MenStar Talking Points (December 2019)

1. Why did you decide to focus on men?
   - Data from UNAIDS and our programs around the world showed us that we were not adequately reaching at-risk men, particularly those ages 24-35 years, with HIV testing or treatment services. This was endangering men’s own health and helping to fuel the spread of HIV among others, especially adolescent girls and young women.

2. What does the data show us?
   - Among people living with HIV aged 15 years and older globally, knowledge of HIV status, treatment coverage and viral suppression in 2018 was considerably lower for men than women. The disparity is evident across a range of geographic and epidemic settings.¹
   - In Sub-Saharan Africa, the number of men diagnosed with HIV is disproportionately lower than the number of women².
   - Globally, treatment coverage is lower for men than women in every region except Western central Europe and North America.³

3. How are you addressing HIV/AIDS among women and girls?
   - Since women are more biologically vulnerable to infection, it is important that successful and inclusive HIV prevention strategies include young people, adult women, and men.
   - Though MenStar is focused on reaching young men, we are just as deeply committed to women and girls.
     - PEPFAR is investing nearly $2 billion annually to support women and girls through prevention, treatment, and care programs. Investing in treatment for men will also have positive health outcomes for women, as men who achieve viral suppression will not transmit the virus to others.
     - The Global Fund invests about $185 million on prevention interventions (in addition to testing and treatment interventions) specifically for adolescent girls and young women in 13 high burden African countries during the 2017-19 cycle.
     - Unitaid has several projects which focus on women and girls, including a $10 million grant for oral prevention for adolescent girls and young women; a $33 million grant for more affordable and point-of-care cervical cancer screening and treatment technologies; and $200 million in grants for Point of Care (POC) HIV diagnostic technologies for viral load testing of pregnant and breastfeeding women, and children.
     - Johnson & Johnson continues to invest in a groundbreaking peer-to-peer program for adolescent girls and young women, DTAA (DREAMS Thina Abantu Abasha), a youth developed and youth-led program that aims to decrease the rate of infection in four districts in South Africa. DTAA has reached 1.2 million youth to date.

¹ UNAIDS 2019 Global AIDS Update
² Sources: Data for Malawi, Swaziland, Zambia and Zimbabwe are from Population-based HIV Impact Assessments conducted 2015–2017. All other countries are estimates from a UNAIDS special analysis, 2017. The methods for this analysis are described in the annex on methods of the UNAIDS report Ending AIDS: progress towards the 90–90–90 targets (2017)
As part of its contribution to DREAMS, Gilead has donated PrEP drugs to enable adolescent girls and young women across DREAMS countries to have access to PrEP as part of a package of prevention services. Gilead also invests in HIV prevention among adolescent girls and women in the Caribbean region as part of its First Ladies Initiative.

4. What is MenStar’s approach? How is it new and different?
   • The MenStar Coalition takes a coordinated client-centered approach to identify insights and underlying barriers to men testing, linkage to HIV treatment, and achievement of viral suppression. Powered by these insights, the MenStar Coalition targets innovative demand creation and supply side strategies to engage men.
   • Integrated Strategies:
     A. Demand Creation:
        i. Data analytics to prioritize areas of greatest need
        ii. Consumer marketing approach to demand creation, including insights collection, segmented messages, and a communication campaign strategy
     B. Supply Side Strategies
        i. Optimized testing to reach men where they are (e.g., targeted self-testing)
        ii. Facility-based changes to make service delivery more male friendly (e.g., expanded hours, shorter wait times, men’s corners, compassionate counseling)
        iii. Decongest facilities by offering convenient pick-up points for drugs for stable patients (i.e., those that are adherent to ARVs and/or are virally suppressed)
        iv. Accelerate use of best-in-class new drug regimens to increase adherence

5. What have you done to date? Outline of MenStar activities:
   • Insights Gathering (J&J, Gates Foundation)
        i. Consumer Insight and Branding/Communications advisory support: J&J is providing extensive support in the development of all insight, branding and communications strategies and programs
        ii. J&J conducted extensive research to understand risk perceptions, attitudes and behaviors of young men (18-29) in Kenya. This research uncovered two critical barriers to men’s willingness to engage in care: risk internalization and coping potential. These insights have been used to shape strategies aimed to change men’s behavior in HIV care. J&J worked with Final Mile to complete this comprehensive insight work, which included deep ethnographic research and consumer insight and behavioral science to understand men’s journeys and mental models.
• **Chukua Selfie in Kenya (EJAF):**
  i. EJAF is working with WPP Kenya based agency – Scanad to roll out a demand creation campaign focused on men
  ii. The campaign introduces the category of HIV Self Testing into the Kenyan market
  iii. The campaign makes the act of self-testing as natural as self-care
  iv. The campaign is currently running on all major digital platforms, local radio, TV, and on the ground activations across Nairobi and Mombasa

• **HIV Self Testing Design Challenge in Kenya (CIFF, EJAF, Unitaid):**
  i. CIFF, EJAF and Unitaid are collaborating in Kenya to design service delivery models that motivate men to access self-testing and link to treatment. They jointly created a Human Centered Design (HCD) Challenge Fund.
  ii. The objective of this work is to pair the supply and market shaping efforts of Unitaid and other partners in HIVST with innovations in demand creation to increase HIVST uptake and subsequently, confirmatory testing, treatment and care among young Kenyan men.
  iii. In Phase 1 design firms conducted insights gathering and design sprints to develop prototype models that met these objectives and in Phase 2 they redefined their ideas to develop three pilot models for reaching men: in male-dominated community hotspots, in male-dominated businesses and in private sector pharmacies
  iv. Pilots launched in September 2019 in Nairobi, Mombasa, and Kisumu

• **HIV Self Testing (Unitaid)**
  i. Since 2015, Unitaid has played a pioneering role in promoting HIVST in Malawi, Zambia, Zimbabwe, Lesotho, South Africa, Eswatini, Côte d’Ivoire, Mali and Senegal. The target groups include men, young people, key populations as well as index and partner notification, networks of key populations and the community. Unitaid is also working to accelerate demand for HIV self-testing among young people in Western and Southern Africa by introducing storylines on HIV innovation, including HIV self-testing, into the award-winning drama series MTV Shuga. As of December 2018, Unitaid had distributed over 3 million self-test kits; over 50% of these were to men.

• **South Africa (PEPFAR, J&J, Gilead)**
  i. In South Africa, several MenStar partners are working together to develop a branded service delivery experience platform for men at clinics. This includes:
     1. An extensive review of new and existing insights and previous branding efforts to understand gaps and opportunities to reach men through a new branded experience platform.
     2. Development of a strategic brand platform to address current barriers to bring men into treatment
     3. A communications campaign to drive men into the clinic
     4. A communication campaign to educate on the benefits of new and improved drug regimens
5. An improved service delivery experience, including empathy/compassion training for providers. Including new service delivery standards which may include
   a. Longer hours for greater access
   b. Shorter wait times
   c. Adherence counseling and tools targeted at men
   d. Branded cues within the clinics including uniforms, signage etc.

- Policy Changes (PEPFAR, Global Fund)
  i. Self-testing: updating the national HIV testing service guidance, including the strategy for self-testing
  ii. Transition to TLD: support national ART guidance revision to reflect the current WHO guidelines for rapid and safe transition to TLD regimen; transition completely out of Nevirapine-based regimen for all adults
   • Elimination of all formal and informal user fees related to HIV services
   • Adoption and Implementation of Differentiated Service Delivery Models
   • Multi-month Scripting and Multi-Month Dispensing
   • Incorporation of Recency Testing into Testing Modalities
   • Annual Viral Load Policy
   • Patient-centered approach with a welcome-back campaign for defaulting patients
   • Expansion of external pick up points for ARVs to accelerate the decongestion of health facilities
   • Extended clinic hours

iv. Test and Treat – including use of Starter Packs
v. Optimized Case Finding Strategies – policies in support of targeted testing for the most at-risk

- System Improvements (PEPFAR, Global Fund, Unitaid)
  i. ART: Unitaid is working to expand evidence and access to simpler, optimal treatment to enable full ART scale-up, adherence and retention in care for all PLHIV. Unitaid grants are generating critical evidence on the use of new HIV regimens in pregnancy and people co-infected with TB. The grant is also assisting countries on the early adoption and roll out of new ART regimens, as well as conducting market-shaping interventions on a package of medicines and diagnostics to address advanced HIV disease.
  ii. Advanced HIV Disease: Unitaid’s investment in Advanced HIV Disease (AHD) targets leading causes of death, including TB and cryptococcal meningitis and address affordability, quality, and supply security of existing and emerging innovative products to enable access to a minimal package of screening and treatment. A 2018
study from South Africa showed that men were almost twice as likely as women to enter care with very advanced HIV disease.

- Advocacy (Gilead)
  i. Gilead’s initial support was to provide the MenStar Launch at IAC 2018, MenStar brand book development, and HIV medical and policy advisors’ expertise

6. What about prevention?
- MenStar partners already invest significantly in HIV prevention programs for men, including the provision of condoms and voluntary medical male circumcision; MenStar is complementary to those efforts by focusing on reaching more HIV-positive men with HIV treatment and ensuring they achieve viral load suppression.
- Unitaid invests over US$ 26 million in Brazil, Peru and Mexico to enable access to PrEP to populations with substantial risk of acquiring HIV, such as MSM as well as transgender women. By June 2019, nearly 4000 of the targeted population had been enrolled on PrEP.
- Global Fund Condom programming: 1) condom program leadership including program coordination and oversight, capacity to plan, program and monitor condom forecasting, distribution and utilization, management of strategic information; 2) strengthening the "stewardship" capacity of the public sector to better lead the coordination of donor efforts, facilitate private sector/market-based approaches, use their rule making authority to create incentives and remove barriers which will ensure more equitable and sustainable access and uptake; 3) development of demand creation strategies and campaigns to sustain and grow condom market addressing priority populations especially youth.
- Gilead has supported a program in Kenya to initiate over 20,000 people on PrEP. The program provides key insights into the feasibility of initiating PrEP in high risk populations. Gilead has invested in multiple partnerships to prevent HIV infections across a wide breadth of low- and middle-income countries, notably across Africa where the spread of HIV continues to escalate in young women and men. Gilead collaborates with governments, non-governmental organizations, and payers to increase access to treatment through tiered pricing and responsible generic licensing.

7. How will you measure success?
- The MenStar Coalition intends to reach an additional 1 million men with HIV treatment through its investment and support over 90% of men in this age group to be virally suppressed to effectively interrupt HIV transmission.

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