



INSIGHT TO IMPACT
DEMAND
CREATION
CHALLENGE

FOR IMMEDIATE RELEASE

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DEMAND CREATION CHALLENGE WINNERS ANNOUNCED

OPTIONS Consortium Showcases Best-in-Class for HIV Prevention Demand Creation

Durham, N.C., June 28, 2018 – On July 21, 2018, the OPTIONS Consortium will host [Insight to Impact](#) – a full-day AIDS 2018 pre-conference at the RAI Amsterdam Convention Centre in Amsterdam to showcase world-class solutions to driving demand for preventative HIV behaviors, products and services. Unique to the pre-conference is the first **Demand Creation Challenge – a competition designed to highlight innovative, high-impact communications-based approaches to HIV prevention.**

Three winners were chosen in separate categories, along with seven honorable mentions. All of these winning campaigns will be showcased at the [Insight to Impact](#) pre-conference:

Category	Campaign Title	Campaign Subject	Lead Agency – Country Focus of Campaign
Best Demonstrated Impact	“Make the Cut”	Voluntary Medical Male Circumcision (VMMC)	Grassroots Soccer – Southern/Eastern Africa
Best Breakthrough Creative	“Zathu”	Promoting Gender Equity and HIV prevention	Girl Effect – Malawi
Best Use of Communication Channels	“MTV Shuga”	HIV and Sexual Reproductive Health Integration	MTV Staying Alive Foundation – South Africa
Honorable Mention	“Pain o’ Meter” and “Life of a Boss”	Voluntary Medical Male Circumcision	Population Services International (PSI) – Zimbabwe
Honorable Mention	“I am PrEPED”	Oral PrEP	Desmond Tutu HIV Foundation – South Africa

(more)



Category	Campaign Title	Campaign Subject	Lead Agency – Country Focus of Campaign
Honorable Mention	“Maximise the Moment”	Condom Social Marketing and Promotion	Population Services International (PSI) – Zimbabwe
Honorable Mention	“We are the Generation”	Oral PrEP	OPTIONS – South Africa
Honorable Mention	“Make the Cut – Zambia”	Voluntary Medical Male Circumcision	Society for Family Health – Zambia
Honorable Mention	“PrEP4Love”	Oral PrEP	Illinois PrEP Working Group, Chicago AIDS Foundation – United States
Honorable Mention	“PrEP na Condom”	Oral PrEP and condom use	LINKAGES/FHI 360 – Kenya

OPTIONS received more than 20 submissions to the Demand Creation Challenge and worked with a panel of judges who reviewed each application and scored submissions based on specific criteria, including campaign objectives, rationale, strategy, creative execution, tactics and channels, evaluation and results, as well as dissemination of results.

The panel of judges included:

- Kim Ahanda, U.S. Agency for International Development (USAID)
- Mary Aikenhead, The Bill & Melinda Gates Foundation
- Karl Hoffman, Population Services International (PSI)
- Lynn Leonard, Johnson & Johnson
- Brian Nachipo, Zimbabwe Ministry of Health and Child Care
- Peter Piot, London School of Hygiene and Tropical Medicine

The Optimizing Prevention Technology Introduction on Schedule ([OPTIONS](#)) Consortium is one of five interlinked projects funded by the U.S. Agency for International Development (USAID), in partnership with the U.S. President’s Emergency Plan for AIDS Relief (PEPFAR), to expedite and sustain access to antiretroviral-based HIV prevention products. The consortium represents an international, multidisciplinary partnership that brings together a unique combination of global, regional and country experts across the antiretroviral (ARV) research-to-rollout continuum. Follow OPTIONS on Twitter [@optionsmpii](#).

To learn more about the Insight to Impact pre-conference, visit <https://optionsaids2018.eventbrite.com>.

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