

Why do we need to refine our measurement goals?

It's wasteful to measure the finish line but not the steps to reach it.

Based on current measurement goals, implementing partners are primarily focussed on biomedical product uptake.

There is a clear need for a simplified yet effective approach.

- Evaluation against overall programme objectives
- Measure progression against specific lead indicators
- Guide programme adaptation and course correction as early as possible

Adopting progression-based metrics can reduce the burden of measurement for implementers.

The drop off rates of biomedical products are very high.

Current framing for prevention through the health system lens of product and service delivery results in disconnected programs and gaps of unmet needs.

While specific interactions are important, the need to support AGYW through the journey has been overlooked. Missing a holistic perspective of the journey as she defines it, we can unintentionally leave AGYW unsupported or stranded along the way.

Measuring uptake of biomedical products in early Journey Stages is not an effective use of resources.

Our research shows that the majority of AGYW (62%) are unlikely to adhere to biomedical products until they reach Journey Stage 4. By missing out on progress in the earlier stages, programs continue to risk wasting resources by offering biomedical services to AGYW that are not ready for them.

Current measurement goals are not focussed on long-term behaviour change.

Focus on biomedical product uptake may undermine the necessary behaviour changes identified in our research. Many HIV prevention programmes are leveraging human-centred design to improve alignment of their services with the priorities of AGYW. However, programmes need to identify progress against key milestones of behaviour change (e.g change in intent). Without this, programs may fall back on measuring progress against the last stages of the AGYW journey which is essentially a focus on uptake of biomedical interventions.

How should we develop an AGYW-centred M&E approach for HIV prevention?

Measure progress of AGYW's journey to healthy sexual relationships.

The AGYW Journey Framework developed by this project can serve as a foundation for refining an M&E framework.

Use the following elements from the Journey Framework:

1. Progress through the Journey Stages to healthy sexual relationships.
2. Key challenges that inhibit journey progression, as identified by our research.

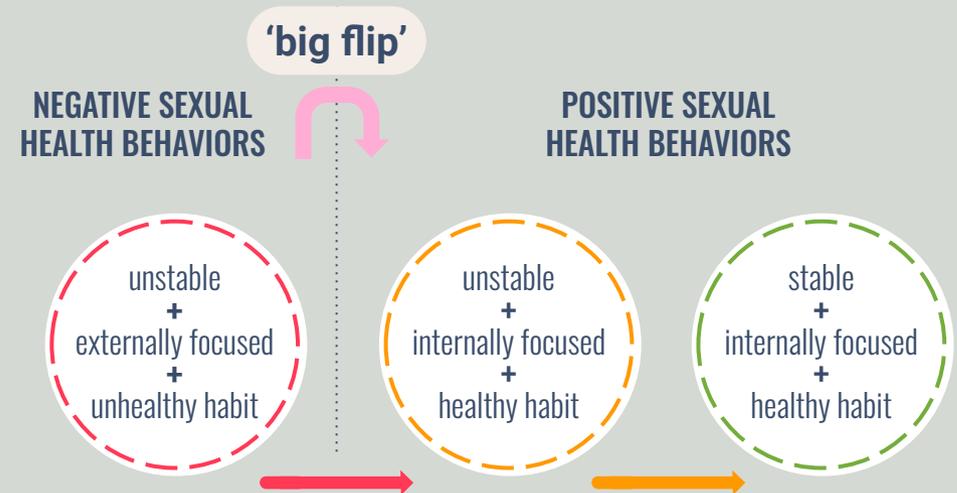
Our research indicates that making prevention behaviours habitual is key to long-term and sustained adherence.

Habit formation and strengths are also strongly associated with improved biomedical outcomes.

In the early stages of the journey, AGYW tend to develop unhealthy and unstable habits that put them at high risk of contracting HIV (e.g. not using condoms with partners they trust).

Therefore, the M & E approach should include indicators of progress towards breaking unhealthy habits and forming new healthy ones.

This ultimately diminishes their risk of HIV.



How should we develop an AGYW-centred M&E approach for HIV prevention?

For AGYW who have not yet crossed “The Big Flip” milestone:
Measure changes of AGYW’s intent towards sexual health.

“The Big Flip” is a journey milestone after which they prioritise their own sexual health over the goals of their partners. Indicators should demonstrate critical changes in mindset that lead to achieving “The Big Flip.” This change is key to establishing and sustaining healthy sexual behaviours.

- Changes in the intentions that create conditions for changes in behaviour.
- Increased priority of her sexual health, (progress toward “The Big Flip”).
- Self-reported improvement in relationship skills and decision making.
- Adoption of plans for safer ways to achieve relationship goals and counter negative influences.
- Increased readiness for HIV prevention.
- Connection to an ongoing supportive social network (in-person or remote).

‘big flip’



For AGYW who have crossed “The Big Flip” milestone:
Measure progress towards establishing healthy sexual habits.

These indicators will determine whether prevention habits are established, including uptake of biomedical products, and if they have become part of a sustained behaviour change.

- Self-reported improvement in partner negotiation.
- Increased uptake and effective use of biomedical interventions, including PrEP.
- Improved health seeking behaviors and sexual health decision-making overall.

Optimize M&E approach:

Our objective is not to burden implementing partners with additional indicators, but to replace biomedical uptake with more meaningful measures. The goal is to select a subset of indicators that would be relevant at different stages in the AGYW journey. Ultimately, this should help reduce the overall number of indicators by only focussing on what is most relevant from the perspective of AGYW.

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