

Project

Last Mile

Background

Every week, over 6000 adolescents become infected with HIV globally. In eSwatini,

27.3%

of adults are living with HIV

HIV 4x higher in AGYW compared to young men

Intervention

Project Last Mile (PLM) uses expertise from the Coca-Cola system to strengthen public health systems in Africa. PLM worked with the Ministry of Health (MoH) to co-create Girl Champ (GC) for AGYW

- Girls-only launch events offer wellness activities, Q&A, and HIV services at clinics
- COACH curriculum guides clinic staff on youth-friendly care and messaging
- Community mobilized through traditional structures (schools, clinics, councils) to promote attendance

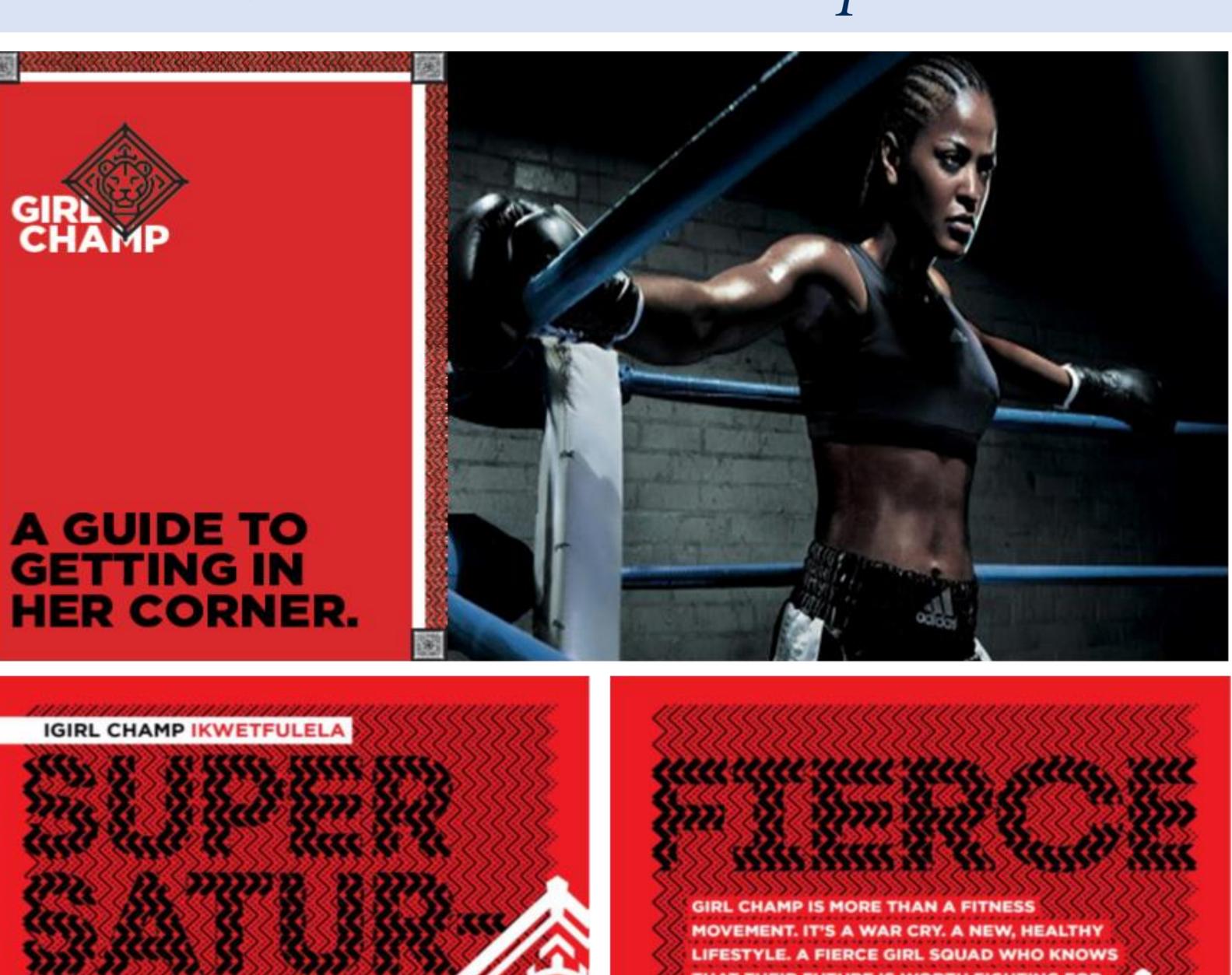
Methods

- Stakeholder interviews (n=16)
- Surveys with AGYW (n=551)
- Attendance tracking (3 facilities)
- Pre-/post comparisons in AGYW uptake of HIV testing in active clinics



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Yale Global Health Leadership Initiative





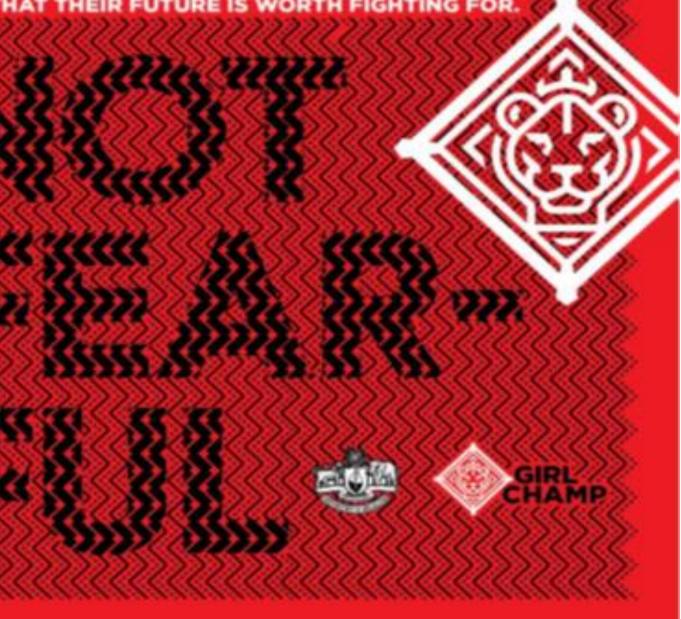


S The Global Fund



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Project Last Mile and Girl Champ: The impact of private sector strategic marketing expertise on demand for health services amongst adolescent girls and young women (AGYW) in eSwatini Sarah Christie, Marie Brault, Amanda Manchia, Khabonina Mabuza, Leslie Curry, Erika Linnander





Coca Cola. The Coca Cola Company

Results







6% increase in HIV Testing and Counseling visits that were AGYW post GC

Lessons Learned

- national adoption for



1,722 AGYW participated in launches at 3 clinics

73.4% of participants were newly registered for health services

Positive feedback from AGYW in attendance and stakeholders

Strategic marketing process used to attract youth to global brands can be applied to improve demand for health services. Interventions that emphasize health and wellness (gain-framing) vs. HIV-prevention (risk-framing) resonate with local youth. Stakeholders voiced concerns over

sustainability, and the MoH endorsed the GC brand for outreach targeting AGYW.

