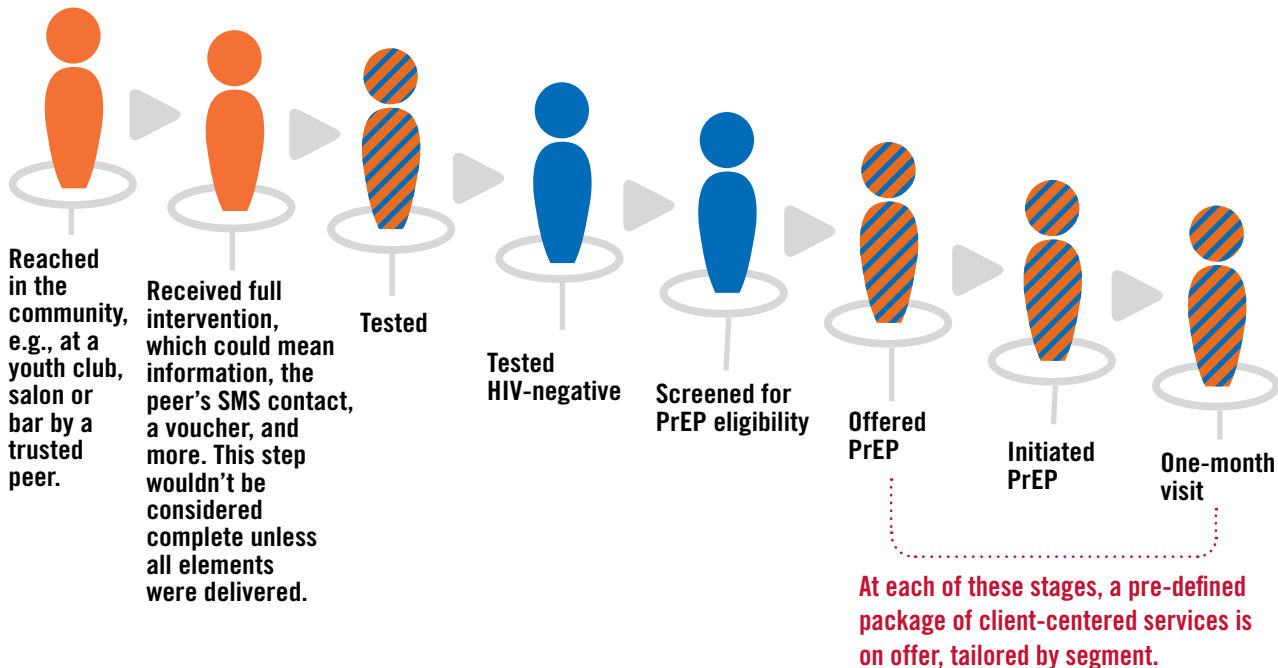


Towards a Demand Creation Cascade

Many countries report low initiation and continuation of PrEP. This doesn't mean people don't want the product. They might not want the program that's offering it; or they might not be being reached. A "demand-creation cascade" such as the one proposed here for PrEP is one way to evaluate the program *and* the product. It would measure how many people received the full suite of demand-side activities the program hopes to deliver at a given stage. The precise set of steps would depend on the service-delivery design and strategy in question.



● Demand-creation cascade ● PrEP cascade ● Demand-creation and PrEP cascade

There are many groups working on different types of prevention cascades today—broadly and for specific interventions like PrEP. This cascade, developed by AVAC, builds off of that work.