

PrEP Communications Accelerator

OPTIONS CONSORTIUM

The **PrEP Communications Accelerator** is a free, interactive, digital tool that supports national governments, program implementers, and health providers to develop communications that drive demand for PrEP in sub-Saharan Africa. This tool offers tested guidance throughout the life cycle of a PrEP communications campaign and can be applied across all PrEP formulations.



The **Communications Fast Tracker** generates a sample demand creation campaign strategy, tailored to the audience and setting a user selects, for local adaptation and testing.



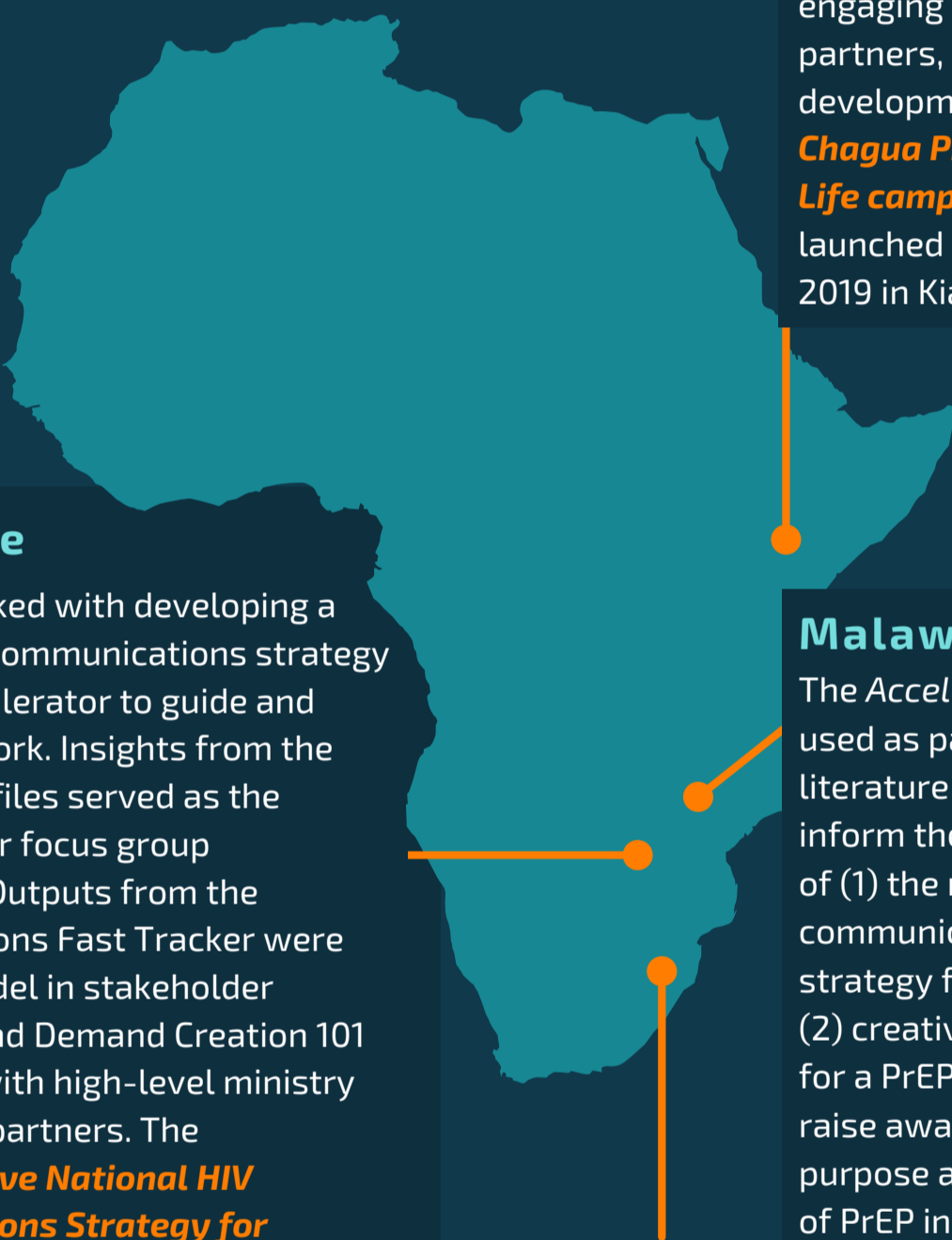
Audience Profiles provide in-depth insights on five target audience groups, including considerations for identifying the best settings and channels to reach each group.



Demand Creation 101 walks users through the entire process for developing a campaign strategy, providing tools and templates along the way to maximize efficiency.

Global

5,130 Accelerator visitors from August 2018 to May 2020



Kenya

The Audience Profiles and Demand Creation 101, including tools for media planning and engaging creative partners, supported the development of the **Chagua PrEP, Chagua Life campaign**, which launched in November 2019 in Kiambu County.

Zimbabwe

The team tasked with developing a national HIV communications strategy used the Accelerator to guide and support its work. Insights from the Audience Profiles served as the foundation for focus group discussions. Outputs from the Communications Fast Tracker were used as a model in stakeholder interviews, and Demand Creation 101 was shared with high-level ministry officials and partners. The **Comprehensive National HIV Communications Strategy for Zimbabwe** was completed in April 2019 and launched in September 2019.

Demand Creation 101 also guided the development of the **GarawaPrEPa campaign**, which ran September–December 2019 in Chitungwiza. After the campaign launched, the number of adolescent girls and young women accessing the **SHAZ! Hub** in Chitungwiza increased by over 100%. The Advocacy and Communications subcommittee of the National PrEP Technical Working Group plans to adapt selected campaign assets for national dissemination.



"The Accelerator ensured that our campaign was done in a very systematic way. We had a structure that we followed immediately."
— Pangaea Zimbabwe Aids Trust

Malawi

The Accelerator was used as part of a literature review to inform the development of (1) the national communications strategy for PrEP and (2) creative concepts for a PrEP campaign to raise awareness of the purpose and availability of PrEP in Malawi.

Eswatini

LINKAGES Eswatini looked closely at the Audience Profiles to gain insight into the specific, PrEP-related needs of key populations that may be relevant in Eswatini. Because the profiles include suggested communication messages that have resonated with relevant audiences in other countries, the LINKAGES project was able to fast-track formative community dialogues by adapting and building on messages that had been validated elsewhere. The information from the Audience Profiles was used as a substitute for substantial portions of the literature review process that typically informs such community dialogues.

<https://www.prepwatch.org/resource/prep-communications-accelerator/>
May 2020

