PREP4YOUTH: USING CROWDSOURCING TO FACILITATE PREP IMPLEMENTATION

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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 public. 

Why crowdsourcing to improve health?

- Expanding digital networks
- Insights from many fields about group genius
- Big data available

1Tucker et al., PeerJ, 2019; TDR/SESH/SHHI Crowdsourcing in Health and Health Research Practical Guide, 2018
Crowdsourcing Process

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*

ENGAGE COMMUNITY TO CONTRIBUTE

Clarify the contest for community members, provide feedback on entries

Social media and in-person events at local communities

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

RECOGNIZE FINALISTS

Social media and in-person announcement of finalists

Incentives for finalists and for participation in the contest

SHARE SOLUTIONS AND IMPLEMENT

Real word implementation and evaluation

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

TDR/SESH/SIHI. Crowdsourcing Contests in Health and Health Research: A Practical Guide. 2018
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).
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%).

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

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

- 37.4% Not aware of Prep
- 49.9% Willing to use PrEP
- 96.8% have never used PrEP
TIMELINE

MARCH 2022
PrEP4Youth Designathon Open contest

JULY 2022
PrEP4Youth bootcamp

DECEMBER 2021
PrEP4Youth Open contest

NOVEMBER 2022
PrEP4Youth Pilot Study

#ADHERENCE2022
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
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

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THANK YOU