



PREP4YOUTH: USING CROWDSOURCING TO FACILITATE PREP IMPLEMENTATION

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BACKGROUND

- ❑ Nigerian youth aged 14-24 make up a significant proportion of sub-Saharan African youth newly diagnosed with HIV.
- ❑ However, they do not access essential HIV prevention services like Pre-exposure prophylaxis (PrEP)



Crowdsourcing

Crowdsourcing has a group attempt to solve a problem, then shares or implements solutions with the public¹



Why crowdsourcing to improve health?

Expanding digital
networks

Insights from many fields
about group genius

Big data available

Crowdsourcing Process

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**SHARE SOLUTIONS AND
IMPLEMENT**

Share finalists with national or local agencies, implement the finalists within communities



Real word implementation and evaluation

**RECOGNIZE
FINALISTS**

Social media and in-person announcement of finalists



Incentives for finalists and for participation in the contest

**EVALUATE
CONTRIBUTIONS**

Crowd, steering committee, or others evaluate entries based on pre-specified criteria



Narrows the field of entries, relies on local judgement, taps crowd wisdom

**ENGAGE COMMUNITY TO
CONTRIBUTE**

Clarify the contest for community members, provide feedback on entries



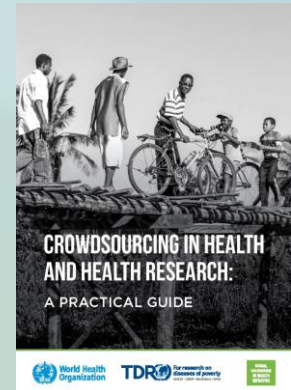
Social media and in-person events at local communities

**ORGANIZE A COMMUNITY
STEERING GROUP**

Strong community buy-in from the start, resonates with local language /culture/preferences



Local community members, doctors, CBO leaders, network leaders; establish contest rules and open call for entries*





HOW DOES PREP WORK?

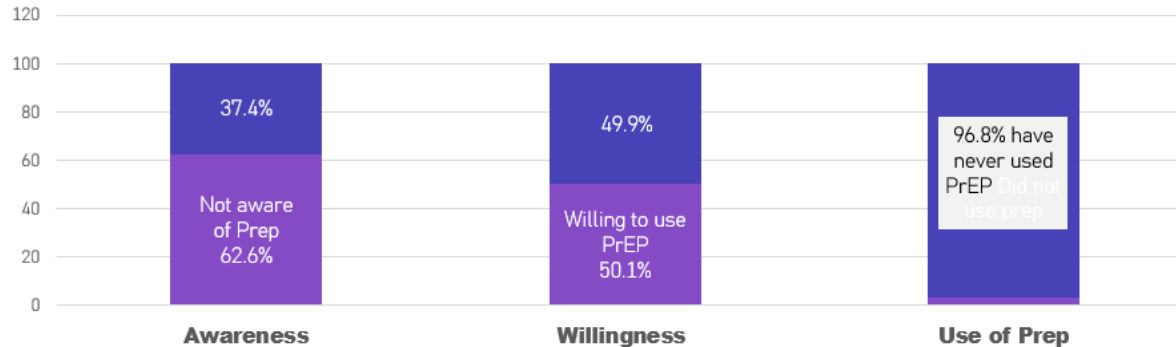
PrEP is for HIV-negative people to use before they are exposed to HIV. When taken as prescribed, PrEP fights off HIV from replicating itself and spreading throughout the body. It is designed to contribute to the existing package of HIV prevention options, including abstinence, and condoms (lubricant)



ITEST; Innovative tools to expand youth-friendly HIV self-testing

Of the 324 participants, the mean age and standard deviation were 21.17(+2.20) majority were 20-24 years old (75.9%) and male(58%)

Pilot data on PrEP awareness, willingness and use among 324 Youth





TIMELINE DIAGRAM



DECEMBER 2021

PrEP4Youth Open contest



MARCH 2022

.PrEP4Youth Designathon Open contest



JULY 2022

PrEP4Youth bootcamp



NOVEMBER 2022

PrEP4Youth Pilot Study



PREP4YOUTH OPEN CONTEST

- Question

How might we design services or programs that will promote PrEP awareness and use among youth in Nigeria?

- Propose
Solicit creative ways to promote PrEP use and delivery among youth 14-24 years
- Judging
Pre-screening, Evaluation, and Panel of judges.
- Judging Criteria
- Prizes



4 Youth by Youth World AIDS Day 2021 Pitch Event

Dec 1, 2021 07:00 AM
Central Time (US and Canada)



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PREP4YOUTH DESIGNATHON OPEN CONTEST



- ❑ We organized a 72 h designathon for youth 14-24 years in Nigeria to design strategies to increase youth PrEP uptake
- ❑ 13 youth teams were selected to participate in designed strategies.
- ❑ The expected deliverables included a prototype of the teams' PrEP service delivery and a presentation of their idea to a panel of judges



PREP4YOUTH BOOTCAMP CONTEST



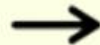
EMPATHY-BASED
RESEARCH

“Discover”



IDEATION &
PROTOTYPING

“Design”



EVALUATION &
ITERATION

“Test”



IMPLEMENTATION
PLANNING

“Do”





NEXT PROJECT

PrEP4Youth pilot study in five sites in Nigeria.

Five teams:

- ☐ Team Binta
- ☐ Team Dream
- ☐ Team Preply
- ☐ Team Knack health
- ☐ Team Age





Next Steps

Using a pilot, quasi-experimental cohort study, we will implement *PrEP4Youth study* five different government areas in Nigeria

01

Pharmacies and
community

02

Board games and
medical outreach
to secondary
schools

03

Text age box and
community
outreach

04

PrEP boxes,
fliers, role model
stories, and
referral cards for
community
outreach

05

Discreet pill and
develop online
key population
community



Thanks

- National Institutes of health
- NICHD-Eunice Kennedy Shriver National Institute of Child Health and Human Development
- Saint Louis University
- Nigerian Institute of Medical research

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THANK YOU

