

HIV Prevention in Cambodia

December 2022



CAMPAIGN GOAL: HIV Prevention for Key Populations

In **Cambodia**, our two-phase Facebook campaign aimed to increase knowledge, awareness, and, ultimately, uptake of pre-exposure prophylaxis (PrEP) — which is the use of medicine (a pill taken once per day) to prevent HIV. Through FHI 360's [EpiC project](#), we worked in partnership with the **National Centre for HIV/AIDS, Dermatology and STD (NCHADS)**, a Cambodian government agency, to focus the campaigns on key populations in selected cities: men who have sex with men and transgender women.



KEY TAKEAWAYS

- **Goal:** To increase awareness and use of HIV prevention services among populations with a high likelihood of exposure to HIV.
- **Results:** We reached 3 million users, may have increased knowledge of prevention among those we reached and saw an increase in click-throughs to an HIV services and information website
- **Top Lesson:** Understand your audience to create a campaign that engages them.

Project Background

FHI 360 and Meta entered a collaboration to support selected FHI 360 projects working toward social and behavior change objectives; this case study showcases one of five such projects. Information about the other four projects can be found at www.fhi360.org/projects/meta-program-scaled-support. In addition to reporting other metrics, this case study presents findings from Meta's Brand Lift Study (BLS) tool, which analyzes campaigns based on users' ad recall and responses to questions relevant to behavior change goals. BLS determines if there was a significant "lift" for users who saw ads compared with those who did not in *recall* of ads, as well as in *knowledge*, *attitudes* or *agency* around a behavior.



RESULTS: Increased Knowledge, Increased Confidence

We reached over 5 million users across both phases of our campaign. On average, each user saw our ads at least four times over one month in phase one and seven times over a month and a half in phase two. Both phases saw a significant lift for brand recall, suggesting that an additional 395,000 users who saw our campaign ads remembered them compared with those who did not see the campaign ads. We also saw a lift around knowledge of and confidence in accessing PrEP in both phases. In phase one, it is likely our campaign led to an additional 51,000 people who reported knowledge that PrEP can prevent HIV; this lift was significant. In phase two, we saw a positive, marginally significant trend of an additional 37,000 people who saw our campaign and expressed confidence that they could get PrEP if they wanted. A key call to action in both phases was to click a link for more information about PrEP or to book services. In phase one, 290,000 reached users clicked on the link for the NCHADS website Kapeakh.org, an online platform for services and information about PrEP and other sexual health issues. In phase two, 31,000 users clicked a link to Tohtest.org, an online reservation platform that allows visitors to book appointments for services including PrEP.



SUCCESS SPOTLIGHT: Understand Your Audience; Don't Reinvent the Wheel

Our campaign ads and messaging performed well with our target audiences, who proved very engaged with our posts. One of our ads had a click-through rate of 4%, very high engagement for health-focused social media campaigns. We believe this was because we had done careful upfront work to understand our audience and the type of ads they would engage with; that work included a persona study and consideration of target audience demographics. Our messaging comprised logical, informative and emotional appeals to our audience to use PrEP. This messaging was paired with engaging images that resembled our target audience, of gay couples and transgender women. Our past experiences and a study of other campaigns informed us that similar images have performed well, and we stuck with this visual strategy.



LESSON LEARNED: Target Audiences Thoughtfully

At the outset of our campaign, it was a challenge to determine what combination of user interests and demographic details available on Facebook's Ad Manager might accurately represent our target audiences. A critical step to address this was to engage members of our target audience in formative research to better understand how they use social media and to determine what interests were popular for men who have sex with men and transgender women. We used our findings to create persona descriptions and identify clusters of interests that we used more accurately target each audience.

Figure 1: An ad from our PrEP campaign in Cambodia ▶



What's Next for Us?

Through our two campaigns, we generated interest in and engagement with both the Kapeakh.org and Tohtest.org platforms. Going forward, we will leverage this increased engagement in our resources and everything we have learned about Ad Manager and from our BLS results to improve future campaigns promoting PrEP.