

EMPOWERING WOMEN'S HEALTH: THE *MALKIA KLABU* (QUEEN CLUB) PROGRAM

Malkia Klabu is a loyalty program that protects young women's health and enhances drug shops' role as HIV prevention and sexual and reproductive health providers.

malkiaklabu.ucsf.edu



Adolescent girls and young women (ages 15-24) in sub-Saharan Africa face the dual threats of HIV infection and unintended pregnancy that severely undermine their long-term wellbeing.

Despite the urgent need to reach young women with sexual and reproductive health services, health systems are often ill equipped to overcome the numerous barriers to health care services faced by young women.

PROJECT OVERVIEW

From 2018-2019, we used human-centered design to co-develop *Malkia Klabu*, a theoretically-driven HIV and pregnancy prevention intervention for adolescent girls and young women (AGYW) at private drug shops called Accredited Drug Dispensing Outlets (ADDOs).

All shops gave out OraQuick HIV self-test kits (HIVST) to AGYW customers for free. Intervention shops additionally implemented *Malkia Klabu* for all girls appearing 15-24 years old. Upon sign-up, members received a loyalty card with girl-friendly branding and a free HIVST kit.



Front



Back

- Cards are punched if any shop purchase is made.
- Punches are redeemed for mystery prizes of increasingly valuable "luxury" items (lotions, pads).
- At any time, members can get free HIVST kit, pregnancy test, and oral or emergency pills by pointing to the symbols on the card reverse.

OUR APPROACH

RANDOMIZED TRIAL

Estimate effect on demand at drug shops and product distribution

IMPLEMENTATION RESEARCH

Determine acceptability and feasibility

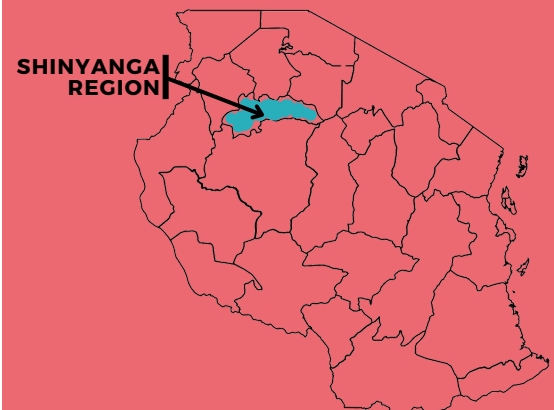
ROUTINE MONITORING

Monitor program progress



OraQuick HIV self-test kits

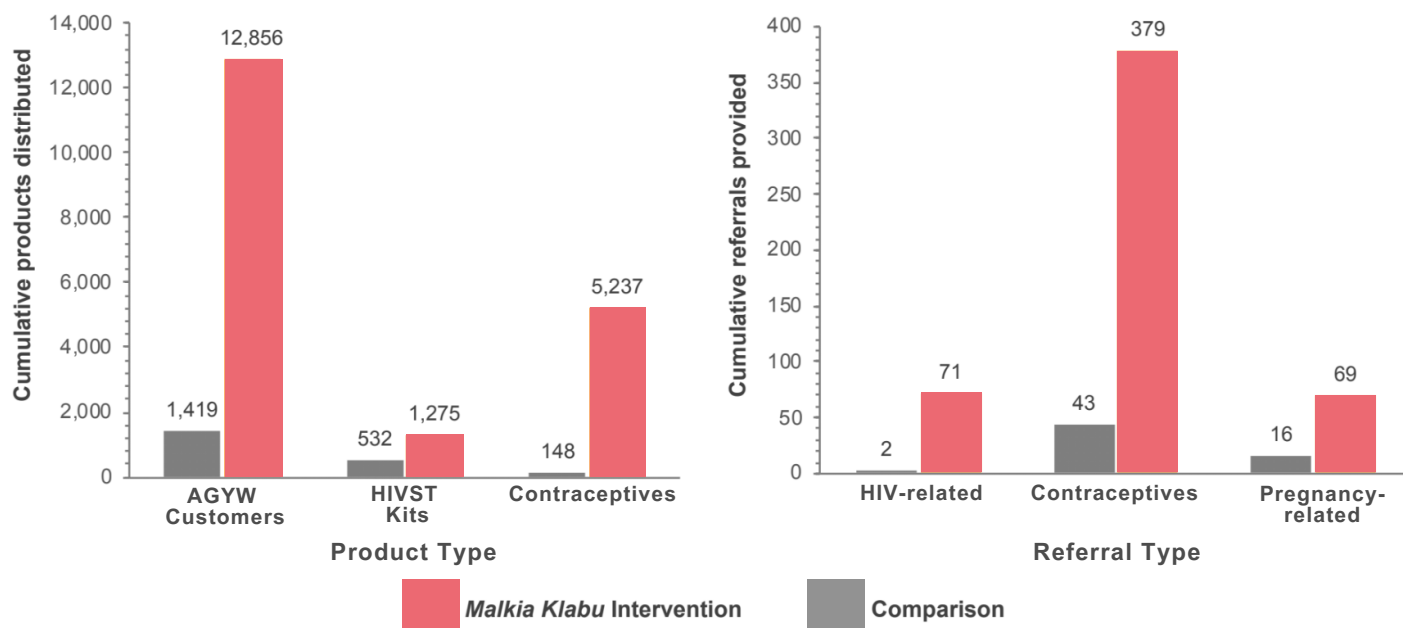
STUDY LOCATION



RESULTS

Results from a 4-month randomized study in 20 ADDOs in Shinyanga, Tanzania show that, compared to shops only distributing free HIVST kits to young women, those offering *Malkia Klabu* also:

- Experienced much higher AGYW patronage (customers) coming to their shops.
- Distributed much more HIVST kits and sexual and reproductive health (SRH) products (contraception and condoms).
- Gave more referrals to SRH clinical care.



AMBASSADDORS FOR HEALTH STUDY

Following the successful pilot, we launched a cluster randomized controlled trial (c-RCT) among 120-140 ADDOs in 40 wards in Shinyanga and Mwanza regions. Our human centered design-grounded program will be one of the first rigorously evaluated through a c-RCT and will be well-positioned for scale-up should *Malkia Klabu* be effective. The study will provide timely evidence on closing the gap between evidence and practice for interventions designed to improve uptake of HIV self-testing and contraception among Tanzanian AGYW (NIH R01MH124516).

THE MWOTAJI CLINICAL RESEARCH CENTER

The Mwotaji (“Dreamer” in Kiswahili) Clinical Research Center is part of a consortium of research teams funded through the U.S. National Institutes of Health (NIH) initiative, Prevention And Treatment through a Comprehensive Care Continuum for HIV-affected Adolescents in Resource Constrained Settings Implementation Science Network (PATC3H-IN). Mwotaji will test five implementation models for delivering HIV pre-exposure prophylaxis to *Malkia Klabu* members through partnering private pharmacies (NIH UG1HD113163).

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HEALTH FOR A PROSPEROUS NATION



Berkeley Public Health

IMPACT LAST MILE GRANT SUPPLEMENT



National Institutes of Health

FOR MORE INFORMATION ON THE STUDY, PLEASE CONTACT PRINCIPAL INVESTIGATORS: DR. JENNY LIU, JENNY.LIU2@UCSF.EDU AND DR. AMON SABASABA, AMONS4U@GMAIL.COM

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