

Why should we use this body of work to design and refine new programmes?

This work includes Design Aids to design programmes.

They were intentionally created to address key challenges identified from interviews with implementers and donors. These Design Aids will help:

1. Realign programmes to solve the right problems.

This body of work defined 15 of the most significant challenges AGYW need to overcome for HIV prevention. These challenges have been prioritised over others through our quantitative research with almost 2000 AGYW.

The Design Aids help select critical areas of support needed that current programmes do not meet. They provide guidance on how to change the specific mindsets, barriers, and behaviours needed in each stage of the journey to achieve the desired outcomes.

This ensures that support is in place to first help AGYW establish healthy mindsets so that she can begin to prioritize her sexual health in her relationships, and second, help her establish and sustain stable healthy habits.

2. Increase programme relevance.

The Design Aids explain how to optimise programme content, tone, and delivery for each segment to create sustained engagement. The Intervention Design Aid includes:

- What skills, knowledge, and attitudes to build.
- Who are the most influential people to communicate with her.
- How to communicate with her effectively.
- When, where, & how to best engage with AGYW.
- How to best attract AGYW.

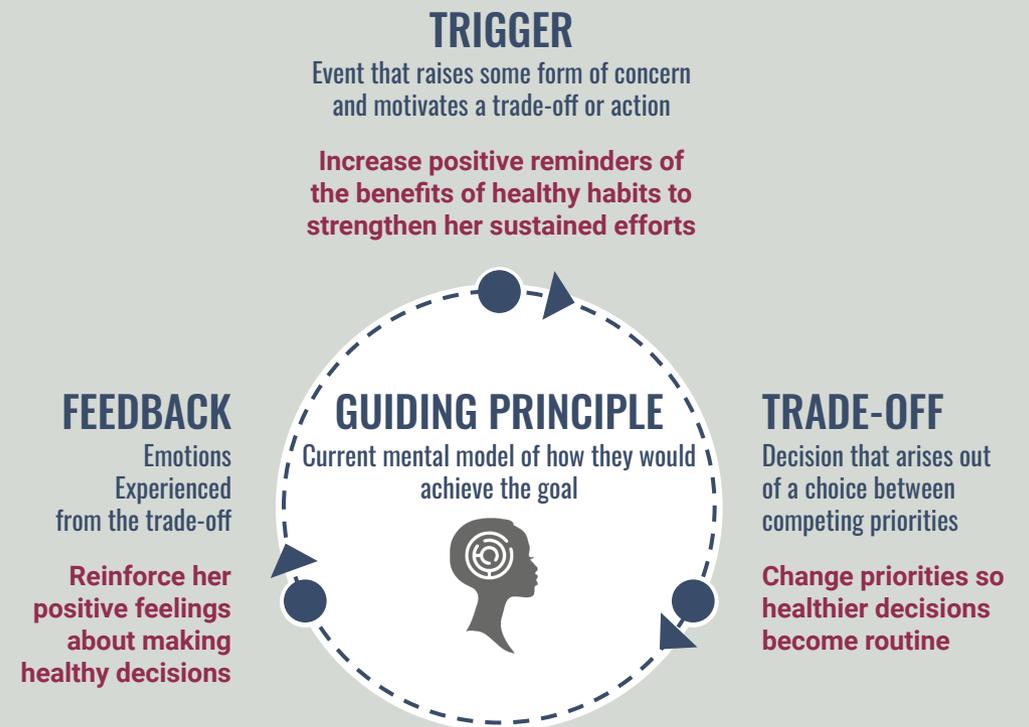
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Designing for habit is the missing piece.

It takes a series of touchpoints that must be considered as a whole to design for the formation and sustenance of healthy habits.

Designing for habit requires the successful integration of 4 components that continually shape behavior.

The Design Aids are built to ensure new solutions follow this underlying model for behaviour change and result in healthy habits.



How do we use the Design Aids to design and refine programmes?

Follow this simple 4 step process for programme design:

1

Review the Foundation Design Aid to understand the challenges that AGYW face along their journey to healthy sexual relationships.

2

Select the most significant behavioural outcome(s) by using the Prioritization Design Aid to identify which AGYW need is not met by the current ecosystem of interventions.

3

Solve the selected behavioural outcome(s) based on specific guidance from the Intervention Design Aid.

4

Use the Classification Design Aid to identify AGYW by segment and Journey Stage to optimise programme delivery for relevance.

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finalmile.
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How do we use the Design Aids to design and refine programmes?

Co-design with AGYW using the Intervention Design Aid.

The Intervention Design Aid includes Design Tips and Idea Starters for each segment based on our research to provide a head start to create solutions for the 15 key intervention opportunity areas.

Example Design Tips To appeal to her, connect to her:

Example Idea Starters Design programmes that help her:

Lifestyle Lulu



- Ambitious and entrepreneurial spirit
- Interest in fashion, trends, and beauty
- Respect for women who are empowered, yet relatable, such as Zodwa Wabantu
- Need to establish trust that she will not be judged before opening up authentically

- To not compare herself with others and be more satisfied with her life
- Develop a plan to prepare for the future
- See how safer sexual behaviors positively affect her lifestyle goals
- Learn skills that build her confidence to defend her HIV prevention preferences

Affirmation Ayabonga



- Desire to be part of the group and feel she belongs
- Need to develop trust and establish safety before she can open up and be herself
- Respect for local figures who are successful but down to earth, such as Zizo Beda

- Feel confident to be herself and worry less about what others think of her
- Be less dependent on relationships for acceptance and approval
- Communicate her needs confidently, without fear of being rejected
- Prioritise sexual health even if it means leaving a partner

Respect Rethabile



- Pride when recognised by others for her values and good choices
- Desire to take care of her sexual health for the sake of her family and community
- Respect for independent and empowered figures (Oprah Winfrey)
- Need to establish trust before discussing her sexual relationship challenges

- Feel worthy of respect and less dependent on relationships for respect
- See that respect in a relationship includes safe sexual behaviours
- Prepare her to negotiate with her partners about prevention behaviours
- Provide a low risk way for her to practise negotiation with her peers