Monitoring Primary Prevention: What to look at and why it matters – for oral PrEP and more

- **New client reach**
  Explore alternative approaches to demand generation and service delivery to engage new people who could benefit from PrEP.

- **Population coverage**
  Inform redirection of resources towards demand generation or expanded access points if specific populations are lagging behind others in coverage.

- **Barriers to continuation**
  Investigate reasons for early discontinuation to distinguish between user preferences versus structural barriers.

- **Client-month coverage**
  Understand trends in use preferences for specific populations to refine service delivery practices/expectations for frontline providers.

**Impact-oriented planning**

- Track quarterly and annual return on investment in terms of proxies for incidence impact; use data to scale or refine programs.

- Predict and track how program spending on demand generation campaigns, user education, increased delivery points, etc. impacts return on investment.

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AVAC Report 2019: Now What?
www.avac.org/report2019