

Demand Creation for Oral PrEP

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Advancing HIV Prevention and PrEP
for Pregnant and Breastfeeding Women
Nairobi, Kenya | April 22-24, 2026



HIV
Impact Network for
Vertical Transmission
Elimination



Demand Creation for Oral PrEP in Mozambique

Facility-driven demand

- Provider-initiated PrEP
- Integration in ANC and FP

Community-driven demand

- Peer-led counseling and group education
- Community outreach with activists and mobile brigades
- Social media and communication campaign



PREVENIR
É A CENA

Communication
Campaign



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Campaign Goals



Capture attention and generate interest in HIV prevention



Normalize HIV prevention behaviors



Increase awareness of HIV prevention methods



Encourage uptake of HIV prevention methods

Expected Results

Increase perceived
relevance of HIV
prevention

Improve
awareness of
available HIV
prevention options

Build trust in
health services
and support
systems

Increase personal
risk perception

Strengthen self-
efficacy to seek
prevention
services

Target groups

Primary audience : Adolescents and youth aged 15–19 years in urban and peri-urban settings, including Pregnant and Breastfeeding.

Secondary audience: Health care providers and parents or caregivers of adolescents, who play a critical role in shaping and influencing young people’s health behaviors and decisions.

Communication Channels



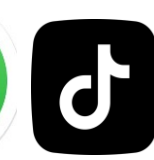
Media

Television and radio

Outdoors and posters



Digital and Social Media



Key Campaign Messages

Positioning Prevention as Empowering and Care-Free

- When I take care of my health, I live with no regrets. That's why prevention is my thing.

Linking Prevention to Lifestyle and Identity

- Prevention lets me enjoy life even more.
- Smart choices, epic nights — prevention keeps you in the game.
- Your fun, your future, your vibe — prevention lets you have it all.

Promoting Social Connection and Belonging

- Prevention keeps the crew strong.

Call to Action

- Stay in the vibe, stay protected — prevention is your best accessory.

Video

https://drive.google.com/file/d/1wN6WXRGPPrIZxaigElhkidO3bj6JDO4/view?usp=drive_link



REPÚBLICA DE MOÇAMBIQUE
MINISTÉRIO DA SAÚDE

UM COMPRIMIDO POR DIA AJUDA-ME A PREVENIR DO HIV.

A PrEP PREVINE O HIV,
MAS SÓ FUNCIONA SE
A TOMARES TODOS OS DIAS.
PROTEGE O TEU FUTURO
E O DO TEU BEBÉ.



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Thank You!