

# Word on the Street: African Women Share Their Reproductive Health Stories

StoryMap developed as part of a collaboration between  
CAMI Health, Wits RHI, and FHI360

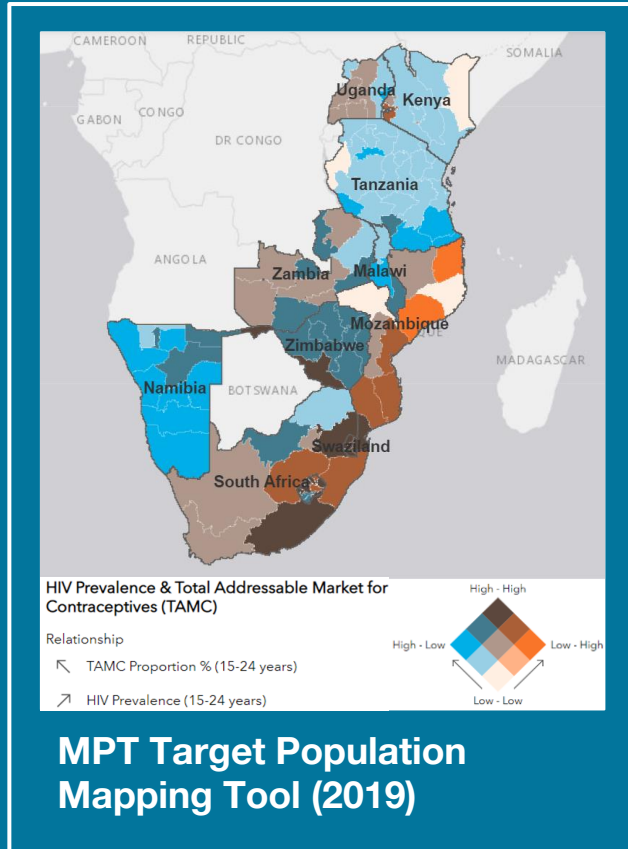


# Background + Objectives

“AGYW in sub-Saharan Africa are a heterogeneous population, and a one-size-fits all approach for HIV or pregnancy prevention will not work.”

**Word on the Street** was created to

- To raise awareness in this field for potential new funders and policymakers, leveraging USAID funding
- Amplify and strengthen the MPT Target Population Mapping Tool through digital storytelling - bring the data to life
- Highlight the intrinsic links between unintended pregnancy and risk of HIV and other STIs
- Enhance MPT advocacy resources
- Foster an enabling environment for female-initiated HIV prevention and family planning choices, including MPTs



# Methodology: Interviewee Recruitment

Obtained **IRB** approval from Wits RHI's IRB Committee, and letters of non-research determination from FHI 360 and the Public Health Institute

## Interview participants:

Participant group	Targeted Accrual (per group)	Actual accrual
<b>Women:</b> AGYW, pregnant, breastfeeding women	15-20	<b>19</b>
<b>Key influencers:</b> male partners	3-5	<b>5</b>
grandmothers and mothers	3-5	<b>5</b>
<b>Scientists/MPT</b> Researchers	3-5	<b>10</b>
<b>Local health care providers</b>	2-6	<b>3</b>
<b>Program implementers</b>	2-3	<b>2</b>
<b>Policy makers</b>	2-3	<b>2</b>
<b>Researchers/health providers</b> working to advance SRH interventions and MPTs	3-5	<b>3</b>

# Methodology: Interview Procedures

- **Interviewers trained** in interviewing and filming videos
- Developed and piloted **interview guide**
- Study procedures explained to interviewees in **English and Zulu**
- Written and verbal **consent obtained**, followed by informed consent comprehension checklist
- **4+ hours of video footage** collected highlighting individual SRH stories and experiences

# Methodology: Creating the Narrative

- Video files turned over to a **professional film editor**
- **Post-production phase** includes:
  - Logging and separating footage by topic
  - Creating timelines consistent with storyboards
  - Assembling and refining draft videos
  - Cleaning and re-mixing audio tracks
  - Transcribing and adding captions
  - Digitally mastering final product

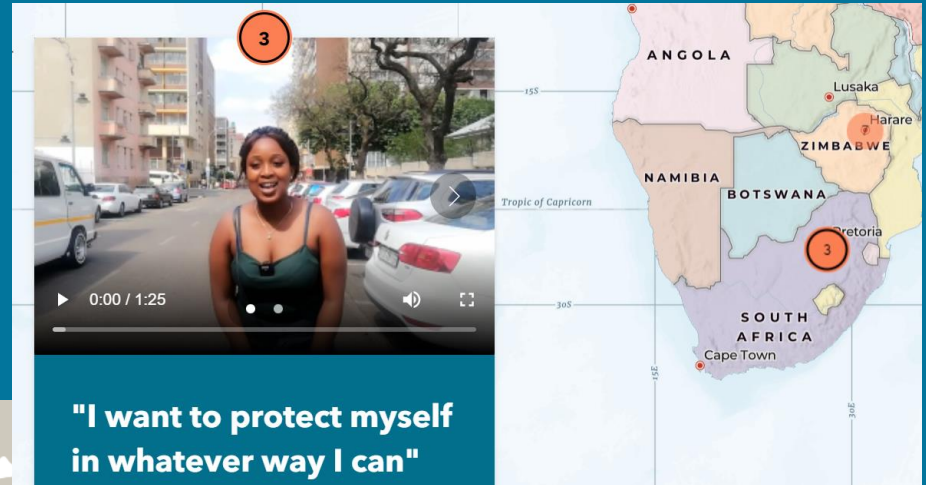
# Methodology: Video Editing Workflow



# Development of StoryMap Tool

The **StoryMap** - developed using the Environmental Systems Research Institute (ESRI) software, building off the ArcGIS mapping tool


Layer videos over an interactive map highlighting the site of the interviews, simultaneously integrating current data on HIV, sexually transmitted infections (STIs) and contraceptive use in this region.



## THE DATA

- In sub-Saharan Africa, young women are twice as likely to be living with HIV as men of the same age.

# Distribution Plan

<b>Web</b>	<b>Social Media</b>	<b>Other Online Channels</b>	<b>Conference &amp; Media</b>
<p>Feature on IMPT Resource Center and Homepage</p> <p>IMPT &amp; PROMISE/FHI360 blog</p>	<p>Disseminate across PROMISE, CAMI Health, IMPT, PHI, and Wits RHI online platforms</p> <p></p>	<p>PROMISE/CHOICE/MOSAIC/MATRIX associated websites &amp; newsletters</p> <p>Wits RHI CABs &amp; institutional group listserv</p> <p>IMPT listserv (~1.8K members)</p> <p>PHI newsletter</p>	<p>Abstract submission to Global Digital Health Forum 2022</p> <p>Abstract submission to International Union Against STIs (IUASTI) 2022 World Congress, Zimbabwe</p> <p>Stay tuned as other opportunities arise!</p>



# Acknowledgments

*We would like to extend our sincere appreciation to all those who share their stories and expertise for this Story Mapping tool.*

*This tool was produced through the PROMISE (Preparing for Ring Opportunities through Market Introduction Support and Knowledge Exchange) activity under the Envision FP project. PROMISE supports early product introduction planning for the monthly dapivirine ring in sub-Saharan Africa, with the goal of shaping the market and establishing a service delivery platform to support future multipurpose and longer-acting vaginal rings. This tool was made possible by the generous support of the American people through the U.S. Agency for International Development (USAID) and the U.S. President's Emergency Plan for AIDS Relief (PEPFAR) through the terms of cooperative agreement AID-OAA-A-15-00045. The contents are the responsibility of FHI360 and do not necessarily reflect the views of PEPFAR, USAID, or the United States Government.*

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# Thank You & Discussion of StoryMap

