BACKGROUND
Adolescent girls and women (AGYW) in Eastern and Southern Africa face a disproportionate and persistent risk of HIV infection. In Zimbabwe, new infections are more than double those among young men. HIV prevention options, including oral pre-exposure prophylaxis (PrEP), are available, but AGYW face significant barriers to PrEP uptake and continuation. To inform implementation and scale up, our objective was to characterize early learnings from an innovative intervention aimed at increasing PrEP among AGYW by reframing it as an empowering self-care product that young women desire.

Program Description
"V" was designed to increase oral PrEP uptake and continuation among AGYW by shifting the messaging from "don't get HIV" to "empower yourself." Through user design, young women and healthcare providers in South Africa informed the development of "V," resulting in four programmatic pillars—Create Demand, Prep for PrEP, Initiation, and Continuation—and associated materials to support demand creation, implementation, outreach, and peer support.

In 2019, the EngageDesign consortium—RJMcKinnon & Company, Matchboxology, and PATH—partnered with Population Services International (PSI) Zimbabwe, Pangea Zimbabwe AIDS Trust (PZAT), and the Zimbabwe Ministry of Health and Child Care (MoHCC) to adapt the "V" brand and approach to local contexts in Zimbabwe. This included (1) a human-centered design to adapt materials from South Africa to Zimbabwe and (2) designing implementation strategies to integrate "V" within existing healthcare delivery platforms. Clinics in four district settings—Bulawayo, Gweru, Chipinge, Chitungwiza—were selected for adapting and implementing "V," all of which offer services in static facilities and through outreach approaches.

The "V" materials (Figure 1) include posters, an educational pamphlet, flipchart, healthcare worker training manual, "V" Starter Kit (makeup bag, pill case, FAQ booklet, reminder sticker and box for pill bottle), Brand Ambassador PrEP toolkit, and T-shirts—all of which help to enable a PrEP service provider toreframe a young women's PrEP user experience, moving from "demand" for a product to "desire" for a product. In addition, the PrEP bottle. The pamphlets and posters advertise the "V" and PrEP website, understanding and contextual images. One young woman described "V" as "V ineka that, that, that!" which translates to "in a class of its own!"

Cost Data
Project budgets and invoices were reviewed to compile unit cost data and procurement quantities for all "V" materials. Cost data were presented for the full package of V materials as well as for a subset of materials for AGYW deemed "most essential" by the interview respondents.

Implementing "V" in a variety of settings including static facilities, outreach settings, and online fora, considered feasible and efficient by healthcare workers and Brand Ambassadors, including integrating with adolescent health services and through outreach events. Interest in "V" beyond AGYW was substantial. Learnings from this evaluation indicate "V" is acceptable in static and outreach sites implemented by private sector AGYW (PSI and PZAT), and that there could be broader applicability to integrate "V" within government facilities in Zimbabwe. Data on the effectiveness of "V" on PrEP uptake and continuation among AGYW will be available in 2022 following one year of implementation and will be analyzed and synthesized alongside these early learnings.

CONCLUSION
Through reframing PrEP, "V" demonstrates promise as a multi-level intervention to facilitate ease of access, uptake, and continued use of PrEP among AGYW. This study adds to growing evidence on the feasibility and acceptability of multi-level interventions to improve PrEP access, uptake, and continuation among AGYW, and can be further adapted to suit a variety of contexts. Policy makers and programmers in Zimbabwe are encouraged to consider focused volume procurement and a customized lighter package of "V" materials, which can retain "V"s core approach while promoting broader scaling.

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https://www.conrad.org/launchingv/