Leveraging the Impacts of User-Centered Interventions for PrEP Optimization

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Global statistics on HIV (UNAIDS 2021)

- 8.4 million people globally were living with HIV in 2021
- 650,000 people died from AIDS-related illnesses in 2021
- Of all people living with HIV, 85% [75–97%] knew their status, 75% [66–85%] were accessing treatment and 68% [60–78%] were virally suppressed in 2021
- 1.5 million people became newly infected with HIV in 2021
- 51% of new HIV infections in sub-Saharan Africa.
- In sub-Saharan Africa, women and girls accounted for 63% of all new HIV infections in 2021
Global PrEP targets

• Pre-exposure prophylaxis (PrEP) is a critical strategy to curb new HIV infections globally.
• Since 2015, when WHO recommended PrEP for all people at substantial risk of HIV, most countries have embraced PrEP into national guidelines and service delivery.
• The UNAIDS goal was to have three million people taking oral PrEP globally by 2020 in order to reduce new HIV infections to 500,000.
• However, global PrEP initiations fell short of UNAIDS 2020 targets as only 928,750.
Kenya PrEP Roll out

- Kenya has the second highest number of PrEP initiations in sub-Saharan Africa
- Between 2017 and 2019, only two-thirds of those eligible for PrEP in Kenya actually started taking it
- Only a third of those who started returned for a PrEP refill at one month, indicating that there are crucial systemic factors
- The global and Kenyan situation shows reflection on PrEP optimization is required
Eligible vs Newly Initiated on PrEP Trends (Sept 2021-Aug 2022)

Significant decline in uptake
Jilinde Project Goal

To demonstrate and document an effective model for how oral pre-exposure prophylaxis (PrEP) can be scaled up as an HIV-prevention intervention in low-resource settings under real market conditions.
Geographic Focus & Priority Populations

- Adolescent girls and young women (AGYW)
- Female sex workers (FSWs)
- Men who have sex with men (MSM), including male sex workers
- Sero-discordant partners
- Other populations
Design Questions: How might we……

Support clients to unlock their powerful PrEP Motivation?

Make clients feel more in control of the counselling interaction?

Make taking PrEP enjoyable and affirming?
User-centered interventions design process

A Design Process

How might we get people to take PrEP every day for a long time?

How do we support clients to unlock their powerful PrEP Motivation?
How do we make clients feel more in control of the counselling interaction?
How do we make taking PrEP enjoyable and affirming?

Discover
Explore
Distill Learning

Ask DESIGN Question

“Prototype”
Test-Drive
Refine

Combine

Solution!

??

Who? Diverse teams
Programmers, creatives, target pop members, M&E. NO KNOW-IT-ALLS.
MSM and FSW crave affirmation for achieving the challenging task of adherence.

Successful PrEP users connect daily pill taking with a larger sense of purpose. Taking pills becomes a daily reminder of purpose and a positive ritual of self-affirmation.

MSM and FSW have a rebellious streak, and do not respond well to being told what to do. Current counselling models are directive, creating tension.

PrEP is about me, connect with me and understand me.

MSM

Make it like church

FSW

PrEP helps me achieve my dreams

PrEP is my life! It gives me control to do what I want.

FSW

Give choices. Take it or not but I don’t really care.

FSW

#MotivationisPower

#givemechoices

#makemefeelspecial
MSM and FSW user-centered Interventions on PrEP continuation
Month one continuation at MSM clinic (Hoymas)

Month One Continuation

During Interventions

Data Source: JDS
Month three continuation at MSM clinic (Hoymas)

Data Source: JDS

Revisits Month 3

Count of Initial Visit
Month Three Revisits
Percent M3 Continuation
Month one continuation at FSW clinic (IRDO)

Month One Continuation

Data Source: JDS

Reduced Activities
Month Three continuation at FSW clinic (IRDO)

Data Source: JDS

Month Three Continuation

Clients Enrolled/Revisited

Count of InitialVisit

Month Three Revisits

Percent M3 Continuation

Revisits Month 3

Percent Continuation

Reduced Activities
Insights from AGYW
PrEP use is EMOTIONAL & RELATIONAL; about possibilities (more than risk)

How might PrEP services help me feel in control of my life and choices?

How might PrEP services make my relationships stronger?

How might you make the benefits of PrEP feel more real?

How might you help me deal with naysayers?

How might PrEP services make me feel important and respected?

Can you please make this fun?
AGYW Interventions on PrEP initiation

1. Peer Driven Conversations
   - Harm Reduction
   - Shaping Aspirations

2. Brighter Future Even
Impact of user-centered interventions among AGYW

Interpersonal communication: Community Cascade

Sites with AGYW PEs and Other interventions

- # reached with PrEP messages: 33,501
- # referred for PrEP services: 7,458
- # referred and received PrEP services: 1,968

Sites with AGYW PEs Only

- # reached with PrEP messages: 11,356
- # referred for PrEP services: 1,260
- # referred and received PrEP services: 105

Sites that combined Peer education and other HCD interventions witnessed a higher growth, 26% of peers were referred and received PrEP services.
AGYW PrEP Uptake is highest when peers refer

<table>
<thead>
<tr>
<th>Entry point</th>
<th>% of clients using this entry point</th>
<th># number of clients using this entry point</th>
</tr>
</thead>
<tbody>
<tr>
<td>Peer networks</td>
<td>50%</td>
<td>(1,176)</td>
</tr>
<tr>
<td>Community outreaches</td>
<td>17%</td>
<td>(405)</td>
</tr>
<tr>
<td>Within the facility</td>
<td>32%</td>
<td>(758)</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>(2,339)</td>
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Key lesson learnt

• User-centered interventions explicitly takes into account the unique needs of potential PrEP users
• The interventions make PrEP delivery more engaging and effective for clients, service providers and programmers.
• Implementing teams can tailor the interventions to the target audience by constantly iterating to improve the intervention based on feedback
Conclusion

• Despite PrEP being a critical strategy to curb new HIV infections globally uptake is suboptimal due to numerous barriers
• user-centered interventions can play an important role in PrEP optimization by addressing the barriers
• Further research is needed on user centered interventions in order to optimize PrEP utilization.