




Willingness to Pay and Use HIV Prevention Commodities among Key Population Groups in Nigeria

Key Findings

4 February, 2021

Outline

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Background

- ❖ Despite significant efforts to prevent and control HIV worldwide, the rates of new HIV infections remain unacceptably high particularly among key population (KP) groups in Nigeria [1], including:
 - ✓ **men who have sex with men (MSM)**
 - ✓ **female Sex Workers (FSWs)**
- ❖ Findings from the 2018 Nigeria HIV/AIDS Indicator and Impact Survey (NAISS) revealed:
 - ✓ **a national HIV prevalence of 1.5% for people between 15-64 years.**
 - ✓ **women aged 15–49 years are more affected by HIV than men (1.9% and 0.9% respectively) [2]**

Background (2)

- ❖ Key populations (KPs) – FSW, MSM, and persons who inject drugs (PWID) constitute about 3.4% of the total population and contribute about **30%** of new HIV infections in Nigeria [3,4].
- ❖ **HIV self-testing** (HIVST) and **pre-exposure prophylaxis** (PrEP) are:
 - ✓ new and innovative approaches to increase the uptake of HIV testing and prevention of new infection[5].
- ❖ However, there is little contextual evidence around factors affecting willingness to pay and use of PrEP and HIVST among KPs in Nigeria

Background

(3)

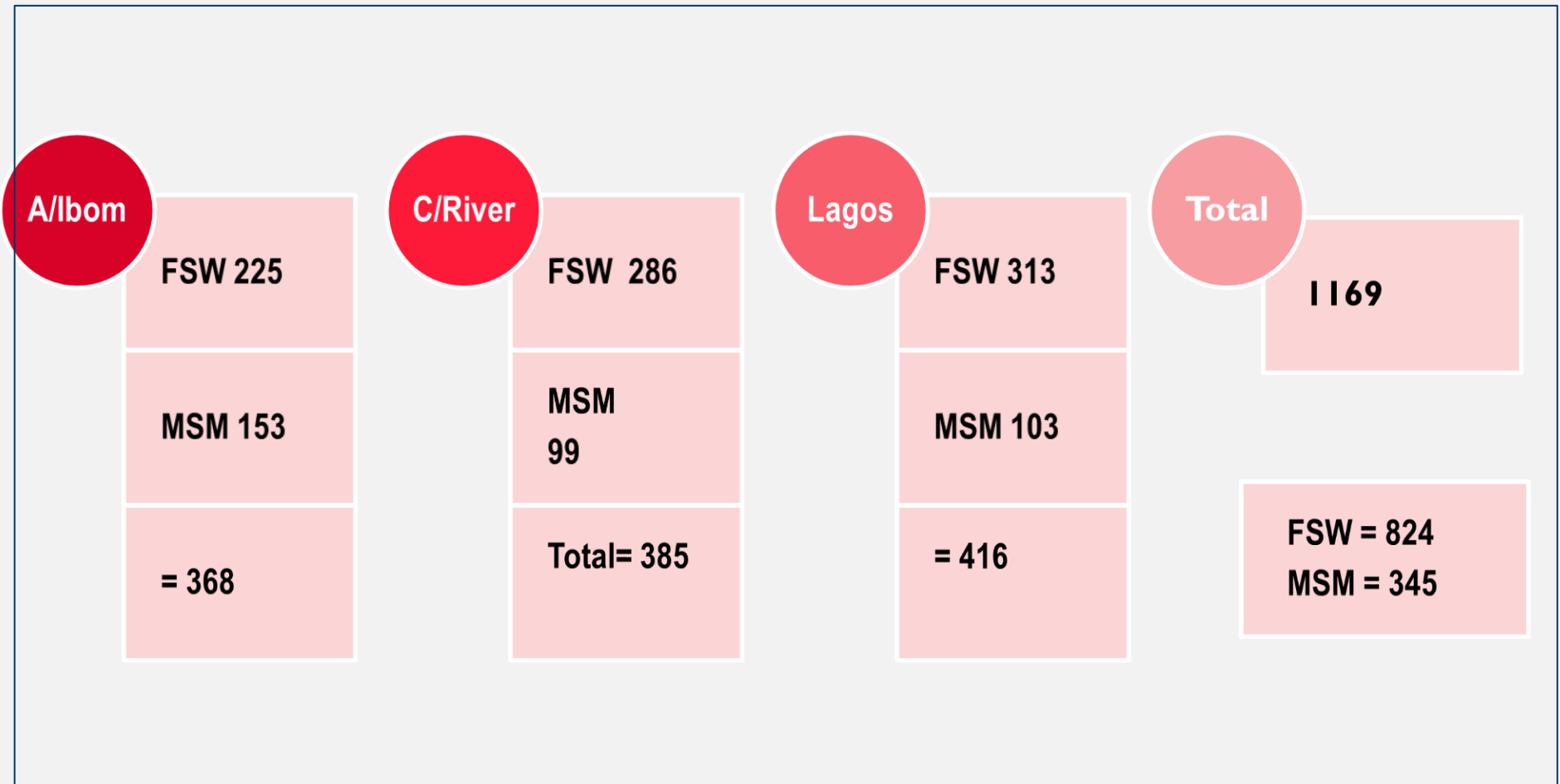
- ❖ Through varying approaches, including condom social marketing, condom use in Nigeria has increased.
- ❖ However, a majority of the KP groups are heavily reliant on free condoms provided through foreign aid.

Study Purpose

- ❖ The purpose of the study was to determine for each commodity (PrEP, HIVST Kits, and Condoms):
 - ✓ Willingness to pay and use HIV preventive commodities among KPs
 - ✓ Median amount they are willing to pay
 - ✓ Factors which affect willingness to pay
 - ✓ Recommend strategies for improved and sustainable HIV prevention programming in Nigeria.

Methods

❖ Cross-sectional mixed method design design, involving questionnaire administration to key population groups:



Methods 2

- ❖ Focused group discussions (FGDs) with KP groups (n=6)
- ❖ Key informant interviews (KIIs) with KPs (n=60)
- ❖ KII with other stakeholders (n=49)

Methods

(2)

- ❖ Study protocol approved by NHREC (FMOH)
- ❖ Consent received and questionnaire deployed between August and September 2020, in A/Ibom, C/River, and Lagos states
- ❖ The bidding game was used to elicit willingness to pay

- ❖ **Data was collected using:**
 - ✓ Mobile smartphones on an open data kit (ODK) application
 - ✓ Uploaded on the Kobo Toolbox server daily after reviews
- ❖ **Data analysis:**
 - ✓ SPSS version 22
 - ✓ Conducted descriptive and inferential statistics.
 - ✓ Thematic analysis for qualitative interviews based on defined codebook

The Bidding Game Iteration process

- ❖ A contingent market valuation technique, closely depicts the normal price taking structure in Nigeria.
- ❖ Allows that respondents truncate up and down the price range before finally converging at maximum amount respondent is willing to offer for a commodity.
- ❖ Based on their responses, participants were given a few more questions of higher bidding amount for PrEP, HIVST, and condoms respectively.

The Bidding Game Iteration process (2)

PrEP	HIVST	Condoms
N2,000	N1,000	N150
N2,500	N1,500	N225
N3,000	N2,000	N300
N3,500	N2,500	N375
N4,000	N3,000	N450
N4,500		

Results



Socio-demographics

Majority of the respondents were:

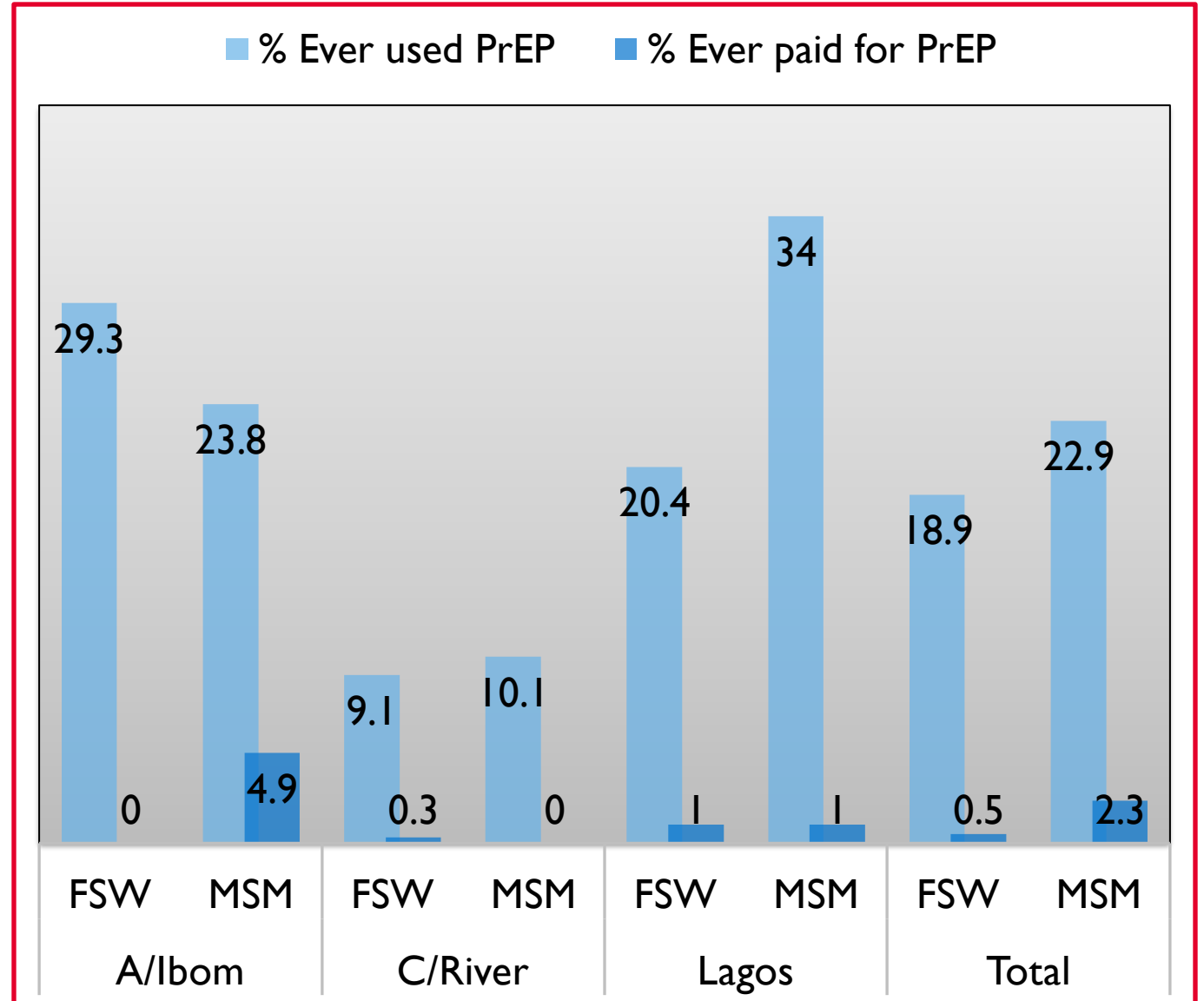
- ❖ Single (84% FSWs & 98% MSM)
- ❖ Aged 18-28yrs (63.8% FSWs and 89.3% MSM)
- ❖ Completed secondary education (56.1% FSWs and 43.5% MSM)
- ❖ Self-employed (56.4% FSWs and 40% MSM)
- ❖ Average monthly income was less than the national minimum wage
 - ✓ (mean: N27,661 - \$59 and median: N15,000 - \$39).
- ❖ Earning power was **higher** among **FSWs**



Key Findings on PrEP

Previous Use of PrEP Services

- ❖ Generally, previous use of PrEP was low, though
 - higher use among MSM than FSWs
- ❖ Minimal occurrence of paid services for PrEP across the states, with average of N2,000 – which are usually informal payments



Factors that:

❖ Discourage use of PrEP:

- ✓ Having to use PrEP daily (40.7% FSWs and 51% MSM)
- ✓ Need to also use condoms while on PrEP (16.1% FSW and 17.4% MSM)
- ✓ Special sex partner (17.2% FSW and 16.2% MSM)

❖ Promote use of PrEP

- ✓ Cost (39.9% FSW and 36.5% MSM)

“After approaching them, talking to them and showing them how to use it, the price for getting PrEP and HIVST should not be too high so that people can afford it” LAS-KII-FSW-01

- ❖ All factors influencing PrEP use cut across the three study locations.

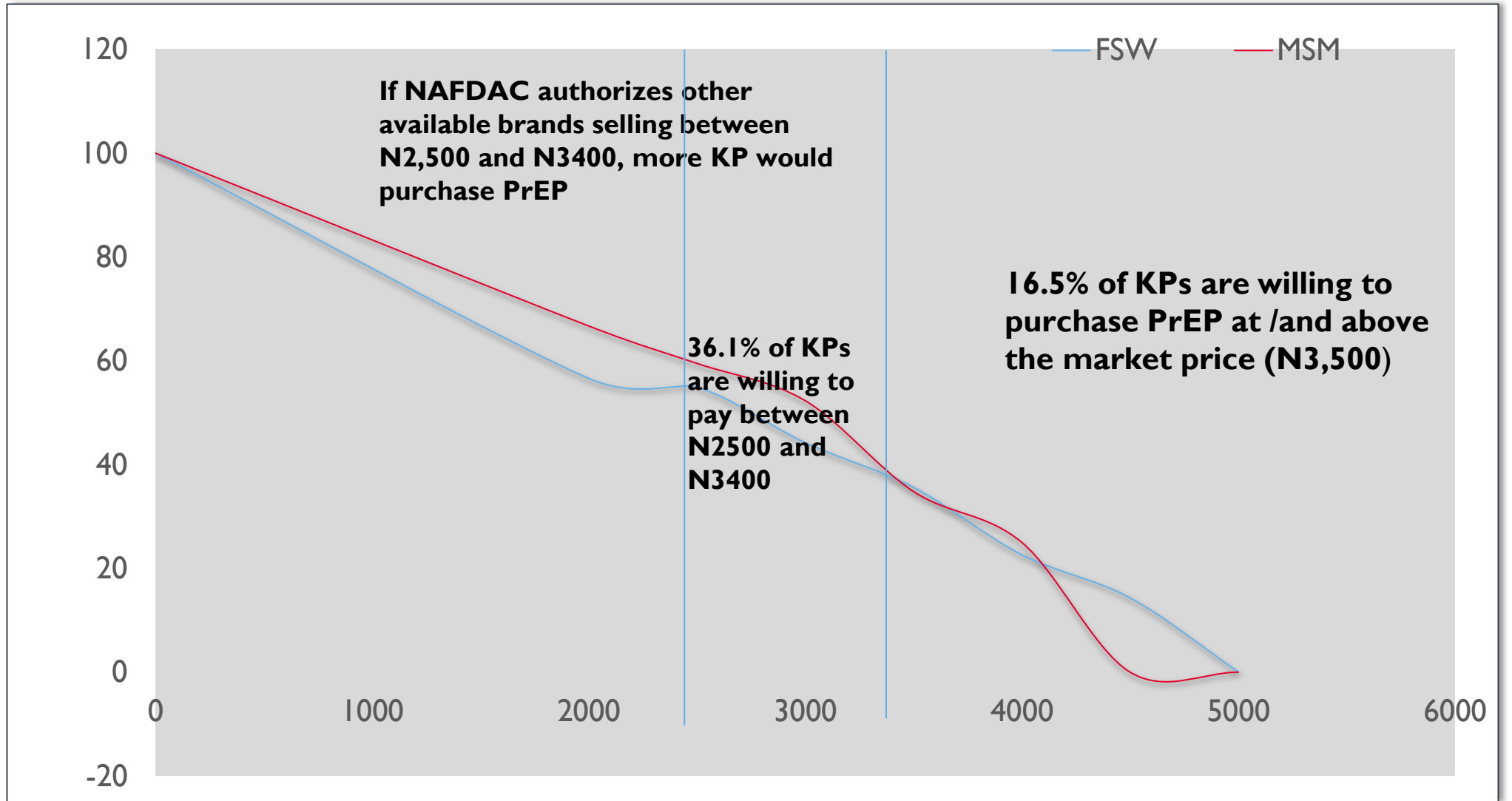
WTP for PrEP

- ❖ 73.2% of KPs were willing to pay for PrEP (76.9% FSWs and 64.3% MSM)
- ❖ More KPs in Lagos and C/River indicated WTP (76% and 75.8% respectively) compared to A/Ibom (67.4%).
- ❖ 16.5% (14.1% FSWs and 23.4% MSM) were willing to pay a maximum of N3,500 (the market price of PrEP) and above
- ❖ The mean and median amount KPs were willing to pay was N2,156.2 and N2,000 respectively.
- ❖ **Maximum WTP** amount for PrEP **higher** among **MSM** group



WTP for PrEP

The Aggregate Demand curve for PrEP



Factors that affect WTP for PrEP Services



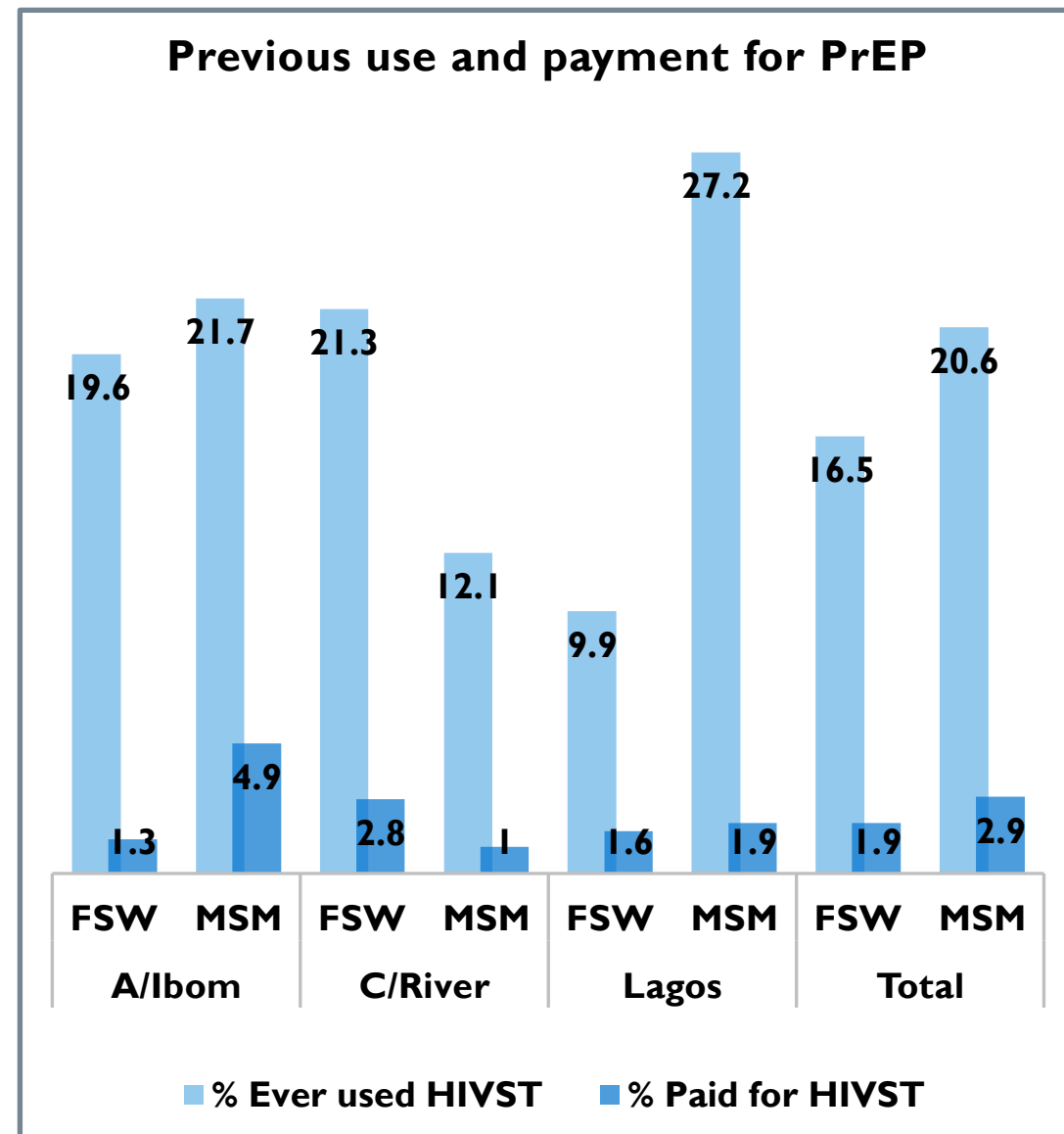
- ❖ **WTP for PrEP was influenced by:**
 - ✓ KP typology (group), (OR ~ -0.753; $p < 0.05$; 95%CI).

- ❖ **Maximum amount KPs were willing to pay for PrEP correlated with**
 - ✓ Place of residence of KPs (OR ~ -0.931; $p < 0.05$; 95%CI).
 - ✓ **Urban higher than rural**
 - ✓ Prior awareness about PrEP

Key Findings on HIVST

Previous use of HIVST Services

- ❖ The previous use of HIVST services was higher among the MSM (20.6%) group compared to FSWs (16.5%) in Nigeria.
- ❖ Geographic differences exist in the previous use of HIVST services - A/Ibom (20.4%), C/River (19%), and Lagos (14.2%).
- ❖ History of previous payment for HIVST services was low - 2% FSWs and 3% MSM
- ❖ Average amount paid for HIVST kits was N1,371



❖ **Factors that influence use of HIVST:**

- ✓ Convenience (66.9%),
- ✓ Accuracy/reliability of result 26.7%),
- ✓ Ease of instructions (19.8%), and
- ✓ Other (5.8%)
- ✓ Privacy of use

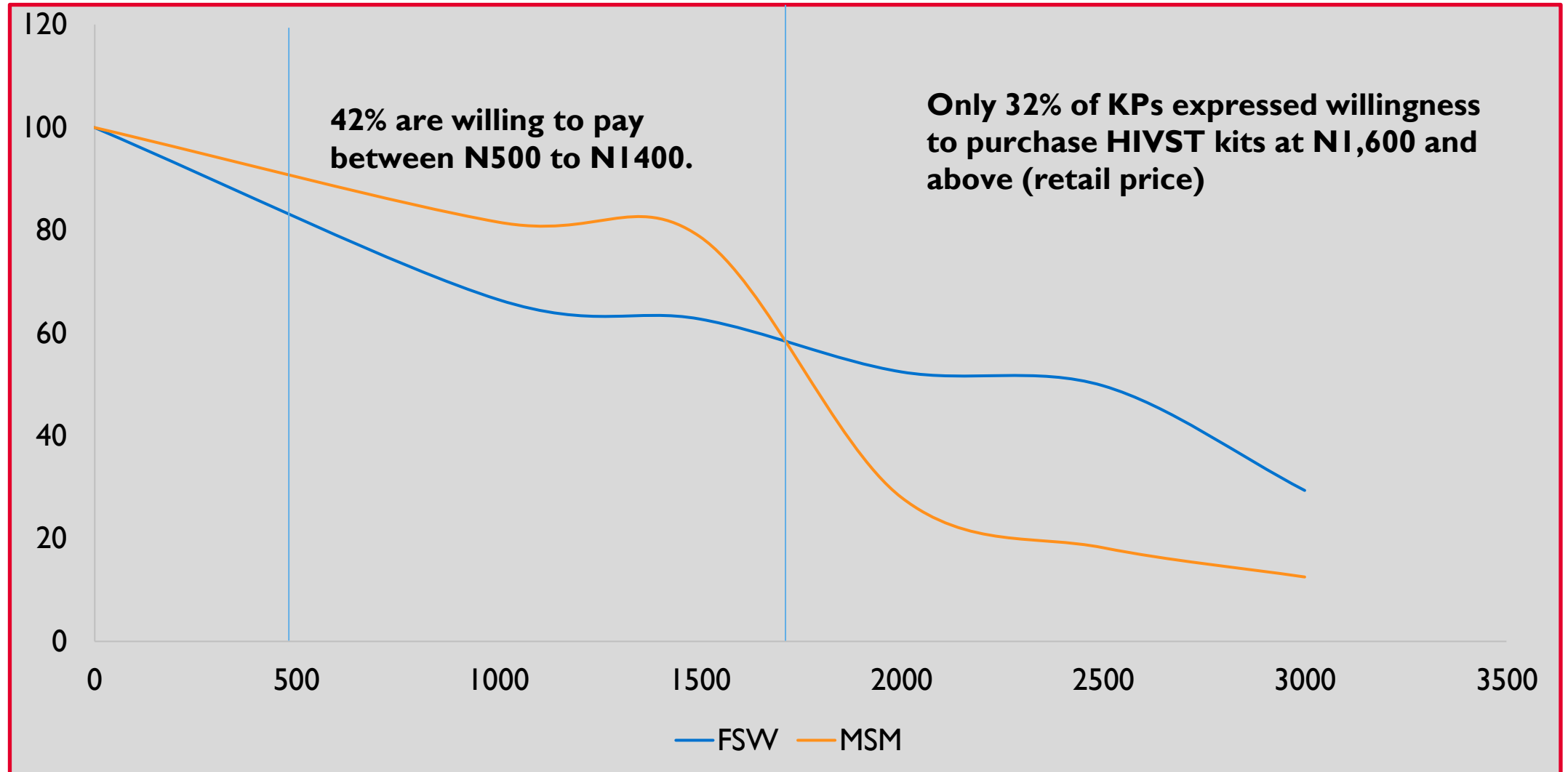
❖ More KPs preferred **HIVST** (46.6%) over the **traditional** method (laboratory) (23.9%)

WTP for HIVST Kits

- ❖ About **81%** of KPs were willing to pay for HIVST services,
✓ **84% of FSWs and 74% of MSM**
- ❖ About 32% (30.5% FSWs and 35.8% MSM) were willing to pay a maximum amount of NI,600 and above (market price of HIVST kit) or higher.
- ❖ The average (mean) WTP was NI,420 while the median was NI,000.
- ❖ There were geographic variations in willingness to pay



The aggregate demand curve for HIVST



Factors that affect WTP for HIVST Services



WTP for HIVSTs is influenced by:

- ✓ KP group (OR~1.781; $p < 0.05$; 95%CI)
- ✓ If KPs ever heard of HIVST before the study
- ✓ Lack of Satisfaction with the quality of HIVST messages received (odds ratio~0.928; $p < 0.05$; 95%CI)
- ✓ If KPs never received HIVST messaging (odds~0.489; $p < 0.05$; 95%CI).

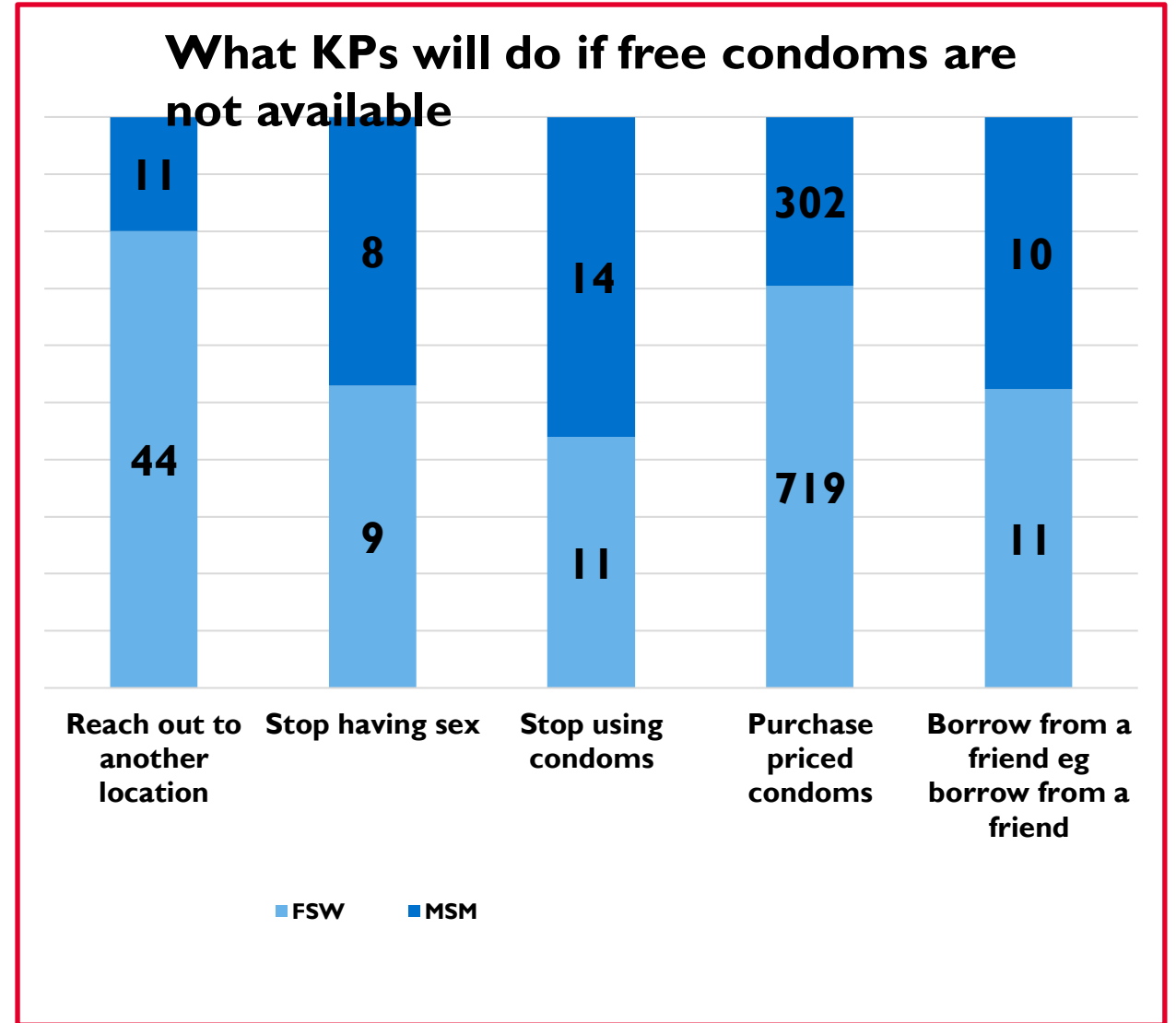
Maximum amount KPs were willing to pay for HIVST kits was associated with:

- ✓ Monthly income (OR~0.870; $p < 0.05$; 95%CI).
- ✓ Place of residence (OR~-0.563; $p < 0.05$; 95%CI) for HIVST
- ✓ Employment status
- ✓ KP typology
- ✓ If KPs have previously used HIVST kits

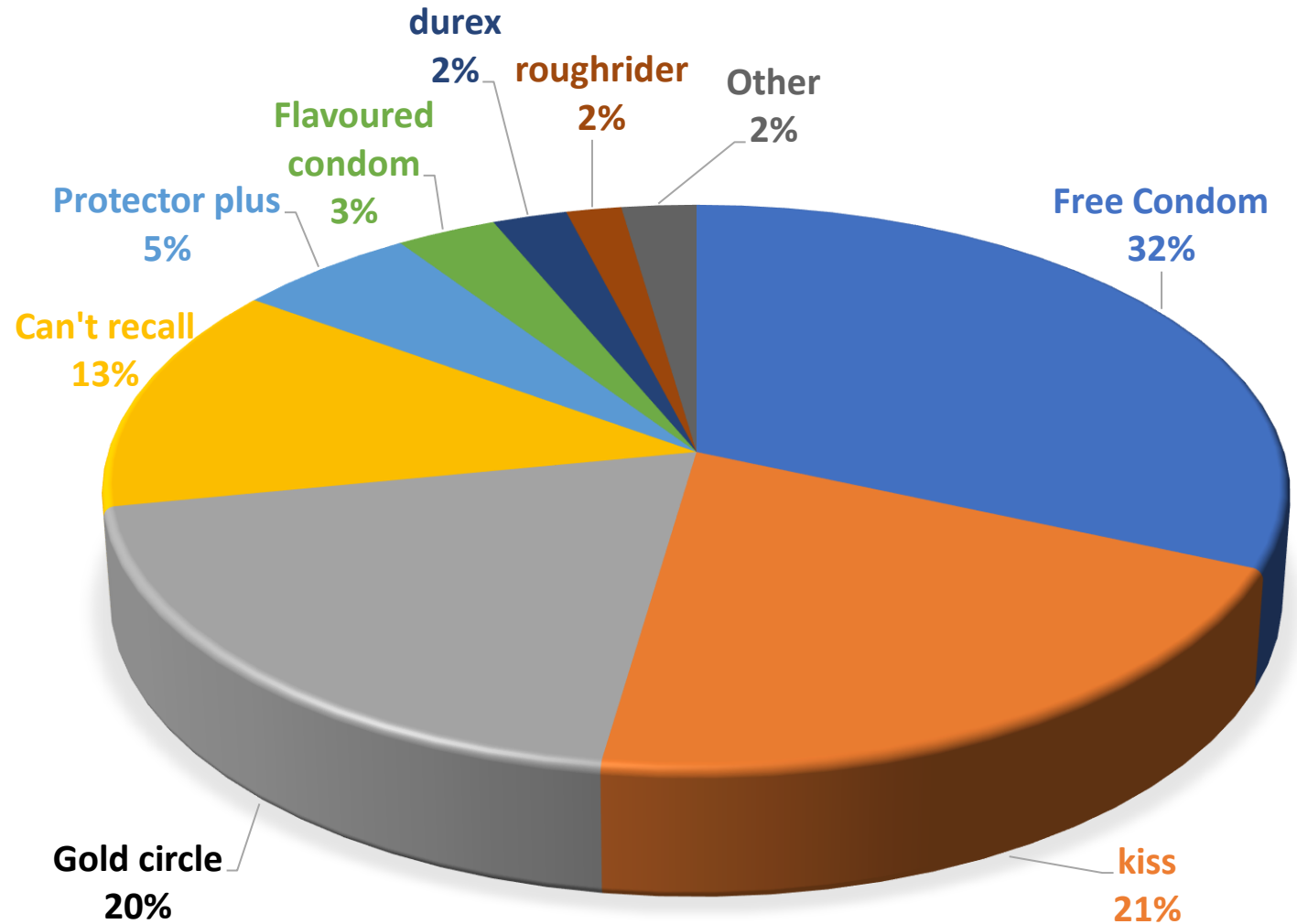
Key Findings on Condoms

Previous use of condoms

- ❖ Condoms use at last sex activity by KPs:
 - ✓ 87.1% (74.3% FSWs and 51.6% MSM)
 - ✓ Condom use highest among KPs aged 28 years and above (90.1%)
 - ✓ 62.5% used commercial brands at last sex act
- ❖ Tendency to purchase priced condom if free condoms stop was high – 89.2% (74% FSW and 61.3% MSM)

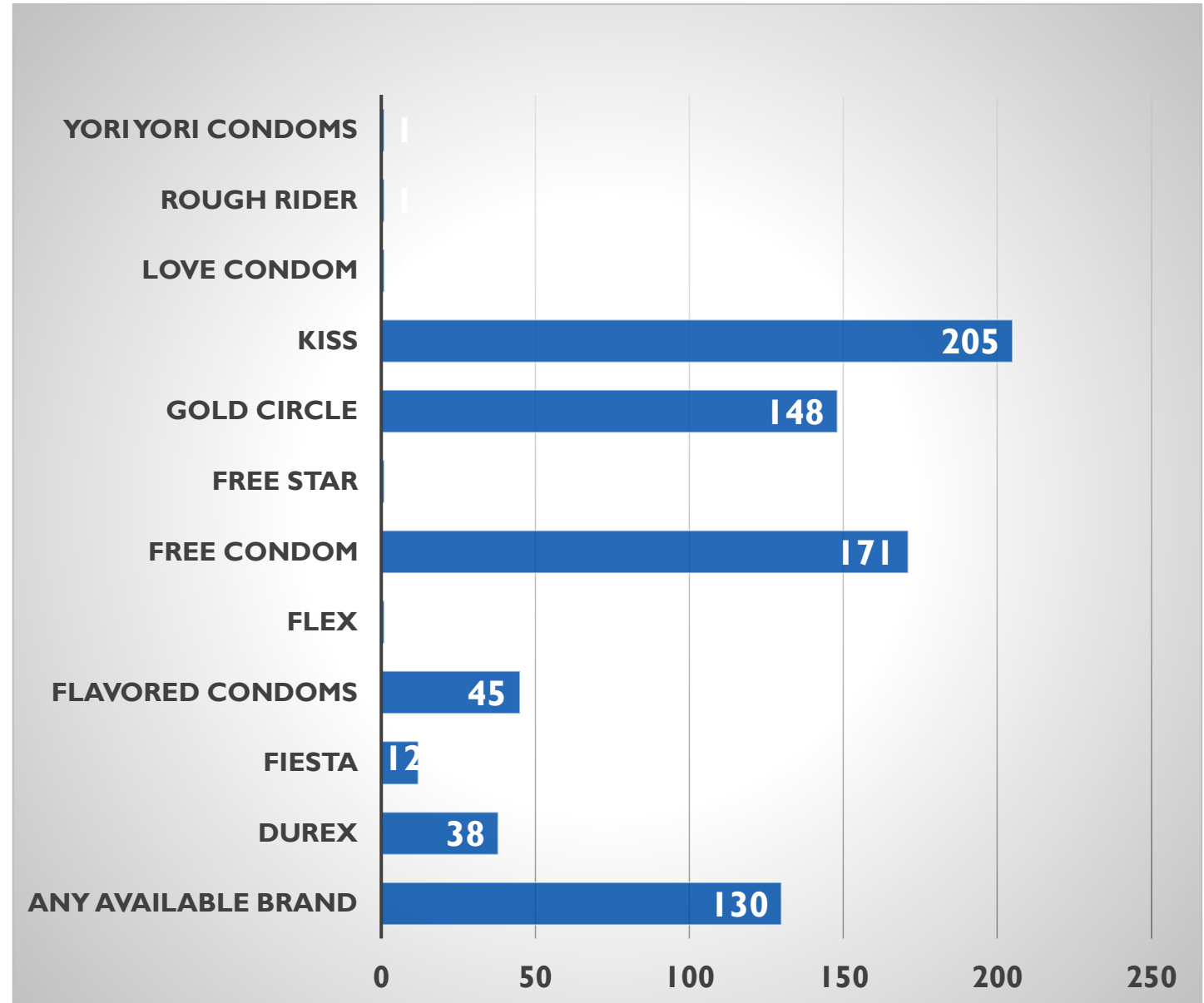


55% of KP that reported condom use at last sex used priced brands

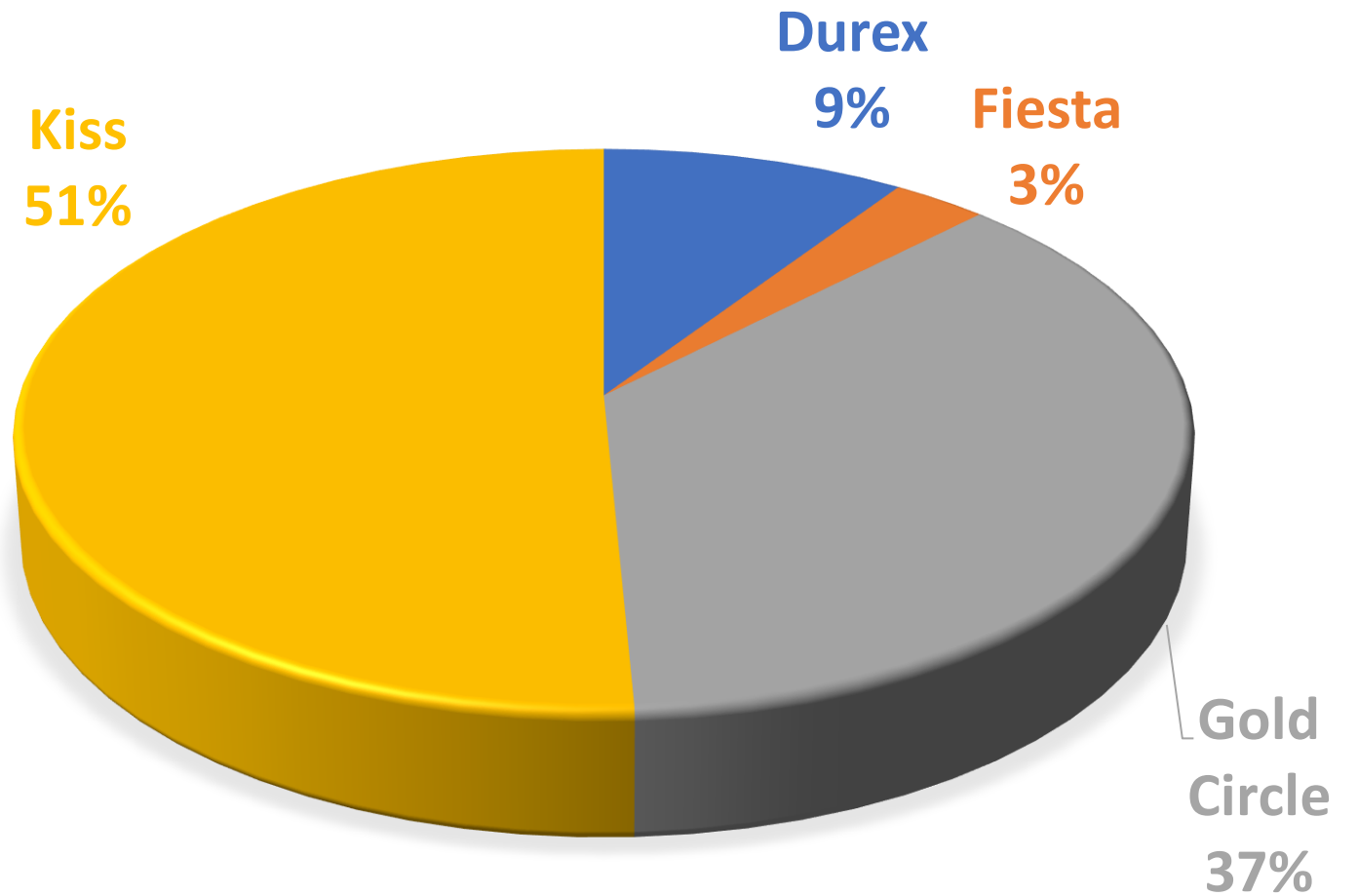


Kiss is the most preferred condom brand among KP

The most popular reason for this choice is “strength...” e no dey tear; e dey strong: - FSW respondent Lagos

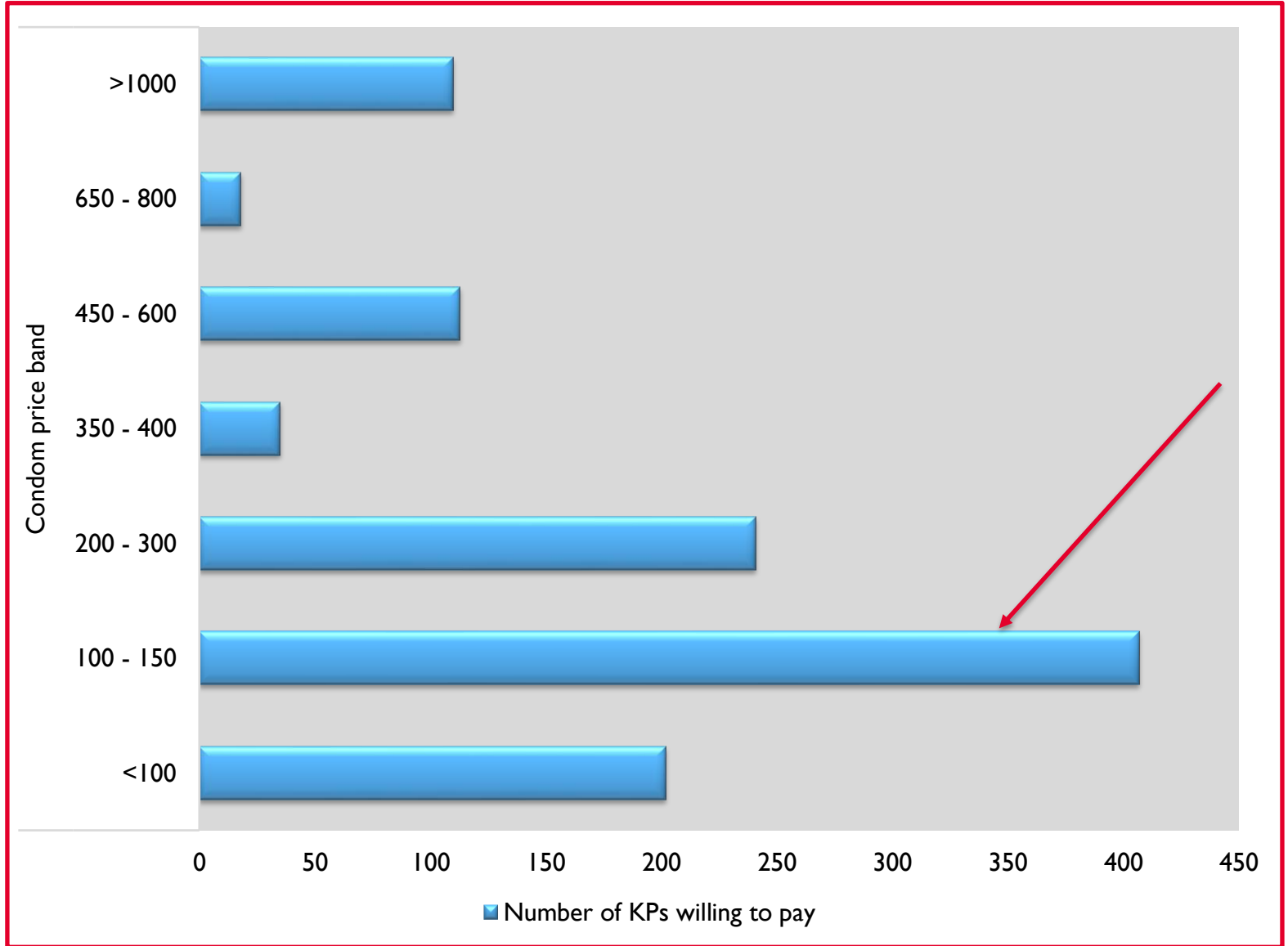


**Kiss is the most
purchased condom
brand by KP**

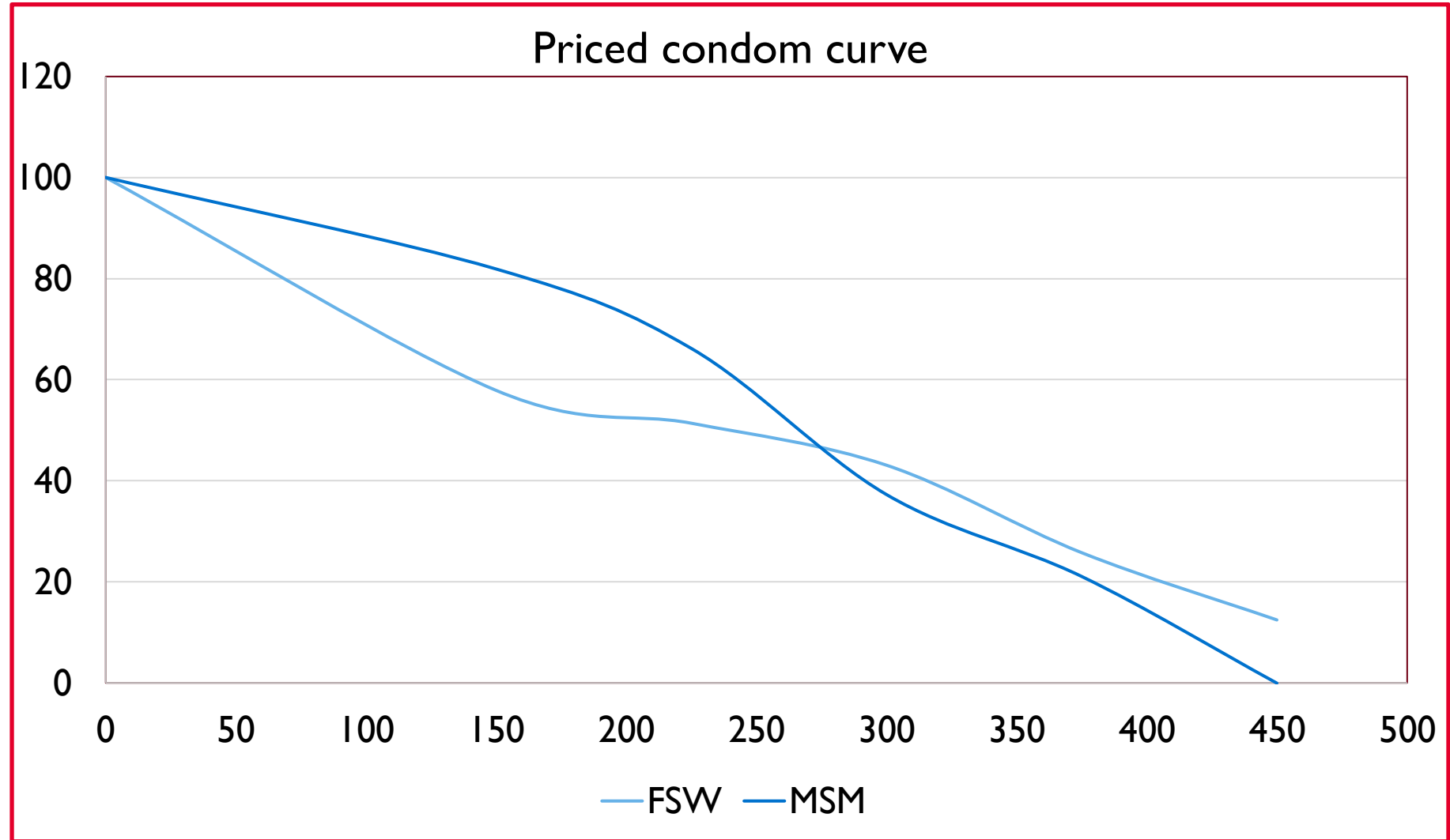


WTP for Condoms

- ❖ 87.3% willing to pay for condoms
- ❖ The mean and median WTP amount was N352 and N200 respectively
- ❖ 100 – 150 was the band with the highest WTP price range (38%)



WTP for Condoms



Factors that affect WTP for condoms

- ❖ The more the KPs are educated above the secondary level, the more likely they pay for condoms (OR~1.083; $p < 0.05$; 95%CI).
- ❖ If KPs purchased condoms for the last sexual activity, they will likely pay for condoms subsequently

Maximum amount KPs were willing to for condoms was correlated with

- ✓ Age above 28years were willing to pay higher amount
- ✓ Employment status
- ✓ Sexual activities within the last 3months, by KPs



Study

Limitations

- ❖ This study was:
 - ✓ conducted only in three states in Nigeria
 - ✓ did not elicit capacity WTP for the HIV prevention services, but self reported willingness to pay

- ❖ This study did not consider altruistic WTP to determine the maximum amounts and proportion of people willing to pay for their dependants and others to access PrEP, HIVST, and condom services.

Conclusion

- ❖ Among those who are willing to pay for the HIV prevention commodities, there still gaps between the amount they are willing to pay and the current market prices of the commodities. There is need to institutionalize a system to bridge the gap between the maximum amount the KPs are willing to pay and the retail prices. Government may consider
 - ✓ **Subsidy**
 - ✓ **Tax exemption**
- ❖ Private sector players should be engaged to consider reducing the cost of these commodities as willingness to pay may results to high consumption and returns on business

Recommendations 2

Program

- Plans for future roll out of restricted commodities strictly to KPs who need it most should be incorporated into demand generation plans
- Awareness for PrEP and HIVST – There is need for increased awareness for PrEP and HIVST kit among KP groups to encourage wider use

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THANK YOU



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