GROUP 1:

THE SPIRITED FIVE PROJECT REPORT

Collaboration fuels ideas. Purpose drives impact.

Hilda Joy

Wairima Maina

Joel Mercado

Elsa Soussan

Lindsley Villarante

Five minds. One mission.
Creating solutions for a better tomorrow.

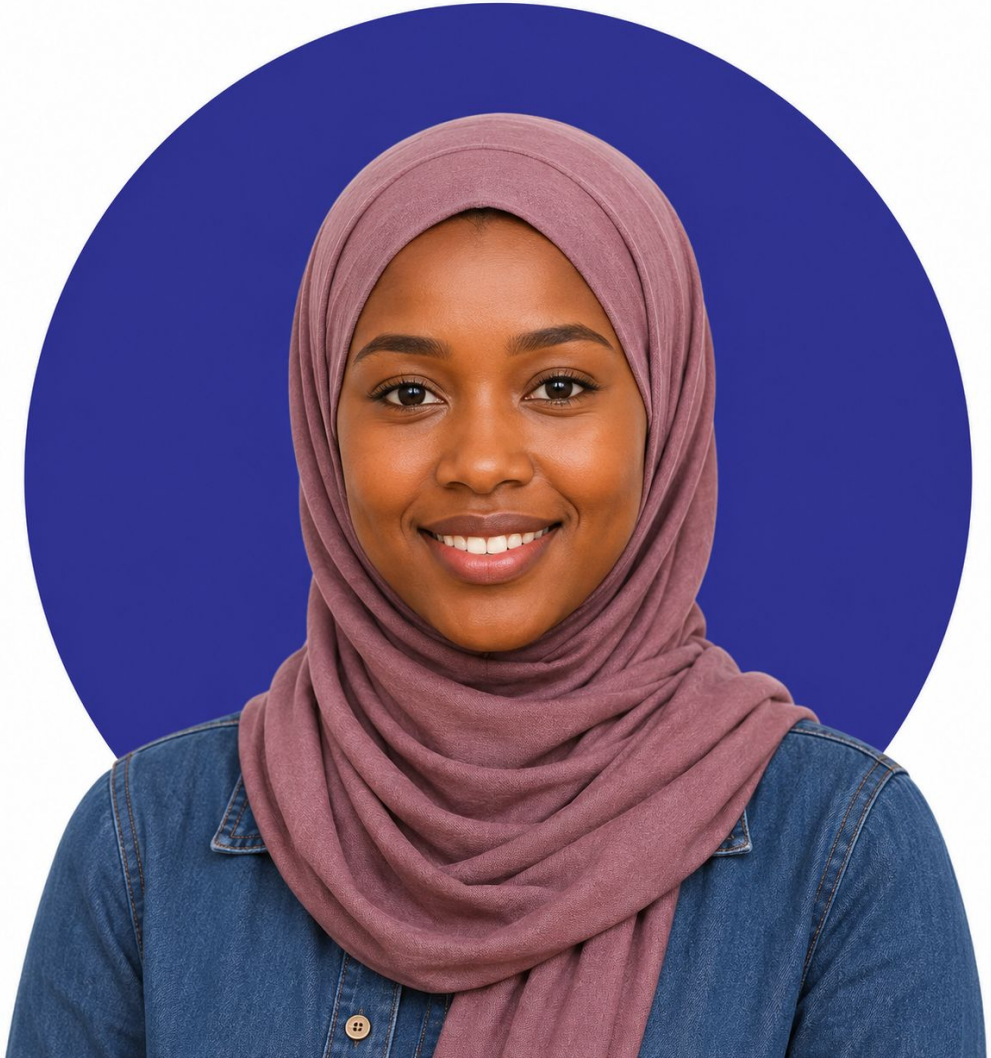
IDEAS
We think creatively.

COLLABORATION
We work together.

PURPOSE
We stay focused.

IMPACT
We create change.

INTEGRITY
We lead with values.



Meet **Aisha Juma**

The empowered agent

- In a relationship (unmarried), Muslim, living in a peri-urban area of Nairobi. Sexually active.
- She wants to protect her health without compromising her social standing or relationship.

Creative	Headline	Key Message	Visual Concept	Call to Action
1. Peace of Mind *(Recommended)*	**Protect what matters. Keep living your life.**	You can quietly take control of your health without changing who you are or what people think.	Aisha smiling confidently in the center. Around her are simple icons or soft illustrations of family, work/school, partner, mosque/community, and friends. A subtle protective shield surrounds her. A clinic with a healthcare worker appears nearby as the next step. Minimal medical imagery.	**Visit your nearest clinic and ask about the long-acting protection injection.**
2. One Visit. Months of Confidence.	**One visit today. Confidence for months.**	A single clinic visit today can reduce the need to think about HIV protection every day.	Split screen. Left: cluttered calendar, alarm clock, pills, busy schedule, worried expression. Right: simplified calendar with long stretches of free time, Aisha smiling, enjoying life with friends and partner. A single injection connects the two.	**Register at your health facility for your first injection.**
3. Your Choice. Your Future.	**Some choices stay with you—in the best way.**	Your future deserves protection that fits your life and remains your decision.	Aisha standing confidently in the middle. Behind her are two paths. One fades into uncertainty, gossip silhouettes, long clinic queues, and question marks. The other is bright, leading toward a welcoming clinic, supportive relationships, education/work aspirations, and symbols of confidence.	**Take your first step—visit your clinic today.**

1

Protect Your Peace.

Stay focused on what matters most—
with **long-acting HIV prevention**
that fits your life.

Visit your nearest **health facility.**

Ask about the **long-acting HIV prevention injection.**

Need more information?
Talk to a health worker or call the Kenya Health Line.

CALL TOLL-FREE
1190

2

One Visit Today. Confidence for Months.

A little time today can mean
months of protection and fewer worries.

TODAY
A little time for you.

FOR MONTHS
Peace of mind every day.

Register today at your nearest **health facility.**

Need more information?
Talk to a health worker or call the Kenya Health Line.

CALL TOLL-FREE
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3

Your Future. Your Choice.

Choose protection that lets you
move forward with confidence.

UNCERTAINTY

Gossip & judgment

Long waits & lost time

Missed opportunities

CONFIDENT FUTURE

Protect your health

Strong relationships

Reach your goals

Peace of mind

Take the first step.
Visit your nearest **clinic** today.

Need more information?
Talk to a health worker or call the Kenya Health Line.

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Meet **Peter Whatome**

The empowered agent

- Single, Christian, living in a peri-urban area of Nairobi. Born with HIV and completing high school.

- He wants to stay healthy and pursue his career without stigma or his HIV status defining his future

Creative	Primary Barrier	Headline	Key Message	Visual Concept	Call to Action
Still in Control	Stigma and involuntary disclosure	HIV doesn't decide your future. You do.	Even when older pills stop working, you can quietly stay in control of your health and your plans.	Peter smiling confidently at center. Around him, soft icons of his health-career dream, his partner, church/community and friends. A subtle shield surrounds him; a youth-friendly clinic with no visible HIV signage sits nearby as the next step. Minimal medical imagery.	*At your next viral-load check-up, ask your nurse for a referral.*
Two Shots a Year, Fewer Reminders	Pill burden and resistance worry	Twice a year. Back to living.	A long-acting injection that keeps working when older meds don't so HIV takes up less of your day.	Split screen. Left: daily pill bottles, alarms, a worried look, a 'resistance' warning. Right: an open calendar with just two marked dates, Peter relaxed with Judy his girlfriend and friends, focused on his studies. A single injection connects the two.	*Ask about the long-acting injection at your next check-up.*
Your Dream, Your Move	Aspiration vs. disease derailing it	Grab the future with both hands.	Drug resistance isn't the end of your story a durable option can keep your goals on track.	Peter in the middle with two paths. One fades into uncertainty, missed doses, gossip silhouettes, a stalled career. The other is bright: a welcoming youth-friendly clinic, Judy beside him, a health-career symbol, confidence. He steps toward the bright path.	*Take the first step, ask your nurse for a referral today.*

1

HIV doesn't decide your future. You do.

Even when older pills stop working, you can quietly stay in control of your health and your plans.

At your next viral-load check-up, ask your nurse fora referral.

2

Twice a year. Back to living.

A long-acting injection that keeps working when older meds don't so HIV takes up less of your day.

Ask about the long-acting injection at your next check-up.

3

Grab the future with both hands.

Drug resistance isn't the end of your story a durable option can keep your goals on track.

Take the first step, ask your nurse for a referral today.

You're in control of your health.

Less worry. More life.

Stronger relationships. Real support.

Stay on track with your goals.

Peace of mind. Brighter future.

COMMUNICATION CHANNELS / ENTRY POINTS

Multiple touchpoints. One goal: empower informed choices.

SOCIAL MEDIA

Short social media-friendly video clips (FB, Instagram, TikTok)

reach & amplify

EDUTAINMENT

'Gen Z friendly' web series

entertain & educate

POSTERS

Posters in key places e.g. universities, youth centers, cultural / event venues

community visibility

SMS REMINDERS

SMS reminders as simple nudges (free, availability at nearby clinic, one dose = months of peace of mind)

direct engagement

Reaching young people where they are, with messages that matter.

LIVING OUR BEST LIVES.

In control today. Ready for tomorrow.

Healthy choices. Strong futures. ♥ Powered by information. Supported by community.

Information empowers. Community supports. Choices change lives.

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Multiple touchpoints. One goal: empower informed choices.

Ways Forward

Hilda Joy

Position, Affiliation

To follow

Wairima Maina

Position, Affiliation

To follow

Joel Mercado

Senior Technical Advisor, World Vision US

I will use all my learnings from this program in to design behavioral informed intervention for HIV, TB and Malaria!

Elsa Burzynski

Programme Specialist, UNESCO

I will use all my learnings from this programme to think more creatively about protection/SRHR demand-side interventions

Lindsley Villarante

Chief, Department of Health - Philippines

I will use all my learnings from this program in assessing national programs and in supporting investments for SBC interventions

Unforgettable Insight

Hilda Joy

Position, Affiliation

To follow

Wairima Maina

Position, Affiliation

To follow

Joel Mercado

Senior Technical Advisor, World Vision US

Personas make the data more digestible and relatable.

Elsa Burzynski

Programme Specialist, UNESCO

Segmentation is a powerful tool to understand your target population, and adapt or focus your interventions accordingly

Lindsley Villarante

Chief, Department of Health - Philippines

Marketing is not a function of sales. Behavior change is complex hence isolating a singular cause such as SBC intervention is not yet established. But SBC has great value.

Program Commendations and Recommendations

Hilda Joy

Position, Affiliation

To follow

Wairima Maina

Position, Affiliation

To follow

Joel Mercado

Senior Technical Advisor, World Vision US

Love how Sohail and Ifeyani share the essentials of behavior change!

Elsa Burzynski

Programme Specialist, UNESCO

Useful model to explore and engaging presentations! Tips on data collection methodo & survey design would be great (for when I manage consultants who do that!)

Lindsley Villarante

Chief, Department of Health - Philippines

The lessons are precise and concise, ensuring everyone's participation also elevates the quality of the discussions. Keep up the good work delivering this insightful program.

THANK YOU
FROM THE SPIRITED FIVE

Your journey with us has been invaluable.

The **Spirited Five** are ready for the next challenge.

Hilda Joy | Wairima Maina | Joel Mercado | Elsa Soussan | Lindsley Villarante

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