PrEP Scale-Up in Kenya: Bridge to Scale Project

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WHO Satellite Session, 23rd July 2017
Bridge to Scale Project Goal

To demonstrate and document an effective model for scaling up oral pre-exposure prophylaxis (PrEP) as an HIV-prevention intervention in low-resource settings
Priority Populations

1. Female sex workers (FSWs)
2. Men who have sex with men (MSM), including male sex workers
3. Adolescent girls and young women (AGYW)
Kenya’s PrEP Scale-Up Journey

July 2016
Launch of revised ART guidelines

November 2016
PrEP implementers meeting

November 2016 – April 2017
PrEP TWG and subcommittee working group meetings

May 2017
National PrEP scale-up launch

October 2016
Formation of PrEP TWG by NASCOP

November 2016
Demo Projects Learning Workshop

2016
Approval of TDF generics
National PrEP Scale-Up Launch
National PrEP TWG Subcommittees

- Service delivery: service providers’ toolkit and training manual
- Advocacy, communication and community engagement: communication plan
- Commodities and supply chain: Reporting tools and supply chain framework
- Monitoring and evaluation: indicators and tools
- Research and impact evaluation: national research plan
- Costing and resource mobilization: financing and resource mobilization plan
PrEP is delivered using community-based and facility-based delivery models

- Drop-in centers
- Public health facilities
- Private health facilities
Service Delivery Pathway

- County Health Management Team sensitization meetings
- Facility mapping
- Facility readiness assessment
- Training (service providers, pharmacists, heath records officers)
- Whole site orientation
- Ordering for commodities
- Enrollment of clients
- Client monitoring and follow-up
- Supervision and mentorship
Iterative Development of Data Capture Tools

**1st Draft**
- 4 Months (October 2016)
  - 3 M&E sub-committee meetings
  - 1 workshop

**2nd Draft**
- Feb 2017
  - 1 M&E subcommittee meetings

**3rd Draft**
- March to May 2017
  - 4 M&E subcommittee meetings
  - 1 training manual workshop

**Dissemination**

**Pre-testing**
- Feb 2017
  - Service provider training
  - Client enrollment within the facilities

**Pre-testing**
- March 2017
  - Service provider training
  - Client enrollment within facilities

**Finalization**
- June 2017
Data Sources for Routine PrEP Implementation

Rapid Assessment Screening Tools

PrEP Clinical Encounter Form

PrEP Register

PrEP Summary Tool/ MoH731b
Who Is Coming for PrEP?

- Female sex workers
- Men who have sex with men
- Adolescent girls and young women
- Sero-discordant partners
- Spouses of sex workers
- Single men with multiple sexual partners
- Migrant married men in concurrent sexual relationships
Media Engagement

Communications planning

Aug 2016 - Jan 2017
- SWOT analysis.
- Stakeholder mapping
- Key messages and positioning statements developed

Embracing media as a partner and working together to share information and correct perceptions

Apr 2017
- Journalist training
- WhatsApp group

Media identified as key stakeholder and channel

Feb 2017
- Spokesperson training
- Editors breakfast
- First wave of mass media articles and broadcasts around PrEP

Over 50 PrEP mentions on TV on radio and in print

May 2017
- Official launch day: PrEP number one trending topic on twitter
New drug to prevent HIV infection out

PreP recommended for people at high risk of contracting AIDS-causing virus.

Discovered, couples tested.

Kenyans will access free HIV self-testing kits in July — state

New HIV prevention drug available in Kenya soon.

Risks of HIV spread increased by using oral antiretroviral therapy.

New drug to check HIV spread unveiled.

Kenya adopts new drug to control spread of HIV.

Innovating to save lives.

Jhpiego

an affiliate of Johns Hopkins University
Demand Creation Framework

1. Engagement meetings with key stakeholders
2. Mass media, Social media and print materials
3. Human Centred Design and behavioural economics
4. Interpersonal communication

Supporting PrEP Delivery

General Awareness Creation
Targeted Communication
National PrEP Campaign Identity

JIPENDE

JiPrEP
Age 18+ - Media Activities P7D

- **Used a mobile phone**: 83.00%
- **Listened to the Radio**: 77.30%
- **Watched Television**: 30.70%
- **Read a Newspaper**: 21.20%
- **Used the Internet**: 19.70%
- **Read a Magazine**: 4.10%
- **Went to the cinema**: 0.80%

**Reach** vs **Affinity**

**Mass Media Campaign**

**Jilinde Chukua Kontrol**

**Jhpiego**
Social Media Campaign

- Social media performance on 4th May, 2017:

  - 16,417 likes
  - 1,450 followers
YouTube Views

Views: 281,571

Total watch time: 139,208 minutes

Shares: 40

Male: 60%
Female: 40%

What is PrEP?

Oral Prep

281,571 views
IEC Materials

Protect yourself from HIV

PrEP A DAY KEEPS HIV AWAY

Get tested for HIV today!

PrEP or Pre-Exposure Prophylaxis is the new additional HIV prevention option for HIV negative people who are at risk of HIV infection.

Taken daily, PrEP is an additional prevention option.

Condoms
- HIV testing services
- Post-exposure prophylaxis
- Healthy lifestyles
- Treatment for STIs
- Voluntary Medical Male Circumcision
- ART for partners living with HIV

If you feel you're at an ongoing risk of acquiring HIV and would like to know more about PrEP, please visit your healthcare provider.
Human-Centered Design & Behavioral Economics

Understanding Context

Quantitative Segmentation

Deep Dive Prioritization

Design & Test Communication
Key Lessons Learned

- Anchoring PrEP as a national program guarantees sustainable scale-up.
- Framing PrEP as an intervention for the general population destigmatizes the intervention.
- Deliberate planning around communications is critical for PrEP awareness and acceptance.
- Media are critical partners in the rollout of PrEP. However, there should be a clear engagement strategy from the outset.
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