

Why do we need to re-allocate our resources?

We are wasting limited resources.

Resources should be optimised based on where AGYW are in their journey to healthy habits.

HIV prevention programs have struggled to reach AGYW effectively.

Align resources and efforts to the outcomes AGYW need to achieve in the 5 stages of the journey.

One example:

62%

of AGYW are not ready for prevention methods

Stop pushing biomedical products onto AGYW who are not ready for them.

Our research identified that the majority of AGYW are not ready for prevention methods because they do not have the intent to develop healthy habits. Without this intent, AGYW will struggle to form and sustain healthy habits. Since the current system doesn't allocate resources based on the need of AGYW's journey stage, we can expect that the majority of product based resources are not effective.

Invest in Market Readiness

In this instance, resources are being deployed before they matter to AGYW. Our data suggests that efforts to build market readiness with AGYW will unlock the majority of the market. This will result in a more effective pipeline of AGYW that align with product based resources

How could we better allocate our resources?

Establish a holistic prevention ecosystem.

A holistic prevention ecosystem is a series of touch points created to work together to support AGYW through all of her needs, rather than isolated interventions.

This requires a “portfolio” level approach that likely is outside the reach of single implementers and therefore needs a higher level of coordination and collaboration across organisations than exists today.

1. Change AGYW's HIV prevention behavior by building their intent to create healthy habits.

Then help them establish and sustain those healthy habits. This requires a systematic approach. Interventions must ensure that needs are met repeatedly, rather than sporadic or one-off programmatic events.

2. Invest in early stage interventions to help AGYW prioritize their sexual health.

The vast majority of AGYW are in Stage 1 of their Journey towards prioritizing their sexual health. Offering them biomedical prevention options without preparing them adequately to cope with challenging situations will not set them up to effectively use any product over the long-term.

3. Invest in habit formation and sustenance only for AGYW in later stages.

Develop interventions for later stages to help AGYW establish and sustain stable, healthy habits. Once AGYW have reached Stage 4, they are ready to develop new habits but most will require ongoing support to do so. Introduce biomedical products such as PrEP in stage 4 in the context of building healthy habits.

How could we better allocate our resources?

Resources should be allocated to address these 4 themes and 2 Journey Stages in the prioritised sequence.

Stage 1 of the journey should be prioritised over others as it is the most populated stage (41%) and it is easier to prevent bad habits forming than changing bad habits once established.

4 themes define the challenges faced by AGYW towards healthy sexual relationships. They should be prioritized in the order as shown to the right.

Efforts to address risk perceptions will be ineffective if HIV prevention is not a relevant goal. Efforts to help her build coping ability will be ineffective without perceived risk.

Nested within these themes are 15 challenges that our quantitative research showed to affect the largest population of AGYW most at risk for contracting HIV.

The Prioritization Design Aid is a visual map based on the logic structure explained here. It should be used to prioritize where to apply resources to maximum impact. It helps organisations create a systemic view of the current prevention ecosystem and identify gaps where current programmes do not meet AGYW challenges.



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How could we better allocate our resources?

Encourage organisations to use the 4 Design Aids.

1 Foundation Design Aid

Insight framework to increase understanding of the challenges AGYW face along their journey to healthy sexual relationships.

How should we see AGYW challenges?

2 Prioritization Design Aid

Visual map to prioritize problems across the AGYW journey to healthy sexual relationships, identify gaps, and opportunities for current programming.

Which problems should we focus on?

3 Intervention Design Aid

Problem solving blueprint to design high impact solutions based on AGYW research findings and stakeholder expertise.

What should we do to address them?

4 Classification Design Aid

Algorithm and guidelines to help identify AGYW by Segment only, Journey Stage only, or both.

How should we segment AGYW?