

Why continue with an integrated HCD approach?

Pilot success proves effectiveness of the project outputs.

The integrated HCD approach enables public health systems to bridge the gap between them and the people they want to serve.

Health systems see AGYW as potential patients with problems, rather than individuals with unique needs navigating relationships and health.

Utilising integrated behavioural science, data science, and human-centred design methodologies enable alignment of the health system's service delivery to AGYW needs.

The global health goal is to end AIDS by 2030 and reach new proposed global 95 - 95 - 95 targets set by UNAIDS.

Now more than ever, efforts need to be focussed on impact and solutions need to be user-led.

User-led solutions have proven to optimise the relevance of health interventions
-promoting continued engagement and impact.

"I really see this as the future... engaging with adolescent girls and young women along the process – not just in the research phase, but really thinking about how to design with them, how to implement with them, how to monitor and evaluate with them."

- Senior Programme Officer, Bill & Melinda Gates Foundation

"...But for all that we do know about these girls, there's a lot we don't. We know how their lives look through our eyes. We don't have a lot of data about what the world looks like through theirs. And that hampers our ability to develop effective solutions for them – biomedical and otherwise."

- Melinda Gates

"We sit in a lot in meetings to design programming and figure out what solutions would work best and it often comes up that we need the voices of young people. So this approach was different because it pushed us out of our comfort zone and engaged meaningfully with these young women..."

- Technical Advisor, Global Fund

Relationship Workshop
Recognised by Fast Company:
World Changing Ideas of 2021 for Health



Why continue with an integrated HCD approach?

Project outputs align to design challenges facing stakeholders.

Our research with stakeholders identified 7 barriers for designing appropriate solutions to AGYW HIV prevention challenges that are well suited to our HCD approach:

1. UNIFIED VISION

How can we all work off the same vision that is feasible for our on-the-ground realities?

Stakeholders do not share the same framework for understanding and, therefore, approach prevention from their specific viewpoints with only the information at hand, resulting in isolated efforts and limited results.

2. VOICE OF AGYW

How do we ensure the needs of AGYW drive programme design?

Stakeholders feel out-of-touch with the realities facing AGYW. This results in an "adult" mindset in intervention development that misses the target group's unmet needs.

3. BETTER PROGRAM DESIGN

How do we improve our process of solving problems with new interventions?

Stakeholders default to "the way we always do things" when designing interventions, due to lack of design expertise, time, and resource pressures.

4. CONNECTION ACROSS SERVICES

How do we organize our efforts to create a system of prevention?

Siloed efforts and isolated programmes across implementers result in a fragmented experience for AGYW (separate pieces that don't fit together).

5. ACCESS TO THE RIGHT INFORMATION

How do we see the full picture of information to improve programme design?

Misalignment of objectives prevents information relevant to driving the necessary AGYW behavioural changes from reaching decision-makers.

6. SCALING EFFICIENTLY

How do we create more impact through the effective use of our resources?

Demand creation efforts fail to yield sufficient uptake if blindly applied across contexts. Scale requires segmented targeting, rather than a one-size-fits all approach.

7. BUILDING CAPACITY

How can we appropriately train staff to align with AGYW needs?

Staff believe that AGYW just lack knowledge and access to products and services. As a result, AGYW behavioural decision making is not fully appreciated and addressed.

How could we provide additional value with this integrated HCD approach?

**Get in touch with us.
We can help in the
following 4 ways:**

1. Deploy the Relationship Workshop at scale.

The Relationship Workshop is a short intervention of only five weeks. This powerful new approach to prevention engages with young women by connecting relationship goals to behaviours for lasting change. At the end of the five weeks, product and service linkage opportunities are complemented by social support networks that develop.

2. Develop new solutions that were suggested by AGYW.

Creating future solutions for AGYW is as easy as developing the 22 ideas they already identified.

All of the concepts (on the next page) aligned to the priorities and needs of AGYW, but only one was developed as a pilot during this project.

3. Create more impact in less time.

Leverage our expertise for facilitating a process to help apply insights and Design Aids from this project to create more impact in less time.

- Create strategy to allocate resources more effectively
- Translate strategy by prioritising programmes to develop
- Design and refine programmes

4. Apply the HCD integrated approach to SRH issues.

The integrated approach should be extended beyond prevention to broader SRH related issues such as contraception and pregnancy prevention. These complex issues demand comprehensive and integrated projects to address them.

How could we provide additional value with this integrated HCD approach?

Address SRH issues by applying insights from our work.

Four overarching insights from the current work illuminate the reality that AGYW face:

1

There is a significant gap in relevant and credible support for AGYW's evolving sexual health and relationship needs.

2

AGYW engagement with male partners depends on their relationship needs and the perceived role the partner plays. Male partners use this knowledge to either support or prevent her from positive health outcomes.

3

Maternal figures and healthcare workers (nurses and CHWs) are a trusted source of sexual health advice, but despite their positive intent, they lack the skill and tools to engage with AGYW effectively.

4

Medical solutions are just one set of possible options available to AGYW when making sexual health choices.

To fully understand the complexity of decisions, we need to put the people we want to serve at the centre of solutions.

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[Upstream Thinking](#) or [Final Mile Consulting](#)

upstream

finalmile.
a fractal company

These 22 solutions* were co-created with 3 AGYW segments and identified as having the most potential impact. The opportunity exists to fully develop these solutions with AGYW and pilot them in the field.

STAGE 1
Build the intention for healthy prevention habit

<p>LIFESTYLE FESTIVAL A fun festival that also provides a platform for positive messaging and opportunities for revenue creation for AGYW.</p>	<p>DECISION-MAKING GAME A gamified app to explore decision strategies to protect her sexual health.</p>	<p>SISTERHOOD RADIO Call-in radio show focused on building self-esteem, including health and relationship themes.</p>
<p>LULU WALLET Sexual pleasure package in a designer handbag that includes sex toys, lubricants, massage oils, and where and how to get PrEP.</p>	<p>GUIDED REFLECTION A journaling and counselling platform that provokes reflection on sexual health advice to ensure the topic remains top-of-mind.</p>	<p>PUBLIC SAFE SPACE Peer support group, lead by social worker, and held in public space that is acceptable to parents such as a church or library.</p>
<p>“ASK A LULU” - LIFESTYLE APP A digital platform that provides lifestyle and fashion tips, along with messaging that inspires safe sexual behavior.</p>	<p>LULU TALK Scannable posters in real life locations with coded messaging.</p>	<p>CONFESSIONAL SPACE A location optimised for anonymous discussions about sexual health between AGYW and professional counsellors.</p>
<p>LIFESTYLE NETWORK A portal for AGYW to network about topics important to them, without being judged.</p>	<p>SCAN YOUR MAN Male HIV status disclosure app.</p>	<p>ANONYMOUS DIGITAL PLATFORM Digital healthy sexual relationships platform to learn from others and express herself anonymously.</p>
<p>“DR. LOVE” RADIO SHOW Radio show hosted by relationship expert that serves as a role model for AGYW as they navigate relationship situations.</p>	<p>SOAP OPERA INFOTAINMENT A TV or radio drama that serves as a vehicle to help AGYW to learn about relationships and sexual health.</p>	<p>BIG SISTER PROXY Parent-endorsed older sister figure serves as mediator between parents and children to explore sensitive topics.</p>
<p>TECH BASED INTERVENTIONS</p>	<p>PARENT AWARENESS PROGRAMME Group counselling sessions for parents to help them be more approachable for sex related discussions with their daughters.</p>	

-  **COMMUNITY BASED SUPPORT**
-  **TECH BASED INTERVENTIONS**
-  **MASS MEDIA**

STAGE 4
Establish sustained healthy prevention habit

<p>SELF-EXPRESSION CLASSES Group classes that help AGYW discover hobbies to develop confidence, assertiveness, and interpersonal skills.</p>	<p>“REAL TALK AUNTIE” SUPPORT Support group resource to allow AGYW to share stories with each other lead by a mentor figure that will challenge them.</p>
<p>COUPLES COACHING Inspiration to participate in couples coaching that facilitates HIV prevention conversations with their partners.</p>	
<p>PrEP NUDGE APP Phone-based app or messaging platform to provide timely reminders and motivation to take PrEP.</p>	
<p>VIRTUAL PARTNER ROLE PLAY Digital platform that allows her to practice important partner interactions about HIV prevention before having them in real life.</p>	
<p>PrEP ANONYMITY APP App that allows her to order, pick up, and receive rewards for using PrEP anonymously.</p>	

**Further detail and guidance is available for each of the 22 concepts summarized here*