To eliminate HIV for all, we cannot ignore men and boys.
We are **NOT** adequately **REACHING** at-risk **MEN** ages **24-35** with testing or treatment services

There are 8,779,357 women and only 4,640,899 men in treatment in PEPFAR-supported facilities
What is the MenStar Coalition?

The **MenStar Coalition** was launched by the *Elton John AIDS Foundation (EJAF)*, the U.S. President’s Emergency Plan for AIDS Relief (PEPFAR), Unitaid, The Global Fund to Fight AIDS, Tuberculosis and Malaria (GF), the *Children’s Investment Fund Foundation (CIFF)*, Johnson & Johnson (J&J), and *Gilead Sciences* at the **International AIDS Society Conference** in Amsterdam in July, 2018.

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We plan to reach an additional **1 million men with HIV treatment**, and support over **90%** of men in this age group to be **virally suppressed** to effectively interrupt HIV transmission.
We know patients are different, yet we try to drive them to the same treatment services.

Client-Centered Approach: HIV/AIDS service delivery can be improved to appeal to the preferences and aspirations facing diverse clients.
MenStar is a **coordinated** effort to clearly understand obstacles and **differentiate** treatment for men.
Coordinated Client Centered Approach Starts with Insights and Guides Demand Creation and Supply Side Strategies

INSIGHTS Generation to Uncover Obstacles and Opportunities

Photo: Final Mile, Kenya

INTEGRATED STRATEGIES

DEMAND CREATION
- Data analytics to prioritize areas of greatest need
- Consumer marketing approach to demand generation, including overarching brand, segmented messages, and communication campaign strategy

SUPPLY SIDE STRATEGIES
- Optimized testing to reach men where they are (i.e. targeted self testing)
- Facility-based changes to make service delivery more male friendly (i.e. expanded hours, shorter wait times, men’s corners, compassionate counseling)
- Decongest facilities by offering convenient pick-up points for drugs for stable patients
- Accelerate use of best in class new drug regimens to increase adherence to ensure a client centered approach
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Demand Creation Solutions

➤ HIV Self Testing campaigns (Kenya)
  • Chukua Selfie
  • HIV Self Testing Design Challenge Fund for service delivery models: in male-dominated community hotspots, in male-dominated businesses and in private sector pharmacies
  • MTV Shuga: including HIVST in story lines

➤ Brand Creation for Men’s HIV Services (South Africa)

This may include:
  • Using insights to understand gaps and opportunities
  • Developing a strategic brand platform
  • A communications campaign to drive men into the clinic, which may include messaging to re-frame healthcare as part of a man’s role, as well as role models that demonstrate HIV+ men can still be masculine & attractive
  • A communication campaign to taut the benefits of new and improved drug regimens, including messaging around a normal/aspirational lifestyle for men on treatment, re-branding U=U
Integrated Strategy → Innovative Solutions for Supply Side

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**Supply Side Solutions**
- The STAR Project for Self Testing in Africa, which has informed normative guidance, estimates of the market size, encouraged market entry among potential HIV self-test kit manufacturers, and informed the scale up of HIV self-testing globally.
- An improved service delivery experience, including:
  - empathy/compassion training for providers. Longer hours for greater access
  - Appointment follow-ups
  - Shorter wait times
  - Men’s Corners
  - Adherence counseling and tools targeted at men
  - Branded cues within the clinics including signage, uniforms, scripts, accreditation
- Digital patient empowerment tools
- Support national ART guidance for rapid and safe transition to TLD regimens
- Decentralized pick up points for dispensing and distribution of medication
Partnership Solutions
Self-Testing Demand Creation: Chukua Selfie (EJAF)

**Desired Outcomes of the Campaign**

- Ultimately, drive **uptake of self test** among men in Kenya.
- Something more **radical** is needed that **gets inside the mindset of these young men** to change their attitude and most importantly, their behaviour in relation to HIV self-testing.
- Encourage young men to **get checked out in your own way** and (if positive) get support and treatment – all in a far more personal and sensitive way, without risking scrutiny or blame from friends and family.
- There is need to work around their reality, conscious that in addition to the public behaviours described above, there are **private fears and insecurities about identity, sexual performance, future prospects** etc. which may drive denial in terms of responsible sexual behaviour.
- The messaging, tone, and delivery needs to be **cool, engaging, relevant and on their level** for the men and the women need to see that an increase in male responsibility will be to their benefit.

- The symbol of our **‘best self’** is the selfie
- A selfie is taken to accentuate the best parts of yourself – the six pack, the good times, the new car, the holiday, amongst many others.
- We will be successful not only when we have distributed the self test kits, but when the test has **become synonymous with our the best self** of young men, and by extension women.
Phase 1: Insights & Prototyping  
*January – October 2018*

- 4 design firms conducted insights gathering and design sprints to understand why Kenyan men (18-30) aren’t testing and what would trigger them to self-test
- 2 firms were selected to refine their ideas in Phase 2 during a competition in Nairobi

<table>
<thead>
<tr>
<th>Motivation</th>
<th>Triggers</th>
<th>Testing</th>
<th>Linking</th>
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<tbody>
<tr>
<td>Costs outweigh the benefits</td>
<td>Relationships are key</td>
<td>Support, not at the cost of privacy</td>
<td>Autonomy over decision-making</td>
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</tbody>
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HIV Self Testing Supply (Unitaid)

Implementation of HIV Self Testing

- **Objective:** provide access to HIVST
- **Results:** Over 3 million kits distributed by December 2018; over 50% went to men
- **Targeted distribution:** workplace, taxi ranks, index and partner notification, networks of KP, community distributions
- **Countries of Implementation:** Malawi, Zambia, Zimbabwe, South Africa, Eswatini, Lesotho, Kenya, Senegal, Mali and Cote d’Ivoire

Self-testing Projects

- STAR
- ATLAS
- MTV SAF
- EJAF CIFF HCD Challenge Fund
Solutions Summary

TESTING SOLUTIONS: Confidentiality and innovations to find more men
1. Self-Testing Demand Creation – Chukua Selfie (EJAF)
2. HIV Self Testing Design Challenge for service delivery models in Kenya (CIFF, EJAF, Unitaid)
3. Self Testing Implementation (Unitaid)

TREATMENT SOLUTIONS: Improvements to service delivery, drug regimens, and the way we communicate to men
1. Brand Creation for Men’s HIV Services in South Africa (PEPFAR, Gilead, Johnson & Johnson)
2. An improved service delivery experience, including empathy/compassion training for providers; longer hours for greater access; appointment follow-up; shorter wait times; men’s corners; adherence counseling and tools targeted at men; branded cues within the clinics including signage, uniforms, scripts, accreditation; and Digital patient empowerment tools
3. Medication improvements which support national ART guidance for rapid and safe transition to TLD regimens (PEPFAR, Global Fund, Unitaid)
4. Policy Changes (PEPFAR, Global Fund)

RETENTION SOLUTIONS:
1. Decanting - Decentralized pick up points for dispensing and distribution of medication (PEPFAR)
No one will be left behind with MenStar

➢ We are committed to reaching all men will lifesaving HIV services. This includes Men Who Have Sex With Men.

➢ We will maintain and build off of our successes at reducing the spread of HIV to adolescent girls and young women. MenStar’s focus on reaching men is key to breaking the cycle of transmission.

➢ We will respect, protect, and promote human rights when implementing targeted index testing strategies. This will create an enabling environment that promotes access to services.