Generating Community Demand for PrEP – Lessons Learned from FHI 360
Not all people, but the right people...
Dialogue or die out

Challenge Fansipan
THE CLIMB
Phase 1 - Jun to Sep 2013

7 teams
14 leaders

3142 points Fansipan

First stop event

250 Points
Register in HIV care and treatment services (HIV positive individuals only)

60 Points
Text in your code after getting an HIV test

15 Points
Meet with a team leader and share your mobile phone number

PREPARING ASIA
Demand cannot be separated from supply

### HIV Cascade, Cebu Tri-City, October 2013-June 2015

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recruited</td>
<td>1440</td>
</tr>
<tr>
<td>Tested with result</td>
<td>1169</td>
</tr>
<tr>
<td>No. Reactive</td>
<td>357</td>
</tr>
<tr>
<td>Confirmed</td>
<td>265</td>
</tr>
<tr>
<td>CD4 determination</td>
<td>172</td>
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<tr>
<td>ART Initiation</td>
<td>75</td>
</tr>
<tr>
<td>Adherence to treatment</td>
<td>42</td>
</tr>
</tbody>
</table>

**Legend:**
- Recruited
- Tested with result
- No. Reactive
- Confirmed
- CD4 determination
- ART Initiation
- Adherence to treatment
Get real about risks and responses
My questions to you…

• What are the right messages?
• How can we engage audiences in a real dialogue?
• And how can we enable access?