

## BREAKING THE CYCLE OF TRANSMISSION:

# A human-centred approach for increasing uptake and effective use of HIV prevention among adolescent girls and young women in South Africa

### OVERVIEW

The HIV Prevention Market Manager (PMM) project is starting a two-year collaborative research project to provide in-depth understanding of the HIV prevention needs, wants, challenges and opportunities among adolescent girls and young women in South Africa, especially those at high risk of acquiring HIV.

Funded by the Bill & Melinda Gates Foundation, PMM is leading the research in partnership with behavioural research firm Final Mile, user-centred design firm Upstream Innovation and market research group Ask Afrika, with the Surgo Foundation providing strategic guidance.

The research team will work closely with the National Department of Health in South Africa, as well as leading South African programme implementers, researchers, community and civil society organisations working with young women to ensure coordination of activities and integration of findings

### RESEARCH OBJECTIVES

- Improve understanding of factors that impact uptake and effective use of HIV prevention options amongst adolescent girls and young women, with a specific focus on those at highest risk. These factors may include lifestyle, perceptions of risk, motivators and drivers. The research should shed light on enablers and barriers to uptake and adherence of HIV prevention products and services.
- Work with young women as co-creators and partners to understand different segments of the population and identify what prevention products, services and approaches may be most desirable for different adolescent girls and young women.
- Generate product-agnostic information that is

able to change high-risk behaviours and provide guidance on the types of products and programs that would most likely succeed.

- Map preferred prevention product characteristics for various segments of the at-risk population.
- Demonstrate how the project methodology can lead to solutions and interventions that can successfully improve uptake and adherence to HIV prevention products.
- Produce outputs that are actionable and sustainable for a range of implementation partners and the South Africa Government to use in their programs independently.

### METHODOLOGY

The project integrates several different research techniques, including ethnographic research, journey mapping, human-centred design, and discrete choice experiments. This ensures a comprehensive approach and addresses the research hypotheses from a variety of angles to get as complete an understanding as possible. Each research step informs the next step with findings.

### GEOGRAPHIC AND POPULATION FOCUS

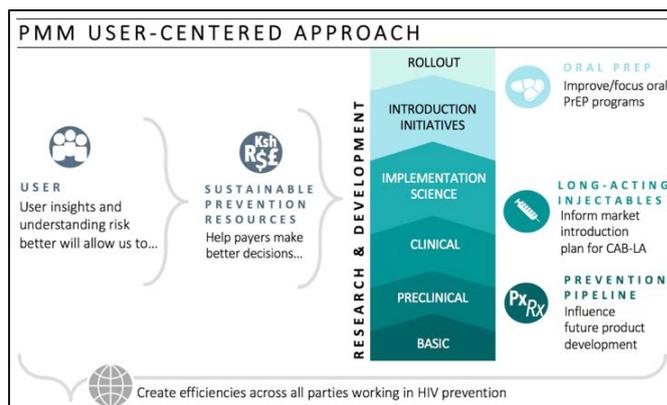
The research is proposed to focus on districts within two provinces in South Africa: KwaZulu-Natal and Mpumalanga. The selection of sites will be guided by HIV prevalence, overall size of population, size of population of adolescent girls and young women at high risk, and urban/rural split, as well as the government's understanding of needs and the communities themselves. The target population is young women 15-24 years of age. In the qualitative research phase influencers of young women will be included.

Research Phase	Priority Question	Outcomes
1. Immersion Phase	How do we define and identify adolescent girls and young women at greatest risk of HIV?	<ul style="list-style-type: none"> <li>Literature review</li> <li>Interviews with stakeholders, including researchers, implementers, policy makers, donors, civil society groups, government representatives and providers. Interviews aim to capture stakeholders' needs, expectations and knowledge.</li> <li>Understand the government's and implementers' needs in order to ensure that all research findings, insights and associated content developed is actionable.</li> </ul>
2. Qualitative Research Phase	How do we reach them?	<ul style="list-style-type: none"> <li>Map the pathways to individual decisions and behaviours made by adolescent girls and young women.</li> <li>Identify key prevention drivers.</li> <li>Identify uniform behaviours, attitudes and motivators among adolescent girls and young women to serve as inputs into quantitative research.</li> </ul>
3. Quantitative Research Phase		<ul style="list-style-type: none"> <li>Define comprehensive segments by behavioural attributes.</li> <li>Develop segment profiles based on behavioural drivers of adoption and adherence and possible preferences for prevention product characteristics.</li> </ul>
4. Discrete Choice Modelling (DCM)	What is the right package to deliver?	<ul style="list-style-type: none"> <li>Map effective products by segment.</li> <li>Provide information that includes desirability and preference for prevention products, and characteristics of products that contribute towards adoption and adherence.</li> </ul>
5. Human Centered Design	How do we support them to adopt and sustain?	<ul style="list-style-type: none"> <li>Ideation phase will consist of two co-creation design work streams: prevention behaviours and ideas leading to risk reduction behaviours, such as influencing risk perception, and on generating ideas towards increasing adoption and adherence of prevention products.</li> <li>Solution process will select one concept for the purpose of small-scale prototyping with the goal of quickly iterating in the field and assessing effectiveness. The concept will be tested in a number of clinic settings.</li> </ul>

## HIV PREVENTION MARKET MANAGER APPROACH

Funded by the Bill & Melinda Gates Foundation and implemented by AVAC in partnership with Clinton Health Access Initiative, the PMM Project seeks to facilitate the efficient and effective development and rollout of HIV prevention interventions. The PMM works with a range of partners to expand the portfolio of options, and to ensure these options are available, accessible and used by those who need them most. Findings from this research project will inform related PMM project objectives.

This research project is closely linked to the Testing & Treatment for Men (TTM) project, also funded by the Bill and Melinda Gates Foundation and implemented by PSI. The project aims to increase uptake of HIV testing by young men at high risk of acquiring HIV and linkage to treatment for those who test positive. The two projects share a joint South Africa Project Director and will collaborate on research design as well as sharing of knowledge, data and learnings.

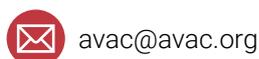


## CONTACT

**Shawn Malone**, Project Director  
+27 (0)81 038 1862 / smalone@avac.org

**Mitchell Warren**, Executive Director  
+1 212 796 6423 / mitchell@avac.org

## CONNECT



**HIV Prevention Market Manager**

Accelerating Product Introduction  
Informing Product Development  
Reducing Time to Impact



Supported by the Bill & Melinda Gates Foundation