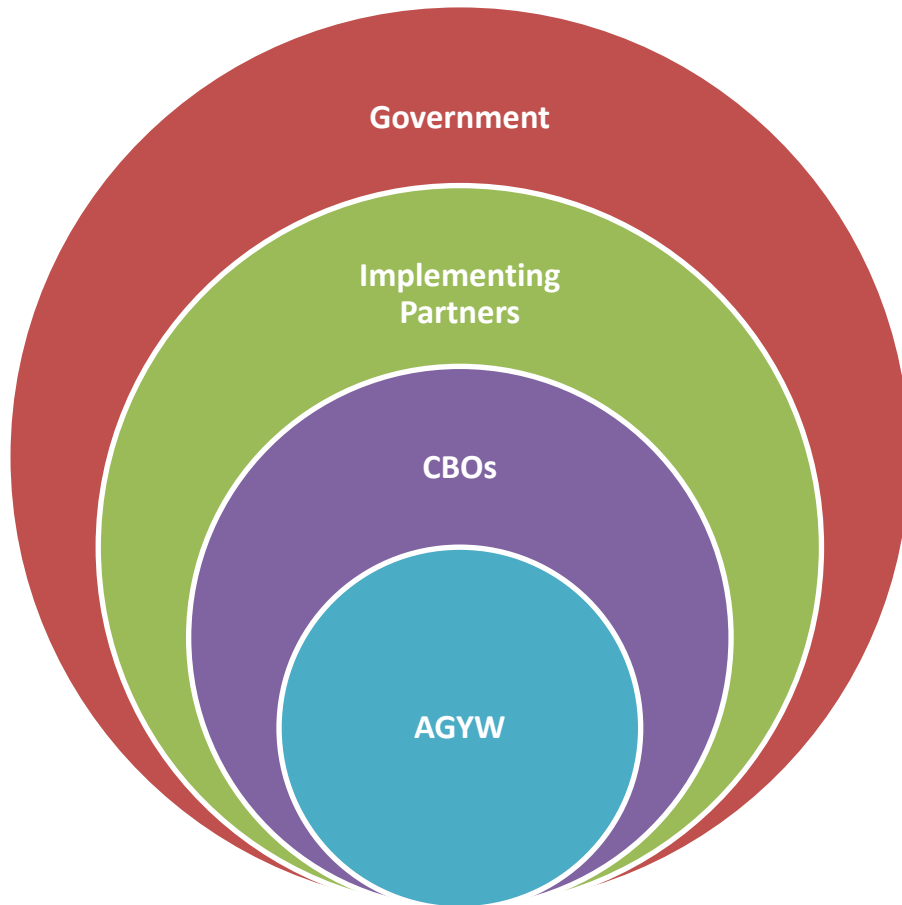
Economic Violence





Where has the package been delivered

A mix of direct training and collaborative sharing of the package with AGYW, CBO's, implementing partners



Trainings Provided

Wits RHI – South Africa (Conducted)

- Trained CBOs training AGYW
- Trained Implementing Partners (counsellors)

PZAT & FHI 360 – Zimbabwe (Conducted)

- Integrated into SHAZ! Hub Life Skills training
- Mazowe District – trained DREAMS and NON-DREAMS champions

LVCT Health – Kenya (Planned)

- Train mentors/peer champions in DREAMS
- Build skills of AGYW advisory boards
- Share with CBOs training AGYW
- Share with County Health Depts



Accessing these resources

- Training Manual ([link](#))
- Toolkit ([link](#)) – available soon in Kiswahili and Shona
 - *If you have resources to translate the toolkit, we can layout the translated text*
- If you're interested in using the training package, we would be happy to schedule a one-on-one call to discuss
- Contact us at AmbassadorTraining@optionsconsortium.org



Let's hear from our
ambassadors...





Thank you

Diantha Pillay
OPTIONS HIV PREVENTION
AMBASSADOR TRAINING
Reflections from South Africa
dpillay@wrhi.ac.za

OPTIONS Consortium Partners



OPENING

OVERVIEW OF A DEMAND CREATION CHANNELS

EXAMPLES OF EFFECTIVE CHANNELS

INTRODUCTION OF THE OPTIONS AMBASSADOR TRAINING PACKAGE

HIGHLIGHTING THE SUCCESS OF PEER NAVIGATORS

REFLECTIONS AND Q&A

Peer Education:

An effective channel for
PrEP communication among
MSM and FSWs

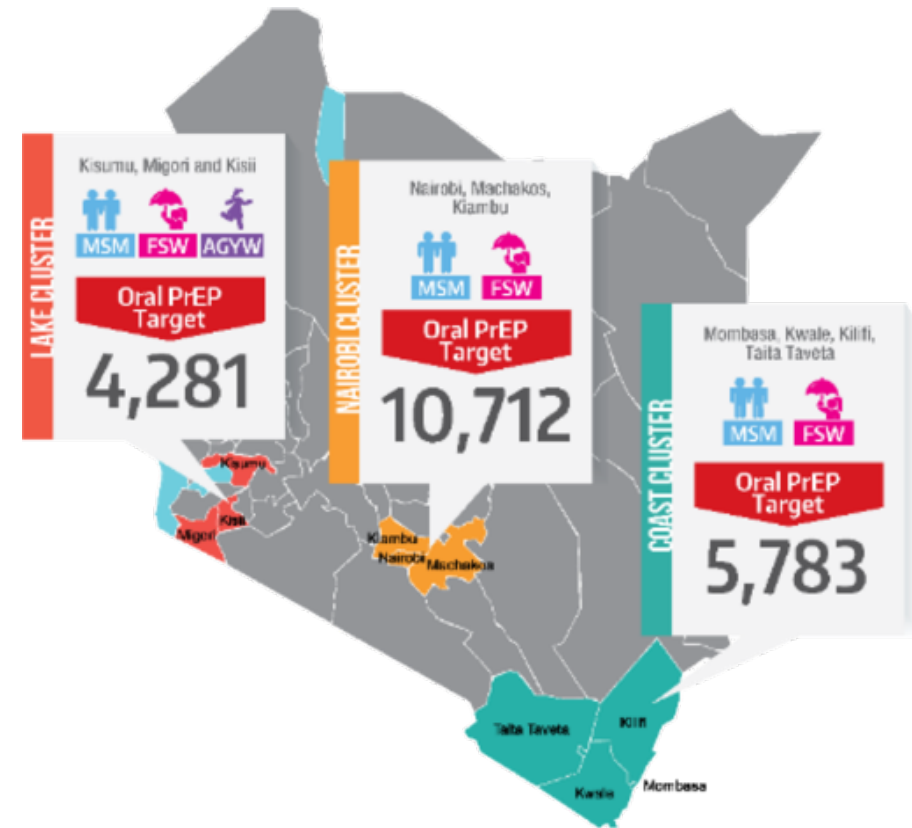


Jilinde Project

Project Goal

- To demonstrate and document an effective model for scaling up oral pre-exposure prophylaxis (PrEP) as an HIV-prevention intervention in low-resource settings

Geographical sites and Target populations



How did Jilinde engage peer educators ?



- Jilinde sub-contracted existing local organizations serving MSM and FSWs
- 1007 peer educators (PEs) were engaged within the organizations
- PEs already had basic training on HIV combination prevention
- PE is responsible for a cohort of 40-70 clients to follow quarterly
- The PEs collect a monthly stipend, per national guidelines
- PEs with exceptional performance recognized in different ways

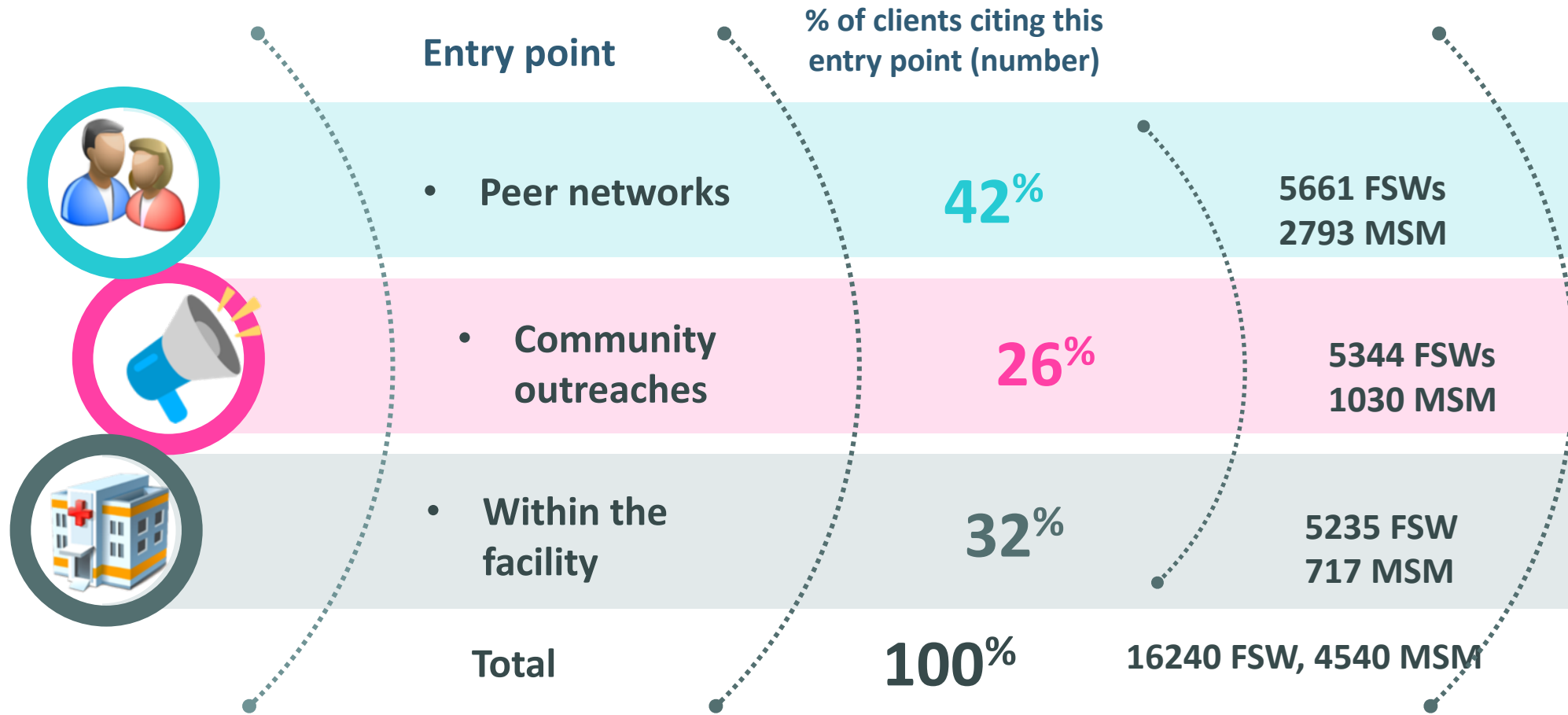
Jilinde's unique approach to integrating PrEP into existing peer education



Voices of Peer educators (Video)

- https://jhpiego-my.sharepoint.com/:f:/g/personal/gnjenga_jhpiego_org/Emycs5cXjPRAu4LDvD72yBcBWVVVsQW4v5VxKMdPOHGpAg?e=SJ2zmG

MSM and FSWs PrEP Uptake highest among clients referred by Peer educators



Key Reflections

- Sustainability of key population peer educators program
- National level referral mechanism due to migratory nature of MSM and FSWs
- Security – Sex work and MSM practice is illegal in Kenya

Conclusion

- Engaging PEs throughout the PrEP communication content development process ensures strategies that best suit both MSM and FSWs (Nothing for us without us)
- PEs are an effective communication channel for PrEP demand creation as they leverage existing friendship networks;
 - Peers serve as trusted liaisons between population at substantial risk and service delivery points
 - Peers communicate with clients at risk as equals and, at the same time, as more knowledgeable in HIV prevention including PrEP
 - Peers become role-models

Q & A



Q&A



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Upcoming sessions: Register today!

OCT
10

OCT
24

NOV
21

Upcoming Sessions

Up next:

PrEP Integration with FP and STI services

- Implementing partners and technical experts will discuss the primary challenges involved with PrEP integration.
- Presenters will provide examples of effective strategies learned from ongoing PrEP integration efforts into family planning and STI settings.

Coming soon:

Target setting and costing PrEP implementation

- **January 23rd**: Provider training
- **February 27th**: Continuation and Effective Use Interventions
- **March 26th**: PrEP for Pregnant and Breastfeeding Women
- **April 23rd**: Topics to be determined
- **May 28th**: Topics to be determined

Visit <https://www.prepwatch.org/virtual-learning-network> to register!



Regional PrEP workshop: Register today!

Visit <https://scaling-up-prep.eventbrite.com> to register!

Scaling Up PrEP: 2019 PrEP Learning Network Regional Workshop

- Hosted by: OPTIONS, EpiC, and RISE
- November 11–13, 2019
- Blantyre, Malawi (Venue TBD)
- Meeting registration is free; participants are responsible for all of their own travel costs and travel arrangements

Day 1 (November 11) [OPTIONAL]

PrEP introductory sessions for participants in earlier stages of PrEP introduction

Day 2 (November 12)

Full convening launch and interactive discussion on common challenges for PrEP scale-up including: building community awareness of PrEP, supporting effective use and continuation on PrEP, strategic information and PrEP M&E, and integrating PrEP with other health services

Day 3 (November 13)

Full convening and interactive discussion on provider engagement and GBV; **Breakout sessions** on PrEP populations including AGYW, men who have sex with men (MSM), female sex workers (FSWs), pregnant/breastfeeding women and other key populations (KPs)



Go to PrEPWatch for additional resources

- Webinars will be **recorded** and loaded onto PrEPWatch for you to access at a later date
- **Additional resources** that are complementary will also be included on PrEPWatch—including related research articles, tools and more to dive deeper into specific topics
- Registration for **upcoming webinars** can also be found on PrEPWatch

Virtual Learning Network

The PrEP Learning Network, hosted by OPTIONS, EpiC and RISE, provides national and sub-national ministries, implementing partners, community-based organizations (CBOs), and others working with PrEP around the world with the tools and resources, best practices, and opportunities to learn from others to help to advance PrEP scale-up.

Its monthly webinar series features presentations from experts in specific content areas, lessons learned and insights shared from implementing partners and government ministries, and new tools or research on specific topics related to PrEP scale-up, ranging from demand creation to continuation.

The following pages include links to register for upcoming PrEP Learning Network webinars, watch previously recorded webinars and access complementary resources, research and tools on webinar topics.

Webinars

• PrEP Learning Network Launch Session

Thursday, August 22

During this first webinar session, implementing partners from three countries (Lesotho, Zimbabwe, and South Africa) will share their experiences with PrEP scale-up including current status of scale-up, successes, challenges encountered, and key insights learned.

[Recording](#) / [Slides](#) / [OPTIONS Tools and Resources](#) / [Resource Sheet](#)



Poll:

What did you think of
today's session?





Thank you!



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OPTIONS
OPTIMIZING PREVENTION TECHNOLOGY INTRODUCTION ON SCHEDULE