



# **Leveraging the Impacts of User-Centered Interventions for PrEP Optimization**

**By Mercy Kamau**

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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

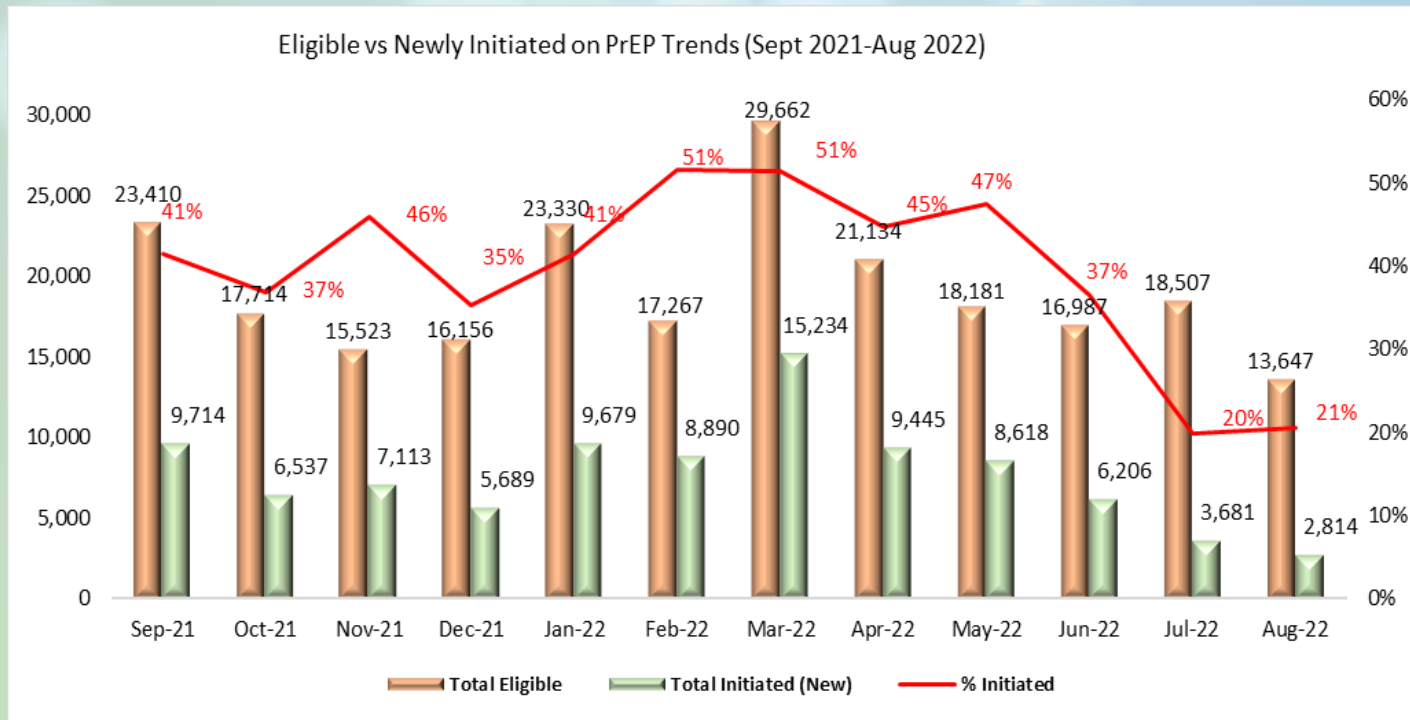


## Kenya PrEP Roll out

- 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 for PrEP vs Initiated on PrEP in Kenya

#AIDNKENYA2022



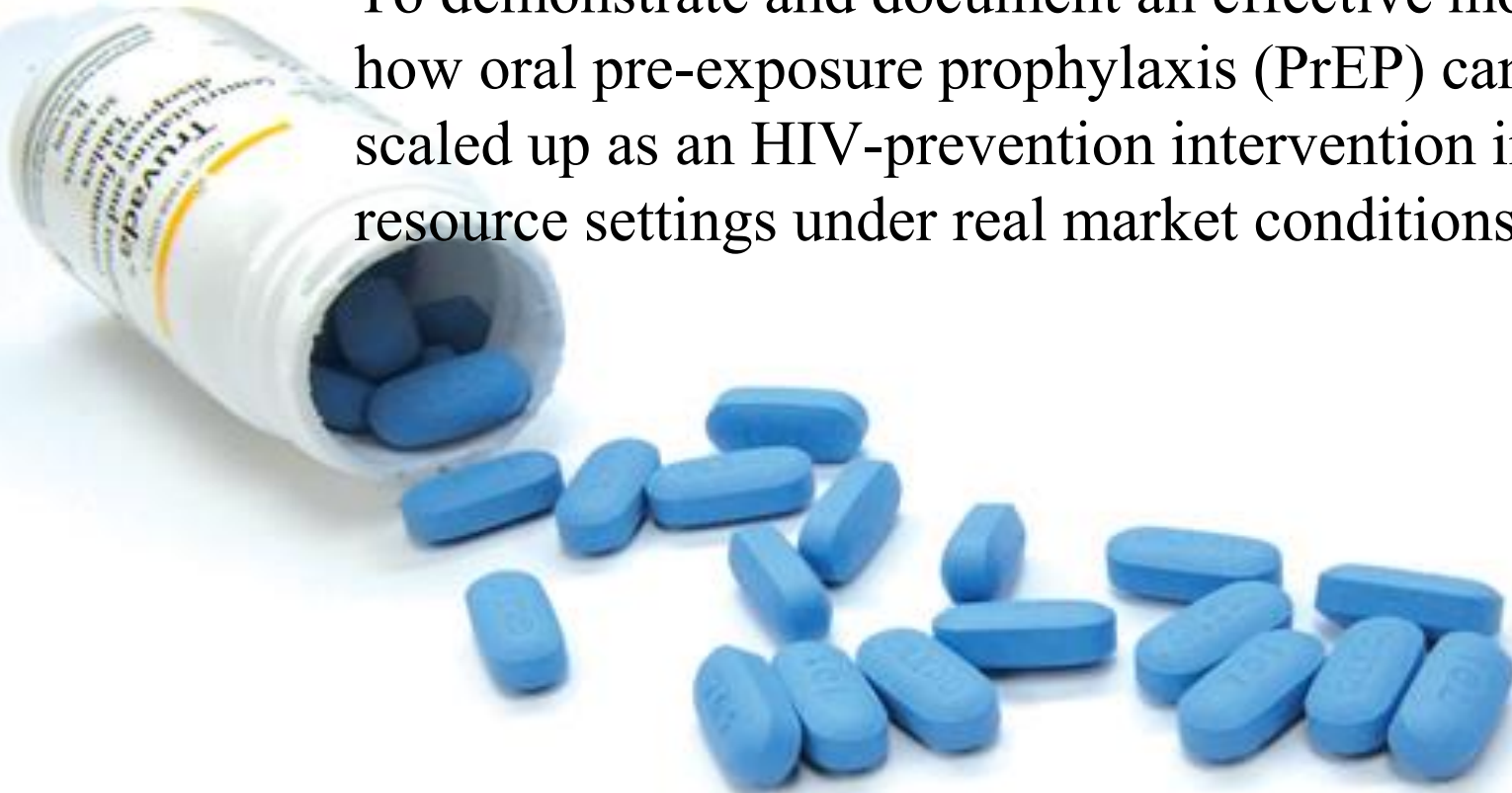
Significant decline in uptake

# Jilinde Project Goal

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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)



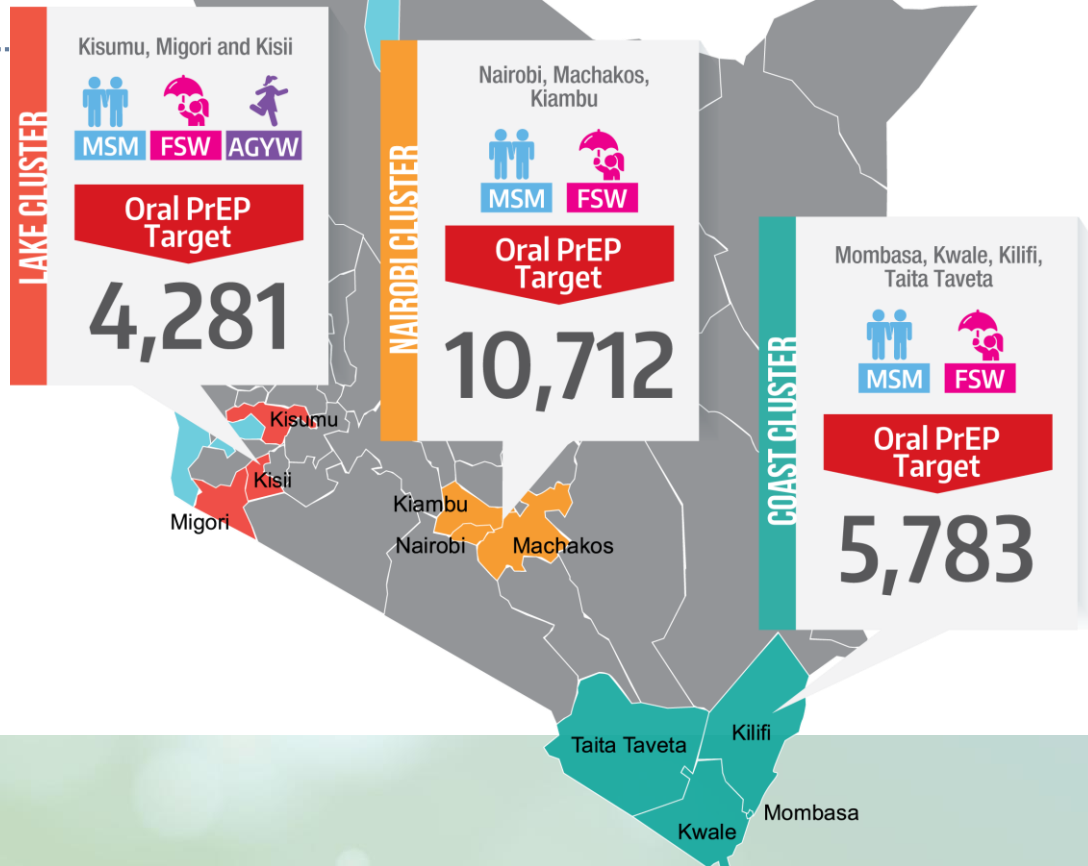
Men who have sex with men (MSM), including male sex workers



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?*

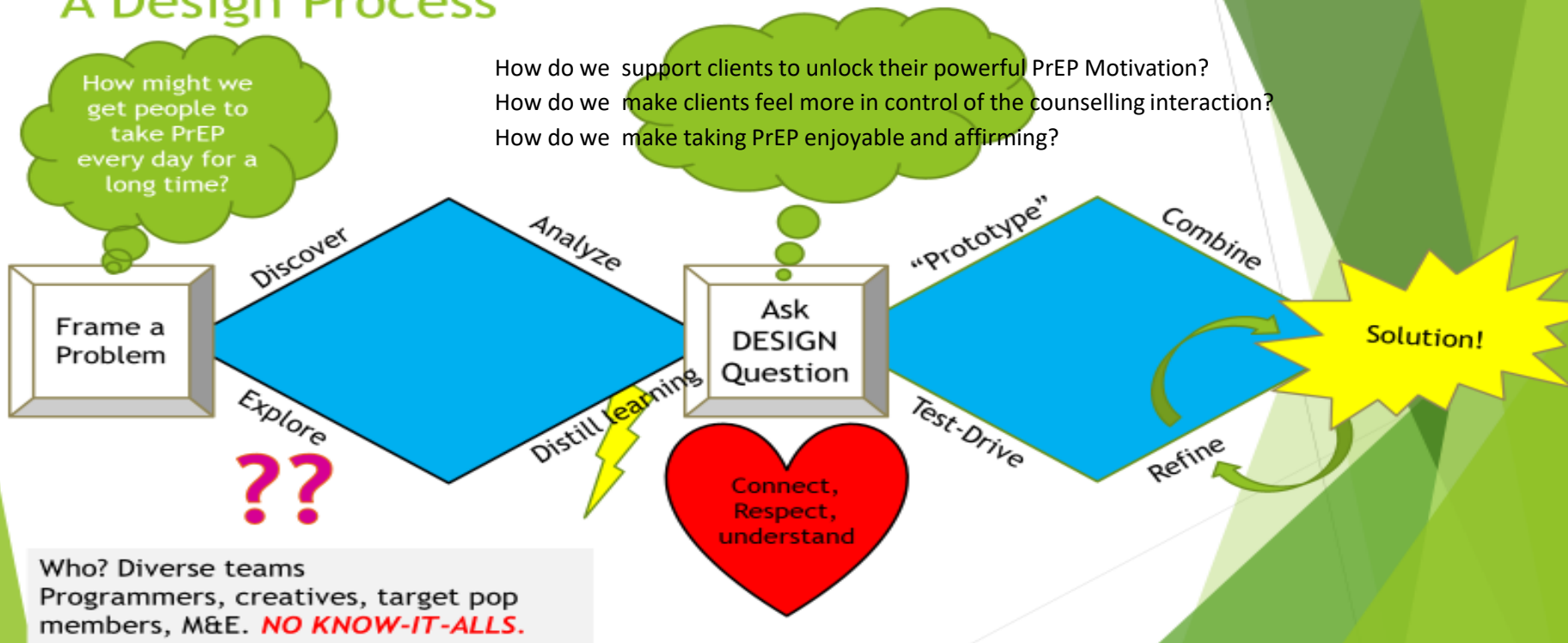
*Make taking PrEP  
enjoyable and  
affirming?*





# User-centered interventions design process

## A Design Process



# Insights from FSWs and MSM

## #MotivationisPower

Successful PrEP users connect daily pill taking with a larger sense of purpose. Taking pills becomes a daily reminder

*“PrEP is my life! It gives me control to do what I want”*  
*“PrEP helps me achieve my dreams” FSW*

## #givemechoices

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

*“Give choices. Take it or not but I don't really care.”*  
FSW

## #makemefeelspecial

MSM and FSW crave affirmation for achieving the challenging task of adherence.

*“PrEP is about me, connect with me and understand me”*

*“Make it like church” MSM*



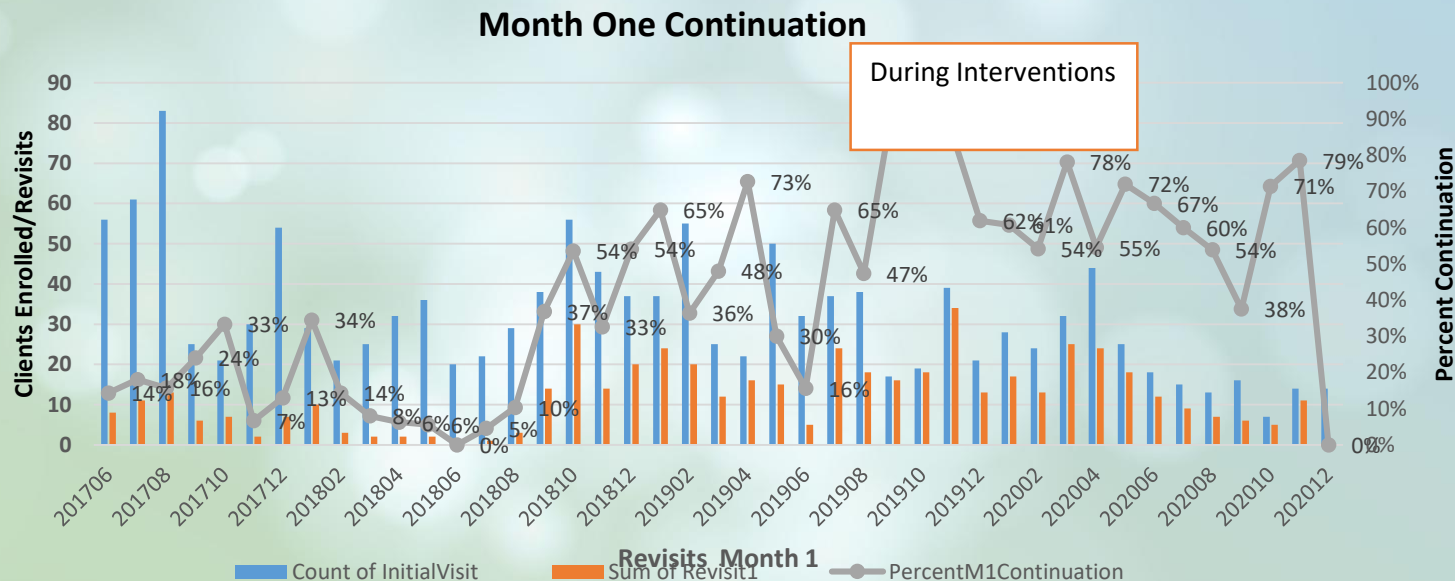


# MSM and FSW user- centered Interventions on PrEP continuation





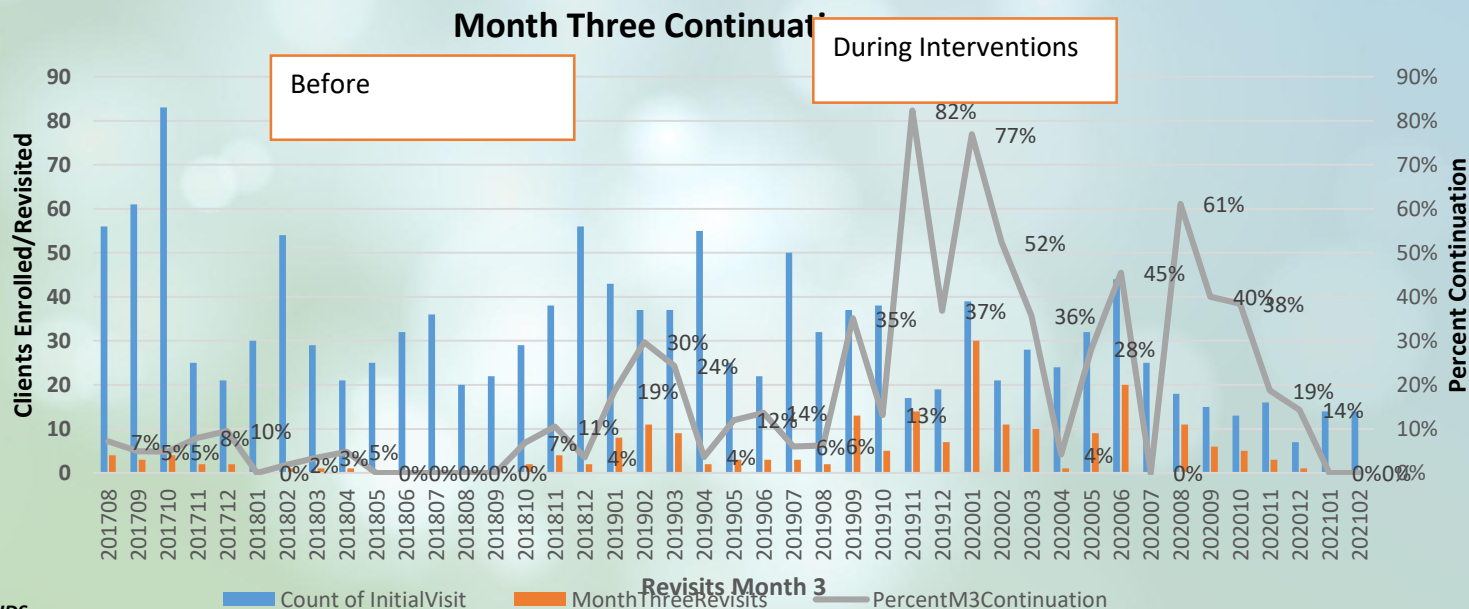
# Month one continuation at MSM clinic (Hoymas)



Data Source : JDS



# Month three continuation at MSM clinic (Hoymas)

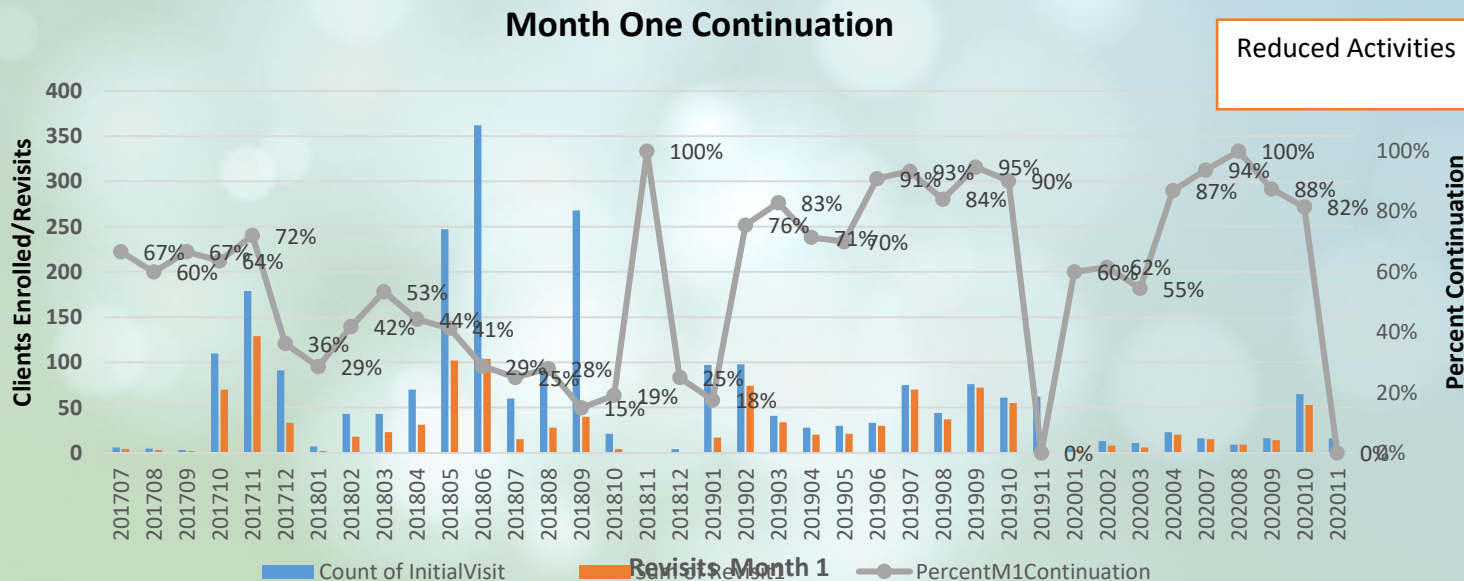


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# Month one continuation at FSW clinic (IRDO)

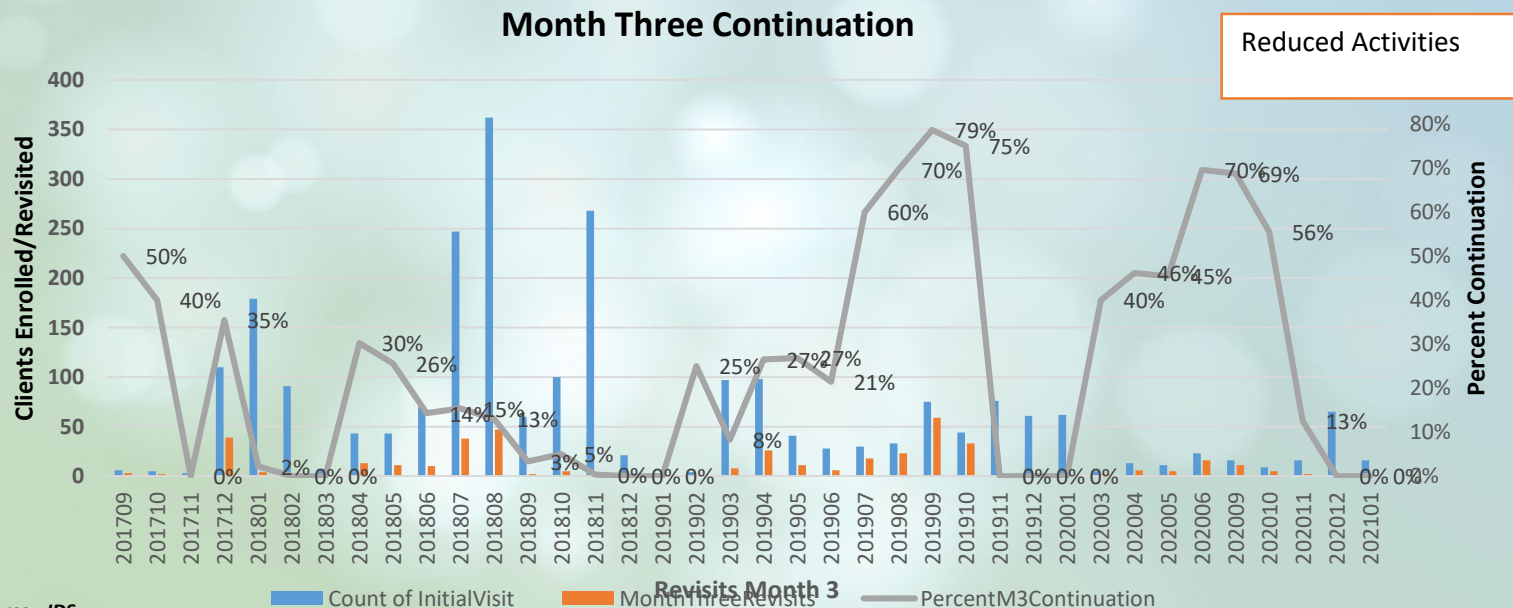


Data Source : JDS





# Month Three continuation at FSW clinic ( IRDO)



Data Source : JDS

# 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?

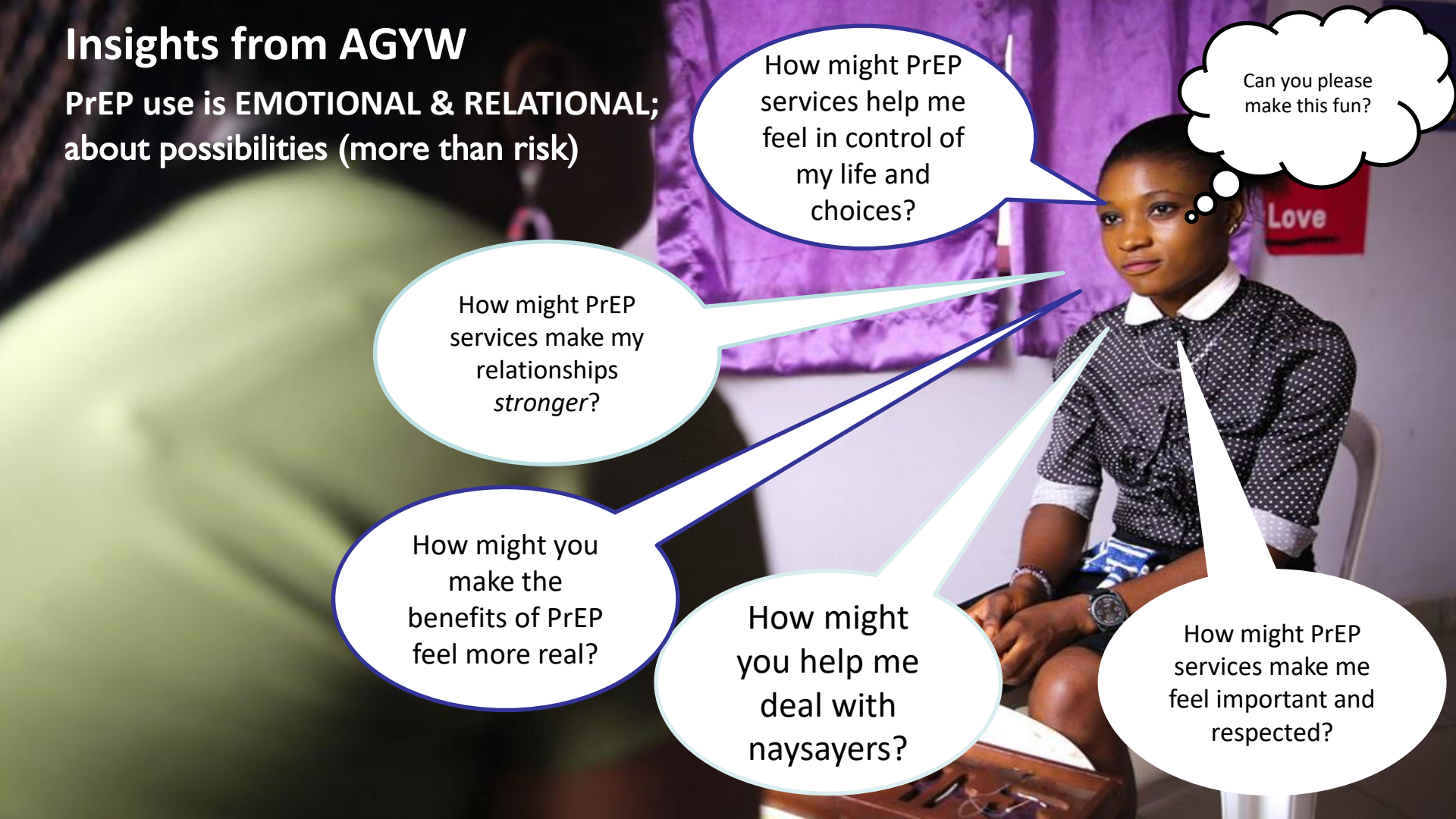
Can you please make this fun?

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?



# AGYW Interventions on PrEP initiation



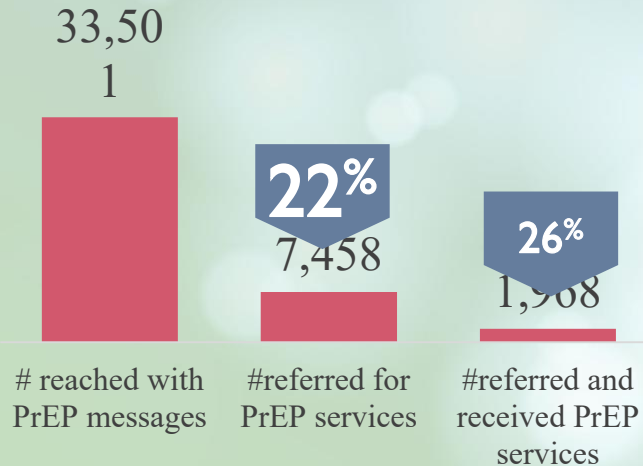
# Impact of user-centered interventions among AGYW

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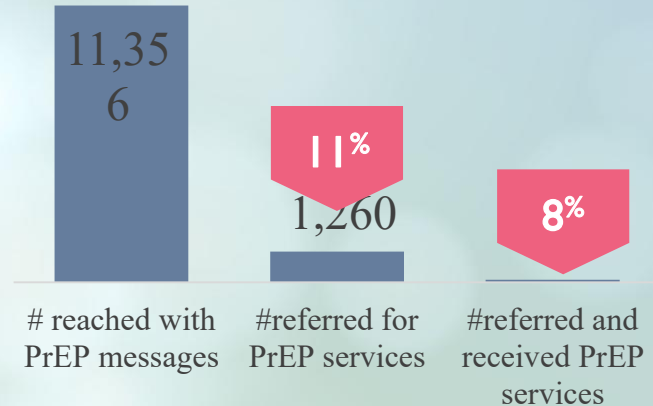


## Interpersonal communication: Community Cascade

Sites with AGYW PEs and Other interventions

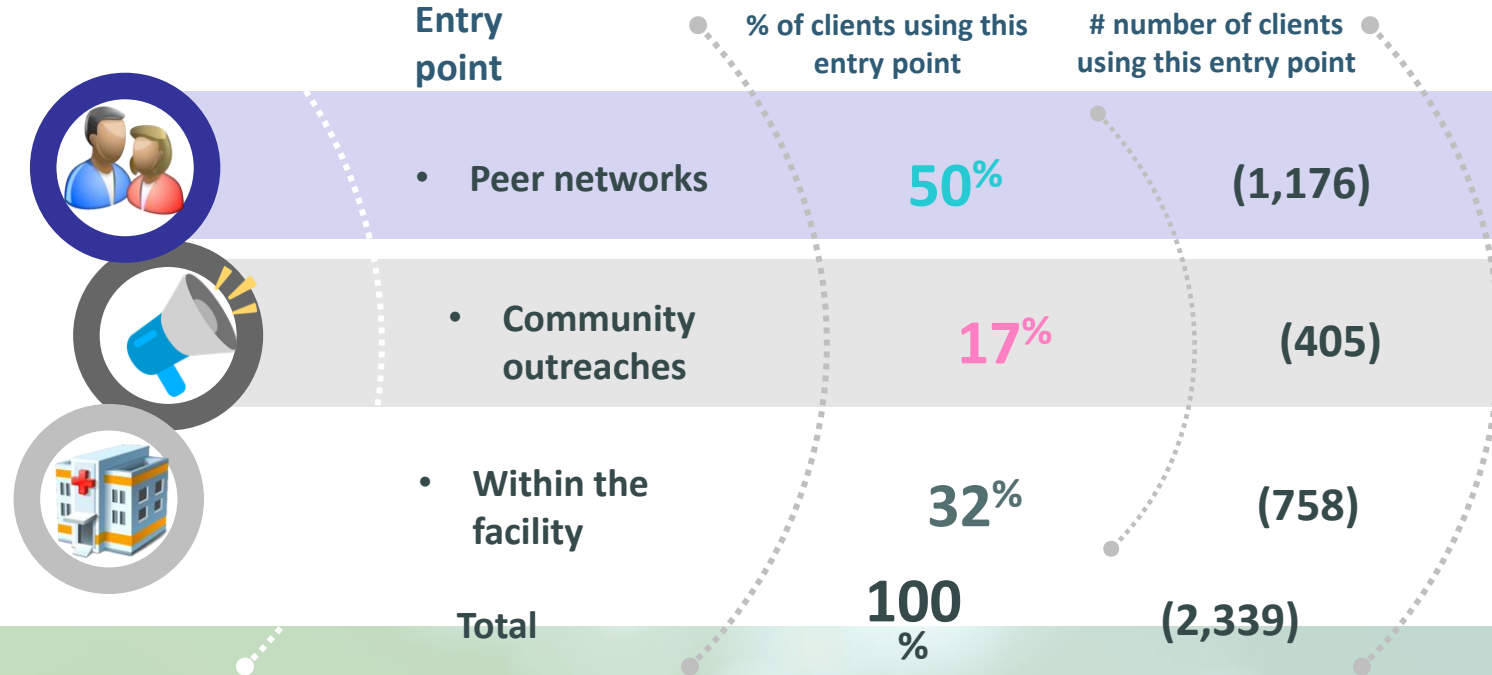


Sites with AGYW PEs Only



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





## 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.

## Discussion

