

OPTIONS Consortium: Optimizing Prevention Technology Introduction On Schedule

**Speak my language! Using digital media to
reach and engage adolescents on oral PrEP**

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A bit of background



WHO issues guidelines

In 2015, WHO recommended oral PrEP for people at substantial risk of HIV infection as an additional prevention choice



South Africa adopts guidelines

In 2016, the South African (SA) National Department of Health (NDoH), in a phased approach, started making oral PrEP available to key and vulnerable populations



The incredible task

To reach targeted audiences with accurate and relatable information on oral PrEP that would engage them and enable them to accept oral PrEP as an additional HIV prevention method

In 2017, adolescent girls and young women (AGYW) in higher learning institutions began accessing oral PrEP through both public facilities and partner driven sites





What's the deal with OPTIONS?

Who we are

OPTIONS is one of five microbicide projects funded by USAID, in partnership with PEPFAR

What we do

OPTIONS works to help countries move from PrEP potential to PrEP impact

How we do it

OPTIONS provides country, regional and global level support to PrEP scale-up

OPTIONS is passionate about listening to young people. We can only respond effectively to the needs of young people, in a way that resonates with them – if we LISTEN.

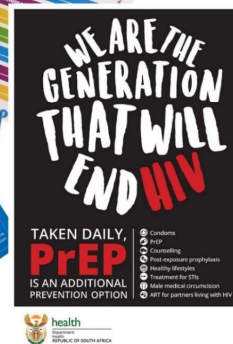
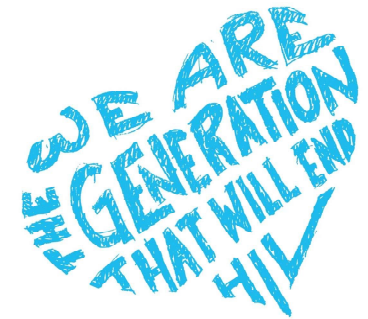




The OPTIONS Consortium supported the SA NDoH with the development of IEC materials

These materials were originally created for the June 2016 launch of oral PrEP in SA.

Information, education and communication (IEC) materials were adapted across audiences and continuously updated based on user feedback



But really
reaching AGYW
with empowering
and relatable
content required
more from us



We knew that we needed to get into the hearts and minds of young people across SA to understand what they really want.





And so, we went to them and we listened...



Meaningful youth engagement



National youth dialogues

IEC material testing sessions



Always preceded by communications and demand creation capacity building sessions

Asking...
what do you like best?

What did we miss or forget?

If you were us, what would you do?





Young voices were strong and consistent

Innovation and digital messaging is key!

- Digital messaging in the form of short, potentially viral videos
- Images of young women that we know... that reminds me of me
- Websites that are easy to navigate, familiar and endorsed by the NDoH
- Not too much text, less is more – “if it’s too much, we just won’t read it”
- Messaging that is social media friendly

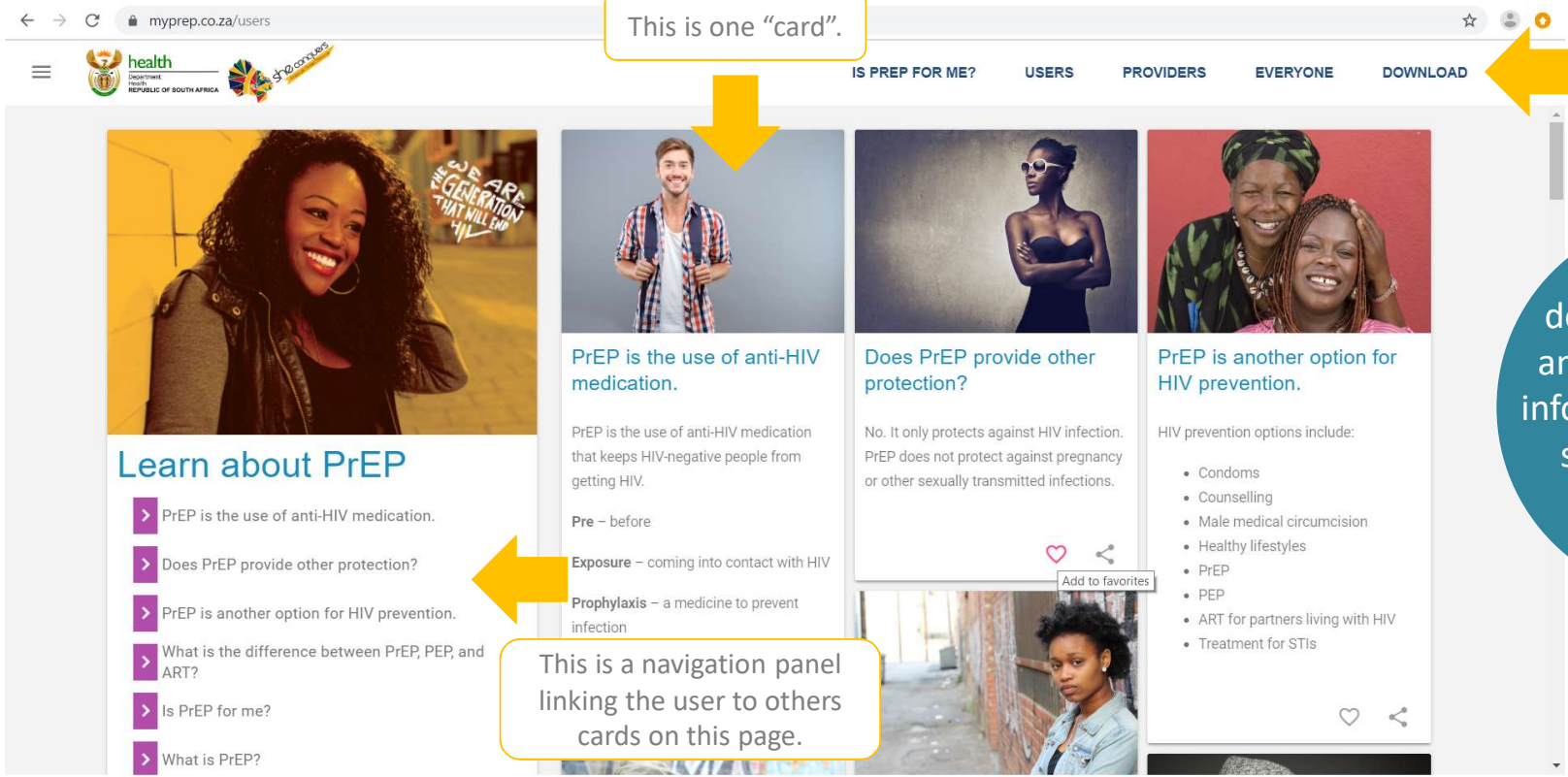
The OPTIONS Consortium collaborated with the SA NDoH to develop two digital approaches to reach and engage adolescents on PrEP: the www.myprep.co.za website and a series of 5 PrEP4Youth public service announcements (PSAs).





MyPrEP.co.za

This is web design based on the principles of material design... online platforms such as Instagram and Facebook use similar technologies.



This is one "card".



Developed for PrEP users, providers and everyone else.



How to break down an immense amount of valuable information into bite-size manageable chunks of information?



This is a navigation panel linking the user to others cards on this page.

Developed and funded in collaboration with Unitaids's Project PrEP – a project led by Wits RHI in collaboration with NDOH.



What makes this website different, huh?

Gamification to assess whether PrEP is right for the individual

Using *Material Design* principles to develop a content management system that translates printed IEC materials to an online format reflecting popular social media portals



Does PrEP provide other protection?

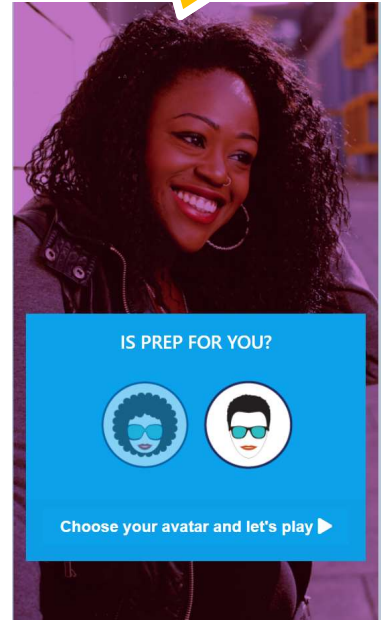
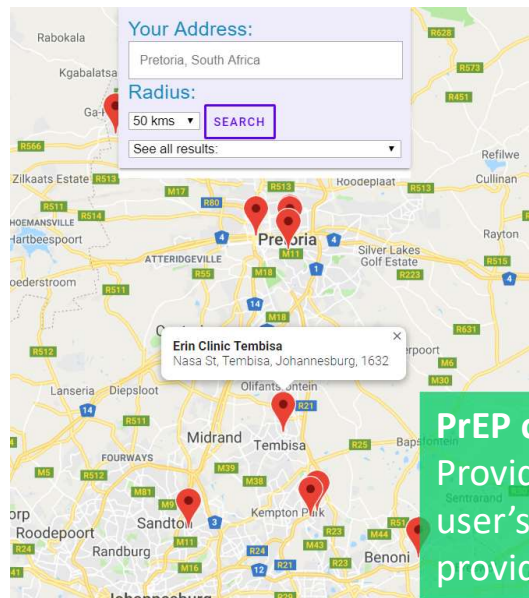
No. It only protects against HIV infection. PrEP does not protect against pregnancy or other sexually transmitted infections.



Card based technology - simple, neat digital cards with a 'touchable' look

User centric, user friendly and easy to share on social media

Each "card" is coded as an individual webpage but all cards are visible in a holistic manner.



PrEP clinic location finder - Provides the location of the user's nearest facility providing PrEP.



Public Service Announcements... videos!



Focusing on a specific theme and aiming to change the narrative of current perceptions around PrEP

Positioning PrEP as more than just a pill — but a source of aspiration and empowerment

Encouraging PrEP as an acceptable HIV prevention method for young women

- The PrEP4Youth PSAs were produced with nationally recognized actresses from MTV Shuga: Down South.
- The website content and PSA scripts were developed and adapted with input from a nationally representative youth group.
- Each video tackled a question or topic specifically pointed out to OPTIONS by young people, as being problematic or difficult to deal with:
 - HIV testing
 - Addressing stigma
 - Supporting effective use (adherence)
 - Combination prevention
 - Dealing with side effects... urgh





Want to have a look? 😊

- Insert cut-down version of Addressing Stigma PSA





Cool products... but did we succeed in reaching young people?

- Both the website and PSAs were promoted and disseminated through social media, specifically the MyPrEP, SheConquers, BWISEHealth and OPTIONS Facebook and Twitter pages.
- The website was promoted using Google Ads, and the PSAs were promoted using boosted Facebook posts – targeting AGYW within South Africa.
- The MyPrEP Facebook and Twitter pages were the source for the PSAs – this page is an NDoH representative social media platform and currently has more than 8 000 followers who are predominantly aged under 30.
- Social media and Google analytics were used to measure the reach of these digital approaches.



@myPrEPSouthAfrica



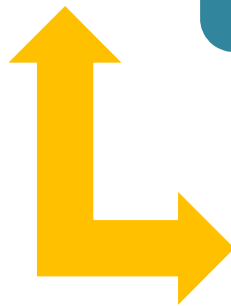
@myPrEP_SA





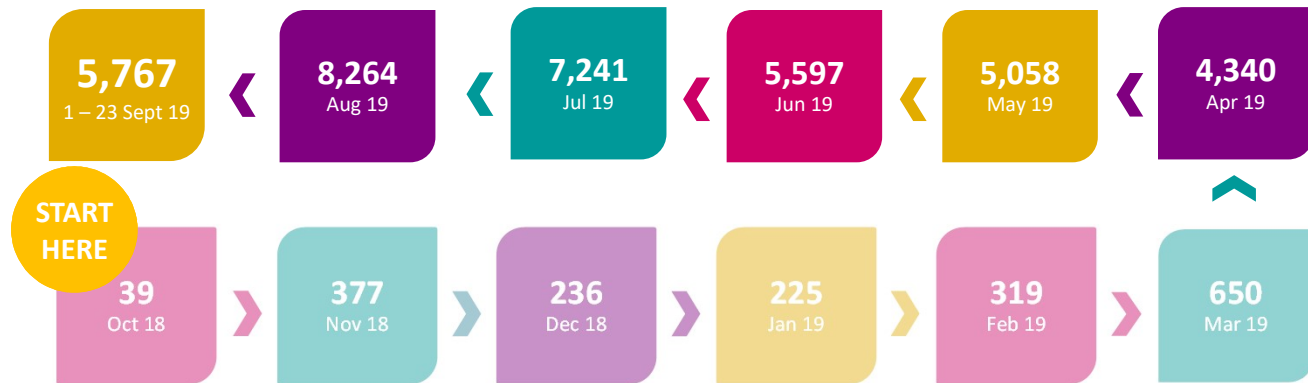
MyPrEP.co.za results

User journeys across the website:



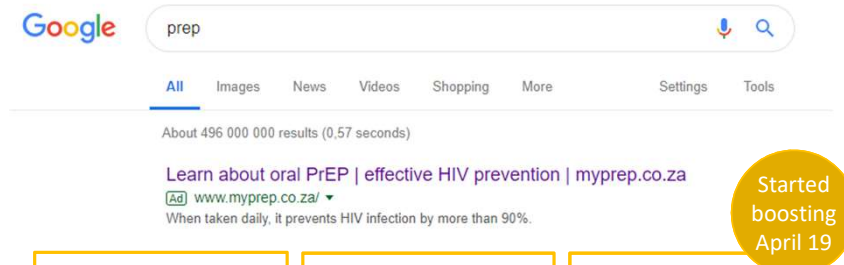
81% of users connect via a mobile device

Total unique users: number of all website visitors



76% of traffic directed through paid search

6% directed from social media



7.55K
Clicks
(number of times users clicked on the website ad)

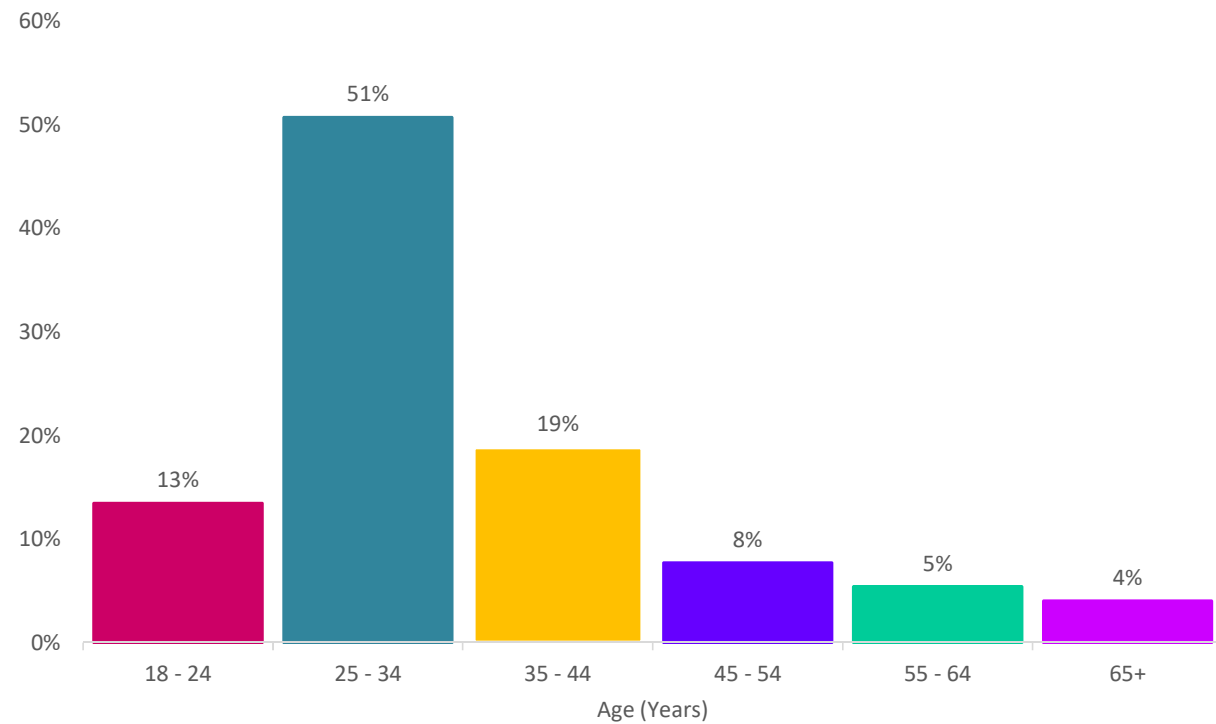
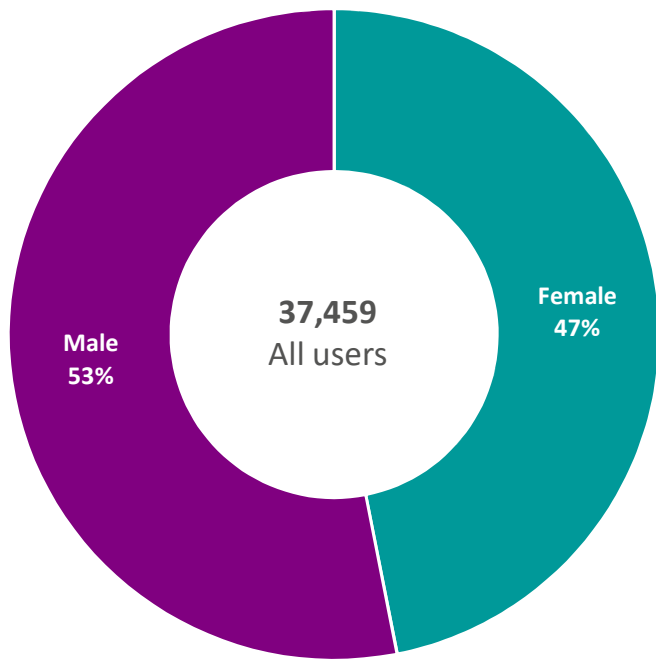
144K
Impressions
(number of times the ad was shown on a search result)

\$314
Cost
(amount spent during reporting period)

Period: 22 Oct 2018 – 25 Aug 2019
Data source: Google Analytics and Facebook Developer Analytics



MyPrEP.co.za results – demographics by age and gender





MyPrEP.co.za results – top 3 page views

Views: 7,831
Page: Get PrEP

PrEP is the use of anti-HIV medication.

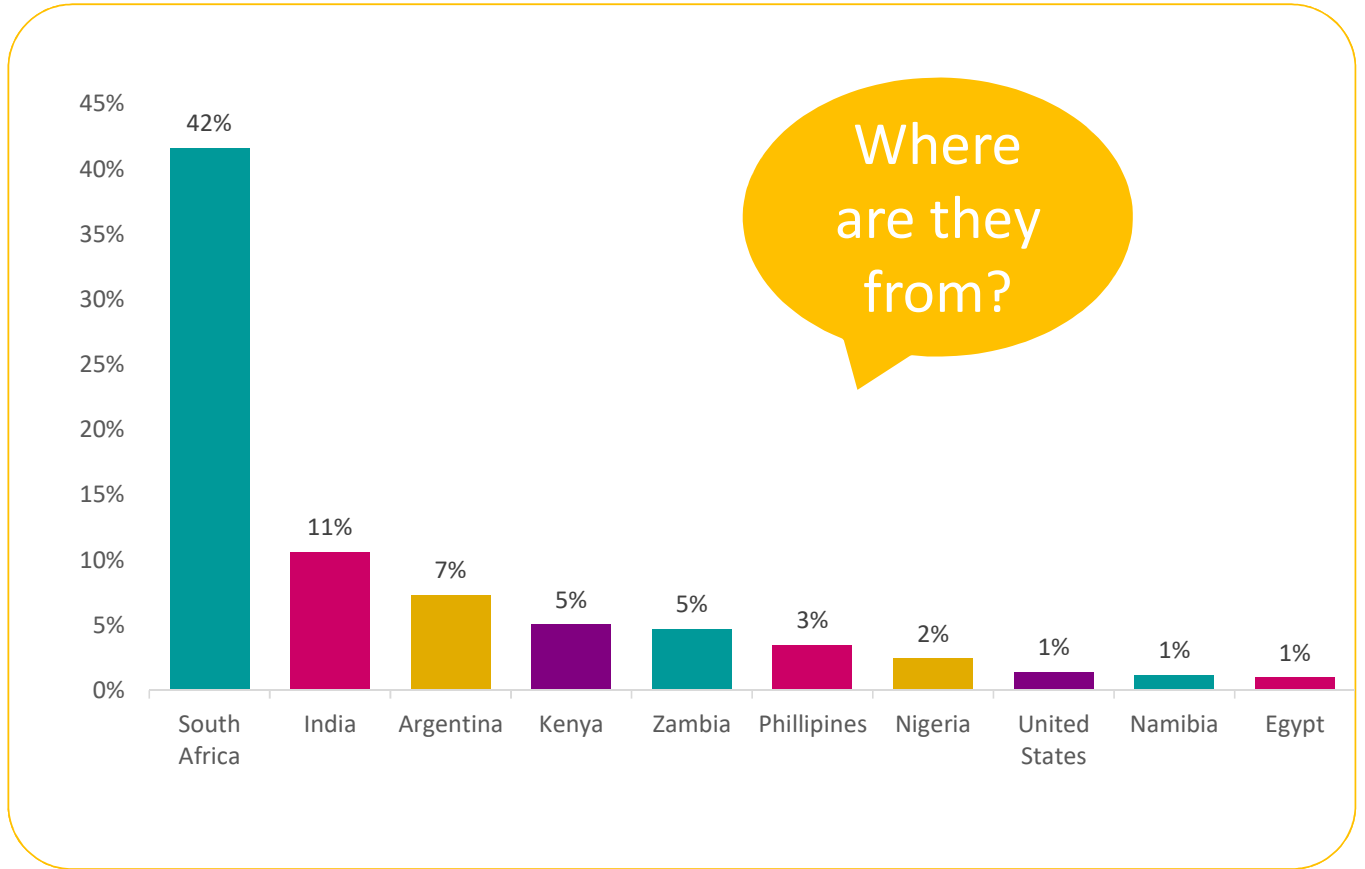
PrEP is the use of anti-HIV medication that keeps HIV-negative people from getting HIV.

Views: 2,441
Page: Users

What is the difference between PrEP, PEP, and ART?

All three contain antiretroviral medicines in different

Views: 2,163
Page: Users





What about the videos? Facebook results:

The videos were released through social media channels in a phased approach – each video was preceded by a shorter teaser video.

HIV testing

Teaser video:

- 38415 People reached
- 97 reactions, comments and shares
- 866 post clicks
- 9770 views

Full video:

- 48558 People reached
- 234 reactions, comments and shares
- 2922 post clicks
- 13661 views

Addressing stigma

Teaser video:

- 945 People reached,
- 17 reactions, comments and shares
- 47 post clicks
- 171 views

Full video:

- 50326 People reached
- 451 reactions, comments and shares
- 4097 post clicks
- 17960 views

Combination prevention

Teaser video:

- 35765 People reached
- 52 reactions, comments and shares
- 870 post clicks
- 7916 views

Full video:

- 57240 People reached
- 510 reactions, comments and shares
- 12033 post clicks
- 16065 views

Supporting adherence

Teaser video:

- 8375 People reached
- 37 reactions, comments and shares
- 584 post clicks
- 1356 views

Full video:

- 29342 People reached
- 141 reactions, comments and shares
- 1323 post clicks
- 9761 views

Managing side effects

Teaser video:

- 14899 People reached,
- 27 reactions, comments and shares
- 412 post clicks
- 3013 views

Full video:

- 45631 People reached
- 292 reactions, comments and shares
- 5063 post clicks
- 13445 views



What about the videos? Twitter results:



The videos were released through social media channels in a phased approach – each video was preceded by a shorter teaser video – **Twitter did not make use of paid advertising**

HIV testing	Addressing stigma	Combination prevention	Supporting adherence	Managing side effects
Teaser video: 1578 Impressions, 73 views	Teaser video: 2412 Impressions, 130 views	Teaser video: 1456 Impressions, 62 views	Teaser video: 1679 Impressions, 103 views	Teaser video: 627 Impressions, 39 views
Full video: 1742 Impressions, 125 views	Full video: 1844 Impressions, 95 views	Full video: 6376 Impressions, 351 views	Full video: 1794 Impressions, 107 views	Full video: 923 Impressions, 81 views

No paid advertising or post boosting was implemented on Twitter – all views and reach were completely organic.



Facebook audience demographics

Performance for your post

← Audience and engagement ▾

- Estimated reach: 29,350
- Unique viewers: 8,562
- Post engagement: 141
- Top audience: Women, 18-24
- Top location: KwaZulu-Natal

Know Your Audience
Discover the age, gender and interests of your viewers with audience insights.
Go To Insights

My PrEP: PrEP Adherence video...
See it first: You can do this! When taken daily, for as long as you need it, PrEP gives you more than 90% protection from HIV infection. Stay healthy and in control of your life. She Conquers B Wise HIVSHARESPACE @Optionsmpil MTV Shuga Down South...

1:51 · Uploaded on 25/06/2019 · View permalink · Copy video ID

Performance for your post

← Top location ▾ **Gauteng**

5 Jun - 6 Sept

5.2K Minutes viewed

Percentage of minutes viewed

Gauteng	27.7%
KwaZulu...	24.7%
Western...	13.6%
Eastern...	13.2%
Limpopo	6.17%
Mpumalan...	5.97%
North We...	3.19%
Free Sta...	3.03%

My PrEP: HIV Testing Full Video...
See it first! Testing for HIV and knowing your status gives you the power to choose the right path for you - treatment with ARVs or prevention with PrEP. Positive or negative, I play my part and live my life uninterrupted #Tatamachance #Tatamastat...

1:58 · Uploaded on 05/06/2019 · View permalink · Copy video ID

Performance for your post

← Top audience ▾ **Women, 18-24**

5 Jul - 6 Sept

4.8K Minutes viewed **12% Men 88% Women**

My PrEP: Side Effects full video...
See it first: At least 2 out of every 10 people who use PrEP may experience some mild side effects. In most people, these mild side effects go away after a few weeks. It's no contest. Choose PrEP! #icandothis #PrEPup She Conquers B Wise...

2:11 · Uploaded on 02/07/2019 · View permalink · Copy video ID

86 reactions 7 Comments 23 Shares

Like Comment Share

Most Relevant ▾

Write a comment...

Yamkela Dyontyo I like you girl sing
Like · Reply · Message · 7w

lthateleng Leseba I am taking PrEP now, how long must I take it?
Like · Reply · Message · 9w

My PrEP My PrEP You must take it everyday for as long as you feel you are at risk of getting HIV. Remember to still use condoms and contraceptives as it does not prevent STIs or pregnancy. When you do decide to stop, speak to your healthcare provider before stopping.

Like · Reply · Commented on by Nakita Roma Sheobalak [?] · 9w

Yay!
They're talking to us!

Note: Twitter does not provide the same level of disaggregated data as Facebook but does indicate that the gender breakdown during the PSA dissemination time period was 40% male vs 60% female, 73% OF TOTAL reach was with SA audience



Conclusion

- Both www.myprep.co.za and the PSAs have received positive feedback through online engagement in the form of private messages, post engagement and positive commenting.
- Social media analytics demonstrate that South African adolescents and young people can be reached and engaged at scale with PrEP messaging through digital platforms.
- The social media reach as seen on Facebook versus Twitter suggest that Facebook is still a preferred platform, and post boosting is successful at reaching targeted audiences.





University of the Witwatersrand
WITS RHI



McCANN
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