



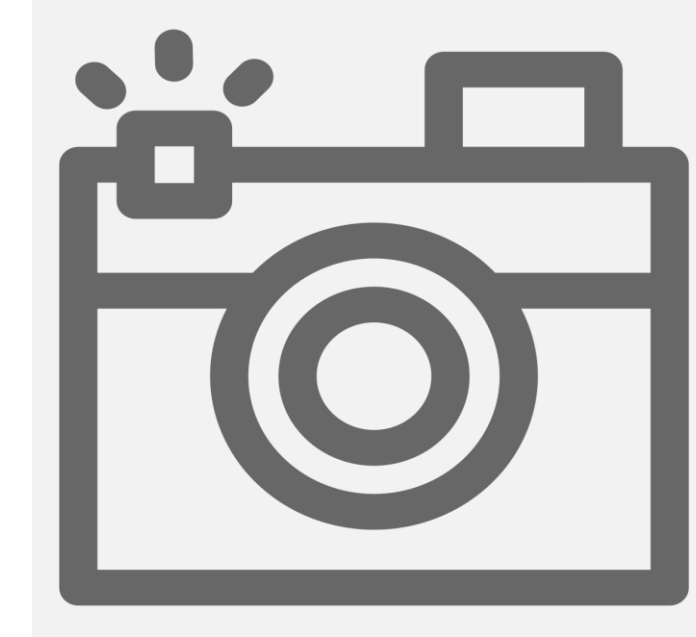
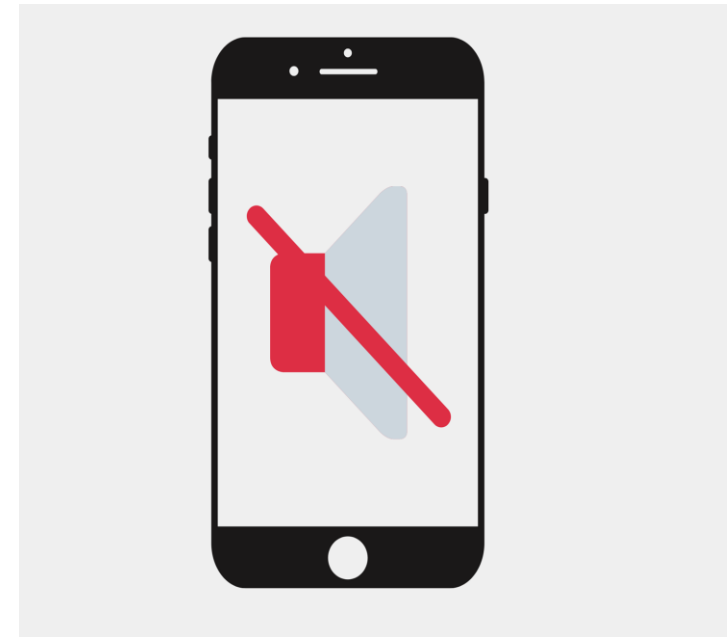
Using a human design-centred approach to co-create behavioural science solutions to increase the uptake of lenacapavir among AGYW



WELCOME



Housekeeping





NO ASSUMPTIONS **RESPECT** BREATHE
 PRESENT MOMENT BE KIND CHALLENGE OURSELVES
 LISTEN **BE PRESENT** FOCUS
 CURIOSITY PRESENT
 COMMIT TAKE RISKS
 MINDFULNESS



INDLELA
BEHAVIOURAL INSIGHTS
FOR BETTER HEALTH



Health Economics and Epidemiology Research Office
HERO
Wits Health Consortium
University of the Witwatersrand





Indlela

Mission: build capacity to design and test nudges and other behavioural solutions that improve health services and health outcomes

Background



- The greatest challenges in achieving public health goals for both communicable and non-communicable conditions stem from **human behaviour**.
- Whether it's promoting vaccination, encouraging healthier lifestyles, or ensuring adherence to treatment.
- Behavioural economics provides a unique lens to identify and design **low-cost behavioural solutions (“nudges”)**

Indlela Team



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EVIDENCE



SHARING



SOUTH 2 SOUTH



CAPACITY

GETTING TO KNOW THE PROBLEM AND PERSONA



Lenacapavir uptake among adolescent girls and young women

Landmark Trial in South Africa and Uganda Finds Twice Yearly HIV Prevention Injection Safe and Highly Effective

AVAC Calls for Accelerated Regulatory Review and Ambitious Introduction Plans

June 20, 2024

Gilead's Twice-Yearly Lenacapavir Demonstrated 100% Efficacy and Superiority to Daily Truvada® for HIV Prevention

– First Phase 3 HIV Prevention Trial Ever to Show Zero Infections –

– Independent Data Monitoring Committee Recommended That Gilead Stop the Blinded Phase of the PURPOSE 1 Trial at Interim Analysis and Offer Open-Label Lenacapavir to All Participants –



Target statement



Who?



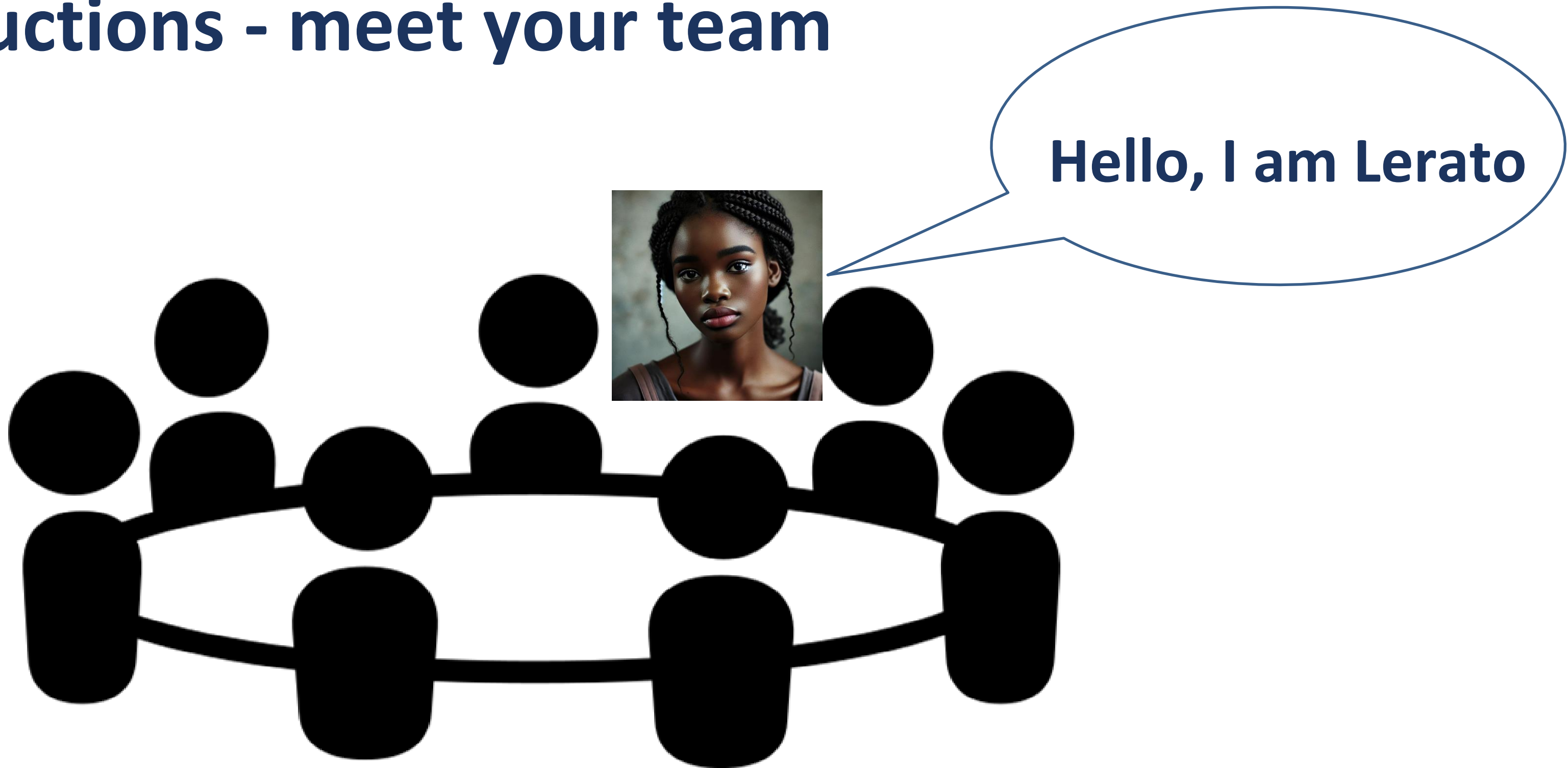
What?



When?

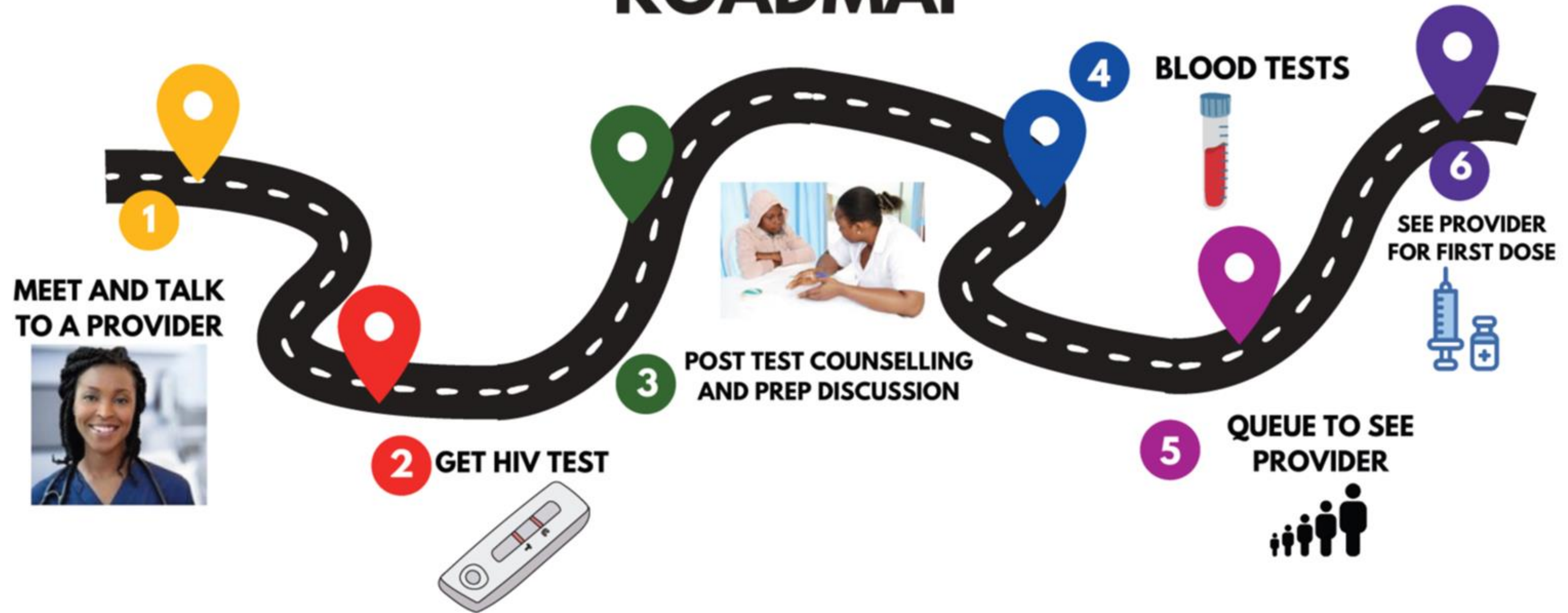
Increase the number of eligible **adolescent girls and young women** that **initiate Lenacapavir** within the public sector, after a **negative HIV test**

Introductions - meet your team



User Journey map

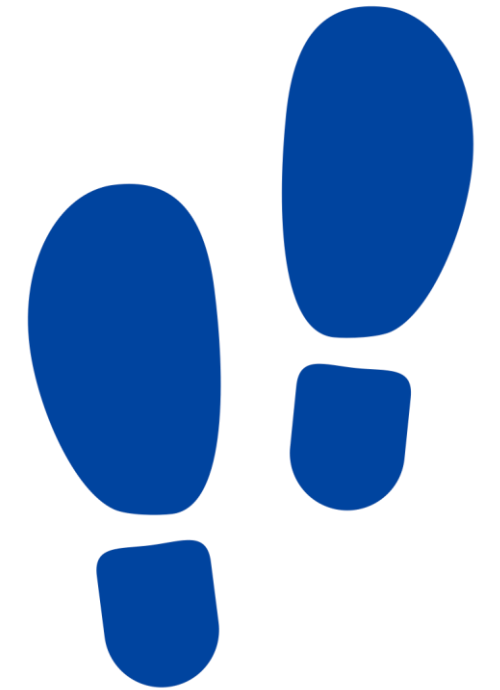
ROADMAP



Frame barriers as “I statements” – from the perspective of “user”/ persona in the user journey map

“I don’t...because I...”

“I can’t...because I...”



“I can’t start Lenacapavir because I don’t have time to go to the clinic”

“I don’t use Lenacapavir because I don’t know my status”

HOW CAN WE SOLVE THIS PROBLEM?

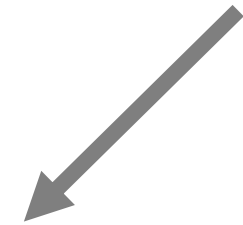
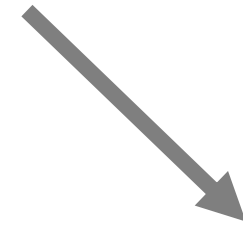




PSYCHOLOGY

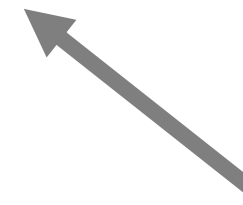
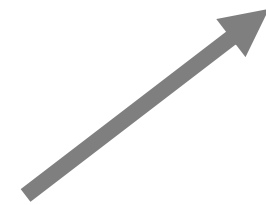


SOCIOLOGY



BEHAVIORAL ECONOMICS

Study of human decision-making and behavior



ECONOMICS

NEUROSCIENCE



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A nudge defined

In the behavioural science field, a nudge is “any aspect of the choice architecture that alters people’s behaviour in a predictable way without forbidding any options or significantly changing their economic incentives”

Light-touch

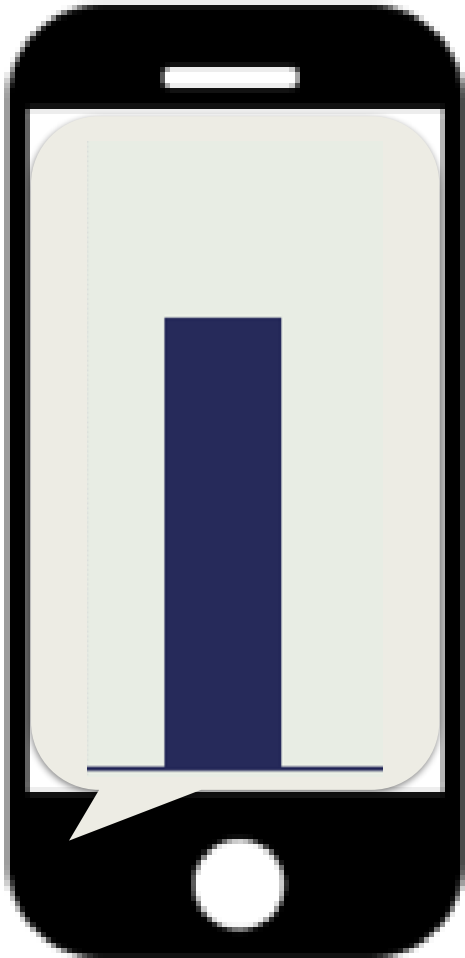
Low-cost

**Tweak to an
existing program**

“Fresh Start” SMSs to encourage re-engagement in HIV care

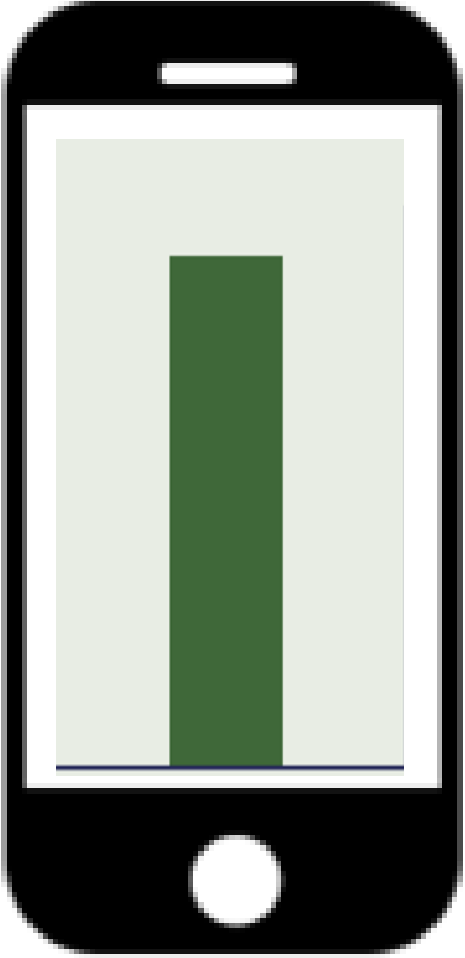
June 2022						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

Standard of Care – No SMS



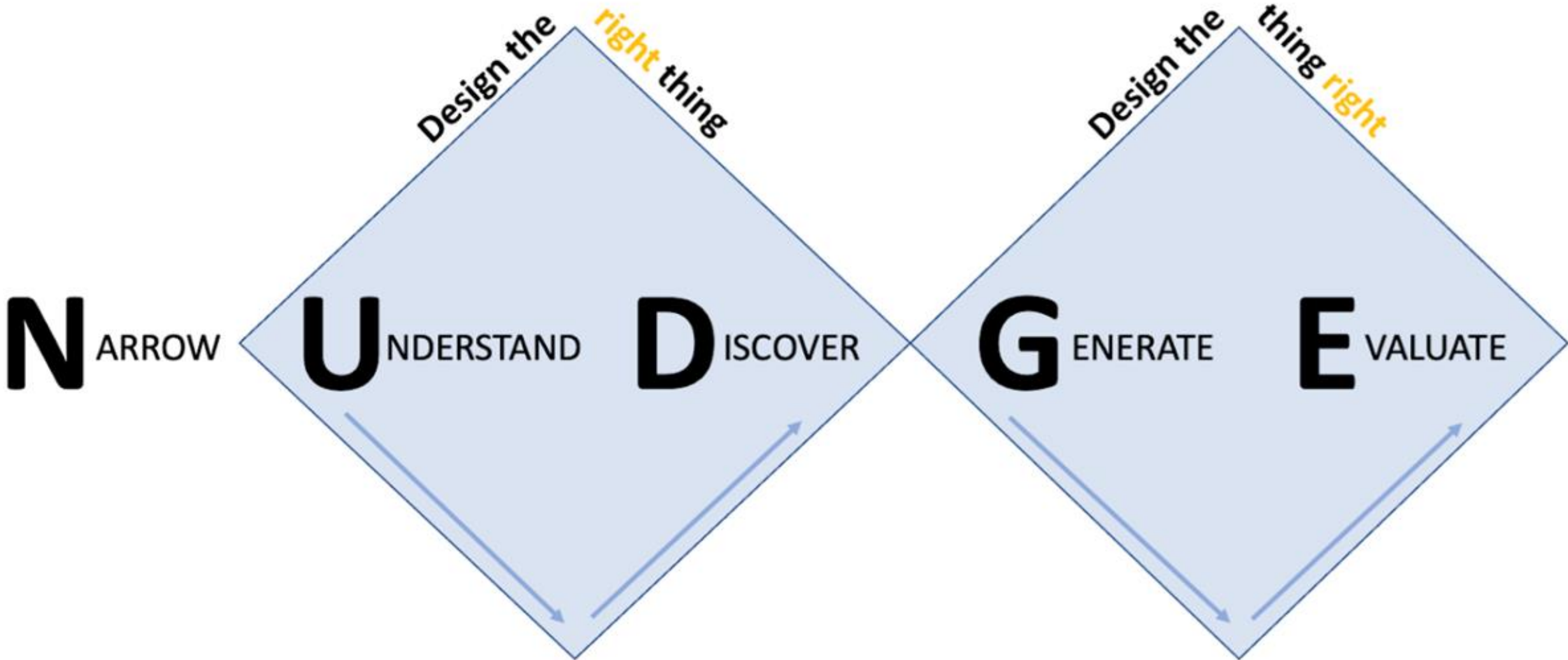
29.5%

Fresh start SMS



32.6%

How do we do it?



Narrow focus to target behavior

Understand user needs and context of behavior through empathy and inquiry.

Discover insights about behavioral barriers to target behavior and refine the design challenge.

Generate intervention designs and prototypes that meet user needs and address barriers.

Evaluate interventions in iterative pilots.




IDEATION



Ideation - Solutioning

Rapid ideation of strategies to address target behaviour





**One idea
per sticky**



Open Road



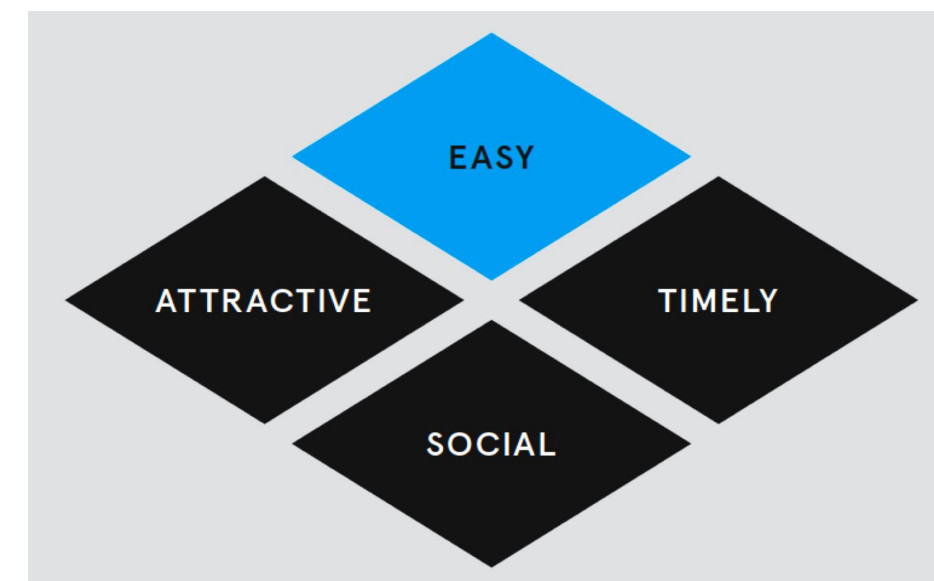
How would "X" do it?

Coke

Subtract



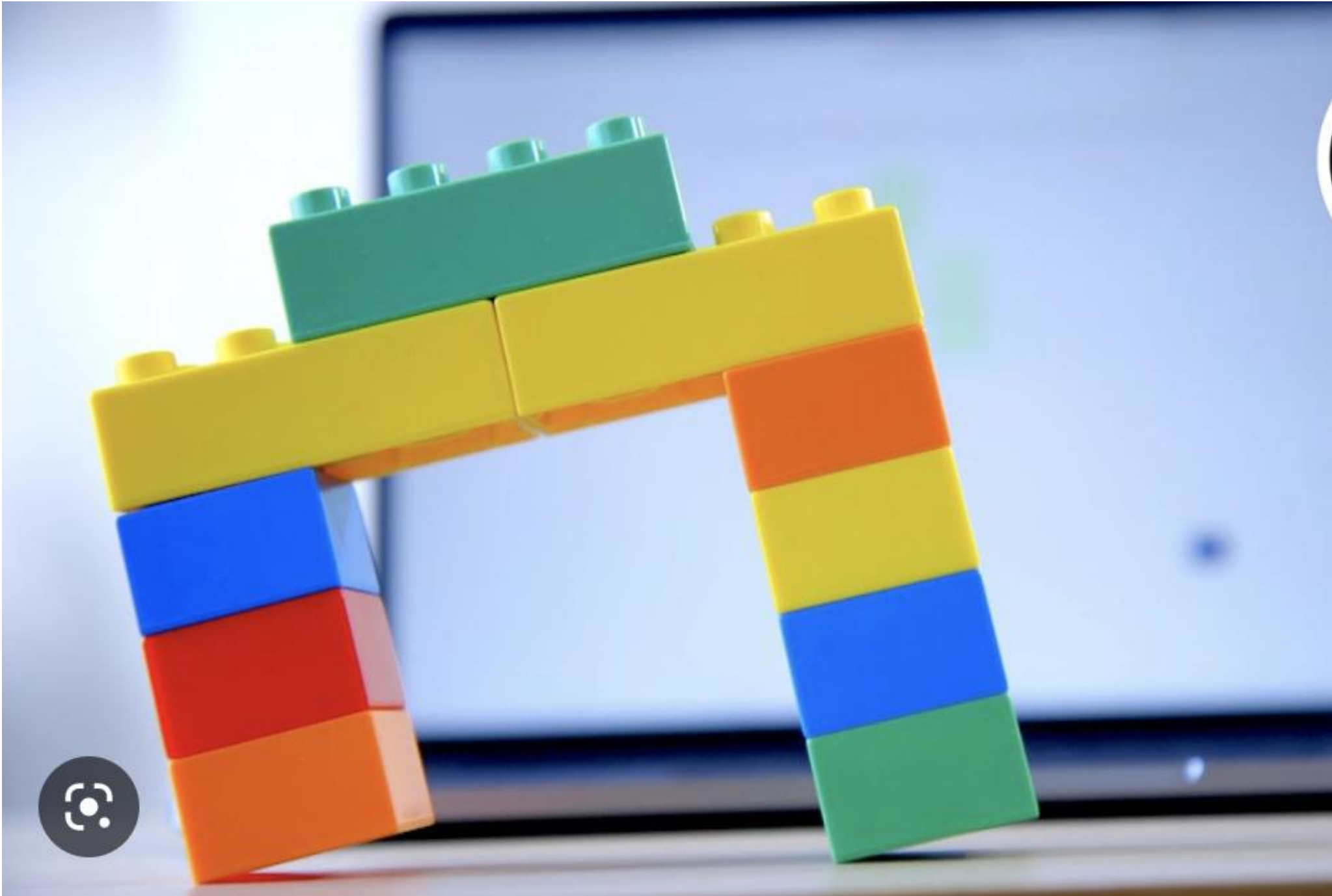
EAST Cards



Ideation – Open road



Ideation – Subtract



Ideation – How would “X” do it

Coke



Example – How would Amazon increase vaccine uptake?

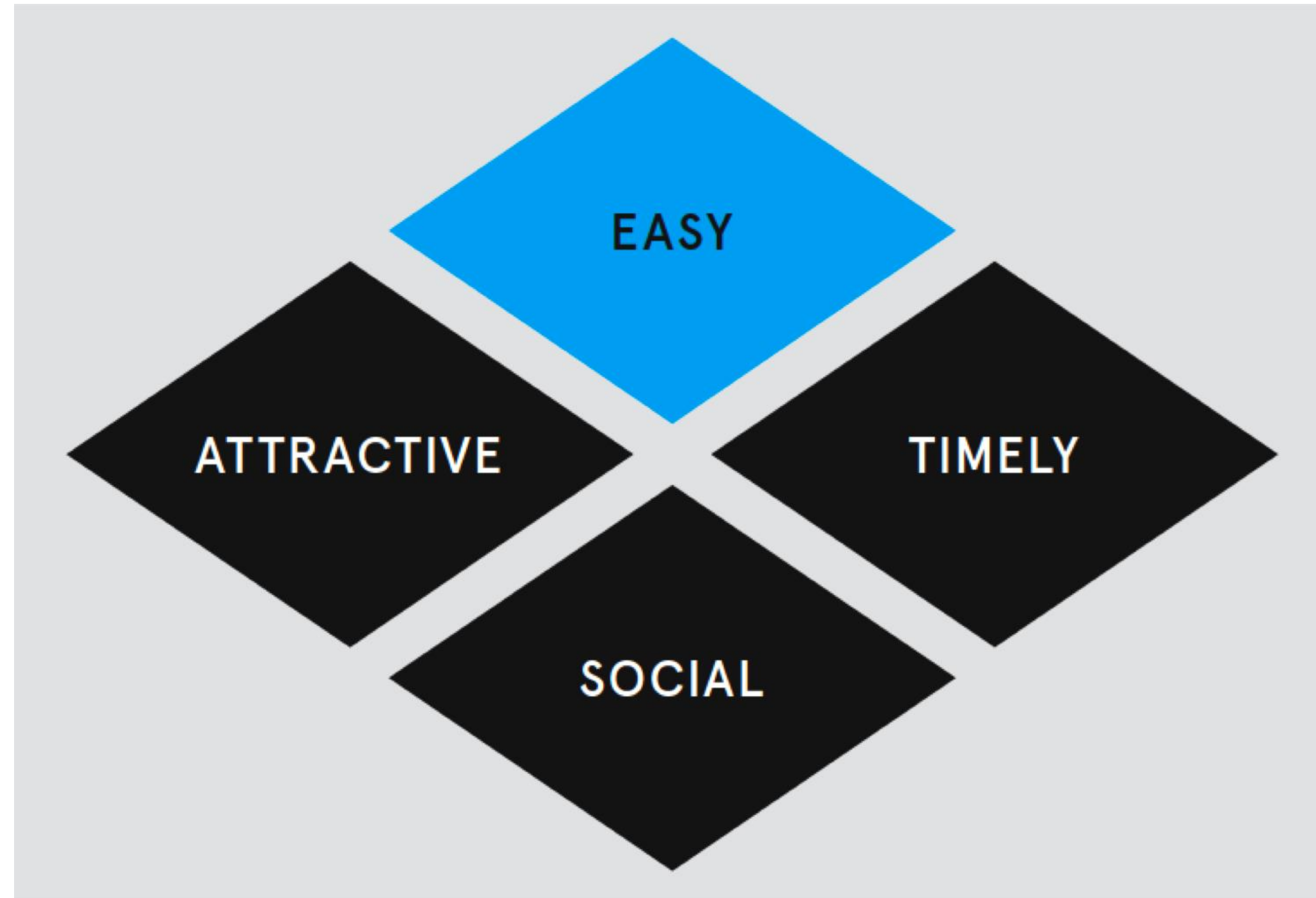


Extraordinary convenience

Instant access



Ideation – EAST



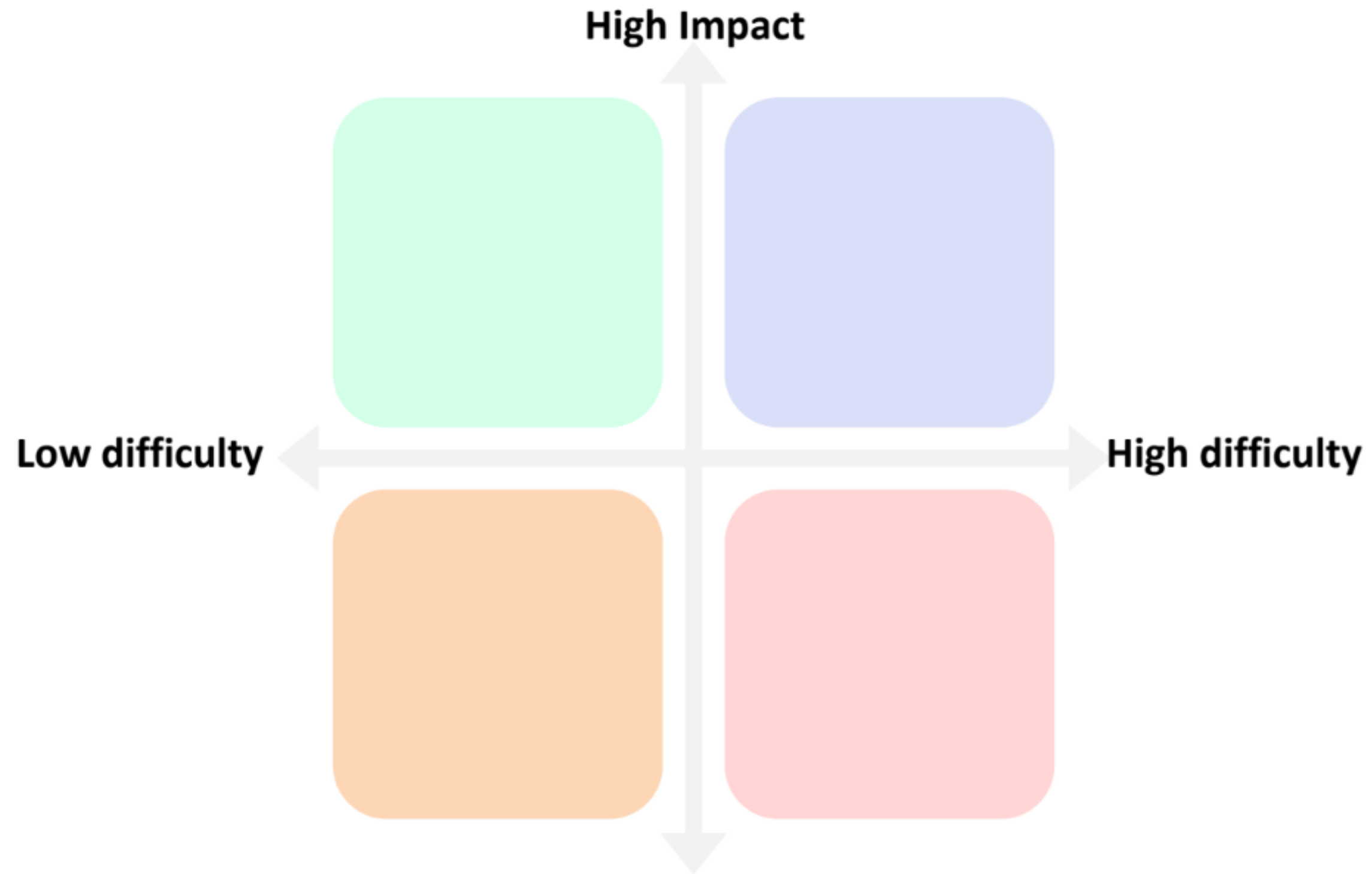
Source: The Behavioural Insights Team
EAST Framework https://www.bi.team/wp-content/uploads/2015/07/BIT-Publication-EAST_FA_WEB.pdf

Ideas that leap



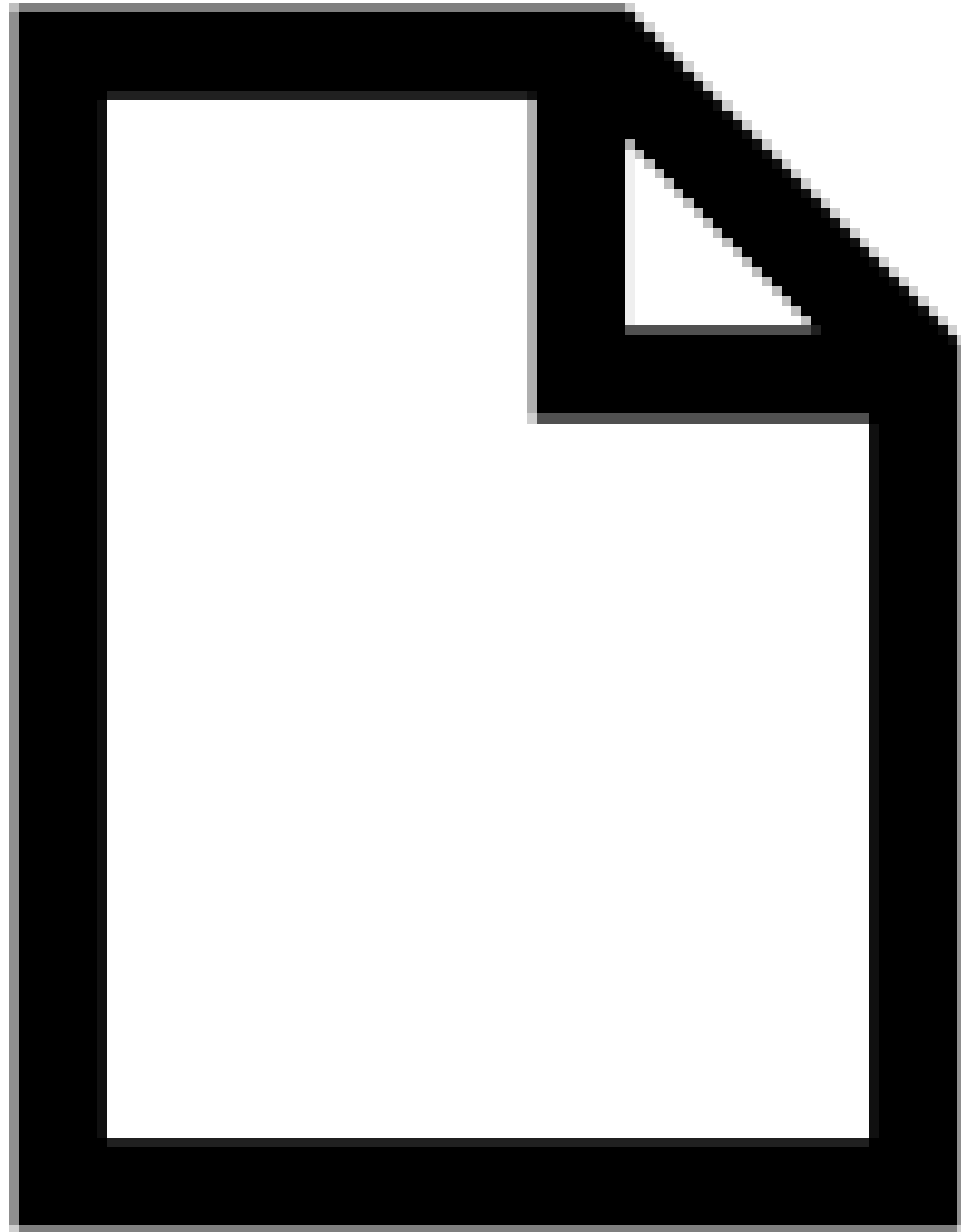
Group discussion





PROTOTYPING





“fast”

Making it real through prototyping



User testing

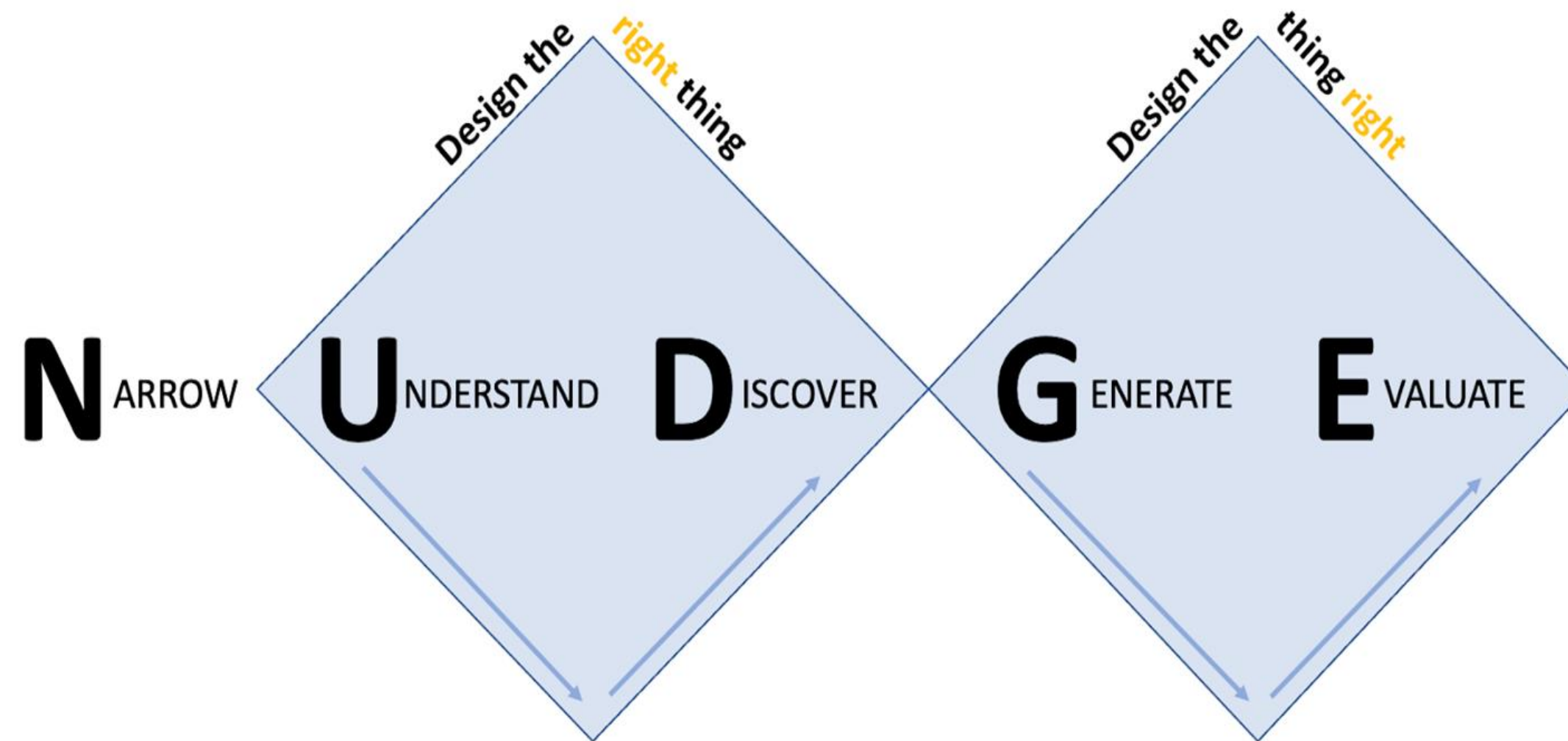


- How it would change Behaviour?
- What do you like or not like?
- What is easy or difficult for you?
- Suggestions for refinement

Prototype refinement



Then What?



Narrow focus to target behavior

Understand user needs and context of behavior through empathy and inquiry.

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WHERE TO FROM HERE?



- Identify **key behavioural challenges** in your programs
- Develop a problem statement
- **Ideas generation**
 - Nudgeathons
 - Ideation and prototyping workshops
- **Partner collaboration**
 - Co-design and evaluate a behavioural insights test project
 - Prototype and evaluate interventions



Thank You



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www



WhatsApp