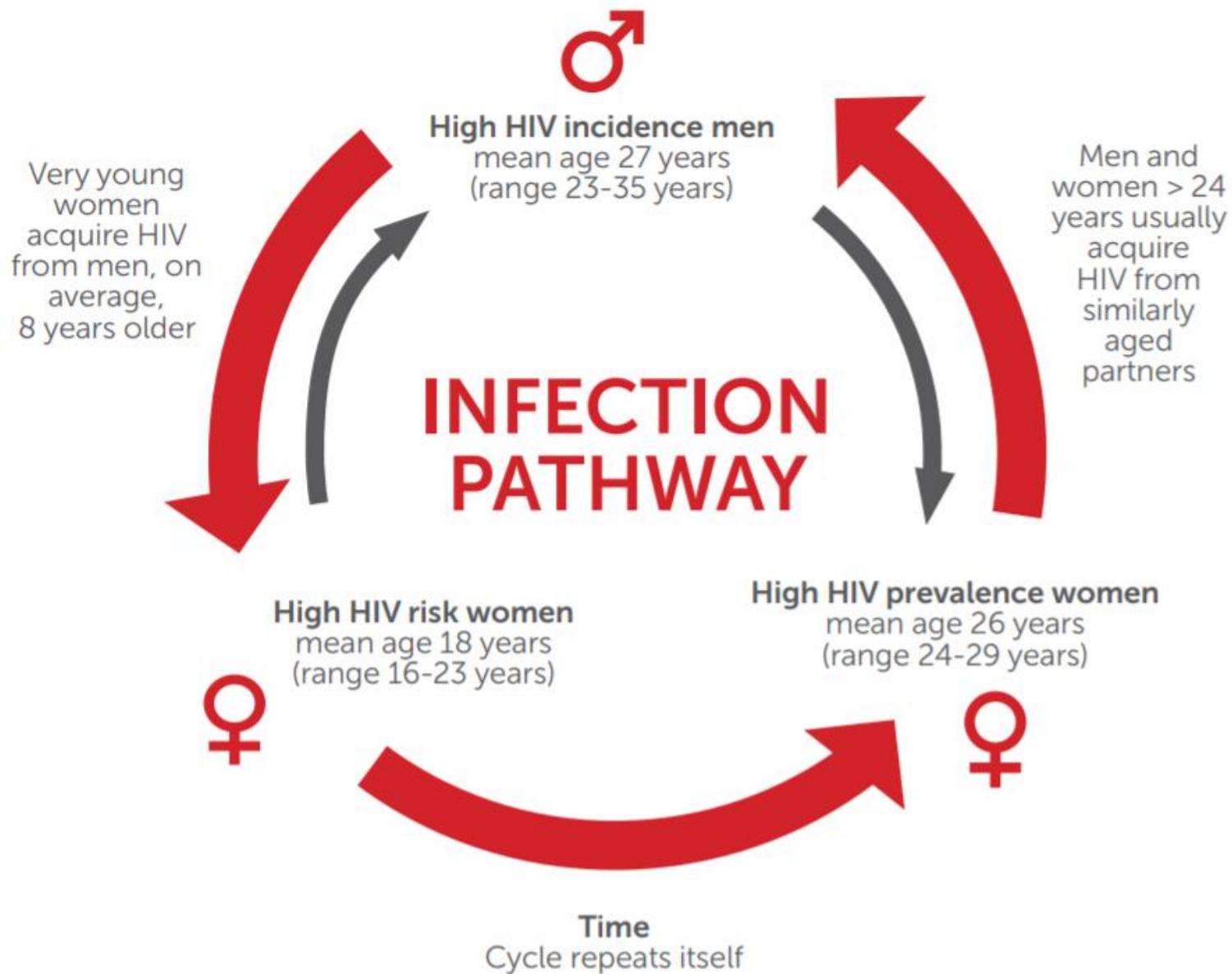




Breaking the Cycle of Transmission: Improving HIV testing and linkage among young men in South Africa

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17 May 2018





How do young men think and feel and make decisions when it comes to their health and specifically HIV?

How might we design HIV messages and services that connect with and leverage the ways that young men actually live?

1. What are the **individual, social and structural factors that put young men at risk** of acquiring and/or transmitting HIV?
2. What are the **barriers, drivers and preferences** related to HIV testing, prevention and treatment for high-risk young men? What are the key **influences and influencers of their decisions and behaviours** at different points on their journey?
3. What distinguishing factors would allow us to identify **distinct segments** of high-risk young men? (When we say “not all young men are the same”, what do we mean?)
4. What are the **pathways to change** for the decisions and behaviours of different segments? What approaches are most likely to succeed with each segment?
5. What **information and tools** do policy makers, funders, implementers, and service providers need for more effective policy and programs? How can we make the results of this work a widely used **“public good”**?



Human-centred design

Segmentation

Qualitative interviews

Prototyping

Ethnography

Journey mapping

Quantitative survey

Piloting

We are only a month into the actual research!

We've only just completed the observational interviews (ethnography) and are still analysing the notes and footage.

The next step will be to explore emerging themes and issues in greater depth via **qualitative interviews with 50 young men and 64 healthcare workers** and then a **quantitative survey with 2000 young men**.

From there we will move into prototyping and piloting of interventions based on whatever we've learned, in close collaboration with the government and implementing partners that have been working in this space long before we arrived and will be there long after we have gone.

So far, we are confirming a lot of the factors that we already knew about. But some themes may still merit further exploration as motivators and barriers of behaviour:

- **Thwarted ambition / inability to fulfil a provider role** that is both desired and expected
- **Roles and identities as father and husband / wife and children** as motivators of responsible decision-making
- Values around **engagement, recognition and identity within one's community**
- **Differentiated attitudes and behaviours toward risk across sexual relationships**
- **Shame and taboos surrounding not so much death as the cause of death**
- **Simultaneous desire for and fear of disclosure**, particularly with the primary partner
- Tension between **fear of an HIV diagnosis and knowledge that treatment offers a pretty normal life**



Questions?
Comments?

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