

Why should we offer the Relationship Workshop?

It connects to relationship goals, so it makes HIV prevention relevant.

The Relationship Workshop sustained AGYW engagement.

Other behaviour change programmes suffer from high drop off rates. The Relationship Workshop has created sisterhood and engagement well beyond the sessions and illuminated opportunities to engage further.



“The girls coming back to the facilitators shows that they did learn something which changed the way they thought and their way of life. They want to seek more guidance on what to do after the Relationship Workshop having learnt to prioritise themselves and what will be the next steps.”

- Workshop Facilitator, ANOVA

Relationships capture attention and open pathways for HIV dialogue.

Trying to talk to AGYW about HIV before establishing trust and meaningful connection has proven to be unsuccessful. The Relationship Workshop connects with each segment’s relationship goals, and then layers HIV information and skills that they recognize will help them achieve their goals.

The Relationship Workshop creates a pipeline for other programmes.

Many participants expressed disappointment that the workshop had ended and asked “What’s next?” Anova and TBC (IPs) were involved in conceptualisation and refining the workshop to integrate it into their organisations.

A very high level of perceived relevance:

Q: The workshop topics and information were very relevant or somewhat relevant:

- 97%** **Respect Rethabile** (three months after workshop)
- 87%** **Lifestyle Lulu** (three months after workshop)

Participants interested in further support to help achieve relationship goals:

Q: Interested in further support to help them achieve their relationship goals:

- 95%** **Respect Rethabile** (three months after workshop)
- 100%** **Lifestyle Lulu** (three months after workshop)

Why should we offer the Relationship Workshop?

Journey progression prepares the market for HIV prevention products.

Journey progression equals healthy mindset change.

The success of the workshop in creating a healthier mindset, and preparing AGYW to adopt and sustain HIV prevention methods is demonstrated by the workshop M&E data.

Progressed beyond stage 1 in their journey to healthy habits:

71%  Lifestyle Lulu

54%  Respect Rethabile

Reached “big flip” and are now ready for prevention:

51%  Lifestyle Lulu

46%  Respect Rethabile

Participants increasingly prioritize their own sexual health.

Self-reported application of the skills learned during the workshop has contributed to changes in the participants’ relationship dynamics, formation of healthier communication styles, behaviours, and habits.

“Things have changed a lot. The difference is noticeable because... now I can speak for myself. Now I know that if I want to use a condom I can without anybody stopping me.”

- Participant, Relationship Workshop

Less obligation to men who provide “gifts”:

“When my partner gives me gifts or helps me with things, it makes it harder for me to disagree with him”

64% > 26%

 Lifestyle Lulu
(three months after workshop)

51% > 35%

 Respect Rethabile
(three months after workshop)

Increased confidence in negotiation:

“I feel like I have the skills to tell my partner how I feel when we disagree.”

79% > 94%

 Lifestyle Lulu
(at completion of workshop)

87% > 98%

 Respect Rethabile
(three months after workshop)

How do we go about offering the Relationship Workshop?

Use the complete kit for deployment and training.

1. Integrate the Relationship Workshop into demand creation efforts.

- Deploy the Workshop as an initial touchpoint to delivery of biomedical products and services for AGYW. The Relationship Workshop increased AGYW interest in other HIV related programs.
- Start conversations with AGYW about their relationship needs because it makes HIV prevention methods more relevant. This is a more effective demand generation approach than talking about their potential HIV risk.

2. Provide segment specific events to promote the Relationship Workshops.

Make segment specific promotional events customised (in content, tone, and location) to appeal to each segment and improve participation rates.

For instance, the Lifestyle Lulu segment is interested in pop culture, fashion, beauty, and fitness. Events or platforms that align to these interests can help us find these AGYW and provide a positive environment to promote the Relationship Workshop.

This approach will help AGYW overcome skepticism and personal safety concerns that typically arise in awkward recruitment conversations in public places.

Segment specific events also help potential participants discover like-minded peers with common goals and interests. This will increase the likelihood of open and authentic sharing, without judgement. This creates excitement for the Relationship Workshops and lays the groundwork for sisterhood and the “safe space” that is essential to the effectiveness of the intervention.

How do we go about offering the Relationship Workshop?

Use the complete kit for deployment and training.

3. Optimise linkages with other HIV programmes to leverage enthusiasm generated by the Relationship Workshop.

Relationship Workshop pilot participants are enthusiastic about learning more about HIV prevention following their positive experience.

The workshops are designed to identify areas where AGYW need additional support and link them to the appropriate services. The Relationship Workshop will highlight opportunities to further engage AGYW and improve associated programmes.

4. Leverage best practices from prior pilots and programme implementation.

At the time of writing, pilots have been run by TBC for Respect Rethabile and by Anova for Lifestyle Lulu. NACOSA starting running the Relationship Workshop programme with all 3 segments in July 2021.

Organisations who implement the Relationship Workshop should expect that doing things differently requires a change management effort alongside an implementation effort.

Consider the following change management lessons learnt from the Pilots:

- Prepare to attract skilled facilitators who will challenge themselves and status-quo.
- Integrate old and new staff into implementation to help the organisation adapt to change.
- Establish communication pathways with new staff from the beginning.
- Build trust from day one by introducing AGYW to all who will be involved in the programme.
- Ensure facilitators work through exercises for themselves before working with AGYW.
- Expect to need support for growing pains from doing things differently.
- Attract participants through marketing as one-to-one recruiting of high-risk AGYW will be very time intensive.

HIV Prevention Market Manager



Supported by the Bill & Melinda Gates Foundation
avac@avac.org



ANOVA
HEALTH INSTITUTE

Contact the project team at:
[Upstream Thinking](#) or [Final Mile Consulting](#)



finalmile.
a fractal company