

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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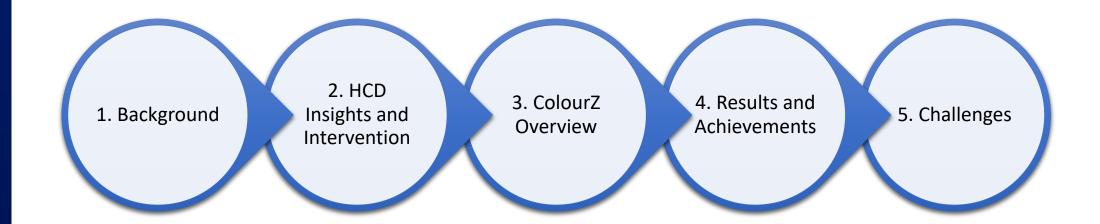








Presentation Outline





Background

Pivoted HIV Care & Treatment Program to focus on Key Populations (2016)

KP Community
 Footprint
 established to scale
 up DSD

Sub-Optimal Performance on MSM Indicators

 Reach & uptake of HIV services low

Collaboration with Ideo.org (2019) to use HCD approaches to better understand the community

• Limited Knowledge of the community

 Better understand the different dynamics, archetypes, barriers and motivators to accessing HIV

prevention, care and

treatment services

among MSM

Key Insights for Design

Living a double life is a burdensome reality for many MSM, but also a source of strength and resilience.

Kinship among the MSM community is immediate, but trust is fragile.

The fear of social fallout is more powerful than the fear of death.

The HIV testing experience threatens to reveal the carefully curated life of an MSM.



Knowing the MSM Archetypes Helped to Tailor-make Interventions



Glass Box

- Recent found sense of belonging in the community
- Interventions should protect his privacy and be discrete, so as to not expose him for being an MSM

Subtle Champion

- Considers himself an advocate in the community
- More attracted to subtle modes of support and communication that build community, rather than divide

Flag Bearer

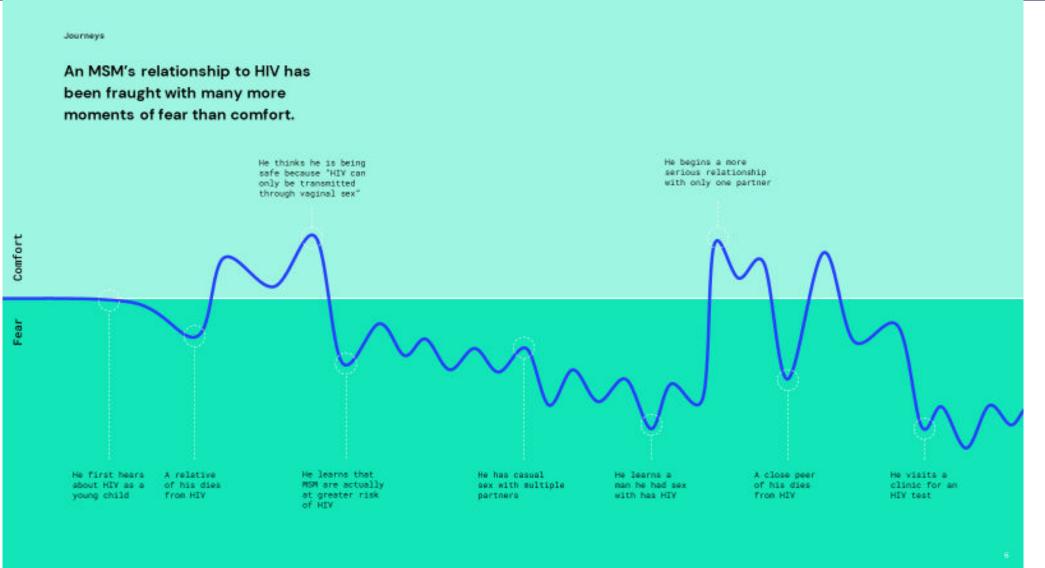
- Considers himself a leader of the pack and a veteran in the community
- Secure with friends and partner - less about seeking sex, and more about finding love and support.

Dual Life

- Met all expectations that his culture and society place on him (married, children)
- Only trusts people and places that are outside his immediate community, out of fear he will be spotted with another man.



The Journey To Uptake of HIV Services



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

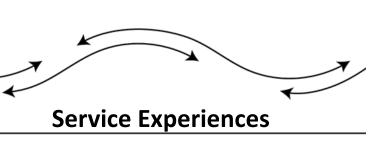
Opportunity 1:

Shift the social forces from inhibiting to encouraging before MSM even get to the door.

Social forces



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



SOLUTION: The ColourZ Project

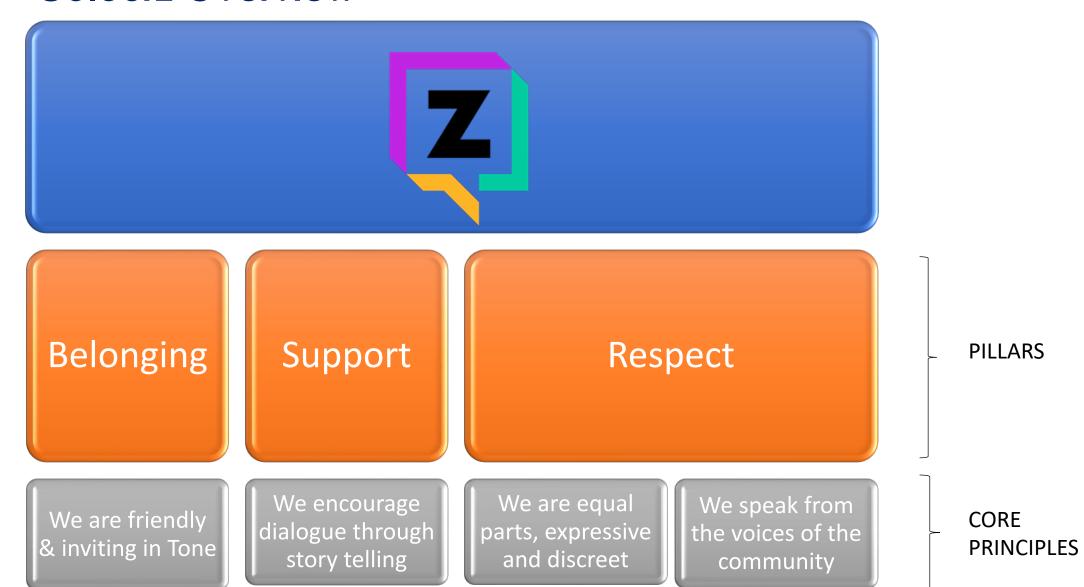




HIV Services

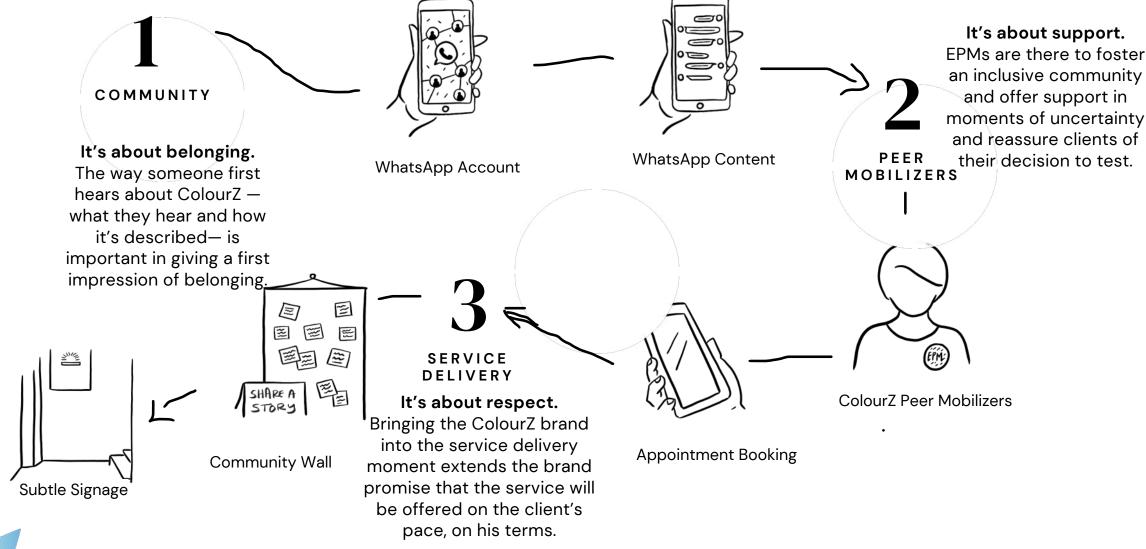
ColourZ Overview

icap Global Health





The Brand Experience

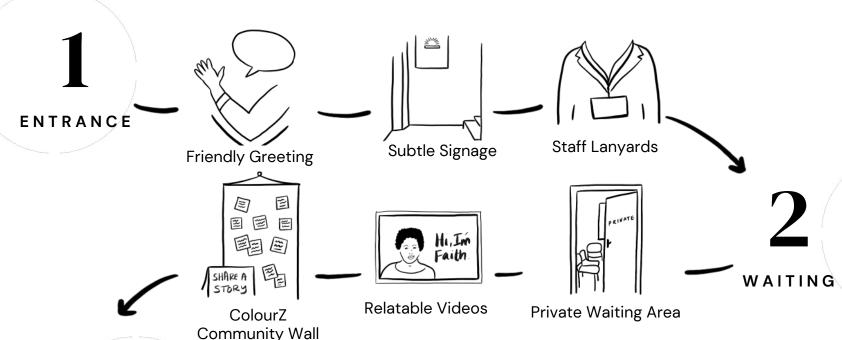




ColourZ Service Experience

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.



WAITING It's about support.

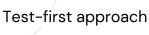
Providing elements of comfort and transparency in moments of uncertainty reassure clients of their decision to test.

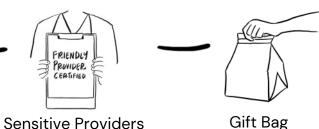
TESTING It's about respect.

Leading with empathy and clarity lets clients know they are supported, no matter the result.





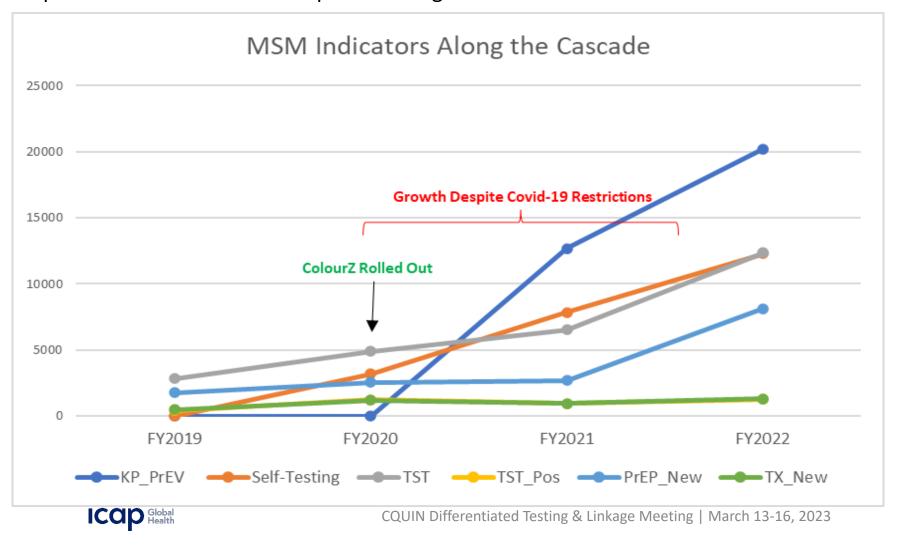






Results

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



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

Archetype-tailored messaging and approach improved targeted mobilisation

ColourZ created empathy and KP friendliness among providers

Positive word of mouth on the great service experience

Use of social media platforms widened social networks within the community

Roll out into the community Drop-In-Centres (DICs) and Outreach

ColourZ is popular within the community - it is synonymous with good service experience



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



















Thank you!

