

# Leveraging the private sector to expand access to HIVST: case of SHIPS Project

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**Leveraging DSD Strategies to Optimize HIV Testing and Linkage Services**

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## Presentation outline

1. Background
2. Processes and impact hypothesis
3. Theory of change
4. Results
  - Demand creation
  - HIVST sales and product bundles
  - Digital support: call centre, chatbot
5. Key lessons



# Background

- SHIPS project is funded by Children's Investment Fund Foundation, for the period Nov 2020 – June 2023.

## Goal

To grow the private sector market for HIVST with public health impact.

## Approach

- Resolve key barriers and failures that limit growth of the market by developing and testing demand and supply side interventions using a design approach.
- Engage stakeholders actively throughout the process to develop a consensus agreement on market growth (e.g., who pays & who does).
- Effectively coordinate with other donors and implementers across HIVST implementation to optimize investments.

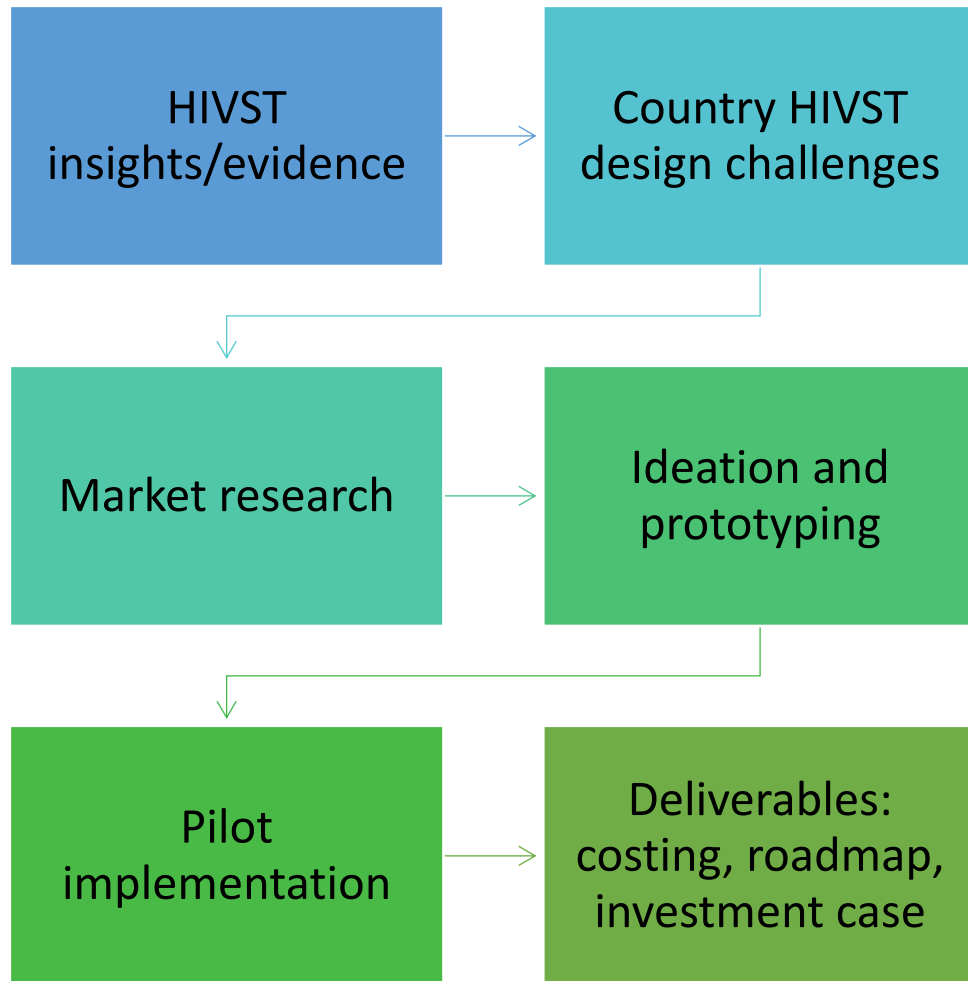
## Target populations

- Sexually active females and males of 18-34 years and 35 years + males

## Countries and implementers

- PSI (Prime Partner).
- Kenya (PS Kenya), Nigeria (SFH) and Uganda (PSI Uganda).

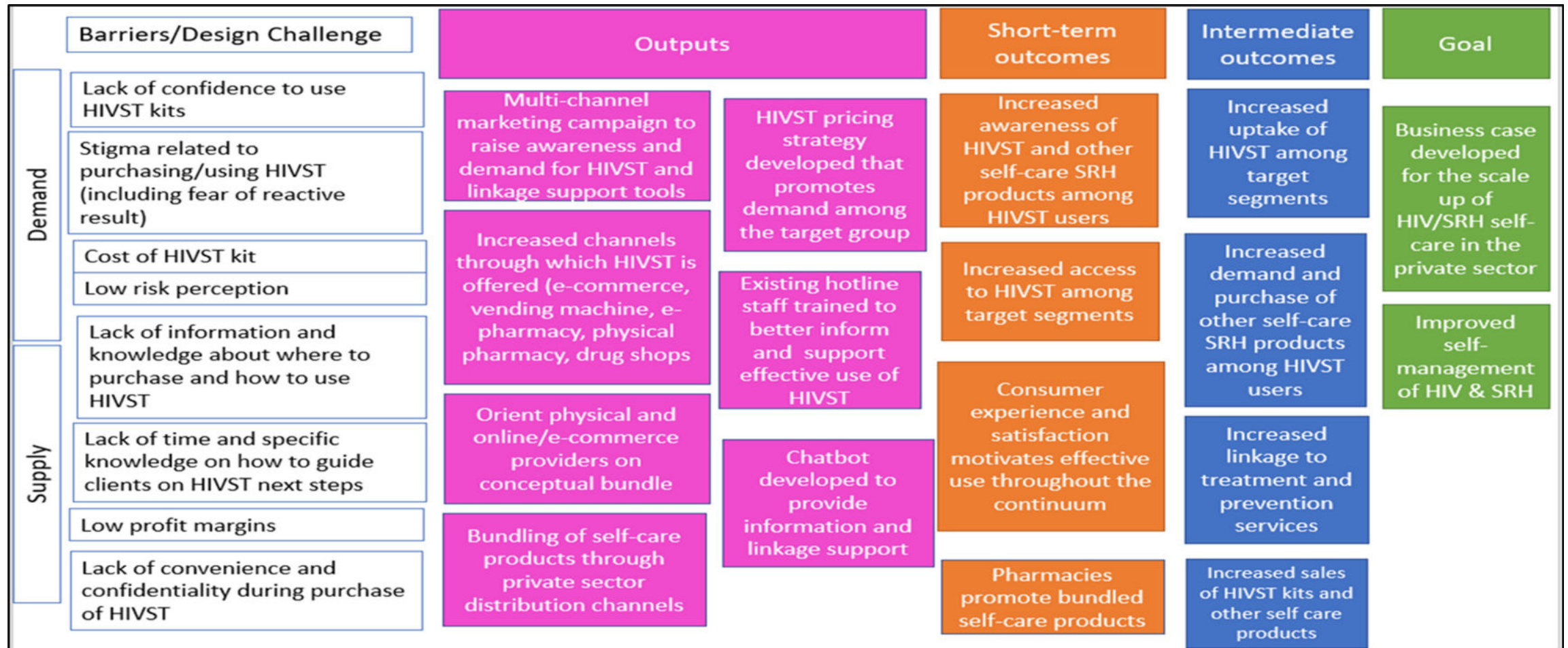
# SHIPS Processes and impact hypothesis



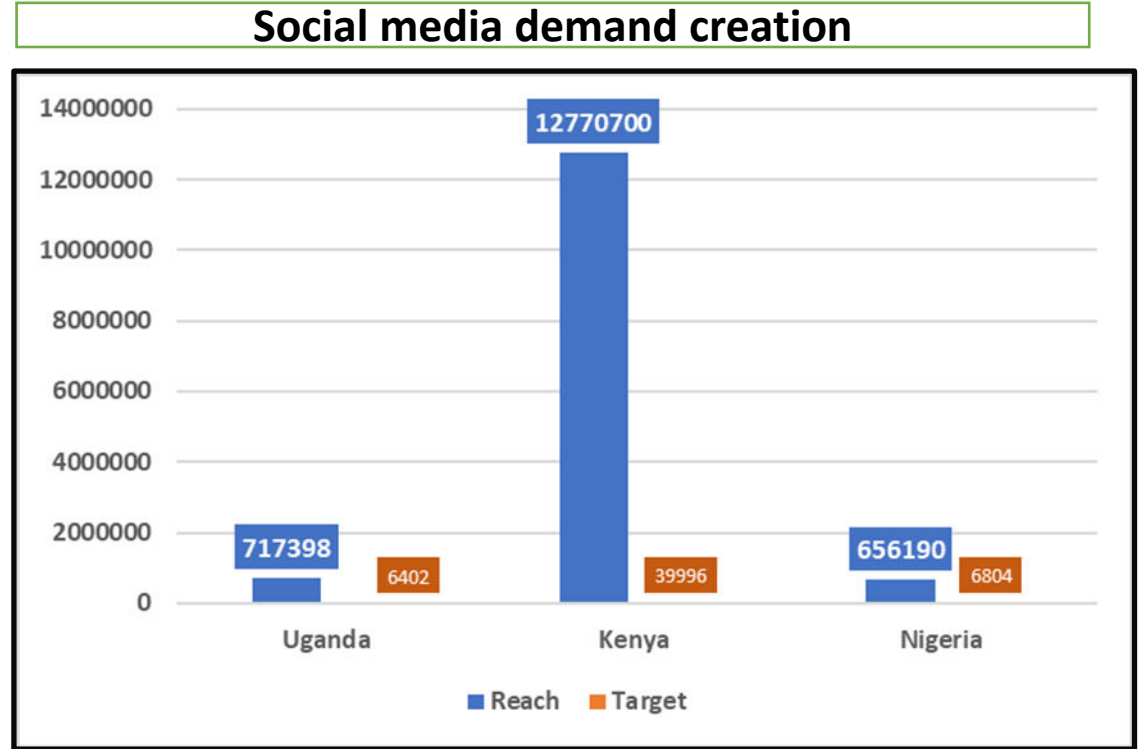
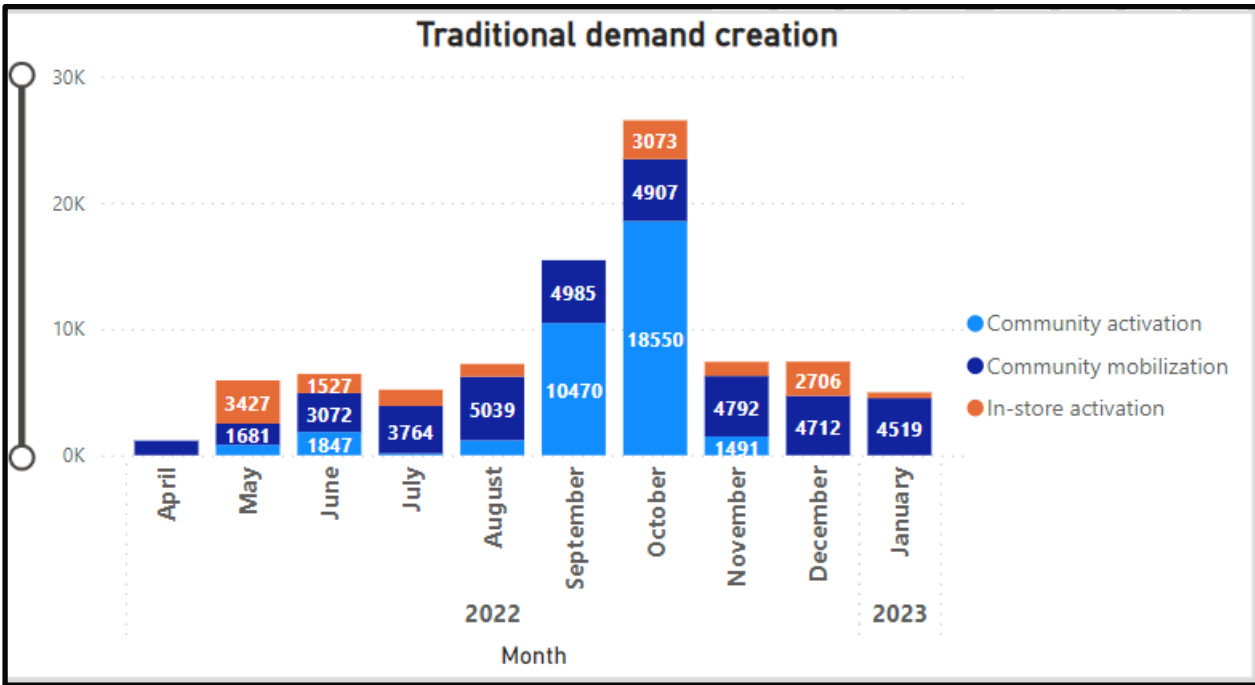
## Pilot impact hypothesis

- Improve access to and uptake of HIVST, PEP, PrEP, condoms and SRH products and services by leveraging insight driven campaign in more convenient and confidential channels that users prefer.
- Build and sustain awareness of HIVST.
- Demonstrate the investment case for self-care products to private sector channels.

# Theory of Change



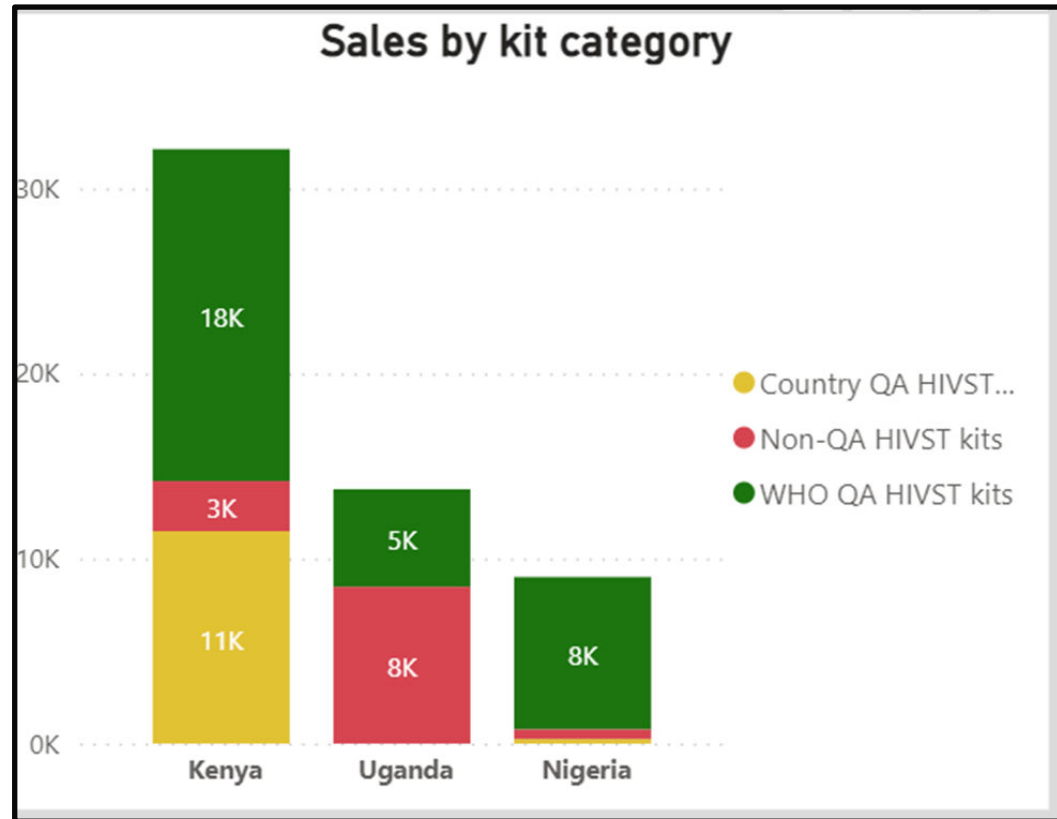
# Results – demand creation



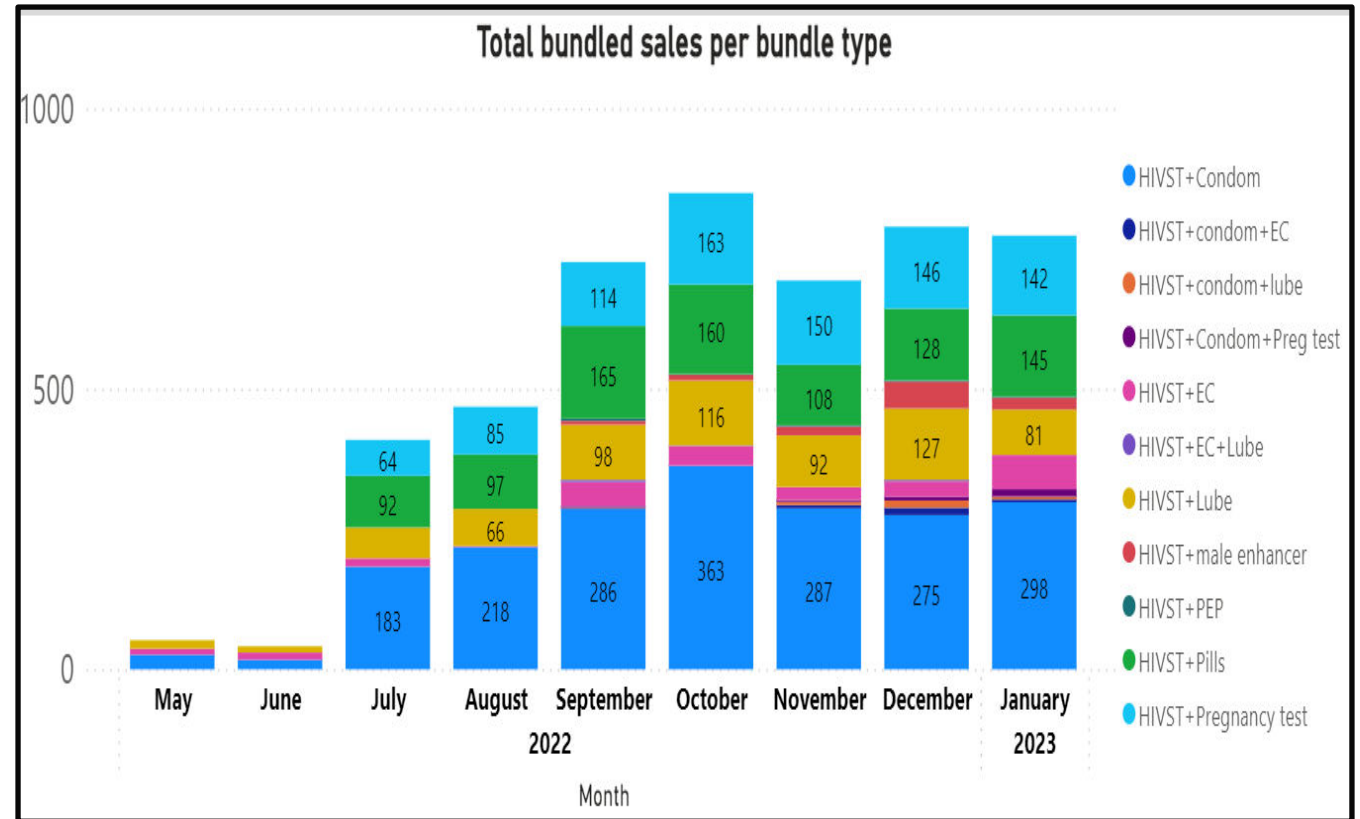
- Community mobilization reaches more males 35 years + compared to females, in Nigeria.
- Men are more receptive to one on one or small group outreach compared to females (Nigeria, Kampala).
- Activate on weekends, towards end month, between 5 – 10 pm.
- Only activate when pharmacies have HIVST stocks.
- Social media :Reaches more females than males in Nigeria; reaches more males than females in Kenya and Uganda

# Results – Sale of HIVST kits alongside SRH product bundles

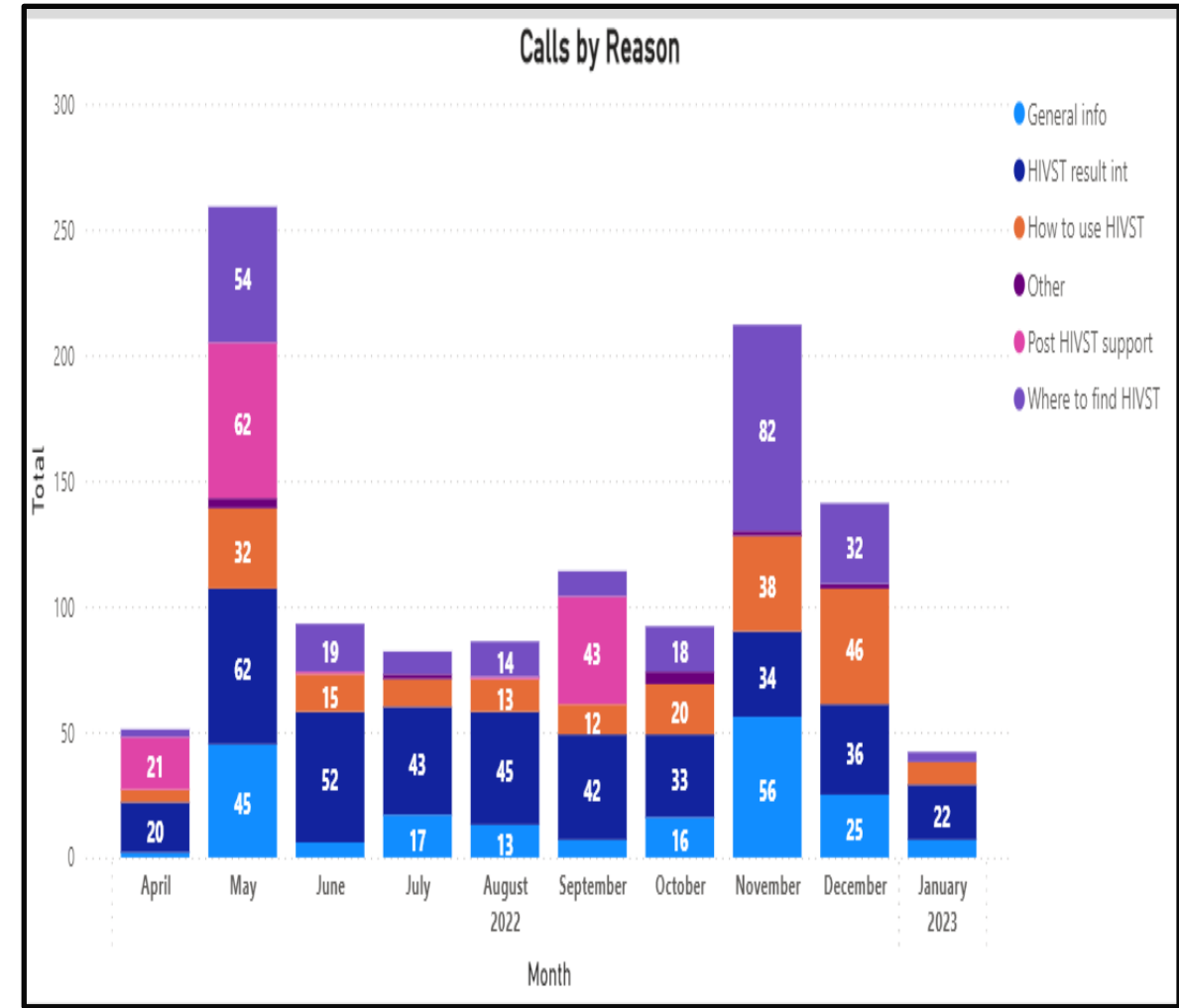
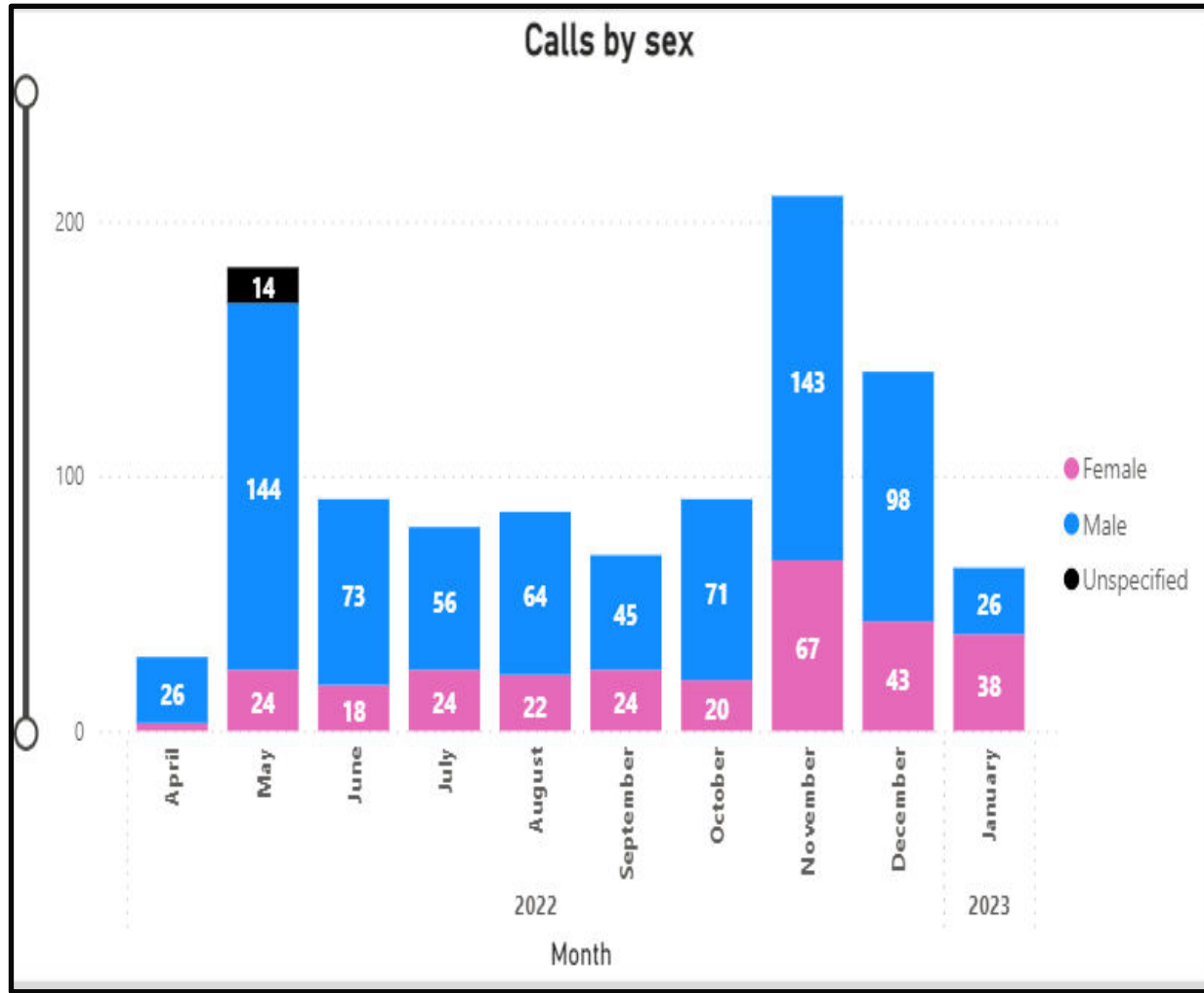
Sales by kit category



Total bundled sales per bundle type



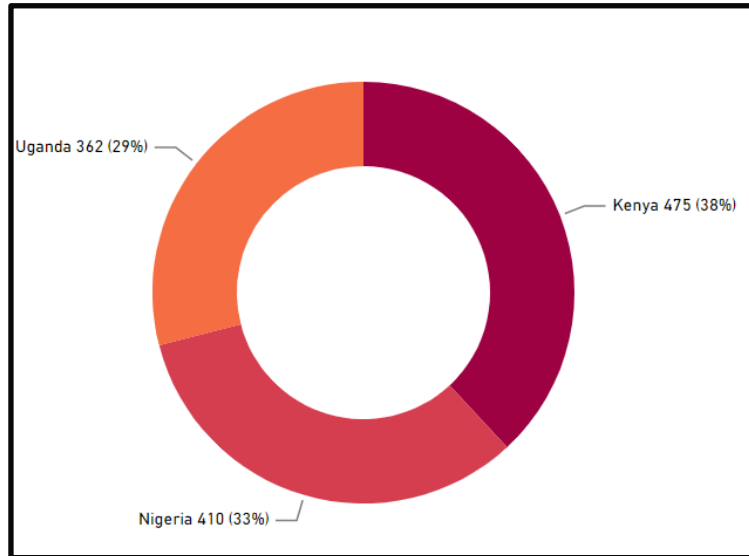
# RESULTS – Digital support through the call centre





# RESULTS – Digital support through WhatsApp Chatbots

Users by country



Users by last time of HIV test

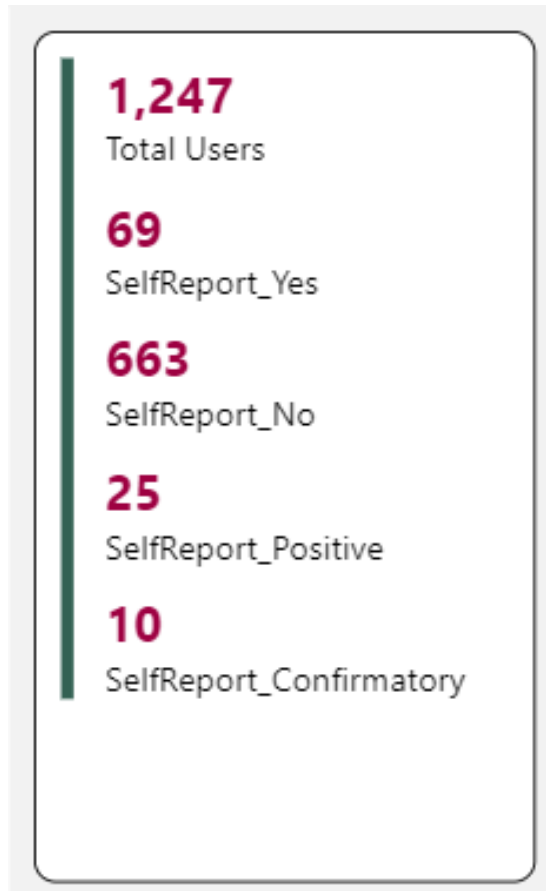
Last HIV test	Total users	%
0-3 months ago	257	21%
3-12 months ago	271	22%
12+ months ago	332	26%
Never	386	31%
<b>Total</b>	<b>1246</b>	

Menu selection by country

country	Faqs	FindKit	Help	HIVScreening	RiskAssessment	SelfReport	Terms
Kenya	50	218	65	207	225	92	30
Nigeria	3	151	13	378	54	26	4
Uganda	8	80	27	286	45	28	5

# RESULTS – Digital support through WhatsApp Chatbots

## Self report total



## Users reporting test results

country	# Users reporting test result	% Users reporting test results
Uganda	25	10.2 %
Kenya	23	6.1 %
Nigeria	12	11.1 %
<b>Total</b>	<b>60</b>	<b>8.2 %</b>

# Key lessons

## Demand creation

- Insight driven, multi channel campaign
- Support users and providers journey completion
- Use human centered design

## Products

- Quality assured products
- Ensure client choice and preference
- Price
- Supply chain to meet demand
- Product bundling

## Linkage and digital support

- Insight driven, use human centered design
- Leverage existing partnerships
- Data privacy and security
- Reduce turn around and down time
- Create and sustain demand

## Private sector channels

- Co design with users: convenience and privacy
- On demand training of providers
- Value based and empathy training
- Supportive supervision
- Mystery shopper surveys

## Policy, collaboration, convening of relevant partnerships

- Policy options/ space for implementation science space
- Service delivery
- Regulation
- Manufacturers and distributors
- Data sharing for a total market approach

Thank you!

