In order to create a strategy that will resonate with AGYW, we need a framework of understanding that aligns with their perspective:

AGYW have limited focus on HIV prevention in light of their distorted/inconsistent feeling of risk and diminished coping potential.

Their focus is on balancing healthy sexual behaviors (preventing pregnancy, avoiding STIs and HIV) and successfully navigating their relationship(s), with the relationships most often winning out.

Any product/process focused journey ( Aware, Adopt, Adhere), therefore, would not be inline with the actual AGYW journey and the lens through which they consider healthy sexual practices.

Building a successful strategy for HIV prevention needs to support their journey navigating their current context of sexual behaviors and relationship management.