

Communicating about Microbicides with Women in Mind

Annex



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Communicating about Microbicides with Women in Mind

Communication Strategy and Adaptation Guide -- Annex

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A. POLICY CONSULTATION BRIEF



ARV-Based HIV Prevention: State of the Science and Considerations for Implementation



Consultation Report
Naivasha, Kenya
25-26 September 2012

In September 2012, Kenya's National AIDS and STI Control Programme (NASCOP) and the Kenya Medical Research Institute (KEMRI), in collaboration with FHI 360, convened 43 stakeholders, including Kenyan policy makers, program managers and civil society advocates, to consider the potential introduction of microbicides and pre-exposure prophylaxis (PrEP) for HIV prevention.



The CAPRISA 004 clinical trial of a microbicide candidate found that use of tenofovir gel before and after sex reduced women's risk of acquiring HIV by 39 percent; the protective effect was 54 percent among women with high adherence to the gel. A confirmatory study, FACTS 001, is under way.

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Four trials of PrEP among heterosexuals had mixed results: two were stopped when it became clear that they would not be able to determine whether PrEP could reduce the risk of HIV. Two other trials showed that daily use of the antiretroviral (ARV) drug Truvada was 63 percent effective among HIV-negative men and women and 72 percent effective among HIV-negative men and women who had HIV-positive partners.

Given these promising results from some of the trials, countries are grappling with questions about how and when to incorporate ARV-based prevention methods in their HIV programs. Funded by the U.S. Agency for International Development (USAID) and the Bill & Melinda Gates Foundation, the consultation enabled participants to:



- Review current evidence on PrEP, microbicide gels and rings, and ARV injectables for HIV prevention, particularly for women
- Discuss the experience with microbicide and PrEP development and preparations for introduction of these methods in Kenya
- Identify potential clients, service delivery channels and approaches for PrEP and microbicide introduction.

FHI 360 research on the introduction of ARV-based prevention in Kenya

Assessing Physical Delivery of PrEP in Support of Deliverability. Funded by the Bill & Melinda Gates Foundation, this study identified potential delivery channels, barriers to access and requirements for the delivery of ARV-based prevention technologies.

Social Marketing Planning for Oral PrEP Rollout in Targeted Populations. Funded by USAID as part of a clinical trial of PrEP in Bondo, Kenya, this study is designed to facilitate local planning for PrEP rollout.

Microbicides Communication Strategy. Funded by USAID, FHI 360 will work with NASCOP and other local partners develop and evaluate a comprehensive communication strategy for potential microbicide users and health care providers.

Gender Analysis for Microbicide Introduction. This USAID-funded initiative will identify how gender norms, roles and relations are likely to affect women's ability to access tenofovir microbicide gel and use it as directed.

Take Home Messages

■ **Now is the time to consider how to implement ARV-based HIV prevention methods in Kenya.** Meeting participants agreed that it is time to begin laying a foundation for the introduction of new and potential ARV-based prevention methods in Kenya.

In the meeting evaluations, 95 percent of respondents agreed or strongly agreed on the need to deliver new HIV prevention methods in Kenya. Six out of 10 thought Kenya should currently be rolling out PrEP, and nine out of 10 said the government and its partners should be planning for the introduction of microbicides.

■ **Leadership and support from the Kenyan government should be a priority.**

The example of Kenya's voluntary medical male circumcision program shows how successful introduction of HIV prevention methods depends on government leadership and community support. Meeting participants emphasized that civil society should work closely with the government to develop appropriate procedures and regulations. They agreed the government should drive the agenda for the introduction of ARV-based HIV prevention, including the development of national guidelines.

■ **Program planners must consider social norms and potential stigma when identifying focus populations and service delivery channels.**

Participants said that community members — particularly women — are excited about the potential of PrEP and microbicides. They discussed possible focus populations: women in stable relationships, discordant couples (one partner is HIV-positive and the other is HIV-negative), female sex workers and adolescents.

Many participants thought groups considered at high risk of HIV should be the first priority for PrEP implementation, while microbicides could be offered to all women and perhaps to adolescents. They

noted that more than half of new HIV infections occur in young women and called for a rollout strategy that

addresses this group's heightened vulnerability to the virus. Further discussion will be needed to finalize priority populations for ARV-based prevention in Kenya.

Participants agreed on the importance of conducting a gender analysis to identify the gender norms and sexual power imbalances likely to affect women's ability to use new HIV prevention products. They noted that communicating with partners about HIV prevention is particularly challenging for women in long-term relationships.

Results from the Physical Delivery of PrEP Study revealed that the greatest challenges to effective delivery of PrEP and microbicides are concerns about access and cost, the stigma associated with HIV/AIDS, and knowledge and attitudes of clinic staff. Stigma and the ability of potential users to adhere to a PrEP regimen were also identified as barriers to the use of these methods.

While recognizing that female sex workers are an important target population for both PrEP and microbicides, meeting participants expressed concern about the effects of focusing on groups that are already stigmatized by society. They thought offering ARV-based HIV prevention methods with family planning or other health services might make the methods more acceptable. Careful consideration is needed to avoid stigma.

■ **Sustainable funding and cost-effective programs must be high priorities.**

Meeting participants agreed that a concerted, focused effort is needed to identify sustainable funding, and then develop effective combinations of prevention and treatment options that maximize the impact of limited resources. They emphasized that a range of options should be available to women and men. The use of various methods and approaches at different times in a person's life — for example, use of PrEP until an HIV-positive partner begins treatment — should be considered in cost analyses.



Photo by Tracy Irwin/UIC

Consultation participants included policy makers from NASCOP, the National AIDS Control Council and the World Health Organization; funders from USAID and the Bill & Melinda Gates Foundation; representatives from nongovernmental and faith-based organizations, including the Kenya Episcopal Conference, the Federation of Women Lawyers, the Christian Health Association of Kenya, the Network of People Living with HIV/AIDS in Kenya and AVAC; and researchers from Moi University, the University of Nairobi, Kenyatta National Hospital, KEMRI, LVCT, the London School of Hygiene and Tropical Medicine, Imperial College of London, the Population Council and FHI 360.

B. CREATIVE BRIEF

Creative Brief for: Package of Health Communication Materials/Media for Microbicide Introduction

1. Goal and Audience:

OVERALL AIM OF THE COMMUNICATION

- To increase awareness of microbicides as a new tool for HIV prevention.
- To transform women into informed consumers who are aware of their HIV prevention choices, understand differences related to product efficacy, and are equipped to choose a method/methods that best fit their relationship and contextual needs.
- To increase the capacity of women to use microbicides consistently and correctly.
- To increase supportive social norms around microbicide use, with a particular emphasis on male engagement and support.
- To increase the capacity of health care providers and community peer educators to effectively counsel women and couples around microbicide use and HIV prevention.

SELECTED AUDIENCES:

1. Primary: Young women (16-24 years), women in stable relationships, female sex workers
2. Secondary: Men/sexual partners, health care providers, peer educators, general public
3. Tertiary: Government of Kenya ministries related to Health, Youth, Gender, and Social Services, policy-makers, media, donors, product manufacturers, religious bodies

NOTE: We are envisioning a campaign that operates under a general umbrella platform which highlights microbicides as a product that appeals to many different types of women at different stages in their lives (e.g. those in steady relationships, those with casual sex partners, those in serodiscordant relationships, young women/people, sex workers, etc.). Audience-specific positioning should be spun off the overarching strategic approach/platform.

2. Microbicide Use Barriers and Facilitators

Audience	Barriers to Microbicide Use/Support	Facilitators to Microbicide Use/Support
Young women ages 16-24	<ul style="list-style-type: none">• Lack basic knowledge about HIV prevention and sexual anatomy• Low HIV risk perception – fear pregnancy more than HIV• Cannot access health services w/o parent if younger than 18 unless classified as a “mature minor”• May fear going to a health provider if not youth-friendly• Lack of income to purchase microbicides• Discomfort with vaginal insertion• Low self-confidence, especially at younger ages• Lack of negotiating power in relationships involving older men• May be hiding sexual activity from parents	<ul style="list-style-type: none">• Condom use and HIV prevention acceptable within context of casual relationships• High use of internet, social media and cell phones – facilitates access to information• Motivated by desire to protect/plan for future• May have access to youth NGOs/peer support groups

Audience	Barriers to Microbicide Use/Support	Facilitators to Microbicide Use/Support
Women in stable relationships	<ul style="list-style-type: none"> • Low HIV risk perception • HIV prevention/condom use difficult within stable relationships • May worry that product connotes lack of trust • Lower use of internet, social media, cell phones among older women 	<ul style="list-style-type: none"> • Relatively easy access to health services • May suspect mpango wa kando (infidelity on the part of their partner) • Have income to purchase microbicides • Motivated by desire to conceive, desire to keep partner satisfied/close to home • Comfortable inserting products into vagina • HIV prevention and couples counseling accepted within discordant couples
Female sex workers	<ul style="list-style-type: none"> • HIV prevention/condom use difficult with stable partners • Fear of violence from clients and/or stable partners • Lower use of internet and social media than young women, especially outside of urban areas • Desire for frequent douching/washing • Drug and alcohol use • Fear of side effects impeding their sex work (e.g. diarrhea) • Concerns about interactions with PEP/impact on ability to get PEP 	<ul style="list-style-type: none"> • High HIV knowledge and risk perception • Frequently test for HIV and STIs • Often able to use condoms with clients • Access to HIV/FSW services/support groups • Have income to purchase microbicides • Motivated by desire to attract more clients • Motivated by desire to stay alive for children • Comfortable inserting products into vagina • Familiarity with other sexual lubricants
Men	<ul style="list-style-type: none"> • Feel threatened by female empowerment • Perception that microbicide use implies lack of trust • Fear of side effects for themselves and their female partners • Fear that microbicides will make women want sex so much that they will seek out other partners • Don't want to be stigmatized as the ones bringing HIV into relationship 	<ul style="list-style-type: none"> • Acknowledge having mpango wa kando (cheating on their stable partners) • Have negotiating power within relationships • Have money to help partners purchase product • Highly motivated by sexual pleasure (in addition to HIV prevention) • Motivated by desire to protect their partners

3. Desired Changes and Communication Objectives

The following table summarizes behaviors that need to be changed in order to achieve widespread microbicide uptake among different audiences. Each behavior change is accompanied by communication objectives, which describe the specific increases in knowledge, attitudes and behaviors to be achieved by communication materials/activities.

Desired Behavior Change	Communication Objectives	Target Audience				
		Young Women	FSW	WIR*	Men	Health Providers
1. Be aware of microbicides as a new HIV prevention tool for women	<ul style="list-style-type: none"> • Increase product recognition • Increase knowledge that microbicides are an HIV prevention product that can be used alone or together with condoms for added protection 	x	x	x	x	x
2. Support the use of microbicides as a way to increase HIV protection and enhance intimate partnerships	<ul style="list-style-type: none"> • Increase overall positive perception of microbicides • Increase perception of microbicides as a product appropriate for use in all different types of relationships • Increase perception of microbicides as a product that enhances sexual experience/relationships • Increase belief that microbicides are safe for women and their partners 	x	x	x	x	x
3. Actively seek microbicide information by visiting website, calling hotline, using social media or visiting health clinic	<ul style="list-style-type: none"> • Increase HIV risk perception among target audiences • Increase confidence to take charge of one's HIV protection • Increase in information provided by friends/peers • Increase knowledge of where to obtain microbicide information and counseling 	x	x	x	x	
4. Choose to use microbicides after receiving counseling	<ul style="list-style-type: none"> • Increase understanding of microbicide benefits and risks • Increase knowledge of microbicide effectiveness in relation to condoms • Strengthen ability to assess feasibility of microbicide use in context of personal life situation • Increase self-efficacy related to appropriate microbicide use 	x	x	x		

Desired Behavior Change	Communication Objectives	Target Audience				
		Young Women	FSW	WIR*	Men	Health Providers
5. Correctly and consistently use microbicides	<ul style="list-style-type: none"> • Increase knowledge of BAT 24 regimen • Increase ability to correctly insert microbicides • Increase knowledge of what to do in case of missed doses • Increase knowledge of correct storage and disposal • Increase understanding of dangers of sharing microbicides and applicators • Increase knowledge of when to return for resupply/HIV testing • Strengthen adherence/ability to overcome barriers to use/adherence 	x	x	x		
6. Successfully negotiate microbicide use with partners (if wish to disclose use)	<ul style="list-style-type: none"> • Strengthen ability of audience to broach the topic of microbicides with both casual and regular partners • Strengthen ability to negotiate microbicide use with resistant partners 	x	x	x		
7. Successfully negotiate use of condoms together with microbicides (if wish to disclose use)	<ul style="list-style-type: none"> • Increase knowledge of how to use condoms correctly • Strengthen ability to broach topic of using condoms together with microbicides • Strengthen ability to negotiate dual use with resistant partners 	x	x			
8. Support partner's use of microbicides	<ul style="list-style-type: none"> • Increase knowledge of microbicide benefits and risks • Increase desire to protect partner's health • Increase willingness to help partner access/purchase microbicides • Increase perception that a reduced worry about HIV results in increased sexual enjoyment for both parties 				x	
9. Provide microbicide counseling to women and couples that is appropriate for their sexual context	<ul style="list-style-type: none"> • Strengthen ability to effectively use microbicide counseling tools • Increase willingness to discuss a range of prevention methods with women/couples • Increase knowledge of microbicide clinical guidelines 					x

*WIR = Women in stable relationships

4. Messaging

YOUNG WOMEN

Key Promise: Microbicides can help protect you and your future while making your relationship more enjoyable.

Support Statement: You may be worried about getting pregnant, but any young woman who has sex is also at risk of getting HIV. Microbicides are a new tool to help you keep safe from HIV, allowing you to enjoy your relationship without this worry. But they are not as effective as a condom. By using the product with a condom, you can also prevent pregnancy and STIs. Microbicides also offer extra protection from HIV in case a condom breaks or comes off during sex. As an added benefit, the extra lubrication provided by microbicides can make sex more fun and pleasurable. When you get microbicides, you will be tested for HIV and receive counseling on how to use microbicides correctly.

Calls to Action: Visit the NaGel website today. Ask your community health worker about microbicides. Visit the nearest clinic for information. Visit the nearest clinic to get an HIV test and obtain microbicides. If you are comfortable talking to him, tell your boyfriend why microbicides are right for you. Use microbicides every day that you have sex and carefully follow instructions for how to use them.

Perception of a young woman who uses microbicides: She is confident, playful and fun. She has a lot to look forward to and is in control of her future. She cares about herself, her boyfriend/partner, and her family. She acknowledges that she is sexually active and plans ahead for sexual encounters.

WOMEN IN STABLE RELATIONSHIPS

Key Promise: Microbicides can bring you closer to your partner and help keep you safe from HIV.

Support Statement: Microbicides help protect you from HIV if you have an HIV-positive partner or are unsure of your partner's status and are not able to use condoms. Microbicides can also bring you closer to your partner by making your intimate moments more enjoyable for both of you. You can use microbicides without the knowledge of your partner—it is up to you to decide whether or not to tell him. Microbicides do not prevent pregnancy, so they are a good HIV-prevention option if you are trying to conceive a child.

Calls to Action: Learn more about microbicides by visiting the NaGel website, calling the NaGel hotline or visiting the clinic. Consider using microbicides if you have an HIV-positive partner or are unsure of your partner's status. Talk to your partner about microbicides if you think that he will be receptive.

Perception of a woman in a stable relationship who uses microbicides: She knows that she is at risk of HIV infection if her partner is HIV-positive or she suspects her partner is not faithful. She takes control of her wellbeing and the wellbeing of her family. She cares for her partner and wants to be closer to him and keep him sexually satisfied.

FEMALE SEX WORKERS

Key Promise: Microbicides are a sexy and powerful new tool to help keep you protected from HIV.

Support Statement: Microbicides offer extra HIV protection in case a condom is not used correctly. They also offer some HIV protection in situations where condom use is not possible. Microbicides can help you serve your clients better by making sex more pleasurable for them. Microbicides allow you to control how your sexual encounters go. Make them a part of your daily routine.

Calls to Action: Talk to a peer educator or clinic worker today to learn more about microbicides. Encourage a friend to find out more about microbicides. Support your friends to have a “no condom, no microbicide, no sex” policy. Use microbicides consistently every day and with condoms.

Perception of a FSW who uses microbicides: She is sexy, in control, and smart. She takes measures to protect herself from HIV and regular microbicide use enables her to do so, even when she is unable to fully protect herself with condoms. She does this to take care of herself and so that she is there for her kids.

MEN

Key Promise: Microbicides allow you and your partner to enjoy sex without worrying as much about HIV.

Support Statements: Microbicides are a new HIV prevention tool for women. They enhance both short-term and longer-term relationships. Help keep your partner safe/protect your partners from HIV by encouraging her to use microbicides. If your partner wants to use microbicides, it is a sign that she cares for you and for your future together. Microbicides can make sex more enjoyable for you and your partner by providing added lubrication and reducing worries that arise when a condom is not used correctly.

Calls to Action: Learn more about microbicides and how they can enhance your relationship by visiting the NaGel website or going to the nearest clinic. Make it easy for your partner to use microbicides. Ask your partner if she has heard of microbicides.

Perception of a man who supports partner use of microbicides: He cares about his partner and wants to protect her and keep her safe. He derives pleasure not from unprotected sex, but rather from “sex without worries.”

HEALTH CARE PROVIDERS

Key Promise: Microbicides provide your patients with a new HIV prevention option, especially in situations where condoms cannot be used.

Support Statements: Microbicides are a new female-initiated HIV prevention tool. They provide extra HIV protection when used together with condoms. They also provide some protection when used alone. They are less effective than condoms, but better than no protection at all in situations where condom use is not feasible. Microbicides are appropriate for woman in a wide variety of casual and stable relationships. Because they are not contraceptives, they can also provide HIV protection for HIV-serodiscordant couples who are trying to conceive a child.

Calls to Action: Discuss microbicides with any woman who may be at risk of HIV, regardless of her sexual context. Also discuss microbicides with HIV-positive men as a way to protect their partners.

Perception of a provider who counsels patients about microbicides: S/he is warm, caring, and open minded about discussing different HIV prevention options with patients according to their sexual context. S/he encourages two-way dialogue with patients and helps them to overcome barriers to microbicide use. S/he is non-judgmental and friendly to youth and sex workers.

5. Key Content and Tone:

Desired Change	Key Content
1. Be aware of microbicides as a new HIV prevention tool for women	<ul style="list-style-type: none"> • Description of product (vaginal gel, inserted before and after sex) • Capacity of product to help protect against HIV (NOTE: Must not imply 100% protection) • How product can be used with condoms for extra protection or alone if condom use is not possible • What product does <i>not</i> do (protect men, prevent pregnancy, treat HIV, cause infertility)
2. Support the use of microbicides as a way to increase HIV protection and enhance intimate partnerships	<ul style="list-style-type: none"> • Types of relationships for which microbicides are appropriate (casual, stable, marriage) • Ways that microbicides can enhance intimate partnerships (increased sexual pleasure, enjoyment, intimacy) • Information about product safety
3. Actively seek microbicide information by visiting website, calling hotline, using social media or visiting health clinic	<ul style="list-style-type: none"> • Behaviors/situations that put one at risk of HIV • Encouragement to tell one's friends/peers about microbicides • Link between HIV prevention and protecting/taking charge of one's future/relationship • How to access microbicide website, hotline, Facebook page, Twitter • Types of clinics that offer microbicides and counseling
4. Choose to use microbicides after receiving counseling	<ul style="list-style-type: none"> • Microbicide benefits and risks • Hierarchy of protection (no protection, microbicides alone, condoms alone, condoms + microbicides) • Microbicide cost and how to access, including frequency of follow-up HIV testing • Reflection on woman's life situation • Possible barriers to microbicide use and ideas for addressing barriers
5. Correctly and consistently use microbicides	<ul style="list-style-type: none"> • BAT 24 regimen • Insertion instructions and diagram • Scenarios for doses and missed doses • How/where to store microbicides and dispose of applicators/gel • Why microbicides should not be shared with others • How to calculate when to return for resupply. How often HIV testing required. • Adherence questions and discussion of adherence barriers • Need for family planning if woman not trying to conceive
6. Successfully negotiate microbicide use with partners (if wish to disclose use)	<ul style="list-style-type: none"> • How to decide whether or not to tell partners, including casual and regular partners • How/when to broach topic • How to present benefits of microbicides • Answers to common questions/concerns that partners might have
7. Successfully negotiate use of condoms together with microbicides (if wish to disclose use)	<ul style="list-style-type: none"> • How to use condoms correctly • How to present benefits of using condoms together with microbicides • Answers to common questions/concerns that partners might have

Desired Change	Key Content
8. Support partner's use of microbicides (MEN ONLY)	<ul style="list-style-type: none"> • Microbicide benefits and risks • How microbicides are a sign that a woman cares for partner/future together • How microbicides reinforce man's role as protector • Ways that microbicides can increase sexual enjoyment/pleasure for both partners • Product safety information
9. Provide microbicide counseling to women and couples that is appropriate for their sexual context	<ul style="list-style-type: none"> • Counseling algorithms for HTC and non-HTC settings • HIV risk assessment protocols and prevention options, including correct condom use • Microbicide clinical guidelines, including eligibility, effectiveness, BAT 24 regimen, insertion, side effects, and contraindications • Partner negotiation • Basic counseling skills

Tone: Tone should be positive and upbeat and should not employ fear tactics. Language and images should be aspirational – aspiring for the future, for enjoyable relationships, for being protected and secure and in control.

Language and images can be fun, playful, and sexy, but not so much as to be construed as promoting promiscuity or promoting/condoning sex work. The ultimate objective is HIV prevention, and materials need to mention this, but slogans and taglines do not need to overtly mention HIV prevention, as we realize that there may be other benefits that may resonate more with certain audiences (e.g. fun, sexy, in control). The product will be marketed as an additional tool to be used in HIV prevention, but one that is uniquely positioned to empower women to take control of their health and sexuality.

6. How It Fits the Mix (and other Creative Considerations):

There are currently no other microbicide marketing materials out on the market, aside from instructional materials distributed during clinical trials.

Visual and Language Considerations: Use bright colors, simple words, and a mix of English/Kiswahili for awareness-raising materials. Produce both English and Swahili version of in-depth educational materials. The language should be understandable by audiences with only a Class 8 education. Use a combination of drawings and photos.

Given that these materials will be used nationally, images should resonate across a wide swath of young women and sex worker audiences - urban and rural, in-school and out-of school, etc. They should also represent different geographic regions/tribes.

Sex workers should not be featured in materials intended for viewing by the general public. Sex workers may be featured in flipcharts for use by FSW groups and posters for posting in locations frequented by sex workers.

The Ministry of Health and USAID logos should be featured on all materials.

7. Recommended Materials and Communication Channels

(NOTE: X in first column indicates materials produced in Kenya under the PTA project. Others are suggested for development by countries if and when product is eventually rolled out)

To be produced by PTA	Type of Material	Description	Topical Areas Covered	FSW	Young Women	Men	WIR	Communication Channel
x	Campaign concept	Logo, slogan, and description of the campaign's look, feel and tone	<ul style="list-style-type: none"> Product awareness/introduction 				x	All materials below
	Pocket brochure	Small "accordion" brochure to explain microbicide and condom use. Microbicide instructions on one side and condom instructions on the other.	<ul style="list-style-type: none"> Insertion (illustrated) BAT 24 regimen 	X	X			Clinics, NGOs, peer educators
x	Radio Spots	Two 60-second spots – one focused on HIV prevention and one focused on other benefits (same storyline as TV spots)	<ul style="list-style-type: none"> Product awareness/introduction 			X	X	Radio (local, national)
x	Storyboard for TV Spots	Two 60-second spots – one focused on HIV prevention and one focused on other benefits (same storyline as radio spots)	<ul style="list-style-type: none"> Product awareness/introduction 				X	Television
	Billboards	Billboards placed in busy urban intersections	<ul style="list-style-type: none"> Product awareness/introduction 		X	X	X	Billboard
x	Posters	1) Young women 2) Female sex workers 3) Casual couples 4) Stable/established couples	<ul style="list-style-type: none"> Product awareness Benefits Can be used alone or with condoms Where to get more information 	X	X	X	X	Public spaces Bars/clubs Car washes Youth centers NGOs Clinics
	Magazine and newspaper ads	Full color or black and white magazine and newspaper ads in English and Swahili	<ul style="list-style-type: none"> Product awareness 	X	X	X	X	Magazines

To be produced by PTA	Type of Material	Description	Topical Areas Covered	FSW	Young Women	Men	WIR	Communication Channel
	Magazine	Glossy fashion/love/life magazine covering a range of topics, including relationships, economics, sex, microbicides, and HIV prevention	<ul style="list-style-type: none"> • Microbicide awareness • Microbicide use trouble shooting • Condoms, birth control • Negotiation/use in relationships 	X	X			Youth centers, clinics, hair dressers, peer educators
x	Community education toolkit	Toolkit containing several items for use in small groups by facilitators. E.g. facilitator's guide, discussion aid (box), FAQ sheets, flip chart, game) (NOTE: Only the flipchart will be produced by PTA)	<ul style="list-style-type: none"> • HIV/STI prevention and testing • Microbicide product and use info • Negotiation skills building • Tips for correct use • Scenarios for discussion 		X	X	X	Peer educators, other group facilitators
x	FSW toolkit	Toolkit containing several items for use in small groups by facilitators. E.g. facilitator's guide, discussion aid (box), FAQ sheets, flip chart, game) (NOTE: Only the flipchart will be produced by 2014)	<ul style="list-style-type: none"> • HIV/STI prevention and testing • Microbicide product and use info • Negotiation skills building • Tips for correct use • Scenarios for discussion 	X				Peer educators, other group facilitators
x	Wall chart	To provide a counseling algorithm and clinical use guidelines - To be used together with the provider flipchart (see below)	<ul style="list-style-type: none"> • "Decision tree" for when to recommend microbicides; HIV testing requirements; instructions for use; side effects 	X	X		X	Clinics

To be produced by PTA	Type of Material	Description	Topical Areas Covered	FSW	Young Women	Men	WIR	Communication Channel
x	Flip chart/ for health care providers	To assess client's HIV risk and counsel on HIV testing and microbicide use	<ul style="list-style-type: none"> HIV risk assessment Hierarchy of prevention methods Assessing feasibility of use Microbicide information, insertion, and use, including how to use with condoms How to negotiate use with partners Adherence counseling 	X	X		X	Clinics
	Tee-shirts	Wearable product advertisements/statements to generate discussion around HIV prevention and microbicide use	<ul style="list-style-type: none"> Variety of topics around the use of microbicides 	X	X	X	X	FSW, Young women, men, peer educators
x	Buttons	Wearable statements or questions to generate discussion around HIV prevention and microbicide use Ask me about microbicides buttons	<ul style="list-style-type: none"> Variety of topics around the use of microbicides Buttons to encourage product request/discussion at relevant health facilities 	X	X	X	X	Health providers, peer educators
	Boda boda vests	Vests or jackets with the Nagel logo and website to be work by boda boda drivers	<ul style="list-style-type: none"> Microbicide awareness 	X	X	X	X	Public transportation
	Playing cards	To reinforce microbicide awareness, support and use	<ul style="list-style-type: none"> Microbicide visual/ message on back of regular playing cards 			X		Bars, car washes
	Bar Dangler	To reinforce microbicide awareness, support and use	<ul style="list-style-type: none"> Microbicide awareness Male support of microbicide use 	X		X		Bars, car washes

To be produced by PTA	Type of Material	Description	Topical Areas Covered	FSW	Young Women	Men	WIR	Communication Channel
	Service referral cards	To invite friends to learn more about microbicides	<ul style="list-style-type: none"> Where to get more info (e.g. website) Where to obtain product 	X	X		X	Women
x	Website	To provide detailed information about microbicides benefits, usage and access in Kenya (NOTE: Only mockup of home page will be developed under PTA)	<ul style="list-style-type: none"> HIV risk assessment Stories of different types of women who use microbicides What microbicides are and how fit within suite of HIV prevention tools Benefits and effectiveness Side effects How/where to obtain, including need for HIV test Cost 	X	X	X	X	Computer, mobile phones
	Web banner ads	Banner ads for paid or free placement on websites. The ads would drive visitors to the campaign website.	<ul style="list-style-type: none"> Microbicide awareness 	X	X	X	X	Websites
	SMS	To increase awareness	<ul style="list-style-type: none"> What microbicides are How to get more info 	X	X	X	X	Mobile phones
x	Social media	Facebook page, Twitter messages or other types of social media platforms (NOTE: Only sample Facebook posts/Tweets will be drafted under PTA)	<ul style="list-style-type: none"> Product awareness/introduction How to get more info 	X	X	X	X	Computer, mobile phones

To be produced by PTA	Type of Material	Description	Topical Areas Covered	FSW	Young Women	Men	WIR	Communication Channel
	Video	To support correct and consistent use of microbicides (NOTE: May need different videos or chapters for young women, FSWs and women in relationships)	<ul style="list-style-type: none"> • Planning ahead for sex/microbicide use • Effectiveness • How to insert • BAT 24 regimen • Side effects • How to negotiate use with partners 	X	X	X	X	Youth centers, schools, clinics, SW associations, NGOs

C. PRETESTED AND FINAL MATERIALS

To view or download the full materials visit <http://www.fhi360.org/projects/communicating-about-microbicides-women-mind>.

This annex contains:

- **Campaign Logo:** This section contains all tested versions of the campaign logos and the final logo.
- **General Audience Awareness Raising Materials**
 - Eight posters for key audiences with a mix of English and Swahili text. This section contains all versions of the posters tested by audience.
 - Young women
 - Casual couples
 - Established couples
 - Female sex workers
 - Two radio spots and animated TV storyboards in English and Swahili. This section contains the eight storylines tested in the first round of pretesting and the final English scripts for *Late Date* and *Bridal Shower* spots.
 - Eight storylines from first round of pretesting
 - Scripts for final two storylines
 - Late Date
 - Bridal Shower
 - Mock-ups for a website. This section contains the mock-up for the website tested in the materials assessment and the final mock-up.
 - Potential Facebook posts and Twitter tweets. This section contains potential Facebook posts and Twitter tweets tested in the materials assessment and the final posts and tweets.
- **In-Depth Educational Materials**
 - A flipchart for community members and a flipchart for female sex workers. This section contains an outline of the cards in each final flipchart.
- **Health Care Provider Materials.** This section contains final versions of the health care provider materials.
 - Health care provider flipchart
 - An informational brochure in both English and Swahili
 - A Wall-Chart algorithm for microbicide counseling for HTC settings and non-HTC settings

Logo

First Round of Pretesting			
HIV-Framed Logos		Non-HIV-Framed Logos	
			
Translation: <i>With the gel I am safe</i>	Translation: <i>I am safe with the gel!</i>	Translation: <i>I love it. The secret of love</i>	Translation: <i>Gel it. Enjoy yourself</i>
Second Round of Pretesting			
HIV-Framed Logo		Non-HIV-Framed Logo	
			
Materials Assessment			
HIV-Framed Logo		Non-HIV-Framed Logo	
			
FINAL LOGO			
			

General Audience Awareness Raising Materials

HIV-FRAMED POSTER FOR YOUNG WOMEN

First Round of Pretesting



Second Round of Pretesting



Materials Assessment



FINAL Poster

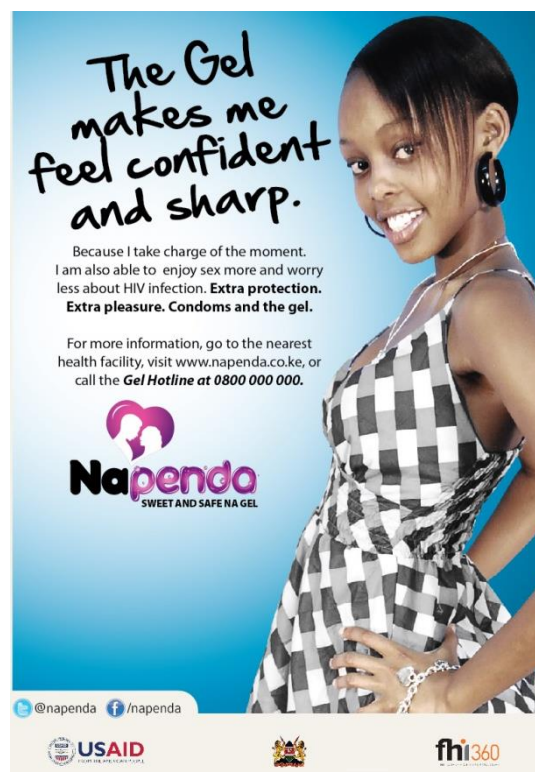


NON-HIV-FRAMED POSTER FOR YOUNG WOMEN

First Round of Pretesting



Second Round of Pretesting



Materials Assessment



FINAL Poster



HIV-FRAMED POSTER FOR FEMALE SEX WORKERS

First Round of Pretesting



Second Round of Pretesting



Materials Assessment



FINAL Poster

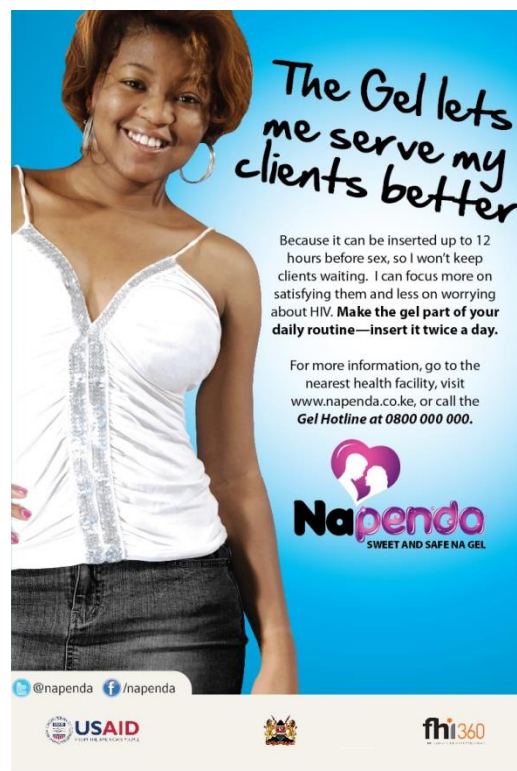


NON-HIV-FRAMED POSTER FOR FEMALE SEX WORKERS

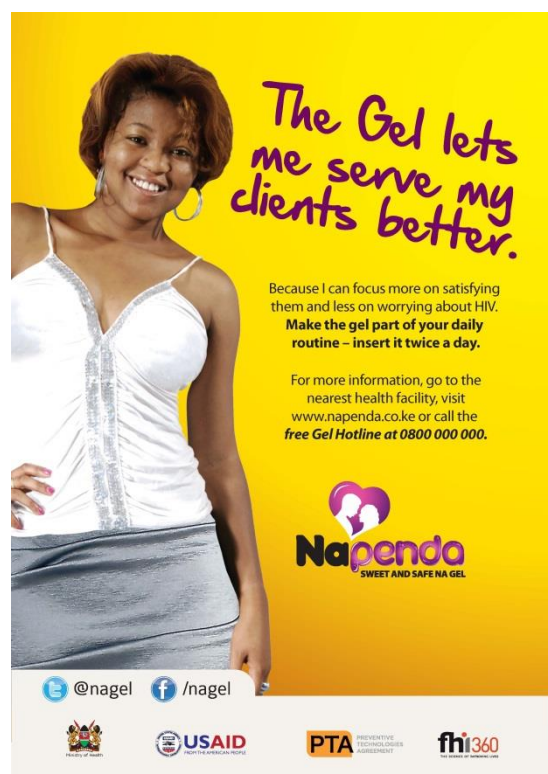
First Round of Pretesting



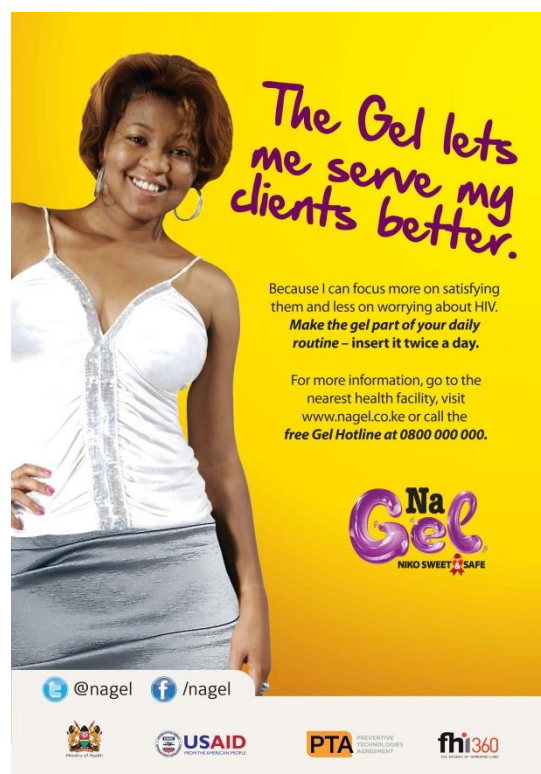
Second Round of Pretesting



Materials Assessment



FINAL Poster

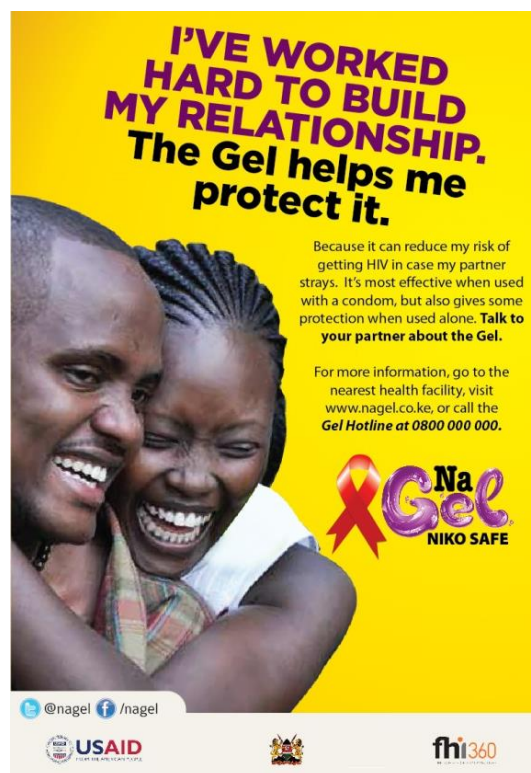


HIV-FRAMED POSTER FOR STABLE COUPLES (ORIGINALLY FOR WOMEN IN RELATIONSHIPS)

First Round of Pretesting



Second Round of Pretesting



Materials Assessment

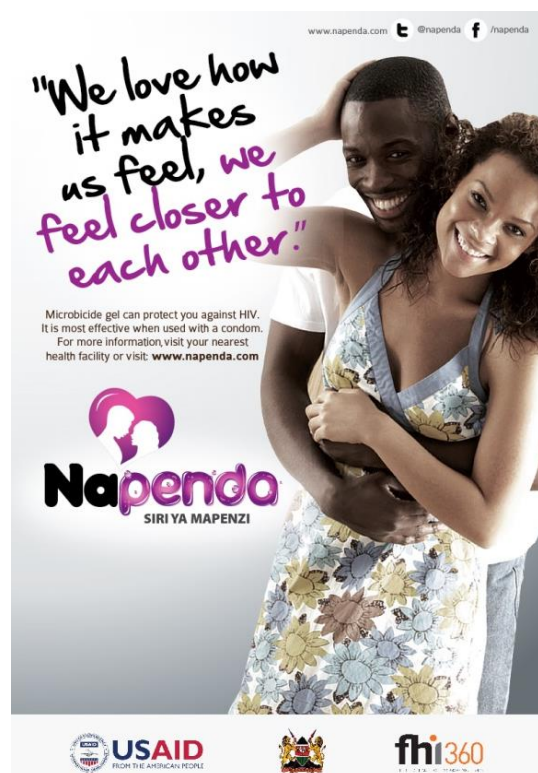


FINAL Poster

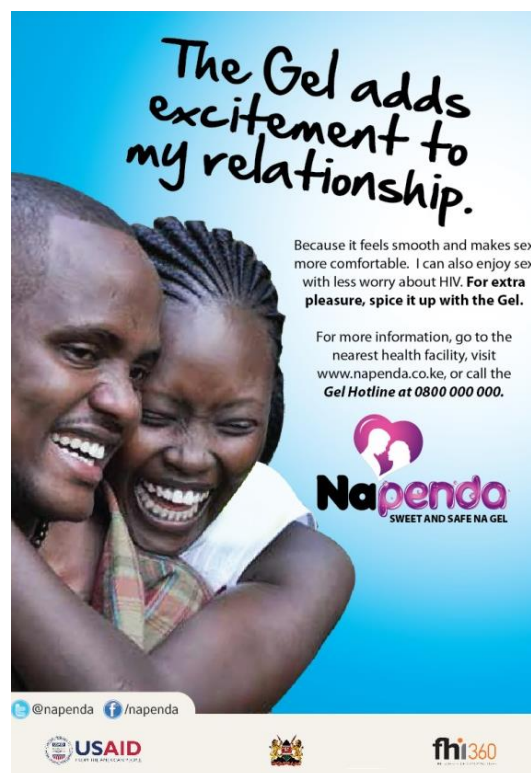


NON-HIV-FRAMED POSTER FOR STABLE COUPLES (ORIGINALLY FOR WOMEN IN RELATIONSHIPS)

First Round of Pretesting



Second Round of Pretesting



Materials Assessment



FINAL Poster



HIV-FRAMED POSTER FOR CASUAL COUPLES (ORIGINALLY FOR MEN)

First Round of Pretesting



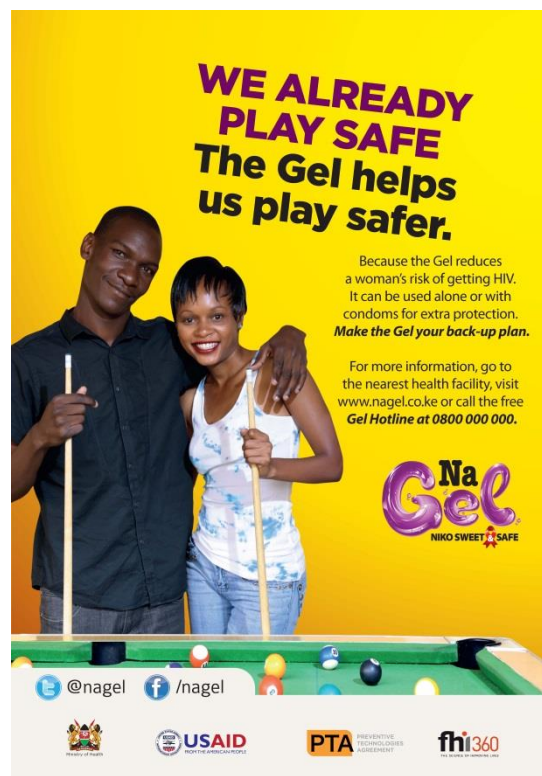
Second Round of Pretesting



Materials Assessment

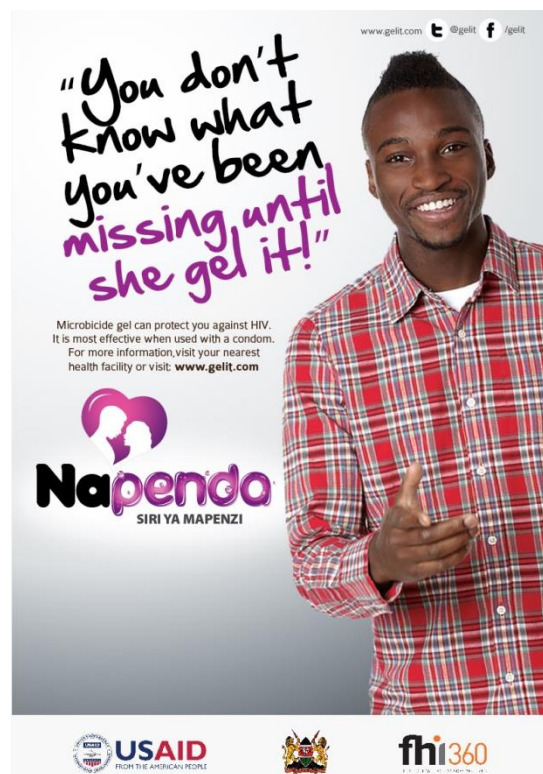


FINAL Poster

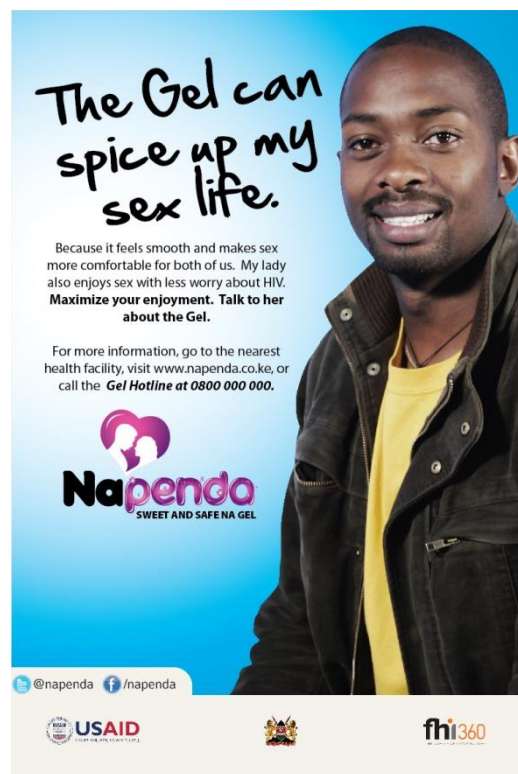


NON-HIV-FRAMED POSTER FOR CASUAL COUPLES (ORIGINALLY FOR MEN)

First Round of Pretesting



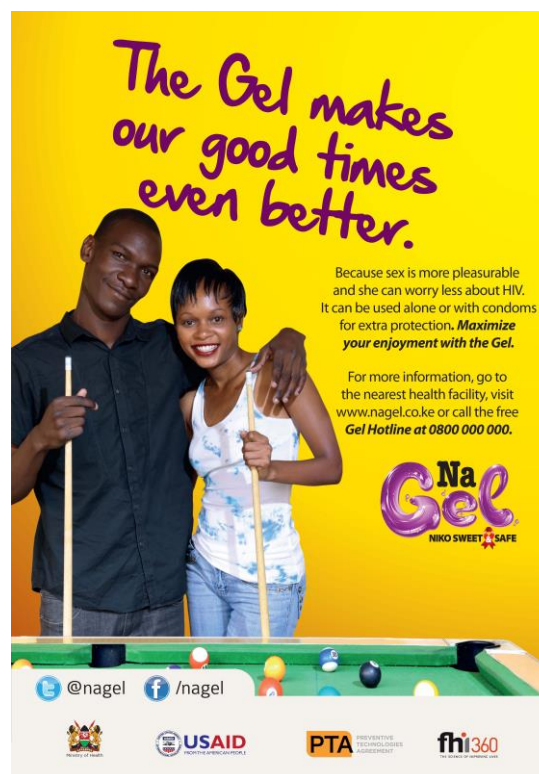
Second Round of Pretesting



Materials Assessment



FINAL Poster



RADIO AND ANIMATED TV SPOTS

Eight storylines tested in first round of pretesting:

1. Late Date Storyline (HIV-Framed):

Juma, 27 yrs old is pacing up & down in his room, glances at his phone and gestures in frustration. His date, **Tina**, is late by about 2 hours. Just then, **Tina**, 22 yrs old arrives on a *bodaboda* (motorbike). She digs into her bag to look for money to pay the *bodaboda* and in the process the gel almost falls out. **Juma** hears the motorbike and peeps through the window and smiles cheekily. He passes by his bed and checks under the pillow to reveal a pack of condoms then proceeds to open the door.

Juma enquires from **Tina** why she is late and she explains that she had forgotten to bring along her gel; therefore, she had to go back for it. **Juma** is confused because he doesn't understand about the gel but she explains saying, *"Let's just say that when I gel, it it's going to make our times together even more memorable."* Confused about **Tina's** comment, **Juma** asks **Tina** *"I thought we always have memorable moments (looking at her teasingly) ... don't tell me you don't?"*

Tina smiles at **Juma's** comment saying, *"Of course I always do... the difference is that this gel will also help protect us from HIV... you know...."* This gets **Juma** a bit confused because he has always used condoms with **Tina** and he asks if they will need to stop using condoms if they use the gel. **Tina** quickly clarifies herself, saying *"Noooo!!! What I'm saying is if I gel it and you use a condom... then we can enjoy ourselves safely,"* as she embraces him romantically. This gets **Juma** excited and he starts pulling her towards the bed saying, *"Did you say sweet and safe?... What more can a man want?"*

Announcer: The gel can help protect you against HIV and also make sex more pleasurable. . It is most effective when used with a condom. For more information, visit your nearest health facility or visit www.nagel.com

2. Sex Talk Storyline (HIV-Framed):

An elderly lady (A **Mentor**), 45 yrs of age is talking to a group of young women aged between 18-24 who are gathered in a living room. One of the ladies, **Zawadi**, is holding her 2 yr old child. The **Mentor** is talking to the women about secrets of enjoying life, about HIV and how to prevent oneself from contracting HIV. The **Mentor** has been sharing secrets of how to improve the women's sex life saying *"If you do like that then...!!! Your man will love you very much and he won't see any other woman out there."*

The women laugh some more and express more curiosity with their facial expressions. Noting the relaxed atmosphere and curious looks, the **Mentor** takes advantage of the opportunity saying. *"Well, well, that is enough; let me show you the gel!"* All the faces follow the mentor's gesture as she reaches out for the gel from her bag. *"This is the gel that is getting you all excited. It can help protect you from getting HIV and it makes sex enjoyable, and he will not look anywhere else. Apply before and after sex...."* says the **Mentor** as she passes the gel around. There is curiosity as the women look at the gel and wait for their turn to hold it in their hands for inspection. One of the ladies, after taking a look asks, *"So does he have to use a condom?"* To which the **Mentor** responds *"Yes. He must always use a condom. That way, the protection will be enhanced and not only that...you and your man will be able to enjoy yourselves more."*

The other ladies smile knowingly. One of the ladies, **Fatma**, thoughtfully says, *"I think that my guy will like it, but how do I know for sure?"* The **Mentor** encourages her to start applying the gel and decide on an appropriate time when she (**Fatma**), would feel comfortable telling him about it. He may ask, "How

come it is sweeter?” There is a notable excitement in the room. Just then, **Zawadi**, who has been quiet all along surprises everyone when she says, “*Ladies, we need the gel or*” And to that, all the ladies nod in agreement smiling.

Announcer: The gel can help protect you against HIV and also make sex more pleasurable. . It is most effective when used with a condom. For more information, visit your nearest health facility or visit www.nagel.com

3. Survival Kit Storyline (HIV-Framed):

Two young ladies, **Senzo** and **Nina** are in a washroom sprucing themselves up for their respective dates. **Senzo** is admiring her face in front of a mirror as she tells **Nina** in an excited, hush tone “*Today it’s going to be all fireworks.... I am meeting him in a few minutes.*”

Nina is trying to look for something in her bag. She glances at the **Senzo** through the mirror saying “*I am meeting my guy too. But before that, I have to Gel It, you know?*” She looks at her waist happily. Thinking that **Nina** can’t find her Gel, **Senzo** offers hers saying, “*You can use my Gel. I always carry it along...*” She stops sprucing herself momentarily and reaches for her bag. **Nina** finally finds out what she has been looking for and she fishes out a gel from her bag saying, “*No thanks, I have mine...This one... It is a safe one because it will help protect me from getting HIV.*”

Senzo stops and looks at **Nina** a bit confused, “*What do you mean?*” She reaches out for the gel from **Nina** and tries to read the name. **Nina** faces **Senzo** all ready to deliver a very important information saying... “*You didn’t know there is such a gel*”, to which **Senzo** shakes her head. **Nina** goes ahead to explain in an up-beat, joyful but still informative tone, “*You have to gel it 12 hours or at-least 15 minutes before you engage in sex and immediately after.*”

By now, **Senzo** is all ears and asks inquisitively, “*So, does that mean that... if you have sex 3 times in a day....then you gel it 3 times?*”(handing back the gel to **Nina**). **Nina** takes back the gel and holds it in her hands, “*Nooo!! Just twice. Before your first sex and after your last sex ... It’s a good idea to talk to your guy about the gel. I told mine right away, but you can decide when to tell your guy.*”

Senzo nods in appreciation of the new information and asks, “*Talking about guys, since you have told me it’s for protection, do I need to ask him to use a condom if I have gelled?*” **Senzo** looks at **Nina** straight in the eyes and says, “*Condom is a must for maximum protection... Ensure it is a gel plus the condom.*”

Senzo picks up her bag hurriedly saying, “*Hurry! I have to go get mine. Where do I get it from?*” **Nina** gestures with the gel saying, “*You can get it at the clinic around the corner... I need a minute because I still have to gel it...*” **Senzo** walks out of the bathroom while **Nina** remains.

Announcer: The gel can help protect you against HIV and also make sex more pleasurable. It is most effective when used with a condom. For more information, visit your nearest health facility or visit www.nagel.com

4. Sugar Daddy Storyline (HIV-Framed):

A **Young Lady** about 19, dressed like a college student (jeans, top and a backpack), stands on the roadside and glances at her phone nervously... Just then a tinted car pulls up and the passenger window is rolled down.

A middle-aged **Man** (about 45) is on the wheels and unlocks the passenger door. The **Young Lady** gets into the car and **Man** is staring at the **Young Lady** with a seductive smile. *"I got some presents for you the back seat."* The **Young Lady** glances back and reaches for the paper bag at the back seat... *"Can I check them now?"* *"Yes of course..."* Inside, she finds perfume, shades (dark glasses) and some clothes... *"Thanks, Sweetie, you are such a darling...I promise to make it up and I got the perfect gift for you!"*, says the **Young Lady** as she leans back and stares at the **Man** with inviting eyes.

"I know that smile... what are you planning for me this time," says the **Man**, shifting on his seat. The **Young Lady** reaches for her backpack and fishes out a pack of MICROBICIDE GEL. The **Man** stares at the **Young Lady** with a hint of confusion. *"I brought extra protection..."* The **Man** smiles and says, *"So, we're officially ditching the condoms?"* The **Young Lady** shakes her head and says, *"Never-Baby; we still need the condom, but I'll GEL IT for extra PLEASURE..."* The **Man** glances at her with a grin, grabs the steering wheel and speeds off.

Announcer: The gel can help protect you against HIV and also make sex more pleasurable. It is most effective when used with a condom. For more information, visit your nearest health facility or visit www.nagel.com

5. Get Your Game Back Storyline (Non-HIV-Framed):

It's a market day in Kiritiri town and **Three Women** in their late 30s (**Jane**, **Mercy** and **Carol**) are standing at a corner outside the market, talking in low tones. **Mercy** is confiding to her friends that with increased responsibility at home, taking care of her children and helping her husband run their shop business, it's becoming difficult for her to make time to fulfil her marital duties. The other two women agree in unison, with **Jane** adding that even when she gets time to be with her husband, it's difficult to enjoy because she is too tired.

Just then, **Grace**, another of their very close friend walks up to them hurriedly, looking jovial and radiant and stands next to the 3 women. **Grace** can't hide her excitement and the other women stare at her curiously. **Grace** notices that the other women aren't as happy and asks, *"Who died?"* ... **Mercy** looks at the 3 women and responds... *"Our bedroom life... And, what has gotten you all excited? Did you win a lottery?"*

"You can say that..." **Grace** responds. **Grace** moves close to the 3 women and glances around to see if there is anyone observing them and dips her hand in her handbag and removes a pack of MICROBICIDE GEL, then shows it at the other women. The women look confused but **Grace** goes on to explain that she has been using the MICROBICIDE GEL and her bedroom life is ALIVE and that she just came from getting a new tube. Just then Grace's mobile phone rings and she looks at the screen and her face lights up... She picks the call ... *"Hello, Darling I'm almost done; I won't be long."* She mouths to her friends that it's her husband on the other end and makes to exit... **Jane** gestures **Grace** not to leave and asks her where the gel can be gotten from.

Grace tells them the gel is available at the health facility and she starts to walk away just to retract... *"And by the way ladies, this gel can also help protect you from getting HIV – just in case your husbands are getting some satisfaction elsewhere"* ... At the mention of this, the 3 ladies look dismayed and unhappy at the idea that their husbands could be having extra marital affairs. **Grace** excuses herself and the 3 women remain behind, dismay still registered on their faces, whispering and nodding in

agreement. Suddenly, **Jane**, as if she has received a great revelation, also quickly excuses herself saying, *“Ladies, I have to get that gel...”* The other two quickly come back to their sense saying... *“Wait for us...”*

Announcer: The gel can help protect you against HIV and also make sex more pleasurable. . It is most effective when used with a condom. For more information, visit your nearest health facility or visit www.gelit.com

6. Bridal Shower (Non-HIV-Framed):

A group of 20 **Ladies** are having a party for **Linda** aged 22, who will be wedding **Juma** in a fortnight. It is towards the end of the party and everybody has brought **Linda** a gift as part of the bridal shower. We catch up with them as the three last gifts are being given to. One of the lady has decided to bring **Linda** an unusual gift – a traditional colorful basket with a pack of gel in it. Everybody is surprised and they start whispering to each other about it.

Ajoh, one of the ladies who is receiving the gifts on behalf of the other ladies continues to, *“...An iron box to iron his clothes; next.....a cooking pan.... **Linda**, good food will keep **Juma** closer to you ‘Mwanamume ni tumbo’ (A man loves good food). The ladies giggle in laughter as she continues, ‘...And next is a lovely and colorful traditional basket and it comes bearing another gift which is...(she laughs). The other ladies look at **Ajoh** with a heightened interest.*

Pendo, who has been sitting at a corner, clears her voice and smiles, saying, *“It’s a gel for sex.”* The ladies seem momentarily startled and they break out in a nice laughter. Another lady in the group, **Dama** adds, *“It’s true guys...”* She turns to **Linda** and says *“...Linda, in addition to the cooked food, you will need to feed him well with the food of love. This gel will help you keep the fire in the bedroom burning...”*

Another lady in the room interjects saying, *“...I agree with **Dama**; I recently started using the gel in our marriage of 4 years and he just loves it ... He feels good and so do I!”* The ladies are all excited and they are trying to get a look at the gel. **Ajoh** tries to get back control of the meeting saying, *“... Ladies, you have heard the recipe to a great marriage... Just”* All the ladies say in unison *“Gel it!!!!!!”*

The gel is still being passed around. **Pendo** stands and walks up to the lady holding it; she picks up the gel and waves it in the air saying, *“... This is mine ladies, you will have to get yours at the health clinic...”*

Announcer: The gel can help protect you against HIV and also make sex more pleasurable. . It is most effective when used with a condom. For more information, visit your nearest health facility or visit www.gelit.com

7. Gel & Bond Storyline (Non-HIV-Framed):

Riteh, 28’ and Karis her husband 35’, are having a happy time in one of the parks. They are seated on a spread leso (African attire) and there is a paper bag with cakes and sodas. Their 2 children, aged 4 and 6, are at a distance playing. The couple watches the kids happily. **Riteh** gets carried away in thought and gazes at a distance. Memories of the status of her marriage a year ago come flooding back. **Karis** had left their matrimonial home and bed for other women. A visit to the clinic had changed all that... She had discovered a new companion, the gel, that had helped keep her safe when she was uncertain of her husband’s sexual escapades and, in the process, it had also greatly improved things in the bedroom. Now **Karis** was back... and he had testified to their union being like the first time they got married.....

Riteh is startled back to reality at the sound of her husband’s voice. *“Darling, this reminds me of when I was trying to woo you... the long walks near river,”* he says as he takes a sip of soda and looks at his wife lovingly. **Riteh** smiles back at him and responds, *“...You were so romantic then... at that time I believed you could give anything in the world for me... and that is how I agreed to marry you.”* At that moment, a

dark cloud comes over her face and she turns and looks away from him. She pauses, and looks back at him continuing, “....that was until you decided a few years ago to stray away from our home and bed....and I felt lonely and betrayed.” The husband reaches for her hands and looks into her eyes beseechingly, “Don't go there honey... that's in the past.... I'm here with you and our children ... and I'm here to stay... Recently things have been so good with us; it's like when we met... before the children came.... you know what I mean.” He squeezes hand gently. At this, **Riteh** blushes and asks him, “What do you mean?”

Karis glances over where the children are as if to make sure they are away from earshot and talks to her in a soft tone, “When you gel it... nothing compares to that feeling... it is great and so fulfilling and it has certainly brought us closer together...” At this declaration they look into each other's eyes warmly and laugh happily.

Voice Over: Napenda, Siri ya mapenzi (secret of love)

Announcer: The gel can help protect you against HIV and also make sex more pleasurable. . It is most effective when used with a condom. For more information, visit your nearest health facility or visit www.napenda.com

8. Beauty Queen Storyline (Non-HIV-Framed):

Amani is a young lady aged 18 who was recently crowned a beauty queen and she is on a country tour trying to empower young girls. Key on her list of empowerment topics includes talks on life skills and HIV prevention amongst young women. We open the scene to a set-up on an open ground with a main podium with music playing at the background and about 4 small tents set at different corners. Each of the tents is labeled and one can read: *Beauty Corner, Career Corner, Health Corner, Money talk corner*. There are a number of young women standing near the podium, some are walking in and out of the tents while others are coming in. For the past few minutes, a few participants have been sharing with the rest on one of the things they learnt in the tents that will help them achieve their dreams.

When we join in, Amani is on the podium as one of the participants walks off the podium as the rest of the participants applaud. ‘that's great learning... identifying one's career path is crucial.... one last volunteer to share with us...’ Without much hesitation, a girl about 19 walks up the podium and briefly scans across the various tents and says, ‘Beauty is great, career is important, money definitely a plus... but what really stood out for me is that I need to be in good health and especially with my guy to be able enjoy our future...’ she reaches to her pocket and pulls out MICROBICIDE GEL and raises it to the air saying ‘ ... I will not take chances with my sex life, NitaGel (I will use a gel)’ there are murmurs as some participants try to figure out what she is talking about.

Amani looks at the young lady in acknowledgement, reaches inside her pocket and raises her own gel saying... ‘...Wow! What a great coincidence! you know, my dream is to reach out to as many young girls like yourselves and help them achieve their dreams by helping protect the very same future to achieve that, I have to be healthy...’ she pauses, looks at the girl and gives the participants one of her best smiles and continues ‘... The gel helps protect me from getting HIV... Actually, the health corner over there has more information on how to use the gel and where to get it...’ There is more excitement in the crowd as some of the girls start making their way into the health corner....

Announcer: The gel can help protect you against HIV and also make sex more pleasurable. It is most effective when used with a condom. For more information, visit your nearest health facility or visit www.nagel.com

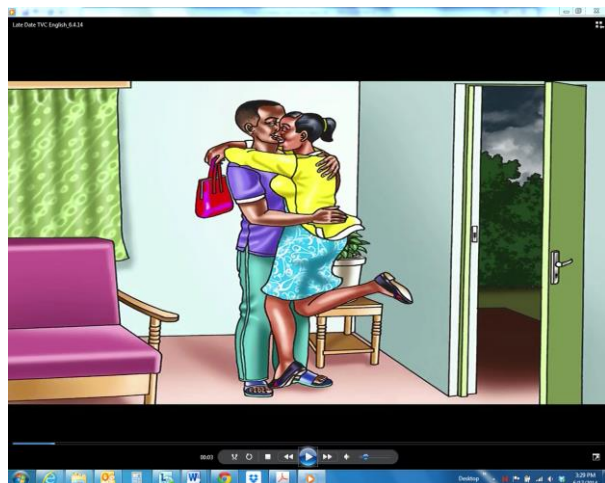
Final Late Date Script

Listen to the Late Date radio spots in English and Swahili here:

<https://soundcloud.com/fhi360socialmedia/sets/communicating-about-microbicides-with-women-in-mind-radio-spots>

See to the Late Date TV storyboards in English and Swahili here:

<http://www.fhi360.org/resource/communicating-about-microbicides-women-mind-storyboards-and-radio-spots-english-swahili>



Juma, 27 yrs old, is pacing up and down in his room, glances at his phone and gestures in frustration. His date, **Tina**, is late. Then there is a knock at the door. **Juma** runs to open the door and hugs **Tina** happily.

JUMA *(Still at the door and Tina inside next to him and smiling at each other)*

Hey, Tina.....You are welcome!....Dear, I was really waiting for you!!

(As he lets her into the house, closing the door, Tina looks at him happily)

TINA **Aha... I know. I wanted to gel it before coming, so that we can enjoy ourselves with less worries.**

(Removing the gel from her then showing it to him...)

JUMA **Ah Gel?!!!**

(Picks the gel to read)

TINA **Yes. A gel like no other—I got it at the clinic. It will make our time together more memorable, while helping protect me against HIV.**

(Confident and smiling, while holding him at the waist and picking the gel from him)

JUMA **HIV?**

(Pause and pensive in a moment, then continues)

But... we sometimes use condoms... so now we can stop completely..?

(Happily shocked but looking at her face)

TINA

Nooo, Honey!

(Then pulls him close to the bed, and throws her hand on the bed, then turns to hold his shoulders with her two hands, smiling and talking)

We could use the gel alone, but if you use a condom too, then we will have extra protection and extra pleasure.

(Then, a head-to-head touch facing each other smiling)

JUMA

(He then frees himself from her. Then he picks a condom from under the pillow.)

Ok, as your man, all I want is to keep you safe while we enjoy together.

TINA

That's why I love you; thanks for caring!

JUMA

You are welcome.

*(**Tina** holds the Gel next to the condom that **Juma** is holding and they embrace each other tightly, leaning their heads on each other, facing the screen, laughing)*

ANNOUNCER:

Microbicide gel can reduce a woman's risk of getting HIV. Get more information about the Gel from the health facility or nagel.co.ke.

Nagel Niko sweet and safe.

This message was brought to you by USAID and the Ministry of Health.

VISUAL (for TV Spot)

GOK logo

USAID, Project Logo, FHI360

Final Bridal Shower Script

Listen to the Bridal Shower spots in English and Swahili here:

<https://soundcloud.com/fhi360socialmedia/sets/communicating-about-microbicides-with-women-in-mind-radio-spots>

See to the Bridal Shower TV storyboards in English and Swahili here:

<http://www.fhi360.org/resource/communicating-about-microbicides-women-mind-storyboards-and-radio-spots-english-swahili>



It is a bridal shower party in a simple home. **Linda**, 22 years of age, who is getting married in a weeks' time, is the guest of honor. **Ajoh**, 24 years of age, is the master of ceremony. In attendance are **seven other ladies** aged 20-24 and an **aunty**, 30 years of age, modestly dressed. Two ladies are wearing trousers, three are wearing skirts reaching the knees, and two are in long skirts. One of them, **Pendo**, 23 years of age, gives a gift and **Dama**, 26 years of age (just recently married), talks. She is supported by **Zawadi**, 24 years, who is still single.

AJOH

*(Wide view of **Ajoh** who is talking to the ladies who are all seated and Linda is in front next to her)*

Ladies, as you all know, it is a week to Linda's wedding. It is now time to offer her our gifts...

*(Medium view of the three, **Ajoh**, **Linda** and **Pendo**. **Pendo** is handing over a gift to **Linda** as **Ajoh** smiles)*

Well, well!! Clap for Pendo. Wao!!! Look at that!!!!...It's lovely!!!

*(**Pendo** shows a beautiful honeymoon gown to **Linda** while also holding a pamphlet)*

PENDO

Linda, this gown is for your honeymoon and this is the pamphlet with information about a gel for sex.

*(They all roar with laughter, some amused. Then she continues hand clapping while we see a Gel pamphlet held by **Ajoh**. We may not need to see Pendo's face on the sketch)*

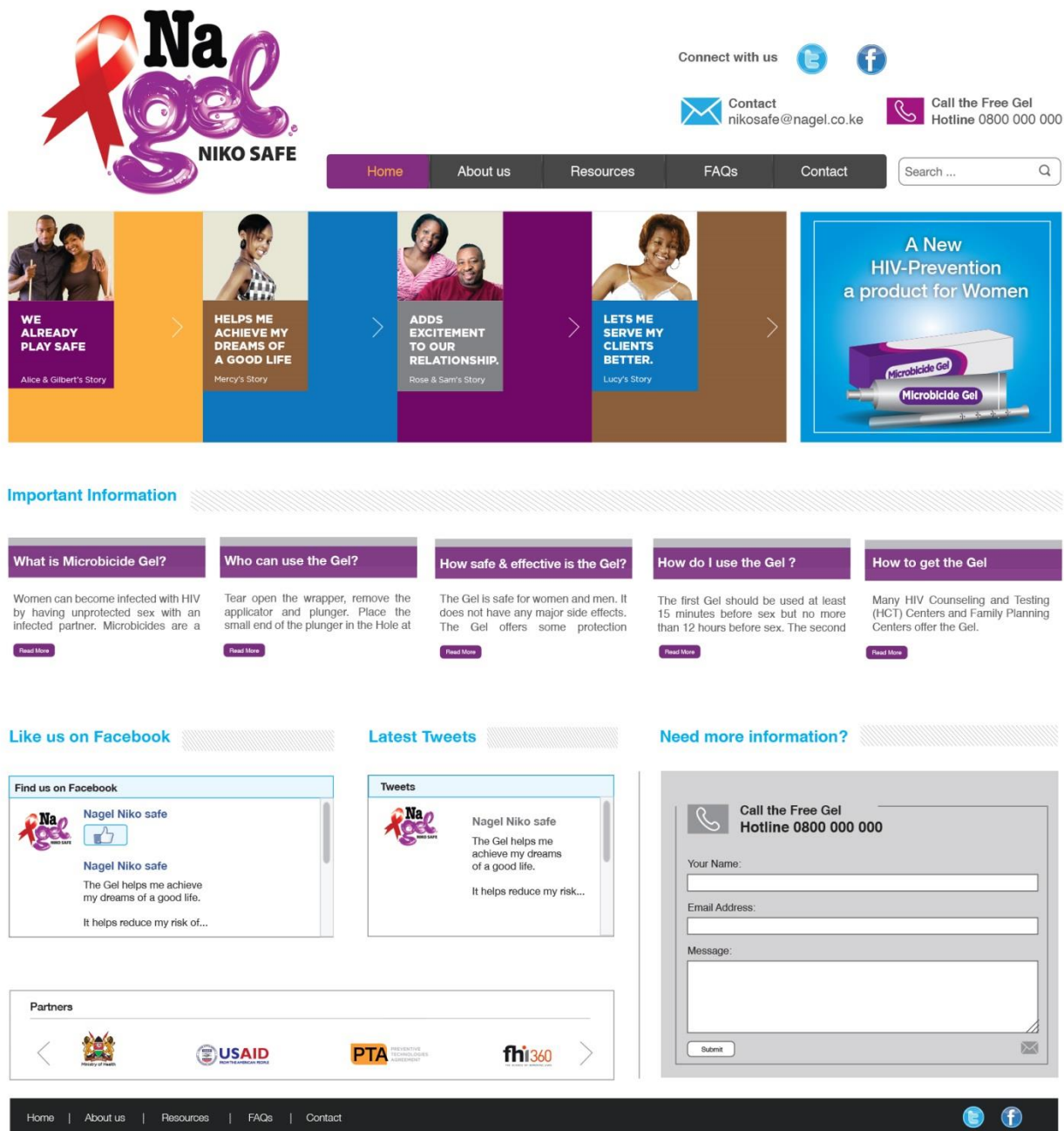
Yes!!!

Linda, you will also have to feed him well with the food of Love.

	<i>(Looking at the guests present and talking to Linda. A wide view of her explaining the pamphlet to Linda as Dama stands just where she was seated)</i>
DAMA	<i>(Interjecting).</i> Guys, I agree with Pendo. I've been married for two years, but I just recently started using the gel. He loves it and he feels super!! <i>(She kisses her fingers and they all laugh admiring her)</i>
ZAWADI	<i>(Stands and interjects from the front)</i> You can say that again, Dama!!... Guys, you've heard it. Just use.... <i>(They all say together)</i> the Gel !!!!!
PENDO	<i>(Pendo picks the pamphlet from Linda and shows it to everyone)</i> Ok, Ladies – if you want to try the gel, you can get it at the clinic. <i>(She does a sexy cat walk as she goes to sit and they all clap cheerfully)</i>
ANNOUNCER:	Microbicide gel can reduce a woman's risk of getting HIV. Get more information about the Gel from the Health facility or nagel.co.ke. Nagel Niko sweet and safe. This message was brought to you by USAID and the Ministry of Health.
VISUAL (for TV spot)	<i>GOK logo</i> <i>USAID, Project Logo, FHI360</i>

WEBPAGE MOCKUPS

Webpage Mockup Tested in Materials Assessment



Final Webpage Mockup



Connect with us






Contact
nikosafe@nagel.co.ke



Call the Free Gel
Hotline 0800 000 000

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New HIV-Prevention Product

Microbicides are a new product for HIV prevention. They can help protect women from getting HIV through unprotected vaginal sex. They also protect against herpes, a common sexually transmitted infection.

Microbicides come in the form of a gel that is inserted into the vagina before and after sex. The Gel provides extra HIV protection in case a condom is not used properly. It also provides some protection when used alone.

The Gel can be used by any HIV-negative woman who is sexually active. It can be used by women with casual sex partners, women with boyfriends, and married women.



HELPS US PLAY SAFER

Alice & Gilbert's Story



HELPS ME ACHIEVE MY DREAMS OF A GOOD LIFE

Mercy's Story



ADDS EXCITEMENT TO OUR RELATIONSHIP

Rose & Sam's Story



GIVES ME EXTRA PROTECTION

Lucy's Story

Important Information



Do I need the Gel?

If you are a woman, ask yourself these questions:

- Do you know your own HIV status?
- Do you know your partner's HIV status?

[Read More](#)



How safe & effective is the Gel?

The Gel decreases a woman's chance of getting HIV by about 40% with typical use. If used correctly every time a woman has sex, the protection level is higher....

[Read More](#)



How do I use the Gel?

Follow these instructions for proper gel insertion. The Gel should be inserted in the vagina at least 15 minutes before sex but no more than 12 hours

[Read More](#)



How to get the Gel?

Many HIV Counseling and Testing (HCT) Centers and Family Planning Centers offer the Gel....

[Read More](#)

TVC Spot



08:32 / 12:15

Latest News



Learn more about our newest spokesperson Rebeka Pendo
8 Sept, 2016



NaGel Outreach events scheduled, see when we will be near you
19 Nov, 2016

Need more information?



Call the Free Gel
Hotline 0800 000 000



Email us at
nikosafe@nagel.co.ke



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POTENTIAL FACEBOOK POSTS AND TWITTER TWEETS¹

Facebook Posts Tested in Materials Assessment	Final Facebook Posts
Microbicide gel helps protect women from getting HIV through unprotected vaginal sex. It can also protect women against herpes, a common sexually transmitted infection. Learn more about how the gel can help protect women at www.nagel.co.ke .	Microbicide gel helps protect women from getting HIV through unprotected vaginal sex. It can also protect women against herpes, a common sexually transmitted infection. Learn more about how the gel can help protect women at www.nagel.co.ke .
The gel provides women with extra HIV protection in case a condom is not used properly. It also provides some protection when used alone. Learn more at www.nagel.co.ke .	The gel provides women with extra HIV protection in case a condom is not used properly. It also provides some protection when used alone. Learn more at www.nagel.co.ke .
Condoms not an option? Use the gel. It increases women's protection against HIV. Find out more at www.nagel.co.ke .	Having problems convincing your partner to use a condom? Use the gel. It increases women's protection against HIV. Find out more at www.nagel.co.ke .
Many women and men find that the gel increases their sexual pleasure and enjoyment. Learn about benefits of the gel at www.nagel.co.ke .	Many women and men find that the gel increases their sexual pleasure and enjoyment. Learn about benefits of the gel at www.nagel.co.ke .
The gel can bring you and your partner closer together, because she can have sex with less worry about HIV. Learn more at www.nagel.co.ke .	The gel can bring you and your partner closer together, because she can have sex with less worry about HIV. Learn more at www.nagel.co.ke .
The gel can be used by any HIV –negative woman who is sexually active. It can be used by women with casual sex partners, women with boyfriends, and married women. Visit www.nagel.co.ke for more information.	The gel can be used by any HIV –negative woman who is sexually active. It can be used by women with casual sex partners, women with boyfriends, and married women. Visit www.nagel.co.ke for more information.
The gel can help protect women who do not know the HIV status of their sex partners. It can also help protect women with HIV-positive partners. www.nagel.co.ke	The gel can help protect women who do not know the HIV status of their sex partners. It can also help protect women with HIV-positive partners. www.nagel.co.ke
The gel can be inserted several hours before sex. Women can prepare ahead of time to protect themselves from HIV. Visit www.nagel.co.ke for more information.	Don't be caught unprepared. The gel can be inserted several hours before sex. Visit www.nagel.co.ke for more information.
The gel is safe for women and men. It offers the best protection from HIV when used together with condoms. For more information on the gel visit www.nagel.co.ke .	The gel is safe for women and their partners. It offers the best protection from HIV when used together with condoms. For more information on the gel visit www.nagel.co.ke .
The more closely a woman follows the gel's instructions for use, the more effective it is. To find out more about the effectiveness of the gel visit www.nagel.co.ke .	The more closely a woman follows the gel's instructions for use, the more effective it is. To find out more about the effectiveness of the gel visit www.nagel.co.ke .
The gel does not prevent pregnancy, so it may be a good option for women who wish to get pregnant but also need protection from HIV. Women who don't want to get pregnant should use condoms or another form of contraception. www.nagel.co.ke .	The gel does not prevent pregnancy, so it may be a good option for women who wish to get pregnant but also need protection from HIV. Women who don't want to get pregnant should use condoms or another form of contraception. www.nagel.co.ke .

¹ The domain www.nagel.co.ke is a suggestion. FHI 360 did not create or purchase these domains.

Potential Tweets Tested in Materials Assessment	Final Tweets
<p>Ladies, do you want to learn about a new #HIV prevention method? http://bit.ly/XXXXXX #NaGelNikoSafe</p> <p>Have you used the gel? What did you think? Let us know http://nagel.co.ke #NaGelNikoSafe</p> <p>How does the gel make your life better? Let us know http://nagel.co.ke #NaGelNikoSafe</p> <p>How did you talk to your partner about the gel? http://nagel.co.ke #NaGelNikoSafe</p> <p>Want to have more intimate moments with your partner? Learn about the gel. http://nagel.co.ke #NaGelNikoSafe</p> <p>Already using condoms? Consider adding the gel as a back-up plan against #HIV. http://nagel.co.ke #NaGelNikoSafe</p> <p>Gel+condoms = maximum protection. The gel provides extra #HIV protection when used with a #condom. http://nagel.co.ke #NaGelNikoSafe</p> <p>Worry less with the gel. It enhances a woman's #HIV protection with or without condoms. http://nagel.co.ke #NaGelNikoSafe</p> <p>Ladies, do you have an HIV-positive partner? The gel gives you the power to protect yourself. http://nagel.co.ke #NaGelNikoSafe</p> <p>Ladies, are you unsure of your partner's #HIV status? The gel gives you the power to protect yourself. http://nagel.co.ke #NaGelNikoSafe</p> <p>Besides protecting against #HIV, the gel can make sex more comfortable and pleasurable. http://nagel.co.ke #NaGelNikoSafe</p> <p>The gel can be inserted several hours before sex, so it helps you plan ahead. http://nagel.co.ke #NaGelNikoSafe</p> <p>Trying to get pregnant, but also want to reduce the risk of #HIV? Use the gel. http://nagel.co.ke #NaGelNikoSafe</p>	<p>Ladies, do you want to learn about a new #HIV prevention method? http://bit.ly/XXXXXX #NaGel</p> <p>What was your experience with the gel? Let us know http://nagel.co.ke #NaGel</p> <p>How does the gel make your life better? Let us know http://nagel.co.ke #NaGel</p> <p>What did your partner think about the gel? http://nagel.co.ke #NaGel</p> <p>Want to have more intimate moments with your partner? Learn about the gel. http://nagel.co.ke #NaGel</p> <p>Already using condoms? Consider adding the gel as a back-up plan against #HIV. http://nagel.co.ke #NaGel</p> <p>Gel+condoms = maximum protection. The gel provides extra #HIV protection when used with a #condom. http://nagel.co.ke #NaGel</p> <p>Enjoy more with the gel. It enhances a woman's #HIV protection with or without condoms. http://nagel.co.ke #NaGel</p> <p>Ladies, do you have an HIV-positive partner? The gel gives you the power to protect yourself. http://nagel.co.ke #NaGel</p> <p>Ladies, are you unsure of your partner's #HIV status? The gel gives you the power to protect yourself. http://nagel.co.ke #NaGel</p> <p>Besides protecting against #HIV, the gel can make sex more comfortable and pleasurable. http://nagel.co.ke #NaGel</p> <p>The gel can be inserted several hours before sex, so it helps you plan ahead. http://nagel.co.ke #NaGel</p> <p>Trying to get pregnant, but also want to reduce the risk of #HIV? Use the gel. http://nagel.co.ke #NaGel</p>

In-Depth Educational Materials

FLIPCHART FOR COMMUNITY MEMBERS

Visit http://www.fhi360.org/sites/default/files/media/documents/Community%20Flipchart_7.9.14.pdf to download the full flipchart.



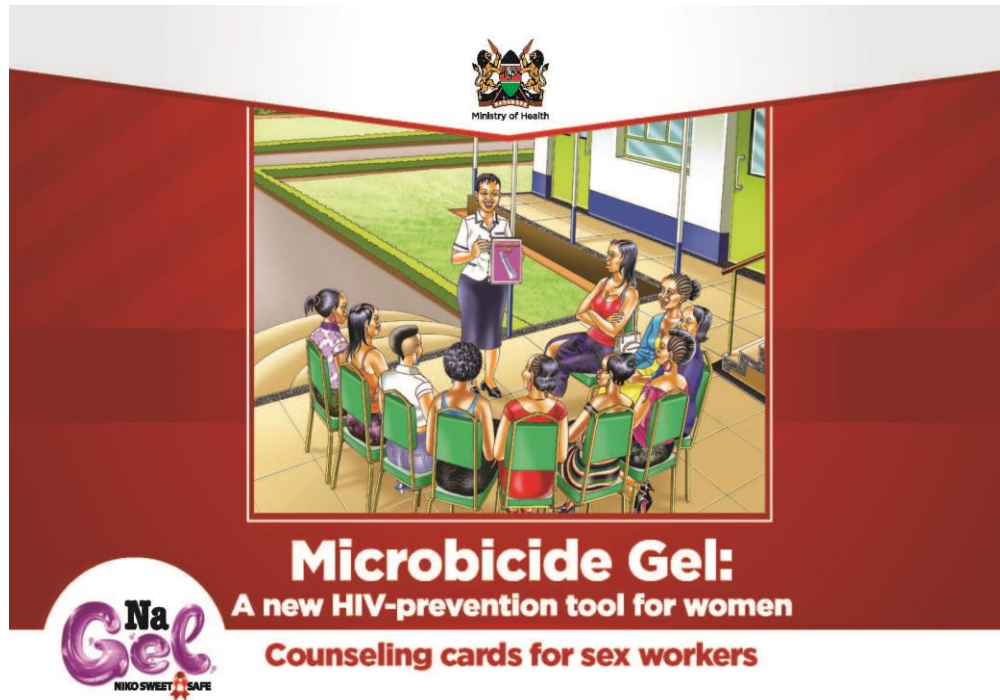
This flipchart contains:

- How to Use these Counseling Cards
- Card 1: Introduction to the Counseling Session
- Card 2: Scenario Selection
- Card 3: Assessment of HIV risk
- Card 4: HIV Prevention Options
- Card 5A: Introduction to Microbicide Gel
- Card 5B: Benefits and Risks of Microbicide Gel
- Card 5C: Microbicide Effectiveness
- Card 6A: BAT 24 Regimen
- Card 6B: BAT 24 Regimen Scenarios (2 cards)
- Card 6C: Tips for Using the Gel Correctly
- Card 7A: Joyce (Scenario)
- Card 7B: Makena (Scenario)
- Card 7C: Mercy (Scenario)
- Card 7D: Rosemary and Samuel
- Card 7E: Alice and Gilbert
- Card 8: How to Use a Condom (Optional)
- Card 9: Final Questions and Next Steps

FLIPCHART FOR FEMALE SEX WORKERS

Visit

http://www.fhi360.org/sites/default/files/media/documents/FSW%20Counselling%20Cards%20Flipchart_7.9.14.pdf to download the full flipchart.



This flipchart contains:

- How to Use these Counseling Cards
- Card 1: Introduction to the Counseling Session
- Card 2: Scenario Selection
- Card 3: Assessment of HIV risk
- Card 4: HIV Prevention Options
- Card 5A: Introduction to Microbicide Gel
- Card 5B: Benefits and Risks of Microbicide Gel
- Card 5C: Microbicide Effectiveness
- Card 6A: BAT 24 Regimen
- Card 6B: BAT 24 Regimen Scenarios (2 cards)
- Card 6C: Tips for Using the Gel Correctly
- Card 7A: Leila (Scenario)
- Card 7B: Lucy (Scenario)
- Card 8: How to Use a Condom (Optional)
- Card 9: Final Questions and Next Steps

Health Care Provider Materials

FLIPCHART FOR HEALTH CARE PROVIDER

Visit

http://www.fhi360.org/sites/default/files/media/documents/Health%20Care%20Provider%20Flipchart_7.10.14.pdf to download the full flipchart.



This flipchart contains:

- How to Use These Counseling Tools with images of Wall Chart Algorithms (2 cards)
- Card 1: Introduction to the Counseling Session
- Card 2: Assessment of HIV risk
- Card 3: HIV Prevention Options
- Card 4A: Introduction to Microbicide Gel
- Card 4B: Benefits and Risks of Microbicide Gel
- Card 4C: Microbicide Effectiveness
- Card 5A: Gel Insertion
- Card 5B: BAT 24 Regimen
- Card 5C: BAT 24 Regimen Scenarios (2 cards)
- Card 5D: Tips for Using the Gel Correctly
- Card 6: Feasibility of Microbicide Use
- Card 7: How to Introduce the Gel to Partners
- Card 8A: Negotiating Condom Use with the Gel
- Card 8B: How to Use a Condom (Optional)
- Card 9: Final Questions/Concerns and Sources of Support
- Card 10: Follow-Up Counseling

INFORMATIONAL BROCHURE IN ENGLISH AND SWAHILI

Visit <http://www.fhi360.org/resource/new-product-women-microbicide-gel-brochure-english-swahili> to download the brochures in English and Swahili.

English Brochure

How safe and effective is the Gel?

The Gel is safe for women and men. It does not have any major side effects.

The Gel can reduce a woman's risk of getting HIV, but it is not 100% effective. The Gel decreases a woman's chances of getting HIV by about 40% with typical use. If the gel is used correctly every time a woman has sex the protection level is higher.

If a couple is already using condoms, they should not stop, because when they are used correctly, condoms are more effective than the Gel.

If condom use is not possible, the Gel can be used alone. While it does not fully protect against HIV, it is better than no protection at all.

The Gel only protects women who are HIV-negative (do not have the virus). It does not treat HIV and it does not prevent HIV in men.

The Gel does not prevent pregnancy. Women should use condoms or another form of contraception if they do not wish to get pregnant.

How can a woman get the Gel?

The first step is to visit a health facility that offers the Gel. Many HIV Testing and Counseling (HTC) Centers and Family Planning Centers offer the Gel. Women may go alone or with their partner.

A doctor or nurse provides counseling and helps the woman decide if the Gel is a good fit for her. If the woman wishes to try the Gel, she must get an HIV test. If she is HIV-negative, she can get the Gel at the health facility where she received counseling.

Women need to get retested for HIV every 3 months in order to get more Gel.



For more information:
Visit your nearest health facility
Go to <http://www.nagel.co.ke>
Call the Gel Hotline: 0800 000 000

@nagel /nagel



A New HIV-Prevention Product for Women

Microbicide Gel



What is Microbicide Gel?

Women can become infected with HIV by having unprotected sex with an infected partner.

Microbicides are a new product for HIV prevention. They can help protect women from getting HIV through unprotected vaginal sex. They also protect against herpes, a common sexually transmitted infection.

Microbicides come in the form of a gel that is inserted into the vagina before and after sex. The Gel can be used alone or with condoms. It provides extra HIV protection in case a condom is not used correctly.

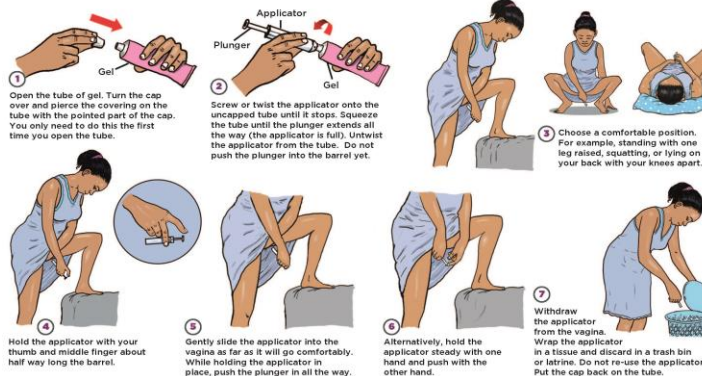
The Gel increases lubrication in the vagina. Many women and men find that this increases their sexual pleasure and enjoyment.

The Gel allows a woman to control the moment and take charge of her own protection. It can be used without a partner's knowledge. However, women have found that it is easier to use the Gel if they have their partner's support.

Who can use the Gel?

The Gel can be used by any HIV-negative woman who is sexually active. It can be used by women with casual sex partners, women with boyfriends, and married women.

How to insert the gel into the vagina



The Gel can protect women who do not know the HIV status of their sex partners. It can also protect women with HIV-positive partners.



How often is the Gel used?

The first Gel should be used at least 15 minutes before sex but not more than 12 hours before sex. The second Gel should be used as soon as possible after the first sex act, but not more than 12 hours after.

No matter how many times a woman has sex, she should not use more than 2 gels in 24 hours. For some women, inserting one gel every 12 hours is the best way to plan for protection on days when she has sex.

Je, Gel ni salama na kinga dhidi ya HIV?

Gel ni salama kwa wanawake na wanaume. Haina madhara makubwa.

Gel inaweza kupunguza hatari ya mwanamke kupata Virusi vya HIV, hata hivyo si kwa ufanisi ya asilimia moja (100%). Gel itapunguza uwezekano wa mwanamke kupata virusi vya ukimwi kwa asilimia arobaini (40%) katika matumizi ya kawaida. Gel inapotumiwa kwa njia sahihi wakati wote mwanamke anapofanya ngono basi kiwango cha kinga dhidi ya virusi vya HIV inakuwa juu.

Ikiwa wanandoa tayari wanatumia kondomu, basi wasiache kuvitumia. Wanaweza kutumia Gel pamoja na kondomu ilikupata kinga ya ziada dhidi ya virusi vya HIV na Ukimwi.

Kama matumizi ya kondomu haiwezekani, basi Gel inaweza kutumika pekee yake. Hata ingawaje haiwezi kukupatia kinga kamili dhidi ya virusi vya HIV, ni bora kuliko kukosa kinga kabisa.

Gel inakinga wanawake wasio na virusi vya HIV tu. Haiwezi kutibu HIV na ukimwi na haiwezi kuzuia wanaume kuambukizwa virusi vya HIV.

Gel haizuii kupata mimba. Wanawake wanapaswa kutumia kondomu au namna nyingine za kupanga uzazi iliwapo hawataki kupata mimba.

Je, mwanamke anawezaje kupata Gel?

Hatua ya kwanza ni kutembelea kituo cha afya ambacho kinapeana Gel. Vituo vingi vinavyotoa ushauri nasaha na kupima HIV (HTC) na vile vinavyopeana huduma za mpango wa uzazi pia hupeana Gel. Wanawake wanaweza kwenda pekee yao au pamoja na wapenzi na waume wao.

Daktari au muuguzi hutoa ushauri na kusaidia mwanamke kuamua iwapo Gel inamfaa. Iwapo mwanamke angependa kujaribu kutumia Gel, ni lazima apimwe hali yake ya HIV. Kama atapatikana kuwa hana HIV, basi atapewa Gel kwenye kituo cha afya hicho ambapo alipata ushauri.

Wanawake wanapaswa kupimwa virusi vya HIV baada ya kila miezi 3 ili waweze kupata Gel zaidi.



Kwa maelezo zaidi:

Tembelea kituo cha afya kilicho karibu nawe
Tembelea tuvuti www.nagel.co.ke
Piga simu: 0800 000 000

@nagel /nagel



Ministry of Health

Njia mpya ya Kuzuia HIV kwa wanawake

Microbicide Gel



Je Gel ya Microbicide ni nini?

Wanawake wanaweza kuambukizwa HIV kwa kufanya ngono na mtu aliyeambukizwa bila kutumia kinga.

Microbicides ni aina ya Gel mpya kinachosaidia kuzuia virusi vya HIV. Zinaweza kusaidia kukinga wanawake dhidi ya virusi vya HIV kutokana na kufanya ngono bila ya kutumia kinga. Pia zinaweza kuzuia ugonjwa wa zinaa wa kawaida wa malengelenge (Herpes Zoster).

Microbicides huja kwa njia ya Gel ambayo huingizwa kwenye uke kabla na baada ya kufanya ngono. Gel itakupa kinga ya ziada iwapo kondomu haitatumika kwa njia sahihi. Pia inatoa kiasi cha kinga iwapo itatumika pekee.

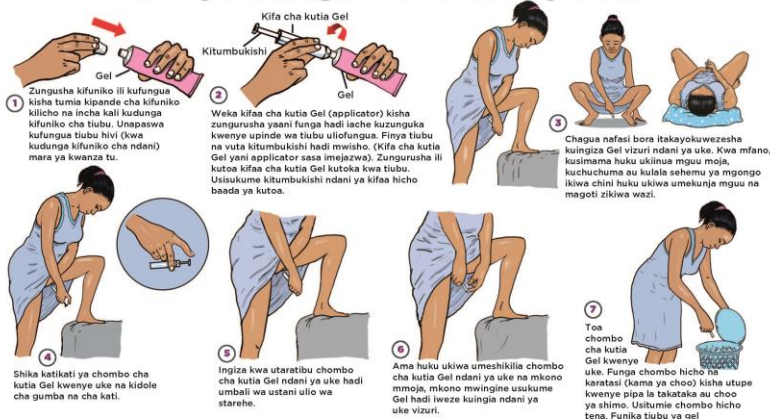
Gel hiyo huongeza ulainishi kwenye uke. Wanawake na wanaume wengi wanatambua kwamba ulainishi huu inaongeza hamu na burudisho wanaposhiriki ngono. Gel huwezesha mwanamke kudhibiti nyakati na inamwezesha kuchukua usimamizi ya kinga yake mwenyewe.

Gel inaweza kutumika hata bila mume au mpenzi wake kujua. Hata hivyo wanawake wametambua kuwa ni rahisi kutumia Gel wakati wanapoungua mkono na wanaume au wapenzi wao.

Nani anaweza kutumia Gel?

Gel inaweza kutumiwa na mwanamke yeyote ambaye hana virusi vya HIV na anayeshiriki ngono. Inaweza kutumiwa na wanawake walio na wapenzi wasiowamini, wanawake walio na wapenzi wa kiume na wanawake walio kwenye ndoa.

Jinsi ya kuingiza Gel kwenye uke



Gel itasaidia kuwakinga wanawake wasiojua hali ya HIV ya wapenzi wao au wenzao wa ndoa. Pia inaweza kuwalinda wanawake walio na wapenzi walio na virusi vya HIV.



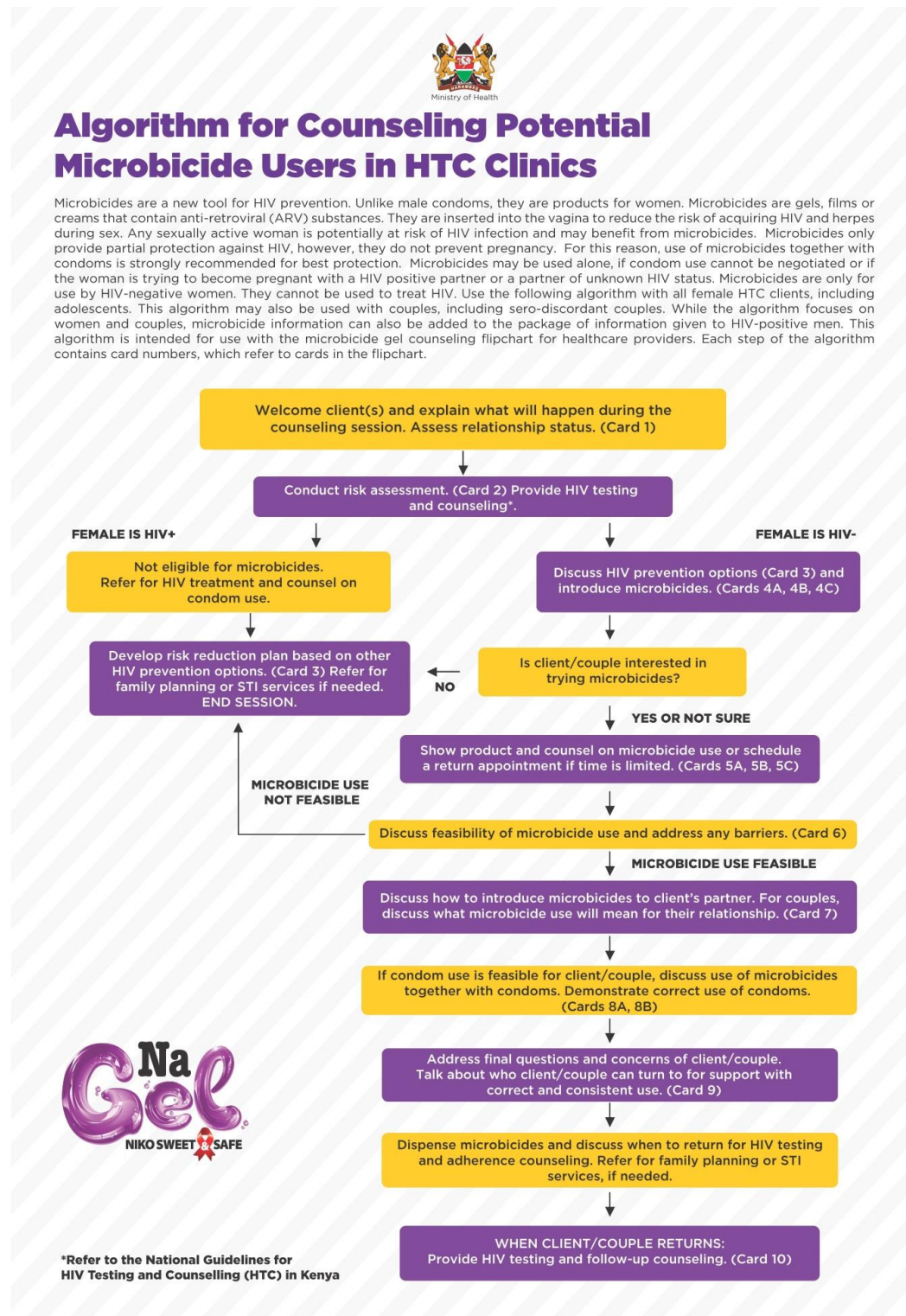
Gel hutumiwa mara ngapi?

Gel ya kwanza inaweza kutiwa kwenye uke angalau dakika 15 kabla ya kushiriki ngono lakini sio zaidi ya masaa 12 kabla ya kushiriki ngono. Gel ya pili yafaa kutiwa kwenye uke mara tu baada ya kufanya ngono mara ya kwanza lakini haifai kupitisha masaa kumi na mbili baada ya ngono.

Hajjalishi ni mara ngapi mwanamke anashiriki ngono, cha muhimu ni kuwa hafai kutia Gel zaidi ya mara mbili kwa muda wa masaa ishirini na nne. Kwa wanawake wengine, kutumia gel moja kila baada ya masaa kumi na mawili ndio njia mwafaka wa kupata kinga kwa siku ambazo atashiriki ngono.

WALL-CHART ALGORITHM FOR MICROBICIDE COUNSELING FOR HTC AND NON-HTC SETTINGS

Visit <http://www.fhi360.org/resource/communicating-about-microbicides-women-mind-wall-charts> to download the wall charts.





Algorithm for Counseling Potential Microbicide Users in Family Planning, Primary Care, STI or Youth Friendly Clinics

Women and adolescents seeking family planning, sexually transmitted infection (STI) or primary care services may also be at risk of HIV infection. Microbicides are a new tool for HIV prevention. Unlike male condoms, they are products for women. Microbicides are gels, films or creams that contain anti-retroviral (ARV) substances. They are inserted into the vagina to reduce the risk of acquiring HIV and herpes during sex. Any sexually active woman is potentially at risk of HIV infection and may benefit from microbicides. Microbicides only provide partial protection against HIV, however, they do not prevent pregnancy. For this reason, use of microbicides together with condoms is strongly recommended in order to achieve the best protection. Microbicides may be used alone, if condom use cannot be negotiated or if the woman is trying to become pregnant. Microbicides are only for use by HIV-negative women. They cannot be used to treat HIV. Use the following algorithm with all female clients who may be sexually active, including adolescents. This algorithm may also be used with couples, including sero-discordant couples. While the algorithm focuses on women and couples, microbicide information can also be added to the package of information given to HIV-positive men. This algorithm is intended for use with the microbicide gel counseling flipchart for healthcare providers. Each step of the algorithm contains card numbers, which refer to cards in the flipchart.

