



9th International
Conference on
**HIV TREATMENT
AND PREVENTION
ADHERENCE**

Increasing PrEP Awareness in the United States: *“Your health matters”*

June 8, 2014 – Miami

Alan McCord, Project Inform



Increasing PrEP Awareness in the United States

Disclaimer

- Grants from Gilead Sciences in 2013, 2014 to produce some of Project Inform's PrEP-related educational materials and other activities.



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Objectives for Project Inform's PrEP educational materials

- Provide science-based information
- Provide easy-to-understand format
- Provide REMS quality materials
- Empower individuals to advocate for themselves
- Build upon the “your life matters” branding of other Project Inform materials



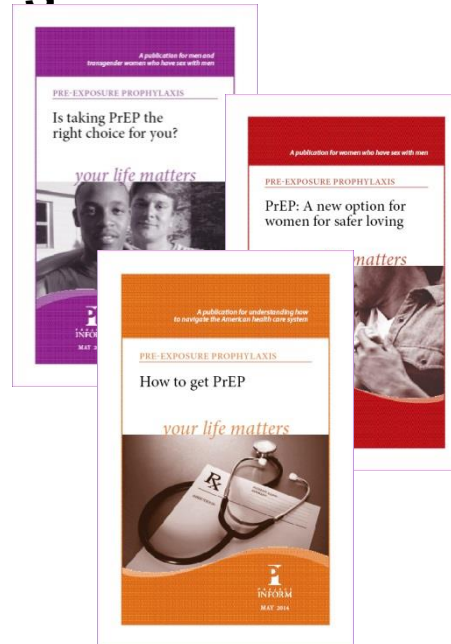
Increasing PrEP Awareness in the United States

PrEP educational products from Project Inform

1 VIDEOS



2 BOOKLETS



3 SOCIAL MEDIA

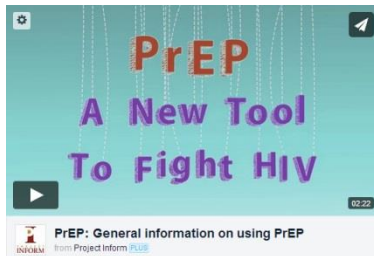


#PrEPnews



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1 PrEP educational videos: concept



- First foray in digital media for Project Inform
- Wanted product portable, easily accessed
- Directed at young gay men, with emphasis on men of color
- Animated video for more general information
- 3 live action “interviews” to contextualize PrEP



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PrEP educational videos: development

- Hired local video production company (Click to Play Media) with background in health education and social justice issues
- Developed content as scripts for all 4 videos from PI pub on PrEP
- Animation: developed VO script, screened for appropriate 6 VO talent, recorded VO, hired animator, produced stills
- Focus group of 10 yBMSM in Los Angeles, with VO and stills (accuracy, language, relatability, etc.)
- Live action: developed scripts, interviewed/hired appropriate spokespeople, filmed interviews of 3 PrEP providers in LA
- Rough cuts, editing, music choice, final videos, refer to main PI PrEP resources page



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PrEP educational videos: sero-discordant couple

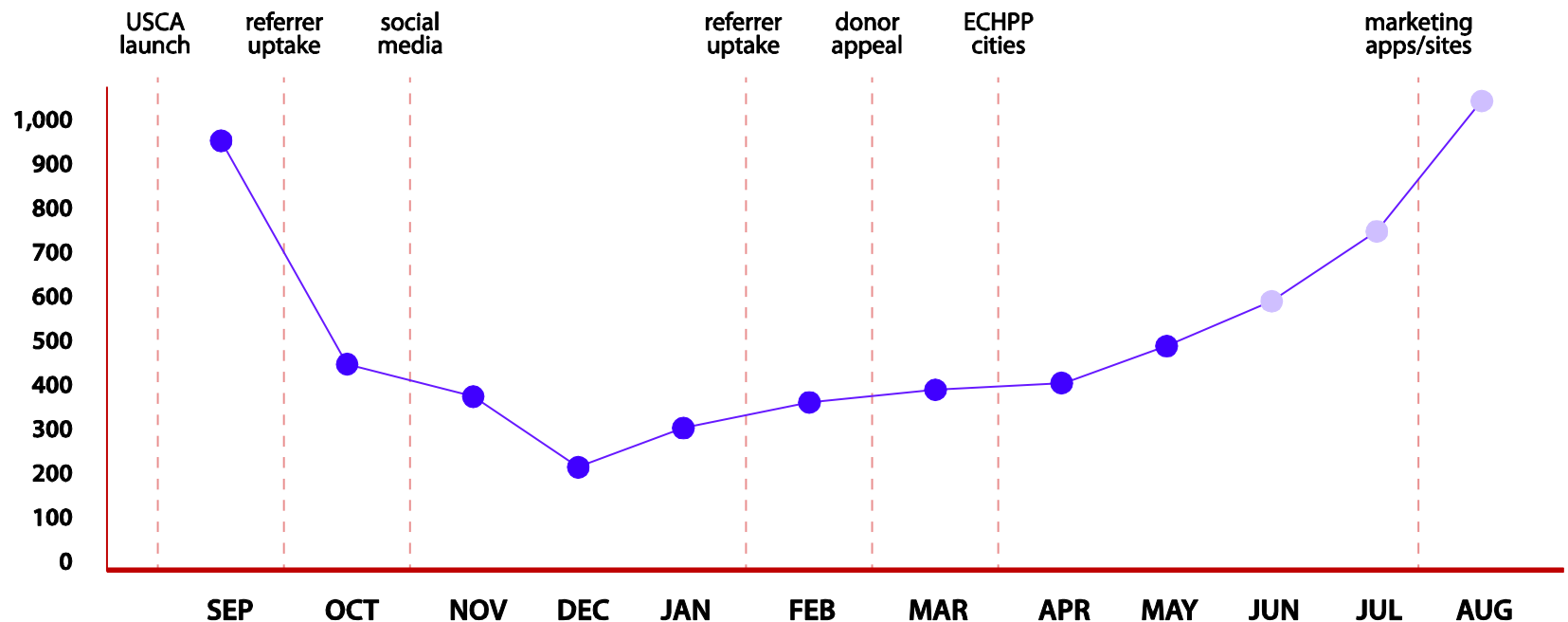


<https://vimeo.com/73907301>



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PrEP educational videos: implementation, total views





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PrEP educational videos: evaluation

- One-to-one requests of constituents to HIV Health InfoLine, email
41 attributable to this outreach
- Insert into ~3,000 PrEP booklets about videos & online survey
2 attributable to this outreach
- Social media partners posting about videos & online survey
FB PrEP Facts page (~2,500), AFC sites (~2,000), FB colleagues (~5,000)
5 attributable to this outreach
- ECHPP city outreach about videos & online survey
Recently begun to collect, but very low



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PrEP educational videos: survey results

- 48 surveys completed, 4 providers/44 individuals, ages 25 to 57, 92% were men, from 12 states
- Ethnic background of respondents:
 - Asian/Pacific Islander (2.0%)
 - Black/Hispanic (6.0%)
 - Black/non-Hispanic (0.0%)
 - Latino/a (2.0%)
 - Native American (0.0%)
 - White/Hispanic (0.0%)
 - White/non-Hispanic (90.0%)
 - Other (0.0%)



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PrEP educational videos: survey results

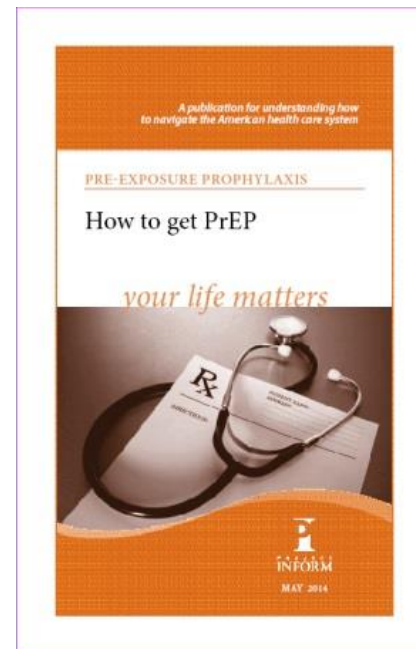
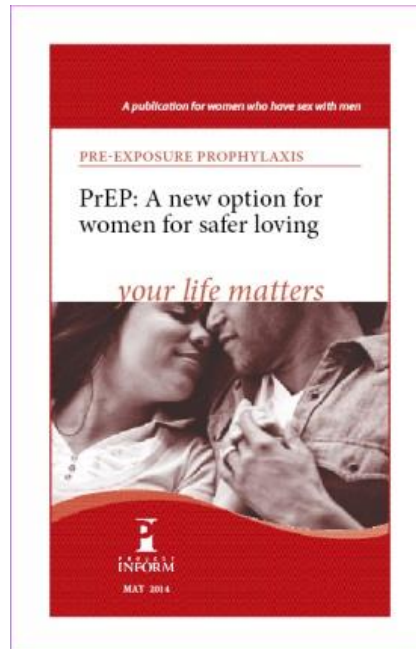
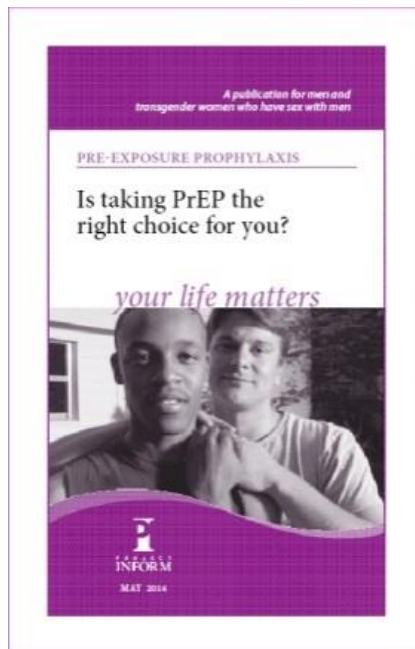
(SA = strongly agree, A = agree, NO = no opinion, D = disagree, SD = strongly disagree)

	SA	A	NO	D	SD
I liked the educational level of the videos.	92%	8%	0%	0%	0%
I understood the information provided.	96%	4%	0%	0%	0%
I have a better understanding of what PrEP is.	94%	6%	0%	0%	0%
I know where I can go to get PrEP.	64%	24%	10%	2%	0%
These videos helped me make decisions around PrEP.	68%	16%	16%	0%	0%
I feel better prepared to talk to my doctor about PrEP.	80%	14%	6%	0%	0%
I would recommend these videos to others.	92%	6%	2%	0%	0%



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2 PrEP educational booklets





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PrEP educational booklets: background

PATIENTS:

- I'm afraid.
- I'm not sure about what my partner(s) is doing.
- I'm not in control.
- Who do I talk to about this?
- I don't see my regular doc for sex things.
- A condom isn't always around.
- I don't know where to go to get PrEP.
- I want to have a closer connection.

PROVIDERS:

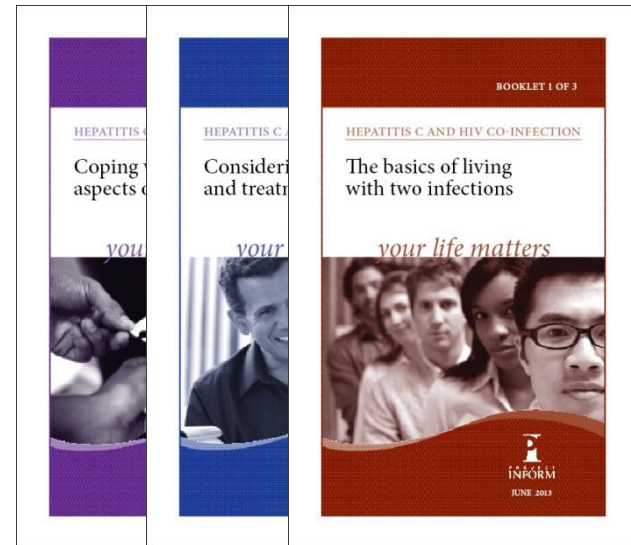
- Just use condoms.
- The pill will make you sick.
- It's only for prostitutes and sero-discordant couples.
- It's too expensive.
- It doesn't protect you against STIs.
- If you get HIV while on PrEP, resistance will be a problem.
- Primary docs aren't the only ones prescribing PrEP.



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PrEP educational booklets: concept

- Fashioned after 2 previously successful sets of booklets: *HIV Health & Wellness, Hepatitis C & HIV Co-infection*





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PrEP educational booklets: concept

- *HIV Health & Wellness* series launched August 2010, *Co-infection* launched September 2013
- Niche educational opportunity through frontline workers to reach individuals newly diagnosed, returning to care
>45,000 sets (English, Spanish), >800 providers in all 50 states
- Formal evaluation 2012, value of materials:
 - Comprehensive, accurate information Free
 - Well written and easily understood Two languages
 - Reputation for quality
 - Suitable for many activities (patient/family education, health fairs, staff training, case management, support groups)



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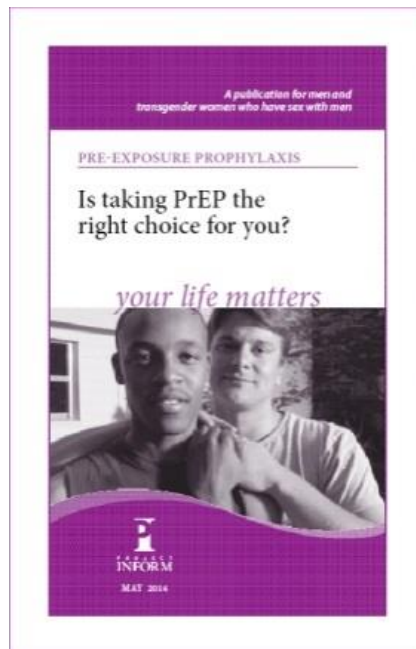
PrEP educational booklets: development

- Initial booklet, *Is PrEP the Right Choice for You?*, was published in 2012 after FDA approval with little request or traffic on website
- In 2013, collaborated with SisterLove, SHERO, AVAC and BAPAC on women's PrEP publication
- Later in 2013, after launch of MyPrEPExperience and PrEP Facts FB page, noticeable increase in online chatter helped inform need for other materials such as self-advocacy issues
- In 2014, revised original publication, published it along with the other two booklets, then updated again with new CDC Guidelines
- Reviewed by AIDS Foundation of Chicago, 2 Los Angeles prescribers

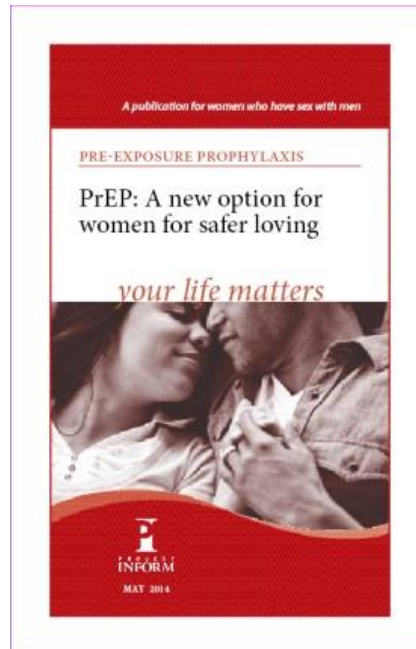


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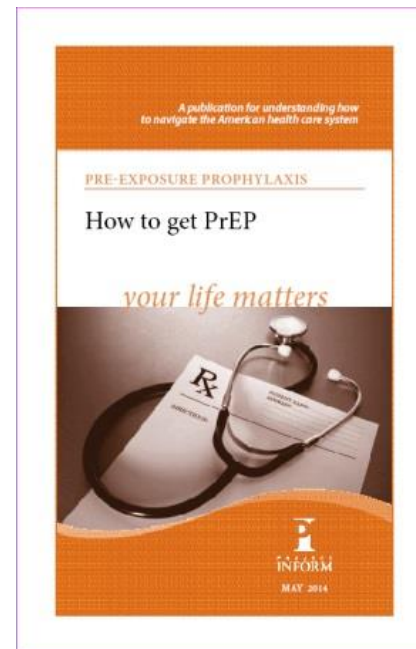
PrEP educational booklets: development



For MSM



For women



Self-advocacy



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PrEP educational booklets: implementation

- “Quietly” announced booklets on PrEP Working Group listserv & 2 sites on March 4, 2014
- Within first 6 weeks: >21,000 copies requested from 15 states; currently >27,000 copies requested from 20 states
- Types of agencies requesting: state & local health departments, demo & implementation project sites, vaccine research sites, AETCs, university health centers, CBOs, ASOs, community clinics, Planned Parenthoods, LGBT centers
- Will continue to promote in ECHPP cities, through PI provider database, conferences



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PrEP educational booklets: evaluation

- **INDIVIDUALS:**
Encourage readers to complete survey via URL listed on the back cover booklets
- **PROVIDERS:**
Two stages of mailed surveys:
2 wks post-shipment 10 providers per month get surveys (for feedback on usefulness); then again 3 mos after shipment (for more detail on client comments and health behavior change)



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PrEP educational booklets: evaluation, individuals (4)

(SA = strongly agree, A = agree, NO = no opinion, D = disagree, SD = strongly disagree)

	SA	A	NO	D	SD
I liked the educational level of this booklet.	50%	50%	0%	0%	0%
I understood the information provided.	100%	0%	0%	0%	0%
I have a better understanding of what PrEP is.	100%	0%	0%	0%	0%
I know where I can go to get PrEP.	75%	25%	0%	0%	0%
This booklet helped me make decisions around PrEP.	75%	0%	25%	0%	0%
I feel better prepared to talk to my doctor about PrEP.	75%	0%	0%	25%	0%
I would recommend this booklet to others.	75%	25%	0%	0%	0%



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PrEP educational booklets: evaluation #1, providers (14)

	SA	A	NO	D	SD	n/a
Booklet MSM was useful in your program.	64%	22%	7%	0%	0%	7%
Booklet women was useful in your program.	50%	22%	14%	0%	0%	14%
Booklet advocacy was useful in your program.	50%	14%	7%	0%	0%	29%
	YES	NO	n/a			
Useful for patient education.	86%	0%	14%			
Useful for health fairs.	50%	36%	14%			
Useful for staff training.	64%	22%	14%			
Useful for case management services.	64%	8%	28%			
Useful for support groups.	44%	28%	28%			



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PrEP educational booklets: evaluation #1, providers (14)

	SA	A	NO	D	SD	n/a
Booklet MSM was useful in your program.	64%	22%	7%	0%	0%	7%
Booklet women was useful in your program.	50%	22%	14%	0%	0%	14%
Booklet advocacy was useful in your program.	50%	14%	7%	0%	0%	29%

	YES	NO	n/a
Useful for patient education.	86%	0%	14%
Useful for health fairs.	50%	36%	14%
Useful for staff training.	64%	22%	14%
Useful for case management services.	64%	8%	28%
Useful for support groups.	44%	28%	28%



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PrEP educational booklets: evaluation #2, providers

How many HIV-negative clients do you serve?

What % of booklets have gone to MSM?

What % of booklets have gone to women?

What % of booklets have gone to people of color?

What % of booklets have gone to youth?

Have clients commented on the booklets?

Have the booklets helped them make PrEP decisions?

Have the booklets helped them start PrEP?

How useful were the booklets to them?

What comments have they made?



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3 PrEP educational social media: accounts, hashtag

- **#PrEPnews**, twitter.com/projectinform
- Other Twitter accounts previously used unrelated #PRepNews, #prepnews, ended Sept 2013
- Launched February 2014
- >80 posts, 177 retweets, 124 click-throughs to links
- Dupe Twitter posts to facebook.com/projectinform
- Links to: Project Inform resources, community partner website and materials, articles on various facets of PrEP, HIV prevention and sexual health



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On the horizon ...

- Launching 4th booklet to help individuals discuss PrEP in difficult medical provider conversations, vet through community partners
- Partnering with three other CBOs to staff an educational booth on PrEP at 2014 USCA
- Developing 3 more videos this year, 2 for women (English, Spanish), 1 for self-advocacy
- Utilizing banner ads on several sex apps/sites for MSM to direct users back to the videos
- Exploring partnering with straight porn video producers in CA around worker PrEP education



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Lessons learned ...





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Lessons learned ...

- **Right place, right time:** together with the various other PrEP resources, we've been able to create a responsible and responsive network of educational materials and problem-solving activities primarily for gay men.
- **Women:** similar visible educational /social media resources are lacking for women, but are they choosing different types of resources?
- **Education:** individuals are clamoring for this information, despite the slow idea of PrEP and low acceptance by the broader medical establishment.
- **Science:** individuals appreciate the breadth of scientific information available on PrEP. Indications that most are not making this decision lightly.
- **Advocacy:** recent online discussion is ushering in new wave of activism for self-empowerment, sex-positive education, and need for provider education.



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How to get our materials?

- Simply go to **projectinform.org/prep**

order booklets online, watch videos online,
read through resource list