

## Why should we change how we think about the young people we serve?

# AGYW do not feel like they are being heard.

*“Segmentation has made the workshops altogether more relevant because it is tailored to the segments. AGYW feel less isolated, feel far less judged, their stories resonate much more with one another and are more open to sharing. A strong bond was developed between these girls – evidenced by them staying connected on Whatsapp.”*

- ANOVA, Relationship Workshop

*“The Relationship Workshops were more in depth compared to other programs that focus just on HIV. The Relationship Workshop focuses on empowering the girls and helping them make better decisions. The workshop was really great as it helps reconnect them with themselves.”*

- ANOVA, Relationship Workshop

### 1. Lack of relevance limits effectiveness.

Information overload causes most AGYW to tune out. They are bombarded with messaging that does not speak to their motivations and needs, so it fails to inspire the desired actions. A needs-based segmentation that is framed through the lens of relationships allows for tailored HIV prevention. Increasing relevance for AGYW will lead to effective uptake of products and services.

### 2. One size fits none.

Our research revealed stark differences in the needs and motivations of AGYW in their relationships. HIV prevention strategies that do not adapt to different AGYW will likely fail. Treating them as a homogeneous group will lack relevance and waste resources.

The Relationship Workshops are a good example of tailored content that is focussed on the needs of specific segments.

### 3. Current segmentation doesn't support programme optimisation for different needs.

Demographic segmentation does not tell us the WHY that drives someone's behaviours and actions. It fails to address the diversity of motivations and needs that exist amongst young people, even if they belong to similar social and economic backgrounds or life stages.

**For example, the needs, motivations, and contexts of young mothers are vastly different from one another.**

# 96%

**of Relationship Workshop participants said the content is relevant to them and would recommend the workshop to other AGYW.**

## How should we change how we think about the people we serve?

# Recognise diversity and design for inclusion.

## 1. Promote the use of both needs-based segmentation & HIV Prevention Journey.

Each of the segments have unique motivations and therefore unique pathways in their journey towards healthy relationships and HIV prevention habits. Improving implementing partners' ability to understand and work towards progressing AGYW segments in this journey will increase programme effectiveness. This framework can help identify and improve aspects of interventions where one-size-fits-all solutions fail to resonate.

This can be done by deploying Design Aids that enable implementing partners to design interventions that are tailored to the segment and Journey Stage.

For example, the Relationship Workshop from this project was adapted for relevance to the three segments. This was done simply and efficiently by:

- Optimising the tone of communication & facilitation style.
- Selecting content relevant to each segment's relationship goals.
- Running distinct groups of each segment to foster sisterhood.

Segmentation is not about turning people away, but simply grouping them more effectively. This approach is not about creating unnecessary complexity because simple adaptations create tremendous impact.

## 2. Help partners use segments to improve the continuity of care.

Segments help partners to view the ecosystem of interventions and the experience of moving between them through the eyes of AGYW. This view will help partners align the AGYW experience with HIV programmes, improve linkages between programmes, and increase demand for services.

# How should we change how we think about the people we serve?

## 3. Reframe “risk assessment” to “relationships needs assessment.”

The framing of risk assessment alienates AGYW during recruiting and demand creation. Improve the capacity of front-line teams to use segmentation for optimising programmes. Equip these teams with an understanding of each segment and how to adapt their delivery appropriately. Leverage the Classification Guidelines to select and group participants into programmes that are tailored for each segment.

Our work identified 3 types of AGYW based on their different relationship goals.

Each segment has a unique motivation in the context of sexual relationships:

**Lifestyle  
Lulu**



**28%**  
**Prioritizes functional or material needs**

*"Yes, I have multiple partners, but I have many needs. I also deserve to have an iphone and have a weave. Yes, I got it the way I got it, but I don't care what people think."*

**Affirmation  
Ayabonga**



**30%**  
**Looks for emotional support, validation, and understanding**

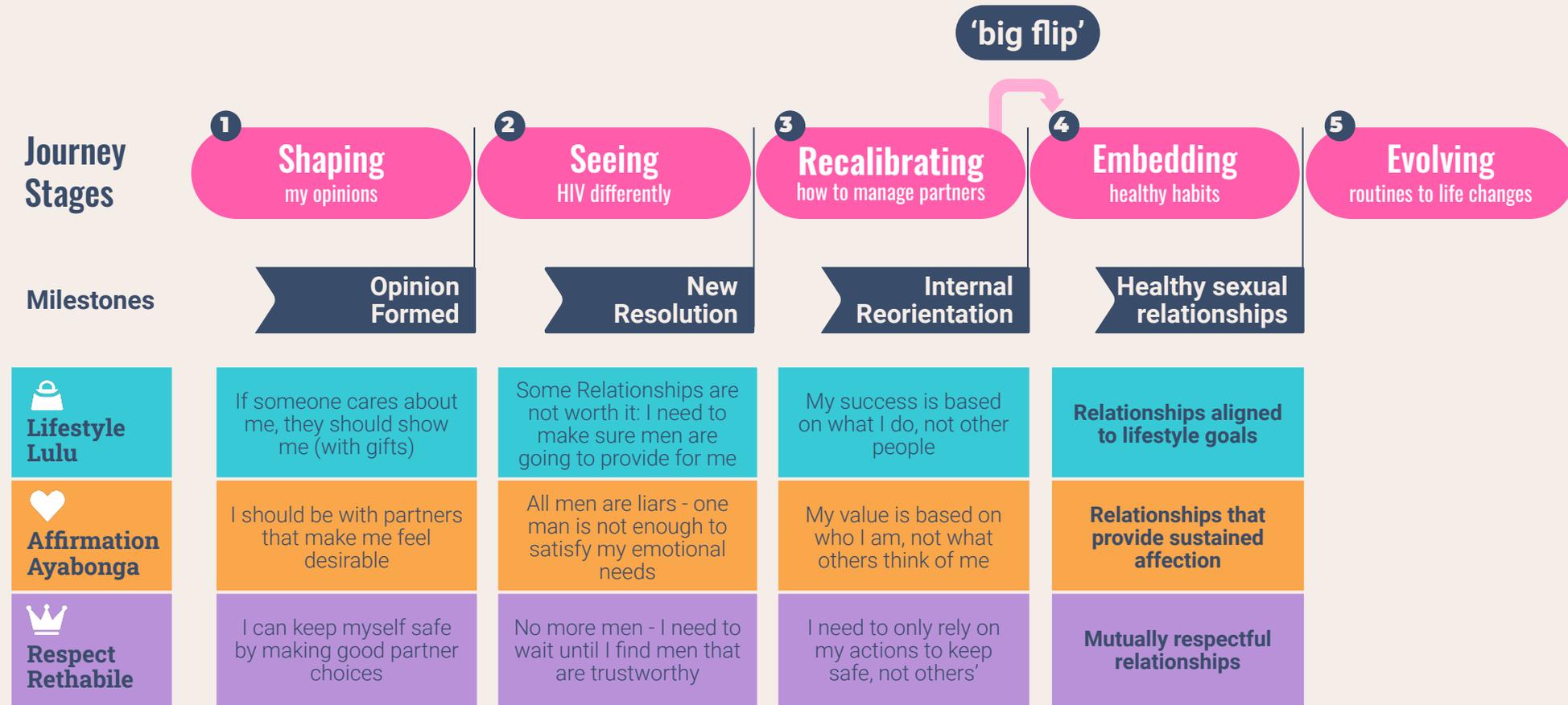
*"It's difficult, what if he leaves me if I suggest/insist on using condoms? I love him these days... it's hard to start a new relationship from scratch. This one knows me already and he understands things, like my curfew at home. Someone else might not be able to understand."*

**Respect  
Rethabile**



**42%**  
**Looks for equity and being heard**

*"He can buy alcohol that can fill up the whole table and other things for all I care. But this is my body and future, so no, I won't. If I sleep with him, tomorrow he calls another girl – then who will get sick? It's me, not those girls..."*



## Journey Milestones

Progression through the 5 Journey Stages is demarcated by milestones which represent significant changes in mindset.

While there is some commonality to the nature of the milestones across the three segments, each of them reach the milestones with a distinctly different mindset.

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