



Demand generation tools for PBFW – Injectables in Eswatini

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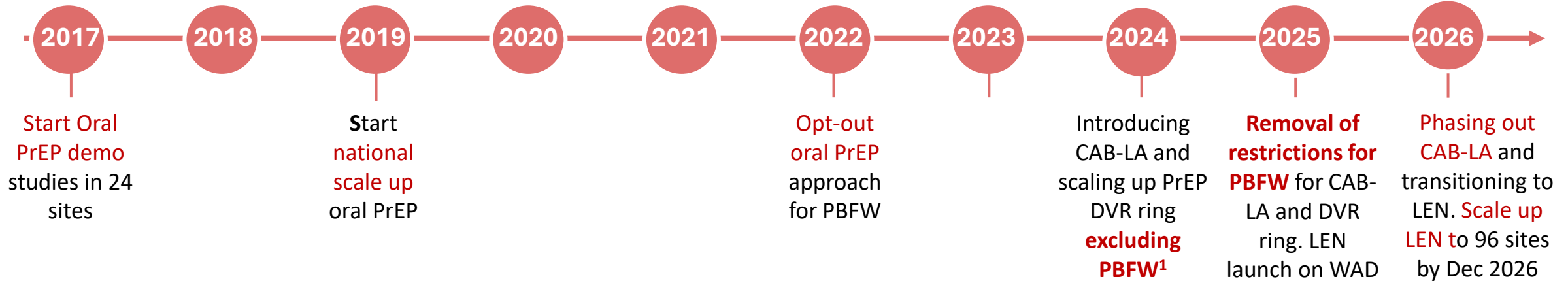
April 2026



HIV
Impact Network *for*
Vertical Transmission
Elimination



Roll out of PrEP for PBFW in Eswatini



- PrEP is integrated in all service delivery points, including ANC, maternity and PNC.
- An opt-out approach is used for PBFW; HIV- PBFW are offered PrEP regardless of risk.
- Prior to the introduction of CAB-LA, end-user perspectives including those of PBFW, were incorporated through a human-centered design approach that included consultations with potential users.
- PBFW were excluded from initiating CAB-LA. However, CAB-LA users getting pregnant were given an option to continue.

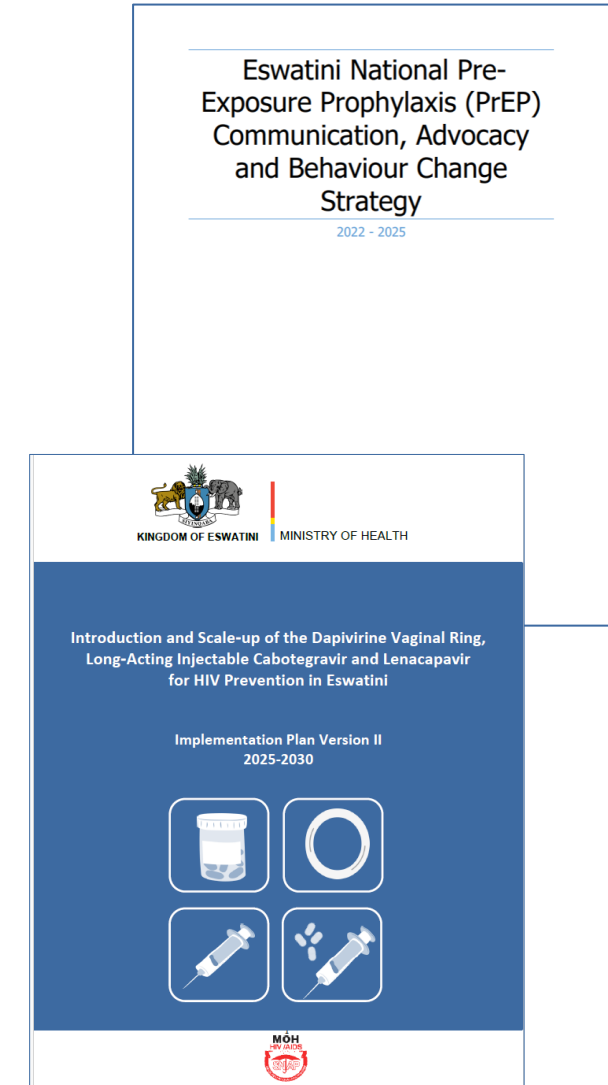
Demand Creation Strategy/Activities

Demand creation in Eswatini is done following the guiding principles of two core documents:

- 2022 Eswatini National PrEP Communication, Advocacy and Behavior Change Strategy
- Implementation Plan Version II (2025-2030) for new PrEP methods

Activities include:

- Social media advertising to create awareness on available PrEP products including injectable PrEP.
- Newspaper articles and radio jingles on PrEP during prime time
- LEN focused session during health promotion time slot
- Distributing of posters on new PrEP methods at facility and community level through peers
- LEN flyers for community members
- Demand creation for PrEP for PBFW focusses on emphasizing safety of PrEP products for mother and baby



Demand Creation Materials – Client Flyers

PrEP Can Protect you both from HIV

You control PrEP

PrEP is a medication taken daily by HIV-negative people that lowers the chances of getting infected. This is important during pregnancy and breastfeeding, when studies have shown that your chances of catching HIV are much higher than normal.

PrEP Works!

- When PrEP is taken daily, it can lower your chances of catching HIV.
- When you are safe, your baby is safe too.
- If babies get HIV while in the womb, it can be serious.
- If you do not know your partner's HIV status and do not use condoms consistently, you can benefit using PrEP.

PrEP is Easy.

For some people PrEP can cause some mild side effects. For most people, they go away after 1-2 weeks. Some people experience:

- Upset tummy or nausea
- Headache and tiredness
- Diarrhoea

Ask your healthcare provider what you can do to control any discomfort.



Don't Worry....

Many pregnant and breastfeeding women around the world are already taking PrEP to protect themselves and their babies.

PrEP has not been found to cause problems during pregnancy, birth, or after giving birth. PrEP does not cause problems getting pregnant in the future.

Only tiny amounts of PrEP pass to the baby inside you or while breastfeeding.

PrEP is safe to take with most medications and vitamins taken during pregnancy.

PrEP will not change the amount, quality or taste of your breastmilk.



PrEP Yourself
For an HIV-FREE
Generation

KINGDOM OF ESWATINI | MINISTRY OF HEALTH

LEN PrEP iyasivikela mine nemntwana wami ku-HIV

Ngikhetsa LEN PrEP

Setinyenti tindlela tekuvikela ku-HIV nga PrEP longakhetsa kuto;

- Emaphilisi ekuvikela I HIV (Oral PrEP)
- PrEP ring Kubesifazane
- Umjovo wetinyanga letimbili (CAB-LA)
- Umjovo wetinyanga letisitfupha (LEN PrEP)

Want to learn more?
Visit your nearest healthcare facility OR
Call 2030 for FREE

PrEP IS CHOICE
#IChooseMe

Health Promotion ESWATINI

- Flyer introduced when PrEP for PBFW was introduced as an opt-out approach to increase uptake
- Flyer has been distributed in facility and community settings.

New LEN focused material emphasizing that there are now different options for PBFW including LEN

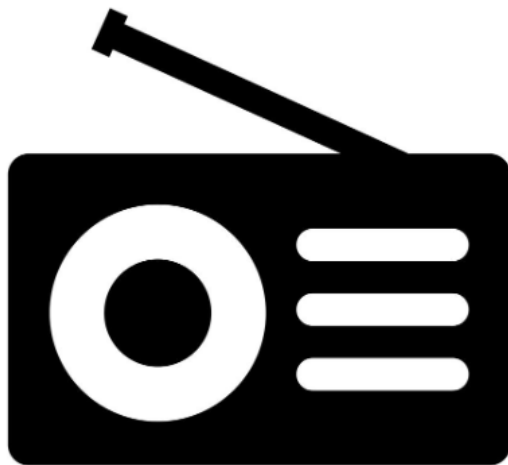
Demand Creation Materials- facility posters



The poster is placed in facilities to encourage PBFW to use PrEP.

Demand Creation Materials- Radio jingles

Short radio jingles have been played during prime-time radio shows.
All radio jingles have been in Siswati.



“It really helped me to get counselling about PrEP after I tested HIV negative. What makes me happy is that even though I may not know my partner’s HIV status, I am still protected.

I will drink (take) PrEP while pregnant and after giving birth to protect myself and my baby from getting HIV.”

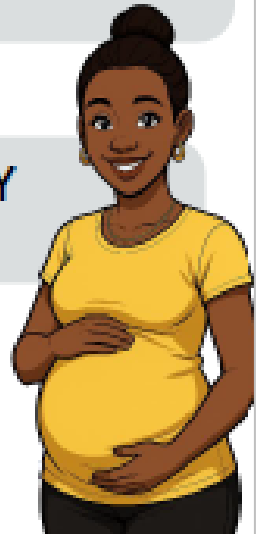
“The Oral PrEP pill is found in all health facilities in Eswatini.”



WHAT IS MOST IMPORTANT?













This job aid is used by nurses, counsellors and community workers to understand what is most important for clients when choosing a PrEP method



COMPARING PREP METHODS

When *USED AS DIRECTED*, different PrEP options offer different advantages. The best method for YOU will be the one that fits best with your lifestyle. Think about *what will most help you continue using it as long as you need protection*.



	ORAL PrEP Swallowing pills 	LENACAPAVIR Oral pills and injection in the abdomen or thigh 	LONG-ACTING CABOTEGRAVIR Injection in the hip 	VAGINAL RING Soft silicone ring placed inside the vagina 
PROTECTION 	Lowers chances of HIV about 90% if taken correctly	Lowers chances of HIV by about 95-100%.	Lowers chances of HIV by about 90-95%.	Lowers chance of HIV from vaginal sex by more than 50%. <i>Does not protect against HIV from anal sex.</i>
PRIVACY 	You may have to carry your pills; other people might see your pills or pill bottle.	Nothing to carry. May have visible bruising and/or swelling at the injection site for a few days.	Nothing to carry. May have visible bruising and/or swelling at the injection site for a few days.	Other people could find rings you are keeping or have thrown away. Partners don't usually feel it during sex.
DOSE FREQUENCY & EASE 	Must remember to swallow pills every day while using and return to the clinic for refills, usually every 3-6 months.	Must be able to return to the clinic for injections, every 6 months.	Must be able to return to the clinic for injections, usually every 2 months.	Should leave the Ring in place for 1 month, remember to insert a new Ring monthly, and return to the clinic for new Rings, usually every 3-6 months.
HOW FAST IT WORKS* 	<u>Cis Women:</u> Starts protecting after taking single pill for 7 days in a row. <u>Cis Men:</u> starts protecting 2-24 hours after the first double dose.	Starts protecting within 1 day after first 2 injections and 2 pills.	Starts protecting about a week after first injection, though may take longer in some.	Starts protecting 24 hours after putting it inside the vagina.
HOW LONG IT STAYS IN THE BODY* 	Leaves body quickly after stopping. <u>Cis Women:</u> must continue daily pills throughout period of exposure and for 7 days after last sex. <u>Cis Men:</u> must continue daily pills for 2 days after last sex.	Low levels of drug remain in body for about a year, which may carry some risks your provider will describe; protection lasts for 6 months after last injection in most instances.	Low levels of drug remain in body for about a year, which may carry some risks your provider will describe; protection lasts for 2 months after last injection in most instances.	Most drug is only in the vagina and quickly disappears after ring removed; must leave ring in place on day of sex and for 24 hours after last sex.
SIDE EFFECTS 	Possible side effects include: GI symptoms, dizziness, headache; usually rare, mild and decrease over time	Injection site reactions are common; often mild-moderate, nodules/induration may persist many months	Injection site reactions are common; often mild-moderate, and decrease over time	Possible side effects include: urinary tract infections, vaginal inflammation/discharge/itching, lower abdominal pain; usually rare and mild

This tool is used as a job aid by nurses and counsellors to assist in providing choice counselling. It summarizes the main differences between the available PrEP methods to help clients making an informed choice.

*Transgender women: if using gender-affirming hormones, starting/stopping same as for cis-women; if not using gender-affirming hormones, starting/stopping same as for cis-men

Demand Creation Materials

Inject LEN PrEP every six months

what you need to know about LEN PrEP

What is Lenacapavir (LEN) PrEP?
Lenacapavir PrEP is a long-acting HIV prevention injection that helps protect you from getting HIV.

Who can get LEN PrEP?
Anyone HIV negative above the age of 16 at risk of getting HIV.

Where is the injection given?
The injection is given under the skin, usually in the tummy area.

Why choose LEN?

- Injectable PrEP protects you for six months
- Private and easy
- Safe and effective
- Long lasting so will give you peace of mind and control over your health

What side-effects should one expect?

- Many people experience some redness, mild pain, and/or swelling at the injection site.
- A small number of people may experience nausea or feeling sick.
- Most of those side effects will disappear soon after starting LEN.

For severe side-effects, please visit your nearest health facility.

For pregnant and breastfeeding women

- Women are more likely to get HIV when they are pregnant or during the time after birth.
- Len PrEP is safe to use during pregnancy; and while breastfeeding and can help protect you and your baby from HIV.

How much does it cost to get LEN?
Len is available free of charge at many public and some private health care facilities.

What if I want to stop LEN?

- After the last LEN injection, you will be protected for another 6 months.
- When those 6 months are finished, you are no longer protected and will need to use another HIV prevention method if you are still at risk of acquiring HIV.

What LEN cannot do?

- Len does not protect you against pregnancy, use family planning if you don't want to have a baby
- Len does not prevent against other STIs: Use condoms.
- LEN is not a vaccine, you need follow up injections every 6 month to stay fully protected.

Logos: Health Promotion Board, Ministry of Health, Singapore.

The EFFECTIVE way to take LEN PrEP

DAY 1 Take 2 Injections & 2 pills same time.

DAY 2 2 pills to take home, to be taken after 24 hours

DAY 3 LEN PrEP Starts working. If taken as directed

1 Month Return to clinic for HIV test & check-up.

6 Months Return to clinic for 2 injections

To find the nearest place to get LEN PrEP, scan the QR code!

SCAN ME

Logos: Health Promotion Board, Ministry of Health, Singapore.

Lesson learnt/Best Practices

- Opt-out approach for PBFW ensures that every clients will be engaged in a conversation on PrEP and will be offered PrEP regardless of (perceived) risk.
 - No risk assessment is done by providers.
- Ongoing sensitization of HCW and community members on the safety of PrEP in PBFW is crucial.
- Including Public Health Units in the priority facilities for LEN roll-out.
- Pretesting of materials for demand creation and consultation with PrEP end-user showed that demand creation messages have to focus on:
 - Safety of PrEP products for mother and baby
 - Dual protection for mother and baby
 - Convenience of long-acting PrEP products