Understanding Current Normative Guidance for Comprehensive HIV and STI Prevention and Treatment for Key Populations

TECHNICAL BRIEF
This technical brief is intended for key population advocates, community-based organizations, service providers, local and international program implementers, and national-level public health stakeholders. It seeks to demystify normative guidance, share current implementation tools, and highlight recommendations on using normative guidance to design and implement effective HIV and STI services and advocacy. It also provides examples of the successful use of normative guidance by key population communities from different regions.

Introduction

Key populations – people who use drugs, sex workers, transgender people, and gay, bisexual and other men who have sex with men (MSM) – are disproportionately affected by HIV in all countries as a result of legal and social barriers that exacerbate their vulnerabilities and stymie HIV responses. These four key populations account for about half of reported HIV transmissions around the world each year. In some parts of Asia and Europe, they account for almost two-thirds of reported transmissions. Even in sub-Saharan countries with more generalized epidemics, concentrated epidemics among key populations comprise a disproportionately high share of annual HIV transmissions, for instance 34% in Kenya and 37% in Nigeria.

Mainstream health service delivery models are limited in their capacity to link key populations to the HIV services they need. Further, criminalizing laws, gender-based violence, and stigma by healthcare providers accelerate drop-off in service retention at multiple points along the continuum of care. Normative guidance on the delivery of HIV and STI services addresses the challenges these populations face. Such guidance establishes global standards that can guide the design and implementation of effective services that are tailored to the needs of key populations.

Operationalizing normative guidance at the country level is not always a straightforward process and it can encounter a variety of obstacles. These can include political resistance, lack of political will, or a lack of alignment between global normative guidance and national needs and priorities. Other challenges include lack of awareness about such guidance among stakeholders, resource scarcity, lack of technical capacity, lack of data, and lack of accountability standards.
What is normative guidance

Normative guidance on HIV and STI prevention and treatment for people who use drugs, sex workers, transgender people, and gay, bisexual and other men who have sex with men define a set of evidence-based interventions and establish standards for the design and implementation of those interventions. It is targeted at national health bureaucracies, program implementers, service providers, and community-based organizations. Normative guidance is typically issued by entities such as the World Health Organization (WHO) and other United Nations agencies. The availability of normative guidance issued by such global bodies allows governments to adopt some of these evidence-based interventions, sometimes without the need for local pilot testing.

When national HIV/AIDS programs and service providers adopt and use global normative guidance, key populations are less likely to experience stigma, discrimination, and structural barriers that can impede their access to healthcare. They are also more likely to be able to fully enjoy their human rights. Normative guidance can therefore help achieve optimal epidemic control by informing more effective, rights-based HIV and STI services. As a result, normative guidance developed using iterative processes and in consultation with a variety of stakeholders at the national, regional, and global levels, including representatives of key populations, has a greater likelihood of being adopted and implemented.

Normative guidance can also present limitations even though they are intended to shape national guidelines. Some of the limitations include:

- Key populations and stakeholders are not always consulted at every step of the process when developing normative guidance or when adapting them to national contexts;
- Governments may sometimes formally adopt normative guidance but may fail to fully operationalize it due to a lack of political will, lack of technical capacity, or due to resource scarcity;
- The full benefits of normative guidance do not always reach the intended beneficiaries when it is not consistently used by policymakers when formulating national HIV and STI strategies and targets; and
- As normative guidance is only updated on an occasional basis, it may not include the latest innovations, evidence, and proven approaches for optimal key population program implementation and monitoring.

It is crucial that key population advocates, service providers, and national health bureaucracies familiarize themselves with current normative guidance on HIV and STI services and use them effectively to create change on the ground.
Examples of normative guidance for key populations

The WHO’s ‘Consolidated guidelines on HIV prevention, diagnosis, treatment and care for key populations’ (originally issued in 2014 and updated in 2016) is the most salient example of clinical guidance available for key populations. These guidelines strive to:

- Provide comprehensive standards for a minimum package of services of evidence-grounded interventions to achieve optimal epidemic control among key populations;
- Raise awareness about critical issues facing people who use drugs, sex workers, transgender people, and gay, bisexual and other men who have sex with men;
- Improve access to and uptake of essential HIV services;
- Catalyze greater national and global commitment to adequate funding and services; and
- Identify barriers that hinder meaningful HIV response and help key populations leverage critical enablers to overcome these barriers and access HIV and STI services.

A salient example of operational guidance for designing and implementing services for key populations is the series of toolkits developed by the United Nations Population Fund (UNFPA). Developed in consultation with global key population networks, the four seminal implementation toolkits focus on program implementation with gay, bisexual and other men who have sex with men (MSMIT), people who inject drugs (IDUIT), sex workers (SWIT), and transgender people (TRANSIT).

The toolkits complement existing normative guidance and describe:

- How HIV and STI services should be operationalized using a rights-based approach that empowers key population communities; and
- The role of critical enablers such as supportive or harmful laws, socioeconomic factors, and political environments.

MENA/West Africa workshop on gay community engagement in the Global Fund through the use of MSMIT. October 2019, Istanbul, Turkey.
Where to access clinical guidance

See Table 1 for a list of key normative guidance on HIV and STI prevention and treatment among people who use drugs, sex workers, transgender people, and gay, bisexual and other men who have sex with men. We have included a short description and a links for easy access.

<table>
<thead>
<tr>
<th>Table 1</th>
<th>Description</th>
<th>Produced By</th>
<th>Publication Date</th>
<th>Link</th>
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</thead>
<tbody>
<tr>
<td>Consolidated guidelines on HIV prevention, diagnosis, treatment and care for key populations</td>
<td>Provides a comprehensive package of evidence-based HIV-related recommendations for all key populations. The recommended interventions include clinical advice and a discussion of critical enablers for successful programming.</td>
<td>WHO</td>
<td>July 2014</td>
<td>Guidelines Policy Brief Guidelines 2016 update Policy Brief 2016 update</td>
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<tr>
<td>Brief sexuality-related communication: Recommendations for a public health approach</td>
<td>Recommendations for health policymakers and professionals on the use of counseling skills to address sexual health concerns in a primary healthcare setting.</td>
<td>WHO</td>
<td>May 2015</td>
<td>Brief</td>
</tr>
<tr>
<td>Sexually transmitted diseases treatment guidelines, 2015</td>
<td>Guidelines for the treatment of people who have STIs or are at risk of acquiring them. Includes recommendations and counseling advice on STIs for physicians and other healthcare providers.</td>
<td>CDC</td>
<td>June 2015</td>
<td>Guidelines</td>
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<tr>
<td>Guideline on when to start antiretroviral therapy and on pre-exposure prophylaxis for HIV</td>
<td>Recommendations for national HIV program managers and others on starting ART for people living with HIV. Recommendations are targeted for adults, pregnant women, adolescents, children, and infants.</td>
<td>WHO</td>
<td>September 2015</td>
<td>Guideline</td>
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<tr>
<td>Consolidated guidelines on the use of antiretroviral drugs for treating and preventing HIV infection: Recommendations for a public health approach, Second edition</td>
<td>Recommendations on providing ART to all people living with HIV with no limitations, delivering HIV services closer to people's homes, expediting test reporting, and integrating HIV treatment with TB and other medical services.</td>
<td>WHO</td>
<td>June 2016</td>
<td>Guidelines Policy Brief</td>
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<tr>
<td>Guidelines for the primary and gender-affirming care of transgender and gender nonbinary people</td>
<td>Guidelines that aim to address disparities in healthcare faced by transgender people by providing providers and health systems with tools and information on a variety of issues.</td>
<td>UCSF</td>
<td>June 2016</td>
<td>Guidelines</td>
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<td>Key considerations for differentiated antiretroviral therapy delivery for specific populations: children, adolescents, pregnant and breastfeeding women and key populations</td>
<td>Guidelines to adapt HIV services to address the unique needs of different groups of people living with HIV while reducing burdens on healthcare systems. Guidance on meeting the needs of key populations including those who are marginalized, stigmatized, and criminalized.</td>
<td>WHO, CDC, PEPFAR, USAID, IAS</td>
<td>July 2017</td>
<td>Guidelines</td>
</tr>
<tr>
<td>What's the 2+1+1? Event-driven oral pre-exposure prophylaxis to prevent HIV for men who have sex with men: Update to WHO's recommendation on oral PrEP</td>
<td>Summarizes the current evidence on the safety and efficacy of event-driven PrEP (ED-PrEP) and discusses how gay, bisexual and other men who have sex with men can switch from daily dosing to ED-PrEP and vice-versa.</td>
<td>WHO</td>
<td>July 2019</td>
<td>Guidelines</td>
</tr>
</tbody>
</table>
Where to access operational guidance

Guidance to operationalize normative guidance can be accessed on a variety of websites, publications, and listservs of key population community organizations/networks, U.N. agencies, and others. Here are a few resources where such guidance can be accessed:

- UNAIDS – Key populations publications website: https://www.unaids.org/en/topic/key-populations/publications
- GATE: https://gate.ngo
- International Network of People who Use Drugs (INPUD): https://www.inpud.net
- Global Network of People Living with HIV (GNP+): https://www.gnpplus.net/
- MPact Global Action: https://mpactglobal.org

The IDUIT, SWIT, TRANSIT, and MSMIT are community-centered toolkits that include information on community empowerment, critical enablers, barriers to accessing services, condom and lubricant programming, healthcare services, service delivery, and program management. They offer strategies for managing programs and building the capacity of organizations representing and serving key populations. They also provide examples of best practices from around the world (Please see table 2).

Table 2

<table>
<thead>
<tr>
<th>Toolkits to Operationalize Normative Guidance</th>
<th>Produced By</th>
<th>Publication Date</th>
<th>Link</th>
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<tbody>
<tr>
<td>Implementing comprehensive HIV/STI programs with sex workers: Practical approaches from collaborative interventions (SWIT) – in English, French, Spanish,</td>
<td>NSWP, UNDP, WHO, UNAIDS, UNFPA, World Bank</td>
<td>October 2013</td>
<td>SWIT</td>
</tr>
<tr>
<td>Tool to set and monitor targets for HIV prevention, diagnosis, treatment and care for key populations: Supplement to the 2014 consolidated guidelines – in English</td>
<td>WHO</td>
<td>July 2015</td>
<td>Tool</td>
</tr>
<tr>
<td>Implementing comprehensive HIV and STI programs with men who have sex with men: Practical guidance for collaborative interventions (MSMIT) – in English, French, Portuguese, Spanish, Russian</td>
<td>MPACT, WHO, UNAIDS, UNDP, UNFPA, PEPFAR, USAID, World Bank</td>
<td>September 2015</td>
<td>MSMIT</td>
</tr>
<tr>
<td>Implementing comprehensive HIV and STI programs with transgender people: Practical guidance for collaborative interventions (TRANSIT) – in English</td>
<td>IRGT, UNDP, WHO, UNAIDS, UNFPA, PEPFAR, USAID</td>
<td>April 2016</td>
<td>TRANSIT</td>
</tr>
<tr>
<td>Implementing comprehensive HIV and HCV programs with people who inject drugs: Practical guidance for collaborative interventions (IDUIT) – in English, French, Russian</td>
<td>INPUD, UNDP, WHO, UNAIDS, UNODC, PEPFAR, USAID</td>
<td>April 2017</td>
<td>IDUIT</td>
</tr>
<tr>
<td>Biobehavioral survey guidelines for populations at risk for HIV– in English, French, Spanish</td>
<td>WHO</td>
<td>September 2017</td>
<td>Guidelines</td>
</tr>
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How to use normative guidance

The consolidated guidelines on HIV and STI prevention, diagnosis, treatment, and care for people who use drugs, sex workers, transgender people, and gay, bisexual and other men who have sex with men are meant to be used to develop national strategies, policies and programs in line with global health best practices. Once guidelines are adopted by countries, they become official policies that are likely to have dedicated resources allocated for implementation.

Key populations and HIV program managers can use normative guidance and the accompanying implementation toolkits for advocacy, program design, program implementation, and monitoring and evaluation. Key population communities can use HIV and STI normative guidance in these concrete ways:

- Designing and implementing evidence-based programs for key populations;
- Informing contributions during the development of national strategic plans, Global Fund concept notes, and PEPFAR country operational plans;
- Developing advocacy tools and resources;
- Designing training programs that leverage critical enablers (For example, the Community Partnership Resources - Online Learning Platform by MPact);
- Forming technical working groups to operationalize normative guidance (more on this below);
- Hosting regional and national forums, workshops, and events to promote community empowerment, skills building, and disseminate best practices;
- Monitoring the quality and effectiveness of programming and services provided by governments and/or international donors.

When developing normative guidance, the WHO recommends the formation of a working group of technical experts, key population representatives, people living with HIV, government officials, and other stakeholders (such as United Nations officials and academics). Some principles to follow when developing guidelines are: Not disrupting existing care or creating barriers, prioritizing equitable and quality care, using existing resources, planning for the long-term and for sustainability, and promoting evidence-based best practices. A primary task of the technical working group (TWG) is to make recommendations for a national HIV and STI strategy. Recommendations can be strong or conditional. The strength of a recommendation depends on the quality of evidence (low to high) and the acceptability and affordability of the intervention from the community’s perspective.

The TWG should conduct a rigorous situation analysis to examine the extent and drivers of the epidemic. It should also conduct a feasibility assessment that accounts for affordability, acceptability, and factors that may promote or constrain implementation of recommendations. The recommendations should be costed so the resource needs for implementation are identified. In addition to clinical recommendations, the TWG should identify critical enablers such as protective laws or obstacles (such as laws criminalizing same-sex activity or laws outlawing sex work) that need to be overcome in order to maximize the impact of the normative guidelines.
As intended beneficiaries of normative guidance on HIV and STI, key populations are stakeholders who must be consulted at every step of the process when developing guidance and operationalizing them at the country level. Community involvement increases the quality and relevance of the guidance, makes them more effective, and will ensure that the unique needs of people who use drugs, sex workers, transgender people, and gay, bisexual and other men who have sex with men are addressed. Governments are sometimes unwilling or unable to adopt normative guidance that can benefit key populations. In such circumstances, activists and key population stakeholders can use the implementation toolkits – which are evidence-based and technically sound – as advocacy tools.

**Examples of utilization of normative guidance**

The examples below illustrate how four key population communities have successfully used their respective implementation toolkits to advocate, design, and implement effective HIV and STI programs. The benefits of using the toolkits range from improved programming and M&E processes to increased funding for HIV and STI programs for people who use drugs, sex workers, transgender people, and gay, bisexual and other men who have sex with men. The toolkits are especially relevant because key populations communities and advocates were central to their development. Each toolkit was designed to translate normative guidance on HIV and STI into effective and relevant programming to benefit the four key populations. The toolkits all use a rights-based approach that empower communities and leverage critical enablers.
Gay, bisexual, and other men who have sex with men

In March 2017, MPact Global Action and Lighthouse Social Enterprise, a gay-led community organization in Vietnam, organized a consultation of gay and bisexual activists and government health policymakers in Hanoi. The consultation sought to address the lack of HIV programs targeting gay, bisexual and other men who have sex with men by making the case to include MSM Implementation Toolkit (MSMIT) recommendations and best practices into the Global Fund concept note for Vietnam.

During the consultation, participants discussed progress, challenges, and opportunities related to Global Fund HIV programs for gay, bisexual and other men who have sex with men. They used the MSMIT to frame the discussion and elaborate the components of a high-quality, comprehensive HIV service delivery program and developed a clear, time-bound advocacy plan for including a list of programmatic recommendations in the funding request to the Global Fund.9 After engaging with government health policymakers and international partners, the activists submitted the following recommendations to the Global Fund Country Coordinating Mechanism:

- Create an enabling environment for gay, bisexual and other men who have sex with men to access HIV and STI services;
- Facilitate community empowerment;
- Enhance the quality and increasing the quantity/availability of condoms and lubricant;
- Strengthen HIV prevention, clinical/treatment, and support services;
- Increase the use of information technology to reach gay, bisexual and other men who have sex with men.

The overarching recommendation for the drafters of the Vietnam Concept Note for the Global Fund was to review the MSMIT against each proposed activity to ensure that gay, bisexual and other men who have sex with men were included in HIV programming. The recommendations eventually were formally included in Vietnam’s Global Fund concept note submission. For example, the recommendation to create an enabling environment for gay, bisexual and other men who have sex with men was operationalized when the Global Fund provided funding for the network meeting of gay organizations and funded World AIDS Day events organized by Lighthouse Social Enterprise in 2017 and 2018. Similarly, the recommendation to improve condom quality was realized in practice when the Global Fund provided better quality condoms following consultations with gay, bisexual and other men who have sex with men to learn about their condom needs and preferences.
Sex workers

Sex workers have often been excluded from national HIV prevention and treatment plans due to barriers such as the criminalization of sex work, criminalization of same-sex activity, discrimination in healthcare settings, exclusion of transgender sex workers from programming, forced or mandatory HIV testing, and “rescue and rehabilitation” endeavors that cause harm.10

Sex worker advocates have recognized the value of the sex worker implementation toolkit (SWIT) in overcoming these barriers and have successfully used it to lobby for policies that protect, rather than harm, sex workers. Advocates used the SWIT in the 2016 PEPFAR COP consultations to put pressure on the U.S. government to remove a harmful pledge that requires PEPFAR grantees to disavow support for sex workers. In another instance, a European activist who attended a training at the Sex Work Academy Africa was able to use what she learned to build the capacity of 23 Central Asian and Eastern European sex workers at a training in 2015.

In April 2017, the Global Network of Sex Work Projects and the Kenya Sex Worker Alliance organized a workshop in Nairobi to promote the uptake of SWIT. Workshop participants drafted a set of recommendations to strengthen rights-based programming for sex workers in Kenya with the recommendations based on the SWIT. They also drafted a second list of challenges, opportunities, and initiatives for sex worker engagement in Global Fund programming. By gaining a better understanding of their own needs, the Kenyan sex worker community was able to use the SWIT as a tool of self-empowerment.
**People who use drugs**

Injecting drug users can encounter stigma and fear from societies and healthcare providers. Policymakers have also often marginalized them by treating drug use as a pathology and a crime. Drug users have recognized the value of the toolkit for the design and implementation of services with people who inject drugs (IDUIT) in overcoming these challenges to reduce the risk of HIV and STI.

The IDUIT was used by the community as a guide to organize drug users in South Africa and form the South African Network of People who Use Drugs (SANPUD). SANPUD engaged with policymakers and other stakeholders and played a key role in the inclusion of harm reduction policies in the National Drug Master Plan 2019-2021. The inclusion of such policies in the national plan constituted official government endorsement of harm reduction for drug users. SANPUD is now receiving support from the Global Fund to continue its life-saving work.

Drug users in Central Asia and Eastern Europe also benefited from IDUIT when the global drug users’ network, INPUD, organized a training on the toolkit. As a result of the training, drug users were able to become more engaged in national mechanisms to protect their own health and human rights. They did so by increasing participation in national consultation mechanisms in Belarus and Kazakhstan, contributing to Global Fund concept notes in Kyrgyzstan, and by establishing community-led monitoring mechanisms of services in Moldova.

In Nepal, IDUIT has been utilized to form an organization for women drug users. The organization has advocated for gender specific services for drug users. Each of these three interventions cost less than $20,000 each.
Transgender people

In Paraguay, the transgender community was disproportionately affected by HIV and 27% of transgender Paraguayans were living with HIV. The community was also poorly organized to conduct advocacy and insufficiently engaged with Global Fund processes in the country. In response to these realities, the Global Action for Trans* Equality partnered with a Paraguayan transgender organization, PANAMBI, and the Global Network of Trans Women and HIV in August 2017 to organize a two-day workshop to increase the knowledge and skills of transgender people. Fifteen Paraguayan transgender activists gathered to discuss ways by which their community could better engage with and contribute to Global Fund processes. Using the Transgender Implementation Toolkit (TRANSIT) to guide discussions, the activists discussed challenges and opportunities for scaling up HIV services for transgender people.

These discussions helped the community members increase their understanding of the HIV epidemic and how it affected them. It also enabled them to draft a list of priority HIV programmatic interventions for transgender people in the next round of Paraguay’s funding request from the Global Fund. Some of the recommendations were:

- Support a transitional shelter to facilitate reintegration into society of transgender people who are expelled from their homes;
- Job training programs;
- Strengthening community organizations and supporting networking events;
- Supporting counseling facilities at the voluntary testing centers;
- Sensitize healthcare personnel on issues facing transgender people;
- Harm reduction training;
- Supporting advocacy for a bill on protecting against human rights violations and a bill recognizing gender identity.
Main takeaways

Normative guidance can play a crucial role in shaping national HIV and STI interventions that effectively address the needs of people who use drugs, sex workers, transgender people, and gay, bisexual and other men who have sex with men. To summarize, here are the key functions of normative guidance:

- Identify and articulate global norms and standards which national HIV and STI programs can adapt for use in their contexts and in consultation with key populations;
- Be used by key population community advocates to monitor national and international donor programs and services to ensure that programming and services are aligned with global standards and best practices;
- Be used by key population community advocates to lobby for the inclusion and funding of normative guidance recommendations in national guidelines and programs, Global Fund strategic plans, and PEPFAR Country Operational Plans.

Key population groups have resources such as the four implementation toolkits discussed in this brief to help them operationalize normative guidance.

Additionally, key population groups can tap into a variety of technical expertise mechanisms and funding streams to help them operationalize normative guidance and enact concrete and beneficial policy changes. The Community, Rights, and Gender Technical Assistance mechanism (CRG) of the Global Fund is one such entity providing financial and technical assistance. The CRG supports community organizations engage meaningfully with the Global Fund by assisting with planning, facilitating participation in country dialogues, helping with program design, providing M&E support, and helping develop sustainability strategies.

In conclusion, key populations advocates and organizations should familiarize themselves with normative guidance on HIV and STI and use the tools and funding/technical assistance mechanisms available to ensure that their programming is shaped by such guidance. This can ensure optimal health outcomes for key populations living with and affected by HIV and STIs.
Endnotes

1 Policy brief: Consolidated guidelines on HIV prevention, diagnosis, treatment and care for key populations, 2016 update. WHO, 2017: 2

2 Policy brief: Consolidated guidelines on HIV prevention, diagnosis, treatment and care for key populations, 2016 update. WHO, 2017: 1

3 Implementing comprehensive HIV and STI programs with men who have sex with men: Practical guidance for collaborative interventions (MSMIT). UNFPA, MPact and others, 2015: XV-XVI

4 Evaluation of WHO’s normative function: 20-22, 44


7 Evaluation of WHO’s normative function: 8-22

8 Ibid: 6


10 Measuring the impacts of the sex worker implementation tool: A global perspective. NSWP. 2015.

11 Unpublished document. Impact of global advocacy at country level. INPUD.

12 Strengthening the participation and capacity of trans organizations in Paraguay to input in the Global Fund concept note using the TRANSIT. MPact, PANAMBI, GATE, IRGT, CLAC. 2017.
About MPact

MPact Global Action for Gay Men's Health and Rights was founded in 2006 by a group of activists concerned about the disproportionate HIV disease burden shouldered by men who have sex with men. MPact works at the intersection of sexual health and human rights, and is linked to more than 120 community-based organizations in 62 countries who are leading innovative solutions to the challenges faced by gay and bisexual men around the world.

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This publication is part of an eight-part series from MPact’s Key Population Empowerment Leadership (KELP) program funded by FHI360 and Viiv Healthcare (U.K.). KELP delivers high-quality, timely technical assistance to key population-led organizations in Nigeria, Kenya, Mozambique, Zimbabwe, Namibia, Eswatini, Cote D'Ivoire, Malawi, and Tanzania.

This work was made possible by the generous support of the American people through the United States Agency for International Development (USAID) and the U.S. President’s Emergency Plan for AIDS Relief (PEPFAR). The contents are the responsibility of the EpiC project and do not necessarily reflect the views of USAID, PEPFAR, or the United States Government. EpiC is a global cooperative agreement (7200AA19CA00002) led by FHI 360 with core partners Right to Care, Palladium International, Population Services International (PSI), and Gobee Group.

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