



PREP AUDIO VISUAL REPRESENTATION (PREP REP)

DEVELOPMENT AND PILOT OF A PREP EDUCATION VIDEO

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DISCLOSURES

- PrEP REP was funded by an unrestricted education grant from Gilead Sciences
- The authors have no conflict of interest in the conduct or results of this project

PREP IN THE US

- TDF/FTC approved for HIV-prevention in July 2012
 - Risk Evaluation and Mitigation Strategy (REMS)
 - Educational material
- CDC Interim guidance for use of PrEP with MSM and transgendered women who have sex with men issued (2011)
- CDC Interim guidance for use with heterosexual men and women issue in 2012-2013
- CDC Interim guidance for Injection Drug Users

PREP IN THE US

- **MAY 14 2014 -- CDC CLINICAL GUIDELINES RELEASED**

US PUBLIC HEALTH SERVICE

PREEXPOSURE PROPHYLAXIS FOR THE PREVENTION OF HIV INFECTION IN THE UNITED STATES – 2014

Education and counseling



PREP AWARENESS IN THE US

- Multiple surveys indicated:
 - Low awareness of availability of PrEP in community
 - Negative attitudes towards PrEP
- Our experiences in several trials and demonstration projects:
 - Low levels of understanding of how PrEP is believed to work or why consistent dosing is recommended
 - Confusion over HIV infection and how PrEP may prevent it

PREP REP

PrEP REP Objectives

Develop a brief (5-7 minute) media clip accessible through typical Internet connections (computer or mobile application accessed) that comprehensively describes and visually depicts TDF/FTC for PrEP in the context of the HIV epidemic in the US, mechanisms of HIV infection and heuristics for the potential actions of TDF/FTC in HIV prevention provided consistent daily use.

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Increase
accurate
knowledge



Increase
understanding
of and
heuristics for
adherence



Appeal to
multiple
learning
modalities

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Evaluate acceptability of media clip with current $n=23$ and potential $n=47$ MSM PrEP users, as well as potential impact on funds of accurate information and PrEP/PrEP-adherence related beliefs and attitudes.

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Evaluate acceptability of media clip with current (n=30) and potential (n=30) MSM PrEP users, as well as potential impact on funds of accurate information and PrEP/PrEP-adherence related beliefs and attitudes.

Make media available to PrEP demonstration projects, open label PrEP studies, and physicians prescribing PrEP or individuals considering PrEP in the US through easily accessed web venues.

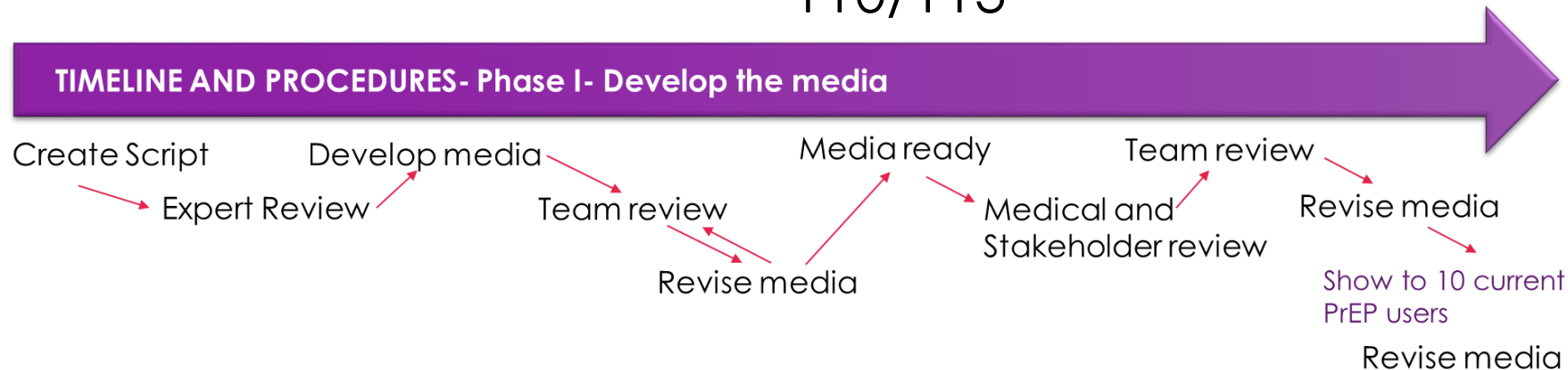
The CORE Center



Chicago, IL-- Site for iPrEx OLE and ATN 110/113
Serves younger MSM, predominantly African American and Latino
Strong community outreach and engagement

PHASE 1- DEVELOP MEDIA

- Team developed script
- Expert review
- Revised media
- Medical and stakeholders review
 - Three medical advisors
 - One community rep
 - Seven counselors or nurses from iPrEx and ATN 110/113



EXAMPLES OF POST REVIEW CHANGES

First Version



- Dark
- Too formal
- Too academic

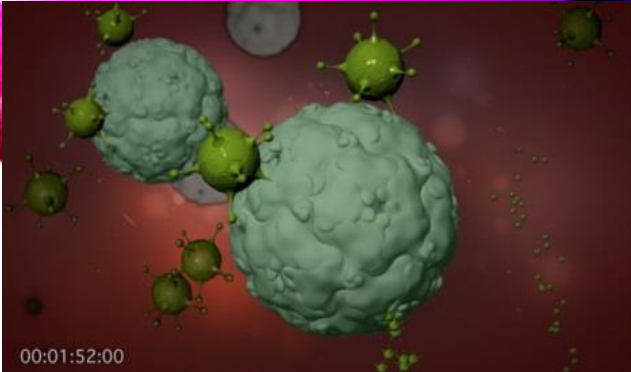
Revised Media



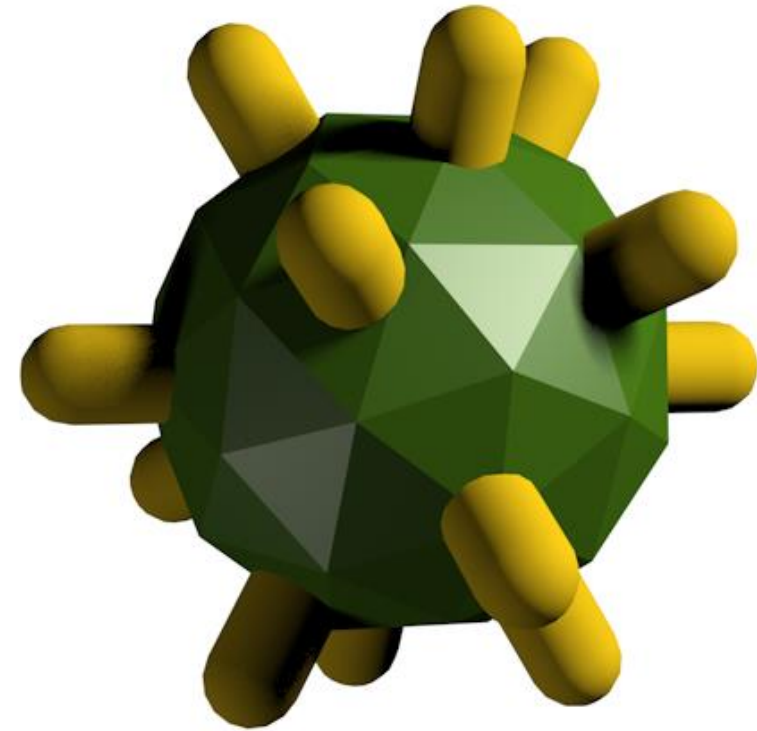
- Changed all backgrounds to lighter colors
- Fonts that are smoother

EXAMPLES OF POST REVIEW CHANGES

First Version



Revised Media



- Scary
- Terrifying
- Anxiety induced shut down

- Less “real”
- More palatable

EXAMPLES OF POST REVIEW CHANGES

First Version



- Dark
- Too real
- Intimidating

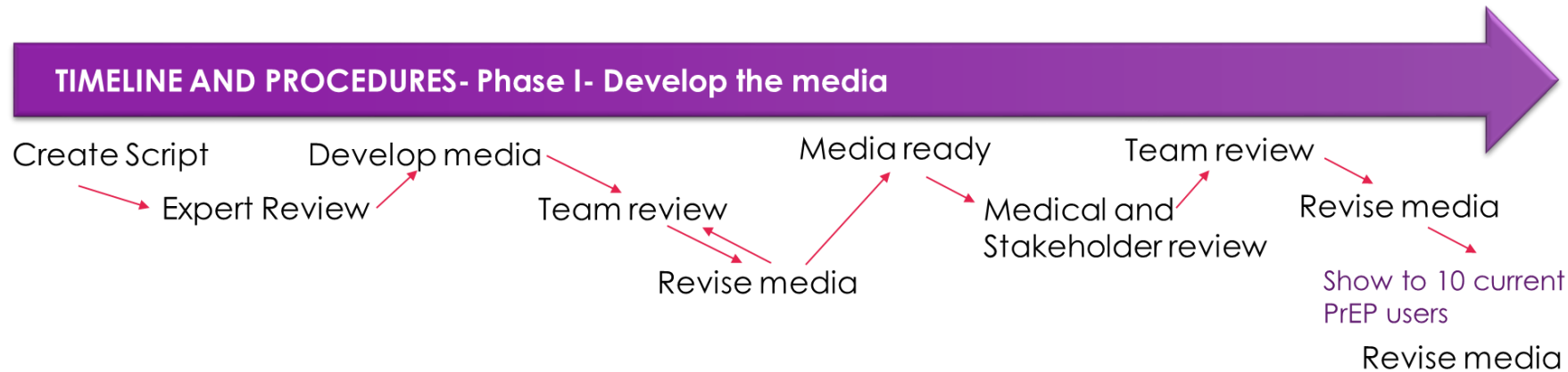
Revised Media



- Provokes "good" emotions
- Happy cell
- "good guy"

PHASE 1- DEVELOP MEDIA

- Revised media viewed by 10 current PrEP users
 - No changes



PHASE II- BRIEF EVALUATION OF IMMEDIATE IMPACT OF MEDIA ON KNOWLEDGE

- 70 MSM participants (23 PrEP experienced; 47 PrEP Naive)
- Ave age 21
- Race/ethnicity not collected but site serves predominantly black and Latino MSM
- Mostly MSM (7% reported female as current gender)
- Viewed media between 11/27/2013 and 12/20/2013.
- Paper-pencil survey measure of PrEP knowledge and attitudes completed
- View video
- Immediately take post-viewing survey
- Evaluated pre and immediate post viewing responses using McNemer for binomial distribution

PRE-VIDEO WE ASKED....

About 1,000 people get HIV in the US every year

PrEP is taken only after a potential exposure to HIV

PrEP is a medication that people who are HIV negative take to prevent getting HIV

No one knows if PrEP is effective in preventing HIV

People who are HIV positive can take PrEP to control their HIV

PrEP is so powerful that taking just one pill a week is enough to prevent HIV infection even if the person is exposed to HIV often

If HIV gets into the body it takes over special immune system cells called CD4 T-cells

HIV infection is very slow it takes HIV a very long time to make copies of itself

PrEP blocks HIV from entering the body

PrEP medicines protect T-cells from HIV

PrEP is recommended to be taken daily

PrEP medication does not get digested or used up in the body

It takes only a couple of days of taking PrEP daily to get the full protection of PrEP

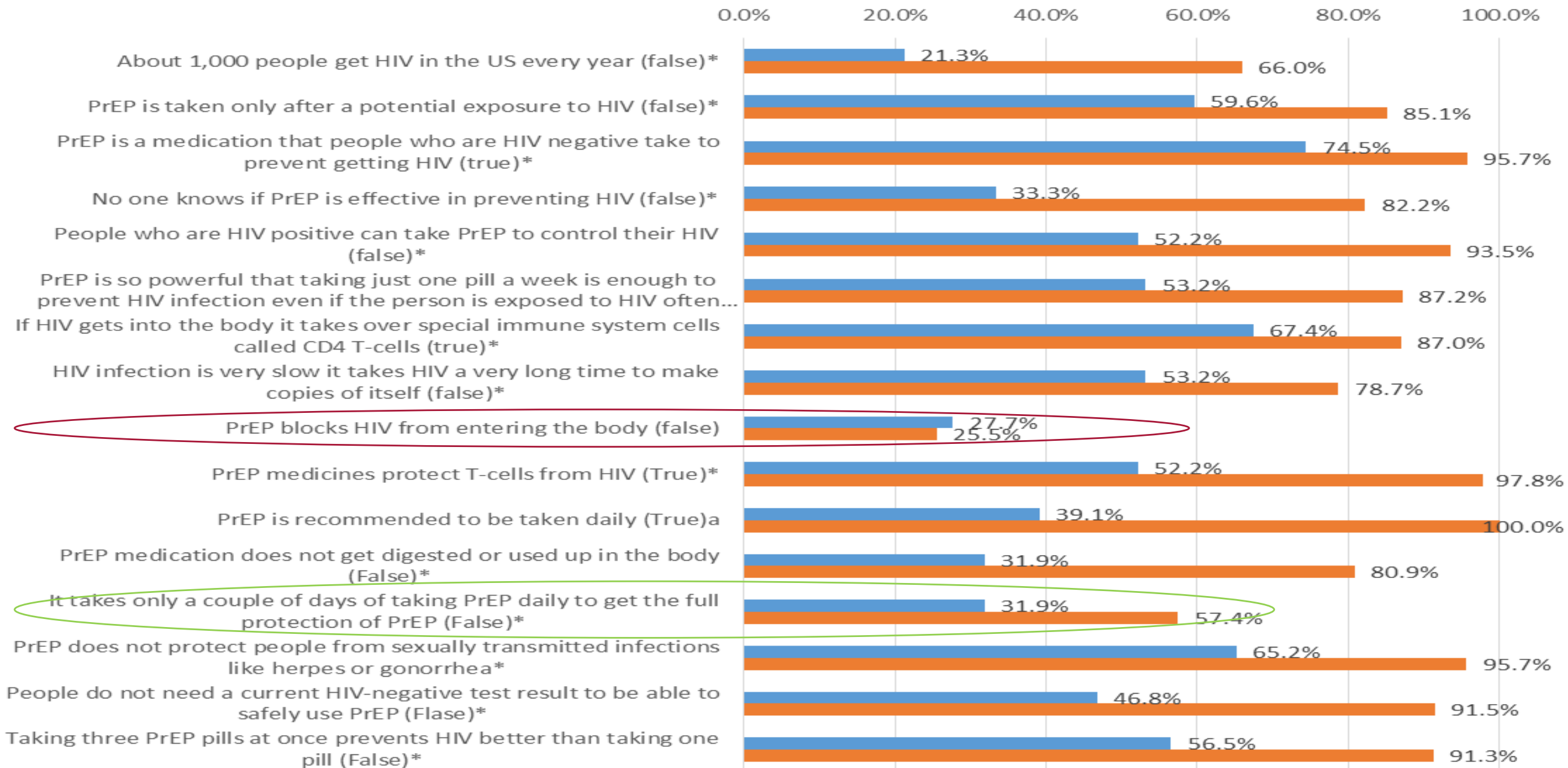
PrEP does not protect people from sexually transmitted infections like herpes or gonorrhea

People do not need a current HIV-negative test result to be able to safely use PrEP

Taking three PrEP pills at once prevents HIV better than taking one pill

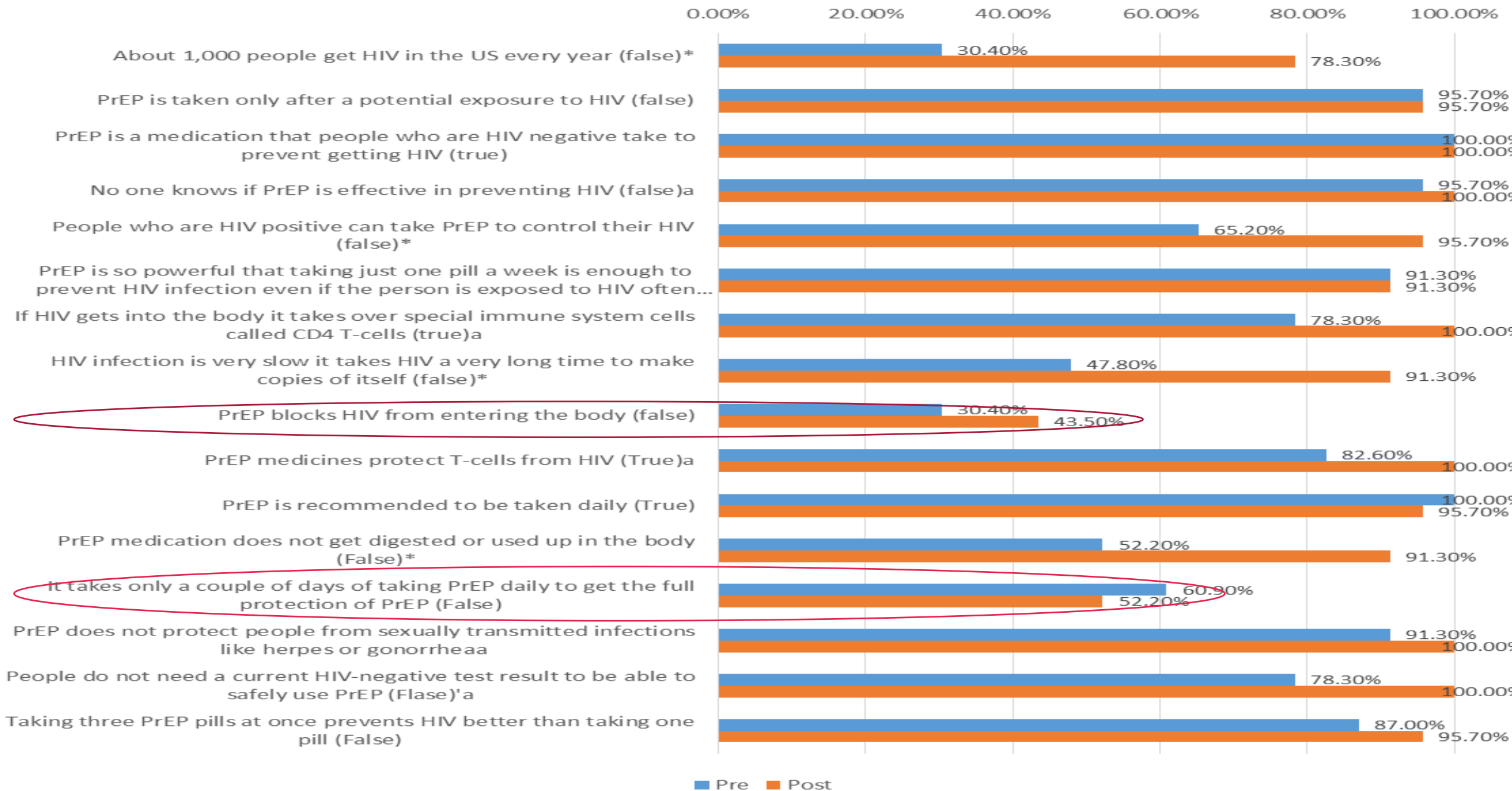
PREP REP VIDEO

PrEP NAIVE % CORRECT (PRE TO POST)



*p<.05; Binomial distribution McNemer; ^a Post reached 100%, no p value possible

PREP EXPERIENCED % CORRECT (PRE TO POST)



LESSONS LEARNED FROM PHASE II

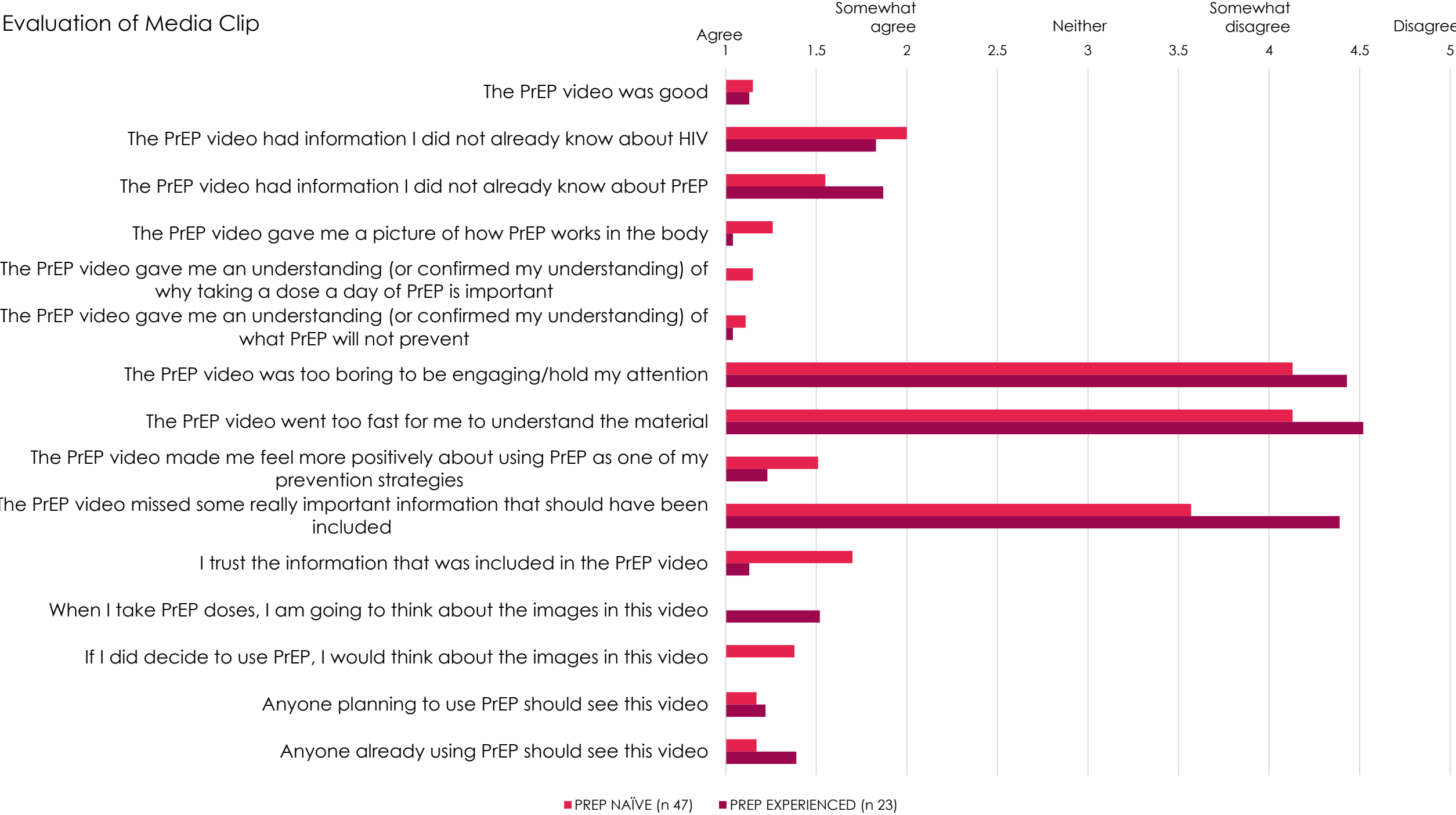
ATTITUDES AND BELIEFS

ITEM	RESPONSE OPTIONS
I feel I know exactly how PrEP is recommended to be taken	1 agree, 2 somewhat agree, 3 neither, 4 somewhat disagree, 5 disagree
I know what to do if I am using PrEP and miss a PrEP pill	1 agree, 2 somewhat agree, 3 neither, 4 somewhat disagree, 5 disagree
I understand how PrEP works in the body to prevent HIV	1 agree, 2 somewhat agree, 3 neither, 4 somewhat disagree, 5 disagree
How good is PrEP at preventing HIV infection in people?	0 (does not work at all in those taking it daily), 50 (Prevents infection in half of those using it daily), 100 (Prevents infection in all of those using it daily)
Given what you know about yourself, how likely is it that you would be able to take PrEP very close to every day if you did decide to use PrEP?	0 (no chance), 50 (Maybe half the time), 100 (Certain I would take just about daily)
Given your life and what you know about yourself and about PrEP, how good do you think PrEP would be at preventing you from getting HIV	0 (it would not work for me at all), 50 (it might work for me but might not), 100 (it would definitely work for me)
If you (and/or your sexual partner(s)) did not use any prevention strategy at all, what is the chance you would get HIV in the next few months?	0 (no chance), 5 (Just as likely that I will or I won't get HIV), 10 (I would definitely get HIV)
Given everything you currently do (or dont do) to prevent yourself from getting HIV, what is the chance you would get HIV in the next few months	0 (no chance), 5 (Just as likely that I will or I won't get HIV), 10 (I would definitely get HIV)
Condom use is completely unnecessary if someone is taking PrEP	1 agree, 2 somewhat agree, 3 neither, 4 somewhat disagree, 5 disagree
If I took/take PrEP daily, I have more sex partners	1 agree, 2 somewhat agree, 3 neither, 4 somewhat disagree, 5 disagree
If I took/take PrEP daily, I talk with partners more about HIV	1 agree, 2 somewhat agree, 3 neither, 4 somewhat disagree, 5 disagree
If I took/take PrEP daily I am more aware of and thoughtful about sex (when I have it or with whom)	1 agree, 2 somewhat agree, 3 neither, 4 somewhat disagree, 5 disagree
When you think of HIV how do you feel?	0 scared/anxious, 5 (neutral), 10 (calm/in control)
When you think of PrEP, how do you feel?	0 (strongly dislike/bad), 5 (neutral), 10 (strongly like/very good)
When you think about TAKING PREP ABOUT DAILY, how do you feel?	0 (strongly dislike/bad), 5 (neutral), 10 (strongly like/very good)
When you hear or think about “HIV PREVENTION”, how do you feel?	0 (strongly dislike/bad), 5 (neutral), 10 (strongly like/very good)
When you hear the word “T-cells”, how do you feel?	0 scared/anxious, 5 (neutral), 10 (calm/in control)

ITEM	PrEP NAIVE	
I feel I know exactly how PrEP is recommended to be taken	Increased agreement	
I know what to do if I am using PrEP and miss a PrEP pill	Increased agreement	
I understand how PrEP works in the body to prevent HIV	Increased Agreement	
How good is PrEP at preventing HIV infection in people?	61 to 87%	
Given what you know about yourself, how likely is it that you would be able to take PrEP very close to every day if you did decide to use PrEP?	58 to 86% certain	
Given your life and what you know about yourself and about PrEP, how good do you think PrEP would be at preventing you from getting HIV	62 to 80%	
If you (and/or your sexual partner(s)) did not use any prevention strategy at all, what is the chance you would get HIV in the next few months?	5 (just as likely will or won't) unchanged	
Given everything you currently do (or dont do) to prevent yourself from getting HIV, what is the chance you would get HIV in the next few months	unchanged	
Condom use is completely unnecessary if someone is taking PrEP	unchanged	
If I took/take PrEP daily, I have more sex partners	unchanged	
If I took/take PrEP daily, I talk with partners more about HIV	unchanged	
If I took/take PrEP daily I am more aware of and thoughtful about sex (when I have it or with whom)	Increased agreement	
When you think of HIV how do you feel?	unchanged	
When you think of PrEP, how do you feel?	Increased positivity	
When you think about TAKING PREP ABOUT DAILY, how do you feel?	Increased positivity	
When you hear or think about “HIV PREVENTION”, how do you feel?	Unchanged	
When you hear the word “T-cells”, how do you feel?	Increased neutrality/calm	

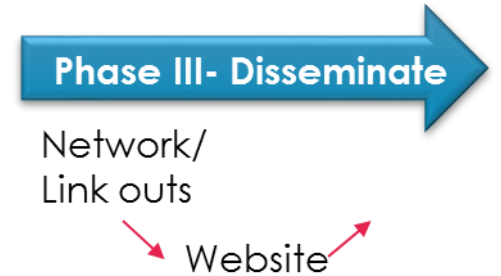
ITEM	PrEP NAIVE	PrEP Experienced
I feel I know exactly how PrEP is recommended to be taken	Increased agreement	unchanged
I know what to do if I am using PrEP and miss a PrEP pill	Increased agreement	unchanged
I understand how PrEP works in the body to prevent HIV	Increased Agreement	Increased agreement
How good is PrEP at preventing HIV infection in people?	61 to 87%	85 to 93%
Given what you know about yourself, how likely is it that you would be able to take PrEP very close to every day if you did decide to use PrEP?	58 to 86% certain	[Estimated intention to adhere] unchanged
Given your life and what you know about yourself and about PrEP, how good do you think PrEP would be at preventing you from getting HIV	62 to 80%	unchanged
If you (and/or your sexual partner(s)) did not use any prevention strategy at all, what is the chance you would get HIV in the next few months?	5 (just as likely will or won't) unchanged	unchanged
Given everything you currently do (or dont do) to prevent yourself from getting HIV, what is the chance you would get HIV in the next few months	unchanged	unchanged
Condom use is completely unnecessary if someone is taking PrEP	unchanged	Increased disagreement
If I took/take PrEP daily, I have more sex partners	unchanged	[since starting] unchanged
If I took/take PrEP daily, I talk with partners more about HIV	unchanged	[since starting] Increased agreement
If I took/take PrEP daily I am more aware of and thoughtful about sex (when I have it or with whom)	Increased agreement	unchanged
When you think of HIV how do you feel?	unchanged	unchanged
When you think of PrEP, how do you feel?	Increased positivity	unchanged
When you think about TAKING PREP ABOUT DAILY, how do you feel?	Increased positivity	unchanged
When you hear or think about “HIV PREVENTION”, how do you feel?	Unchanged	unchanged
When you hear the word “T-cells”, how do you feel?	Increased neutrality/calm	Increased neutrality/calm

Evaluation of Media Clip



PHASE III- MAKE MEDIA WIDELY ACCESSIBLE

- On January 17th 2014 we launched a single layer website whatisprep.org



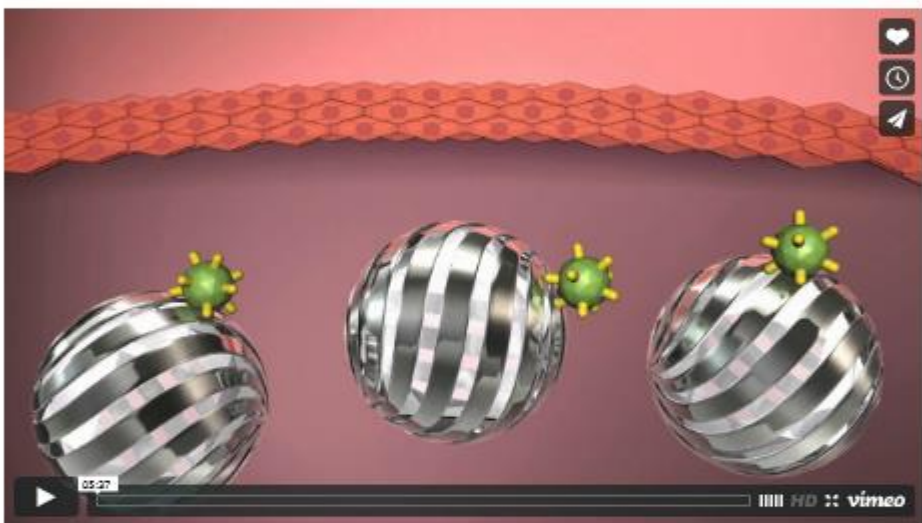
What is PrEP?

PrEP means Pre-Exposure Prophylaxis, and it's the use of anti-HIV medication that keeps HIV negative people from becoming infected. PrEP is approved by the FDA and has been shown to be safe and effective. A single pill taken once daily, it is highly effective against HIV when taken every day. The medication interferes with HIV's ability to copy itself in your body after you've been exposed. This prevents it from establishing an infection and making you sick.

Even though PrEP has been around in the U.S. for over a year, not a lot of people know about it. And, even fewer people feel like they know enough about it to be able to make an informed decision about whether or not to use it. For those who do use it, the information they have might be more focused on practical issues, like where to get it, rather than on what PrEP does in the body to prevent HIV infection.

By using animation to show PrEP in the body and why "once a day" is recommended, people can see what PrEP does and people who currently use PrEP can create an image of what happens when they take a PrEP pill every day.

View the video below to get information about PrEP and see an illustration of how it can work inside the body to prevent HIV infection.



[REQUEST INFO OR A COPY OF THIS VIDEO](#)

Learn More About PrEP

[AIDS.gov](#) - PrEP Information page (aids.gov/hiv-aids-basics/prevention/reduce-your-risk/pre-exposure-prophylaxis)

[AIDSinfoNet](#) - Reliable, Up-To-Date Treatment Information (aidsinfo.net.org/fact_sheets/view/160)

[AVAC](#) - Global Advocacy for HIV Prevention (avac.org/hiv/ds/p/v/262/pid/262)

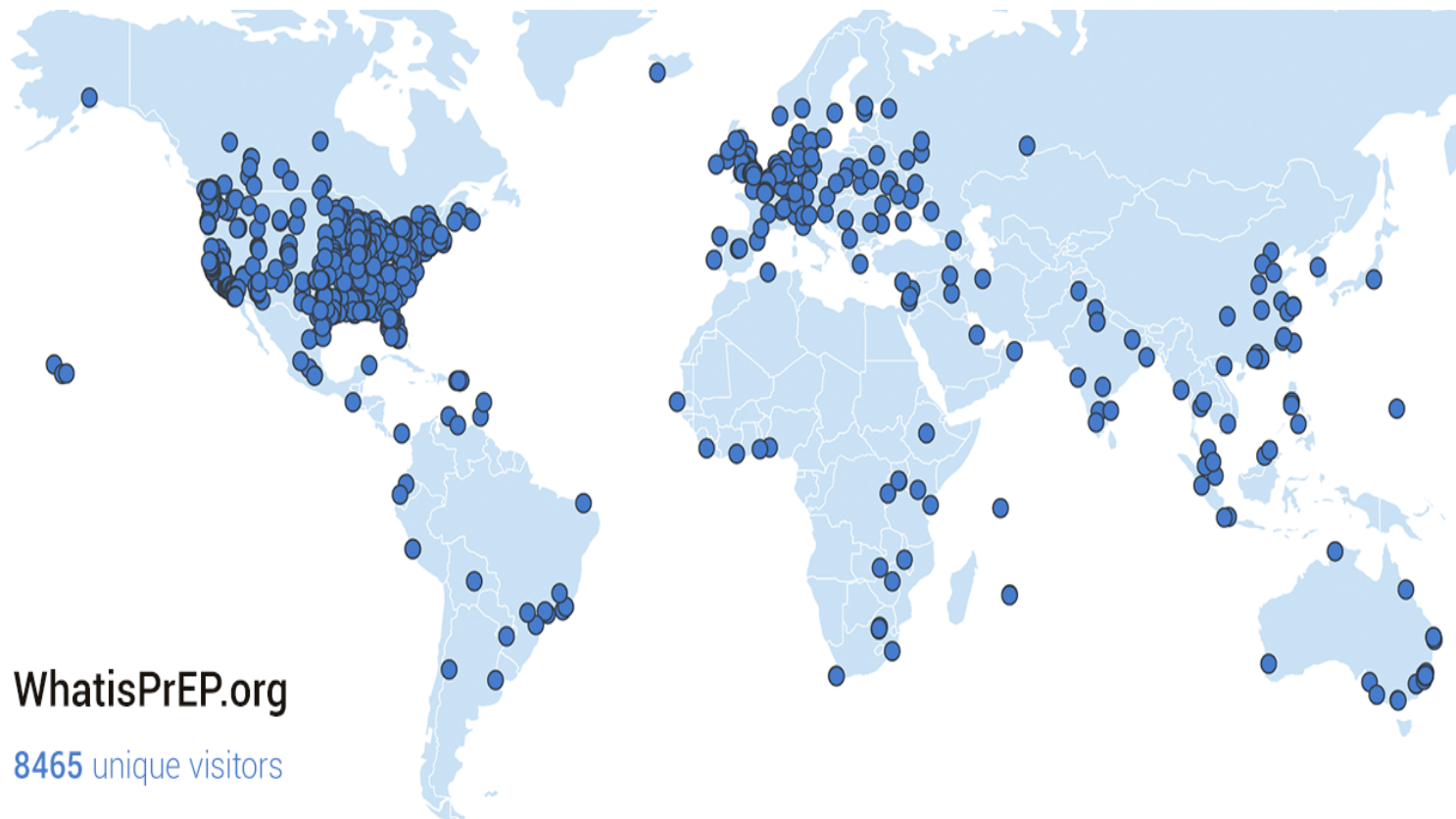
[Avert](#) - Averting HIV and AIDS (avert.org/pre-exposure-prophylaxis.html)

[CDC](#) - Questions and Answers from the U.S. Centers for Disease Control and Prevention (cdc.gov/hiv/prevention/research/prep)

[My PrEP Experience](#) - Real stories from real people who adopted PrEP for prevention in the US (myprepxperience.blogspot.com)

[PrEP Facts](#) - San Francisco AIDS Foundation PrEP information in visual format for MSM and heterosexual individuals, with an option for [Creative Commons Attribution 3.0 license](#)

- On January 17th 2014 we launched a single layer website whatisprep.org



WhatisPrEP.org

8465 unique visitors

From 90 countries

Ranked #5 by Google for search term "what is prep?" within 4 months of launch

Ranked #2 by Yahoo!, Bing, Dogpile, and DuckDuckGo

Phase III- Disseminate

Network/
Link outs

Website

27

CONCLUSIONS AND LIMITATIONS

- Across almost all information items, PrEP Naïve significantly gained accurate information
- Even PrEP experienced who had received considerable information about PrEP increased accuracy scores
- The media was favorably evaluated and has been downloaded for use broadly across the US and in other countries as well
- Only one target group evaluated
- Immediate pre/post is susceptible to regression towards the mean.
 - we cannot rule out alternative arguments for observed effects. Patterns of responses across all items do not confirm as several items in the survey regarding attitudes did not change.
- Gains may be immediate only and dissipate over time.
- Two items reflected areas what both groups appeared to “miss”- HIV does enter the body and it takes more than a couple of days for PrEP protection to accumulate.
 - we are presently working on retooling video to better represent these two aspects

THANK YOU!

SPECIAL THANKS TO REVIEWERS, STAKE HOLDERS, AND EXPERTS IN
DEVELOPING THIS MEDIA