

# Behavioural Economics Roadmap for AIDS 2024

*\*All times in CEST– local time Munich, Germany*

This document is a summary of behavioural economics research being presented at the AIDS 2024 Conference. It was created by the Indlela team. Indlela is a collaboration between the University of Witwatersrand's Health Economics and Epidemiology Research Office ([HE<sup>2</sup>RO](#)), University of Cape Town, University of Pennsylvania's Center for Health Incentives and Behavioral Economics ([CHIBE](#)) and Boston University. Indlela is a first-of-its-kind unit focused specifically on improving the effectiveness of the public sector in delivering health care and achieving better health outcomes in South Africa. If you are interested in finding out more about us please visit us at <https://indlela.org> or follow us on LinkedIn as we comment on the highlights of the conference and more (@Indlela Behavioural Insights).

## CONTENT

1. Pre-conference
2. Live sessions
3. Oral abstracts sessions
4. Posters

## 1. PRE-CONFERENCE

### Saturday, 20 July 2024

- Key Populations and HIV Prevention Pre-Conference - A look at the Key Populations HIV Prevention RoadmapRoom. **14b/Channel 3 | 13:30 - 14:30**
- Key Populations and HIV Prevention Pre-Conference - Breaking Barriers: Insights and Realities from Key Populations in HIV Prevention. **Room 14b/Channel 3 | 20 July 09:30 - 11:00**
- Welcome to the Era of PrEP choice - Session 2: The transformative potential of PrEP choice: Putting people at the centre. **Room 14a/Channel 9 | 20 July 09:30 - 11:00**
- Welcome to the Era of PrEP choice - Session 4: Reality check part 1: Early learnings from delivery of PrEP choice. **Room 14a/Channel 9 | 20 July 13:30 - 14:30**
- LIVING 2024 - People Living with HIV pre-conference - Session 6: (Workshop) Accelerating Global Access to U=U: What is our global message as people living with HIV?Room. **13b/Channel 7 | 20 July 17:00 - 18:00**

## Sunday, 21 July 2024

- DSD for HIV and beyond –where we are and where we’re going. **Hall B0a/Channel 4 | 15:00-16:30**
- Session 4: Let’s talk about it: Addressing the sexual health and HIV prevention needs of older people. **Hall B0b/Channel 5 | 13:30-14:30**
- Session 1: Impact profiles in implementation science: Making a difference. **Room 13a/Channel 6 | 08:00-09:00**
- Session 4: Looking to the future:Opportunities for scale and impact. **Room 13a/Channel 6 | 13:30-14:30**
- Session 2: Accelerating Global Access to U=U: From a grassroots campaign to a global mandate, led by and for the HIV community **Room 13b/Channel 7 | 09:30-11:00**
- Session 6: Accelerating Global Access to U=U: What is our global message as people living with HIV? (Workshop) **Room 13b/Channel 7 | 17:00-18:00**
- Session 4: Reality check part 1: Early learnings from delivery of PrEP choice. **Room 14a/Channel 9 | 13:30-14:30**
- The future of innovative models for HIV PrEP/PEP delivery - Session 1: What's next on the path to scaling HIV prevention services. **Room 14c/Channel 10 | 21 July 15:00 - 16:30**
- Community-led monitoring in a changing world - Session 3: Government as a CLM partner: What's working, what's needed, what's next? **Room 14a/Channel 9 | 11:30 - 12:30**
- Community-led monitoring in a changing world - Session 5: Safeguarding Social Accountability: Toward a consensus statement on CLM in changing world. **Room 14a/Channel 9 | 15:00 - 16:30**

## 2. LIVE SESSIONS (satellites and symposia)

## Monday, 22 July 2024

- Title. **Venue|Time**
- Fitting my needs - HIV prevention in the age of biomedical alternatives (oral and long-acting PrEP, TasP). **Hall B0a/Channel 4. 7:30-09:00**
- Models to simplify, normalize and diversify PrEP service delivery for scale and equitable access. **Room 14c/Channel 10 | 07:30-09:00**
- Expanding access to PrEP and PEP through community pharmacies: Lessons from Kenya and Nigeria. **Hall B0a/Channel 4 | 09:30-11:00**
- HIV-related anti-intersectional stigma and discrimination intervention findings from NIH Promoting Reductions in Intersectional StigMa (PRISM) clinical trials. **Room 5/Channel 8 | 09:30-11:00**
- Person-centred and integrated healthcare and harm reduction services for people living with and affected by HIV, hepatitis C and tuberculosis in eastern Europe and central Asia. **Room 14a/Channel 9 | 09:30-11:00**

- Scaling public-private partnerships in prevention and behaviour change. **Room 1/Channel 2|11:30-12:30**

## Tuesday, 23 July 2024

- Title. **Venue|Time**
- A brave new world? The potential of artificial intelligence. **Hall B0a/Channel 4| 10:30 - 11:30**
- Differentiated strategies to support sustained engagement and re-engagement in HIV services in eastern and southern Africa. **Room 13a/Channel 6|12:00 - 13:00**
- Leveraging the power of behavioural science to help countries reach epidemic control. **Room 14a/Channel 9|14:30 - 16:30** (workshop)
- Empowering youth in HIV prevention and treatment: The role of meaningful youth engagement and innovative, behavioural and social science-driven approaches. **Room 14b/Channel 3|8:00 - 9:30**
- How the biomedical should be informed by the social - navigating gaps and challenges in eliciting end-user perspectives towards informing next generation HIV products. **Room 14c/Channel 10|13:00-14:30**
- Lessons learned in providing Pre-Exposure Prophylaxis (PrEP) for HIV for young people at scale. **Room 14a/Channel 9|13:00-14:30**
- Navigating the horizon: Community centric HIV vaccine trials. **Room 5/Channel 8|15:00-16:30**

## Wednesday, 24 July 2024

- Unlocking health: The power of U=U in HIV prevention and treatment. **Hall B0b/Channel 5|10:30 - 11:30**
- Unlocking access: The journey to affordable HIV PrEP in LMICs. **Room 5/Channel 8|07:00 - 08:00** (EXPAND session)
- Voices unveiled: Using a behavioural science community panel to fine-tune our care, harness AI and combat misinformation in the HIV response. **Room 5/Channel 8|12:00 - 13:00**
- Behavioural science in action: Bridging gaps in testing, linkage, retention, and re-engagement in PEPFAR-supported HIV prevention & treatment programmes. **Room 14b/Channel 3|18:00 - 19:30**
- The South African HIV prevalence, incidence and behaviour (SABSSM) survey results: A legacy of public health data that has improved lives of South Africans. **Room 1/Channel 2|18:00 - 19:30**

## Thursday, 25 July 2024

- HIV prevention strategies. **Hall C1/Channel 1 | 08:30-10:00**
- Fake news, misinformation and the HIV response: Learnings from COVID-19. **Hall B0b/Channel 5 | 10:30-11:30**
- AI impact: Revolutionising the HIV response in resource limited settings. **Room 5/Channel 8 | 12:00-13:00**
- Simplifying PrEP: Is monitoring needed? **Room 14b/Channel 3 | 15:00-16:00**
- Reframing PrEP and STI care outside the box and into the real-world settings: Innovations and social determinants of health. **Room 13b/Channel 7 | 16:30-17:30**
- Overcoming barriers to PrEP and innovations to HIV services in Malaysia. **Room 13a/Channel 6 | 18:00-19:30**

## Friday, 26 July 2024

- Title. **Venue | Time**
- Preparing for the future. **Hall C1/Channel 1 | 08:30-10:00**
- Taking action on long-acting PrEP: Towards access and implementation. **Room 13b/Channel 7 | 12:00-13:00**

## 3. ORAL ABSTRACT SESSIONS

### Track C

- Meeting people where they are: Interventions to support testing. **Room 14b/Channel 3 | 24 July 15:00 - 16:00**
- Communities taking charge: Overcoming prevention challenges through peer-led interventions. **Hall B0a/Channel 4. 24 July 16:30 - 17:30**
- CAB-LA for HIV PrEP skills workshop: Essential clinical and counselling skills for PrEP choice. **Room 14a/Channel 9 | 26 July 10:00 - 12:00**

## Track D

- Tough Talks virtual simulation HIV disclosure intervention for young men who have sex with men living with HIV: results from a randomized controlled trial. **Room 5/Channel 8 | 24 July 10:30 - 11:30**
- Experiences and acceptability of Long-acting Injectable antiretroviral therapy (ART) among adolescents enrolled in the Acceptability and Feasibility of long-acting INjectable ART in Adolescents and Young-Adults (AFINAty) study in South Africa. **Room 5/Channel 8 | 26 July 12:00 - 13:00**

## Track E

- Uptake of HIV post-exposure prophylaxis (PEP) in private retail pharmacies in Kenya: early findings from the Pharm PrEP study. **Room 13a/Channel 6 | 24 July 10:30 - 11:30**
- Pharmacy-based delivery of long-acting injectable PrEP in Kenya: provider, client, and key stakeholder perspectives on potential challenges and opportunities. **Room 13a/Channel 6 | 24 July 10:30 - 11:30**

## 4. POSTERS

### *Framing of messages and behaviourally informed communication*

- Track D | Crowdsourcing and message testing to reduce stigma among women who exchange sex and/or use drugs and healthcare providers in Kazakhstan: examining tensions between community and provider needs and goals. **24 July**
- Track D | Using a behavioral change communication intervention to create demand and enhance PrEP uptake in South Sudan. **24 July**
- Track D | Acceptability and feasibility of social norms intervention for integrated adolescent HIV-violence prevention in South Africa. **Late breaker**

### *Incentives and rewards*

- Track E | The impact of financial incentives on viral suppression among adults initiating HIV treatment in Tanzania: a hybrid effectiveness-implementation trial. **23 July**

### ***Reminders and behavioural prompts***

- Track E | A Combo Pack (pill pack, alarm clock, and water bottle) for improved antiretroviral therapy adherence among adolescents and young people living with HIV in Kisumu County, Kenya? **23 July**
- Track D | Application of the Information-Motivation-Behavioural Skills model to ART adherence in recently diagnosed People Living with HIV – preliminary results. **25 July**

### ***Human centered design and co-creation/co-design processes***

- Track D | Co-create innovative PrEP service approaches with the community: experiences from PrEP users in China. **23 July**
- Track D | Enhancing HIV testing in female sex workers through co-creation, a social and behavioral change approach. **23 July**
- Track E | Human centered design during war: case study of the CASI-Plus mHealth tool to optimize HIV index testing in Ukraine. **23 July**
- Track F | Raising the voice of the HIV community: lessons from strengthening capacity to implement community led monitoring (CLM) in Indonesia. **23 July**
- Track F | Ensuring an engagement of women living with HIV in global fund is still HARD ROCK. **23 July**
- Track F | Transformative approaches at the intersection: strengthening community led SGBV redress initiatives for enhanced access to HIV services among Adolescent Girls and Young Women (AGYW) in the Bukedi sub-region. **23 July**
- Track F | Community monitors advancing quality of HIV care: lessons learned from introducing the secret client methodology in Ukraine. **23 July**
- Track F | Low engagement of key populations in HIV health services in Tanzania. Analysis of community, legal and policy factors. **23 July**
- Track D | If you make it simpler, they will use it! Applying behavioural principles to improve adoption of data management guidelines: insights from South Africa's MMC Programme. **24 July**
- Track D | Applying a design-thinking approach for male-friendly ART services: lessons learnt from Blantyre, Malawi. **25 July**

### ***Leveraging social norms***

- Track D | Acceptability and feasibility of social norms intervention for integrated adolescent HIV-violence prevention in South Africa. **Late breaker**
- Track F | Brazil's PrEP dashboard: online tool for PrEP scale up and social accountability. **23 July**

- Track F | Barriers and facilitators to researcher-adolescent participant relationship building: perspectives from Kenyan children and adolescents living with HIV, their caregivers and subject matter experts. **23 July**
- Track F | \$LetsTalkSexualHealth Campaign for Young key population (YKP) in Lagos Nigeria. **23 July**

### ***Digital interventions, mobile technologies, social media & gamification***

- Track D | Implementation of AI navigator for HIV prevention with AIDS healthcare foundation: reducing medical mistrust in LGBT and communities of Color. **23 July**
- Track D | Effectiveness of digital health interventions on HIV knowledge, testing, and behavioral change among young women and girls in sub-Saharan Africa: a narrative review. **23 July**
- Track D | Risks and rewards of AI-generated HIV prevention and treatment information across four ai platforms. **23 July**
- Track E | PrEP at your doorstep: revolutionizing HIV prevention for MSM and TGW with courier delivery and a mobile app for seamless access to priority medication. **23 July**
- Track E | Breaking barriers: harnessing artificial intelligence for precision in HIV risk assessment and reporting in South Africa. **23 July**
- Track D | The mLab App, an HIV prevention intervention using mobile technology, for increasing PrEP uptake. **24 July**
- Track D | Using a digitized ecosystem to provide integrated HIV and SRH: using mixed health systems in Burkina Faso, Kenya, South Africa and Uganda. **24 July**
- Track D | Methodological innovations to understand 'say-do' gaps in acceptability studies: generating end-user insights on HIV broadly neutralizing antibodies in India through gamified behavioral experiments. **24 July**
- Track E | Pat: improving access to HIV testing and sexual health information through AI chatbot technology. **24 July**
- Track D | AGYW perspectives on PEP and PrEP: online platforms and telemedicine adoption in South Africa. **25 July**
- Track D | Leveraging digital gamification strategies for communicating next-generation HIV vaccine science to communities living in a high-risk environment in India. **25 July**
- Track D | Boosting community-based screening and referrals for HIV testing using digital applications: a first 95 game changer for young people?. **25 July**
- Track E | Can financial incentives enhance the effectiveness of community-based tracing to re-engage people who have disengaged from HIV care? A randomized study in Tanzania. **25 July**

- Track E | The use of incentives: a demand creation strategy in COVID-19 vaccine-hesitant communities. **25 July**

### **Other**

- Track F | Data-driven research to support ART optimization and «Undetectable Equals Untransmittable» (U=U) campaign in Tajikistan. **23 July**
- Track D | Preferences for PrEP delivery and PrEP modalities among adolescent girls and young women who are mothers and at risk of HIV in South Africa. **24 July**
- Track D | Knowledge and experiences of participating in an HIV vaccine efficacy trial with second randomization to oral pre-exposure prophylaxis in South Africa, Tanzania, and Uganda. **24 July**
- Track D | Behavioural insights on injectable PrEP acceptance and uptake amongst adolescents and young people (AYP) in Zambia. **24 July**
- Track D | Changing provider behavior to make 'U=U' a motivator for treatment adherence in Zambia. **25 July**
- Track D | Innovate and engage: Nudgeathons in action for PrEP provision among gay men and other men who have sex with men in South Africa. **25 July**
- Track D | Enhancing HIV treatment adherence through behavioral interventions: addressing stigma, discrimination and human rights violations in healthcare settings. **25 July**