Demand creation for HIV prevention: 

*A Look Back; A Look Ahead*

*July 21, 2018*

*Mitchell Warren, Executive Director, AVAC*
No conflicts of interest to declare.
WHO’S OUR COMPETITION?
WHO'S YOUR COMPETITION?
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at ease
at eas e a e i e
WHY USE A CONDOM?
IF WE BUILD IT, WILL THEY COME?
A big gap between intention and action exists – why?

Sample of 1,165 men, ages 15-49, conducted in October 2013 in Zimbabwe

- Awareness → Interest: 100%
- Interest → Intention: 68%
- Intention → MC: 64%

100% 68% 66% 64% 11%

All Men Aware Interest Intention Circumcised

WHAT HAPPENED?

From:
- VMMC works
- Convince funders & policy makers
- Build services
- Understand culture

To:
- VMMC might work for me
- Convince men, & partners, peers, parents
- Build demand
- Understand men
WHY USE PREP?
PAST, PRESENT, FUTURE

• **Know** your audience
• **Listen** to your audience
• **Empower** your audience
• **Invest** as much – or more – in delivering your product as you did in developing it
• **Bottom line:** It’s never just the product; it’s the program
ACKNOWLEDGMENTS

This program is made possible by the generous assistance from the American people through the U.S. Agency for International Development (USAID) in partnership with PEPFAR. The contents do not necessarily reflect the views of USAID or the United States Government.