

Yale Global Health Leadership Initiative

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

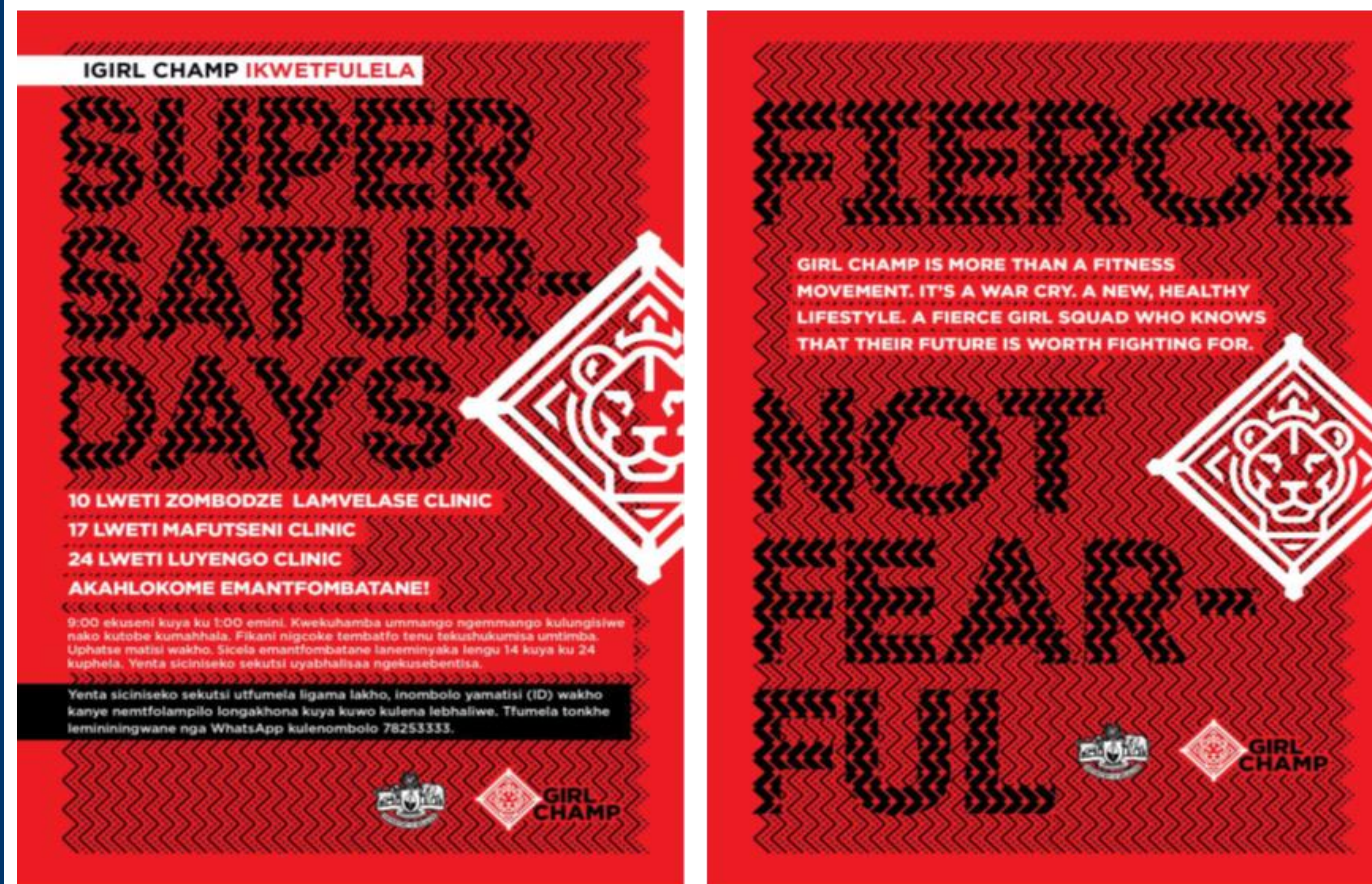
Intervention

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



Results



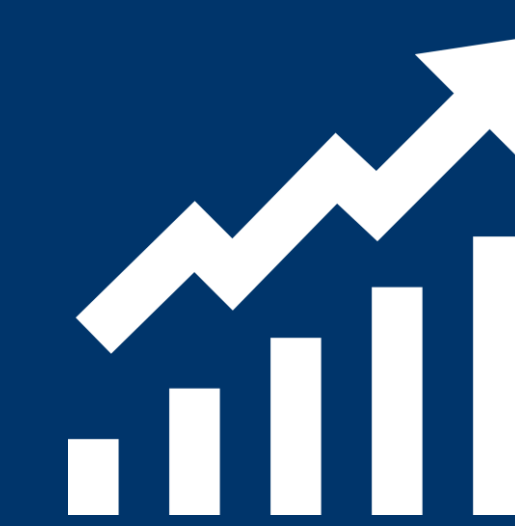
1,722 AGYW participated in launches at 3 clinics



73.4% of participants were newly registered for health services



Positive feedback from AGYW in attendance and stakeholders



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

Lessons Learned

- 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 national adoption for outreach targeting AGYW.

