



Initiative for Multipurpose Prevention Technologies (IMPT)

Report of the IMPT Advisory Committee Meeting

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IMPT Advisory Committee Meeting Report

On Friday, February 4, 2011, members of the IMPT Advisory Committee convened to discuss next steps in rolling out the Initiative for Multipurpose Prevention Technologies (IMPT). IMPT is convened of researchers, policymakers, product developers, healthcare providers, advocates and donors who are working together to facilitate increased support, funding and coordination for the development of emerging and existing combination products that protect against both unintended pregnancy and STIs, including HIV.

Meeting Outcomes & Highlights:

1) IMPT Strategic Plan: A discussion was led as to where we are currently and where we would like to be in the next 3-5 years. IMPT partners are involved in a number of critical activities aimed at moving the MPT field forward. Together, the following linked activities will help lay the foundation for the 2011 International Symposium on MPTs and shape priority next steps for the IMPT 3-5 year strategic plan.

➤ ***Increase and diversify funding for MPTs***

- Identify and help secure funding for research, development, and launch of priority technologies that best meet public health prevention needs

➤ ***Further engage product developers, the scientific community and other key stakeholders around MPTs***

- Continue to engage international hubs to maintain momentum
- Advise and assist international partners on conducting region specific outreach and advocacy efforts
- Develop a strong endorsement statement/call-to-action outlining a concrete agenda for MPTs
- Identify Washington, DC based champions to provide a presence for the IMPT in Congress
- Work closely with White House contacts to highlight the importance of supporting MPTs as a research and development priority and learn how best to focus advocacy efforts to gain support

➤ ***Advance MPT Science***

- Reach a consensus on the leading product priority profiles
- Increase collaboration across scientific disciplines through strategic multidisciplinary dialogues
- Identify and propose strategies to address common challenges facing products in the MPT pipeline

- Integrate behavioral/acceptability research and cost-effectiveness/economic assessments throughout the research design, including during early product development
- **Make or articulate the case for MPTs: Strategic Messaging**
 - Create message architecture outline and present to messaging working group for feedback
 - Develop messages to test with specific audiences
 - Establish a common nomenclature for MPTs
 - **Facilitate Regulatory Approval for MPTs**
 - Clarify the regulatory pathways for MPTs
 - Foster strategic engagement with regulators and MPT product developers
 - Develop an MPT regulatory roadmap
- 2) **The 2011 International Symposium on MPTs:** The MPTs 2011 Symposium is planned for November 3rd and 4th, 2011, at the Kaiser Family Foundation in Washington, DC, with a half-day follow-up strategy meeting on November 5th, with initial funding from USAID. CAMI and the Association of Reproductive Health Professionals serve as the logistical coordinators for the Symposium and provided an update on current planning activities.

The Symposium will be designed to serve as a catalyst for engaging participants to help move MPTs forward. Priority topics will include: 1) characterizing the MPT future scientific agenda, and 2) MPT regulatory issues.

Symposium Goal: *Advancing MPT research and development while simultaneously creating the necessary support structures to enable MPT licensure and introduction.*

- 3) **Facilitating Regulatory Approval for MPTs:** The Population Council is leading a project to clarify the regulatory aspects of MPTs from both the US and the international perspectives. They are hosting a series of discussions around MPT nomenclature which will have an impact on regulatory issues. Creating a common language for MPTs is therefore vital.
- 4) **Product Development Think Tank:** Tentatively scheduled for April or May of 2011 in Washington DC or New York, the MPT Product Development Think Tank aims to convene 25 participants, by invitation only, including product developers, basic/behavioral/clinical scientists, funders and advocates.

Think Tank Goals:

- 1) *To characterize the scientific agenda going forward,*
- 2) *Identify priority MPT product profiles and critical gaps and challenges for advancing identified priorities*

Polly Harrison on behalf of AVAC and IMPT is leading the initial planning efforts for the Think Tank, along with planning members Alan Stone, Judy Manning, Kevin Whaley and Bethany Young Holt. The meeting will review the MPT pipeline and establish one or more working groups whose task will be to devise detailed product profiles and development plans for selected MPTs, on the basis of 5, 10 and 15 year horizons. The Think Tank will need to consider specific and ideal product profiles, the intention being to identify perhaps 3-6 products that merit high priority status.

- 5) **Strategic Outreach:** MPT initiative member Alan Stone, from MEDSA Ltd., has initiated global outreach and awareness-raising efforts, resulting in partnerships across the globe and the establishment of international hubs led by regional leaders in Australia, China, India, South Africa, the United Kingdom, the United States and Zimbabwe, with active partnerships from 28 leading organizations. These are new global partnerships and IMPT champions. IMPT members will continue to advise and assist its international partners in conducting advocacy and outreach efforts within their regions, including participation in regional meetings and conferences and identification of potential R&D opportunities. This expanded international network provides an ideal base for increased global and multidisciplinary collaborations.

US Outreach continues as well. In addition to our current activities, an endorsement statement/call-to-action is being developed by Heather Boonstra, from the Guttmacher Institute, for use as a strategic outreach tool.

- 6) **Translational and Behavioral Science Working Group:** CAMI is setting up a small working group of behavioral scientists, translational science researchers, cultural anthropologists, and learning theory experts to bring another dimension to the IMPT discussion. The working assumption is that key strategies and principles identified by this group will be applied to the product development, regulatory issues, and message development efforts as appropriate.

- 7) **MPT Strategic Messaging:** The second half of the February 4th, 2011 meeting served as a messaging strategy session, spearheaded by PATH and the Global Change Network. GCN led the attendees through a participatory exercise to prioritize the different target groups and then to critique and refine the target messages. The key messages are designed to help focus on critical activities needed in the next 12 to 24 months. This session provided an opportunity to preview the messages and gain consensus from a range of MPT stakeholders before testing the messages with external stakeholders. GCN refined the messages based on feedback from the Feb 4 meeting. Message testing through individual interviews with a range of external stakeholders was scheduled for February/March 2011. The tested messages will be available for use by IPMT advisory group members and others in conversations with potential donors/funders, regulatory groups, product developers, providers, and advocates.

During the messaging conversation the important subject of nomenclature was also discussed. Advisory Committee Members were in agreement that the term “Multipurpose Prevention Technologies (MPTs)” was appropriate for scientific and regulatory audiences. In addition, we need to be mindful of other audiences (such as potential donors, SRH advocates, lay

people, providers, end users, etc.) for whom the term “combination products” or “Multipurpose Prevention Products for Reproductive Health” will resonate much more positively. Currently, the nomenclature used is dependent on the audience and is still under discussion.

Conclusions and Next Steps:

The momentum for IMPT and the development of new MPTs (or ‘combination products’) is rapidly increasing. We are at a very exciting stage of development. It is with this in mind that our top priorities for the initiative include:

- 1) Clarify our messaging and developing our communication priorities;
- 2) Secure funding for the initiative and new product development;
- 3) Characterize the MPT scientific agenda going forward, and identify priority MPT product profiles and critical gaps and challenges for advancing identified priorities;
- 4) Plan and implement the 2011 International IMPT Symposium;
- 5) Facilitate the regulatory approval of MPTs; and
- 6) Increase the number of stakeholders globally, thus expanding the IMPT network.

There are many activities to coordinate in the months ahead. The need is so great that our focused efforts remain critical.

IMPT Advisory Committee Members and Meeting Participants

Heather Boonstra* +	Guttmacher Institute
Martha Brady* +	Population Council
Gina Brown* +	Office of AIDS Research, NIH
Marianne Callahan**+	CONRAD
Craig Cohen*	University of California, San Francisco
Jessica Cohen* +	PATH
Laneta Dorflinger**+	FHI
Arlene Fairfield +	Global Change Network
Henry Gabelnick+	CONRAD
Camille Harris+	ARHP
Polly Harrison* +	AVAC
Anke Hemmerling* +	University of California, San Francisco
Maggie Kilbourne-Brook* +	PATH
Judy Manning* +	US Agency for International Development
Jeff Meer* +	Public Health Institute
Wayne Shields* +	ARHP
Alan Stone* +	MEDSA LTD
Matthew Reeves*	WomanCare Global
Tracy Salkowitz+	CAMI Consultant
Kathryn Stewart+	CAMI/Public Health Institute
Ashley Vij+	US Agency for International Development
Kevin Whaley*	Mapp Biopharmaceutical, Inc.
Bethany Young Holt* +	CAMI/Public Health Institute

* Members of the IMPT Advisory Committee

+ In Attendance