

Using Human Centered Design Approaches to Optimize Mobilization of MSM for HIV Testing

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Leveraging DSD Strategies to Optimize HIV Testing and Linkage Services

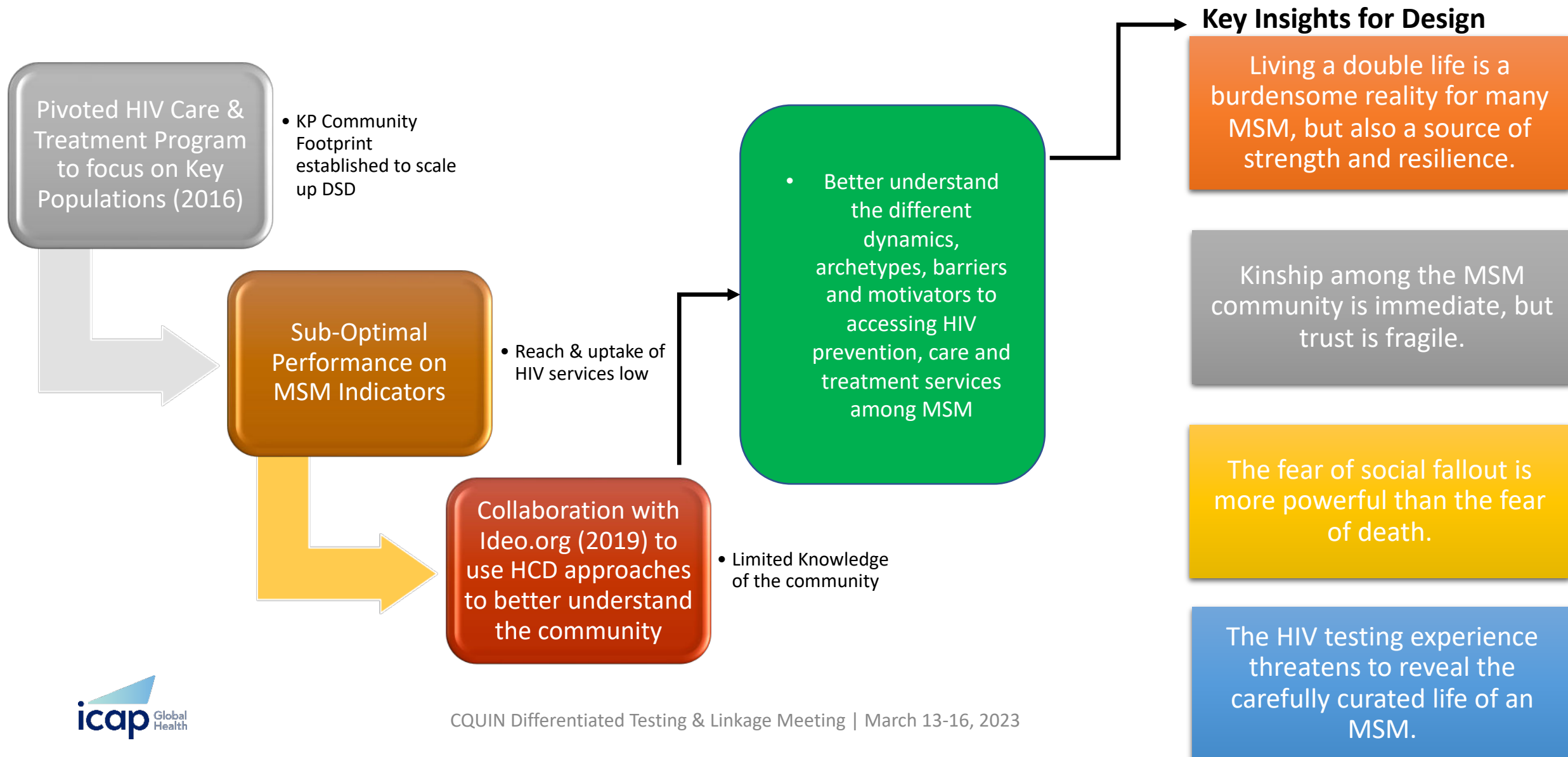
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Presentation Outline



Background



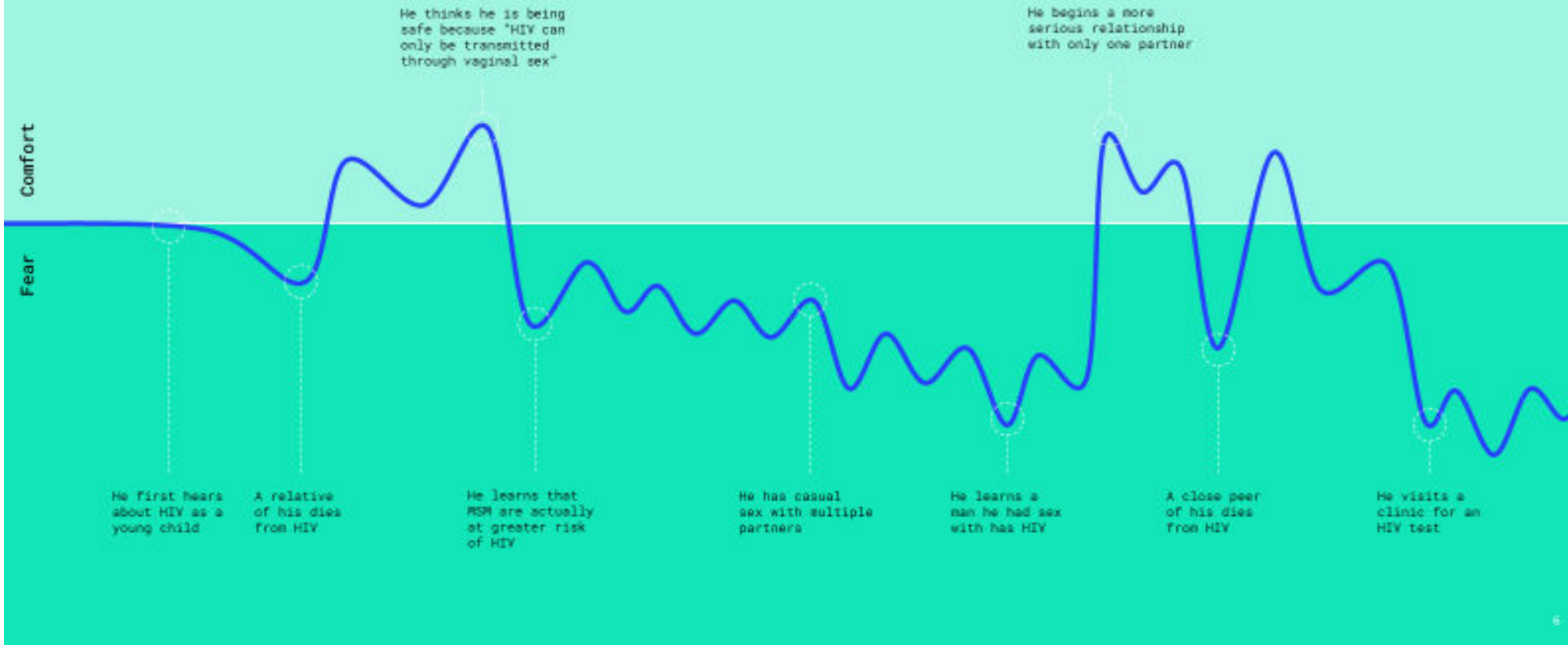
Knowing the MSM Archetypes Helped to Tailor-make Interventions



The Journey To Uptake of HIV Services

Journeys

An MSM's relationship to HIV has been fraught with many more moments of fear than comfort.



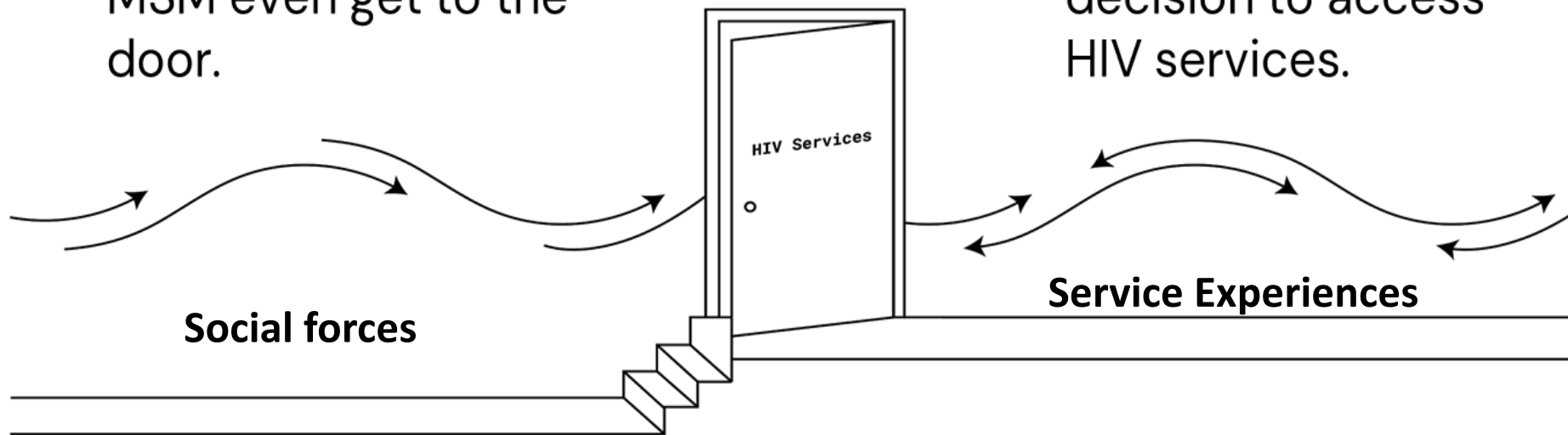
Connecting and engaging him with HIV services requires recognition of his unique experiences and the **turbulent** journey that have forged his perspective and reality

Opportunities for Design

Opportunity 1:
Shift the social forces from *inhibiting* to *encouraging* before MSM even get to the door.

Opportunity 2:
Create a testing experience that affirms an MSM's decision to access HIV services.

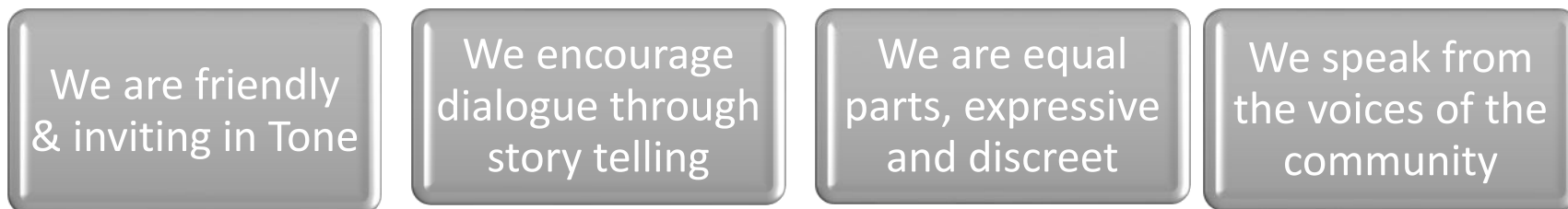
SOLUTION: The ColourZ Project



ColourZ Overview

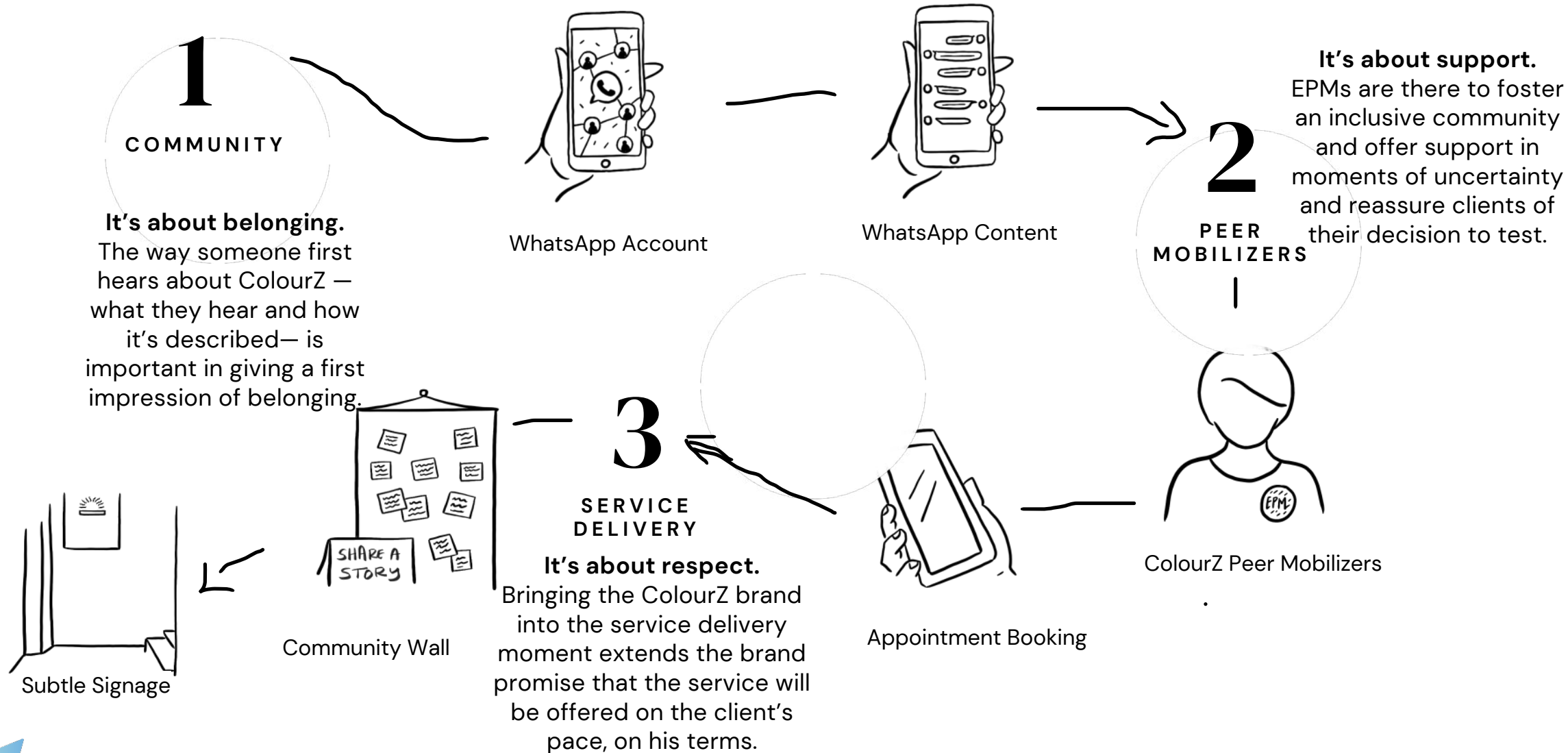


PILLARS



CORE PRINCIPLES

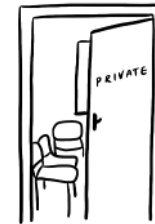
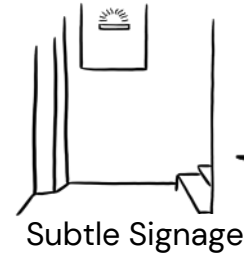
The Brand Experience



ColourZ Service Experience

ENTRANCE
It's about belonging.
The way someone enters a space—what they see and how they are greeted—sets the tone for their entire experience.

1
ENTRANCE



2
WAITING

WAITING
It's about support.
Providing elements of comfort and transparency in moments of uncertainty reassure clients of their decision to test.

TESTING
It's about respect.
Leading with empathy and clarity lets clients know they are supported, no matter the result.

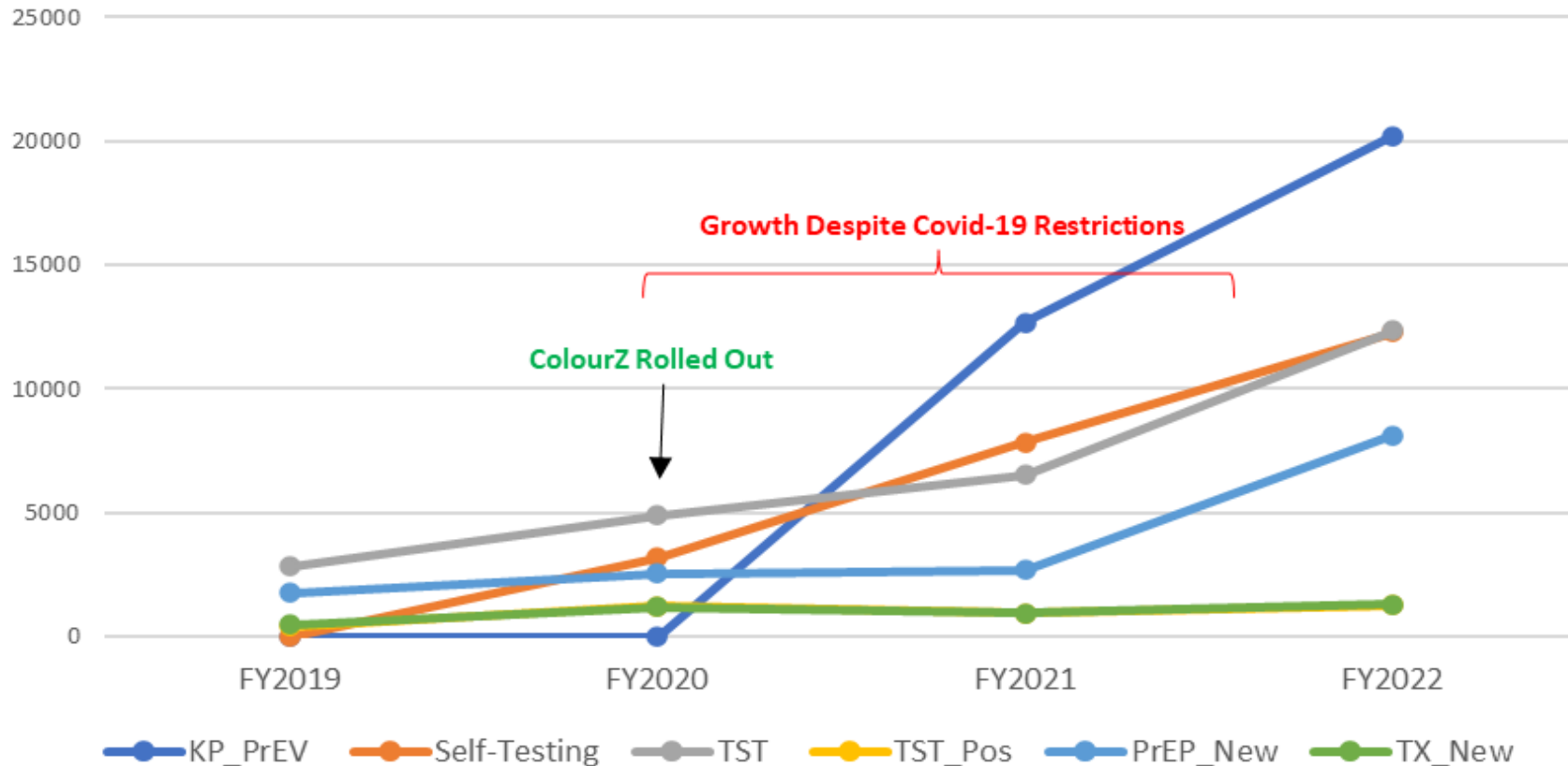
3
HIV TESTING SERVICES



Results

ColourZ's strong, community-building brand and seamless comfortable service experience increases service uptake among MSM

MSM Indicators Along the Cascade



59% increase in KP_Prev (2021 vs 2022)

154% increase in TST (2020 vs 2022)

6% increase in TST_Pos & TX_New (2020 vs 2022)

100% Linkage to ART

221% increase in PREP_New (2020 vs 2022)

97% of MSM would recommend the intervention to others

95% of MSM rated ColourZ experience as Excellent

Achievements of the ColourZ Initiative



Challenges

The intervention appeals more to the younger MSM

Space constraints in the ColourZ room

Mixing the different KP age groups and sub-groups

Covid-19 lockdowns restricted movement and full roll out of intervention at sites

ColourZ Your health, your place.

A CO-CREATION OF



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Thank you!

