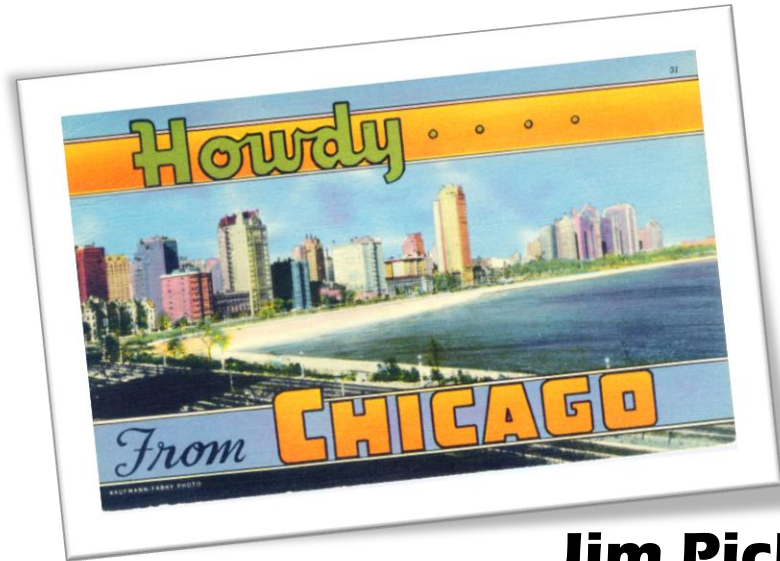
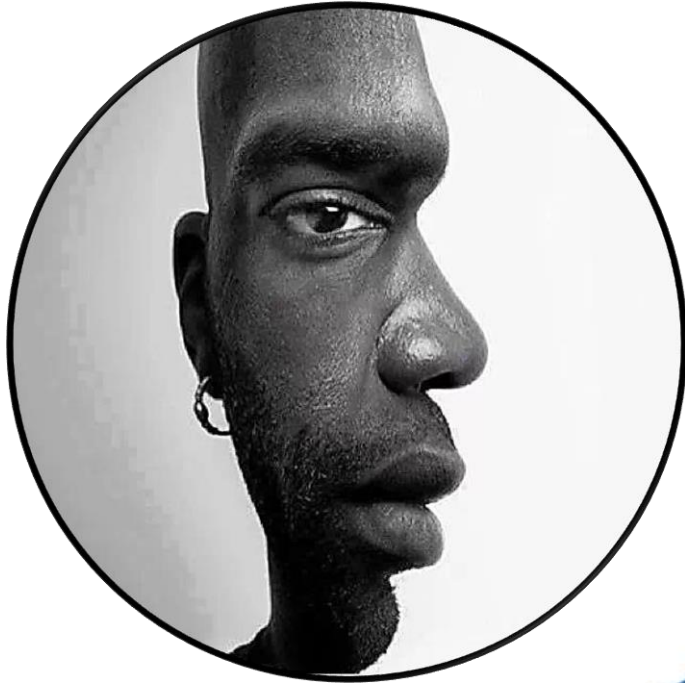


#Adherence2014

Increasing PrEP Awareness in the United States

June 8, 2014 – Miami



Jim Pickett

AIDS Foundation of Chicago





#Adherence2014



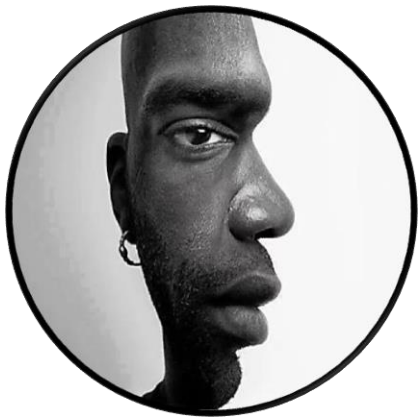
**Unrestricted
educational
grants from
Gilead in
2013, 2014**

**Unrestricted
educational
grant from
Janssen
Therapeutics
2014**





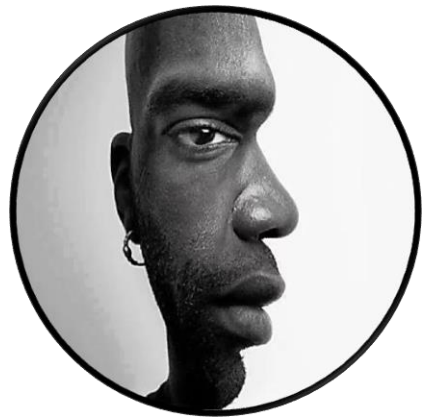
- Provide PrEP education
 - Address info deficit
 - With communities, with HIV workforce
- Combat fear, loathing, stigma
 - PrEP is one component of a comprehensive prevention approach including (male and/or female) condom use, regular, voluntary HIV and STD testing, appropriate treatment, and behavior modification.
 - One's decision to use PrEP must be framed as a thoughtful, rational, healthy choice – a new form of “safer sex” – whether used with condoms or not.



**PrEP is
safer
sex**

Taking Truvada as PrEP is responsible. It is a thoughtful, pro-active, healthy and smart choice. It is honest. It shows you care about yourself and the community.

And it's not forever and ever.



**Pleasure
Intimacy
Love
Lust**







What? How? Why? When? Who?

MINISTRY OF MISINFORMATION

Side effects?

Long term toxicities

Insurance, Medicaid

**Oh! My delicate,
precious
nerves!**



**Don't make me
clutch my pearls**



#Adherence2014



#Adherence2014



#Adherence2014

*The fear culture
has killed intimacy
for many men.*



[via facebook.com/groups/PrEPFacts](https://www.facebook.com/groups/PrEPFacts)

#Adherence2014

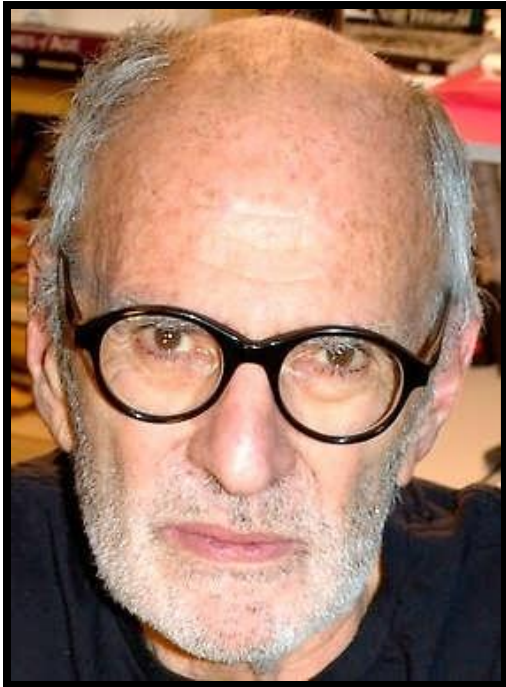
*As someone under 30,
I can say that I've
only known a world
that is full of fear...*



[via facebook.com/groups/PrEPFacts](https://www.facebook.com/groups/PrEPFacts)

#Adherence2014





“There’s something to me cowardly about taking Truvada instead of using a condom. You’re taking a drug that is poison to you, and it has lessened your energy to fight, to get involved, to do anything.”

- Larry Kramer, May 21, 2014

Baggage.



PTSD

SLUT!

morality

judgment

ignorance

danger! risk! fear!



- **Trainings:** Help Chicago and Illinois providers (testers, counselors, case managers, educators, etc) understand PrEP and its implications
- **Community forums:** Interactive and fun discussions done “talk show” style (conference for GBM in ‘14)
- **Give voice/provide facts:** Platform for PrEP users to share experiences, interested individuals to get info – [click myprepexperience.blogspot.com](http://myprepexperience.blogspot.com).
 - Project RSP on FB
- **Media engagement**



**My PrEP
experience**

DISCLAIMER

- We are NOT “pushing” PrEP
- We are NOT telling anyone to stop using condoms or other forms of protection
- We are pushing education



Meme by Pedro Alonso Serrano





- 3.5 hours for HIV workforce (continually updated)
 - CTR staff, outreach, prevention programmers, harm reduction staff, case managers
- Multiple perspectives via PrEP researcher or prescribing doc, PrEP user, advocates, Gilead rep
 - Interactive, pre/post tests, evals, video, pop quizzes, small group work, fact sheets, handouts, slides availon My PrEP Experience, info resources via local partners, Project Inform, SFAF, others



tinyurl.com/PrEPbyKLB

Video



Chicago vlogger Ken Like Barbie



WhatisPrEP.org

~~Pills, tubes and more pills~~



PrEP



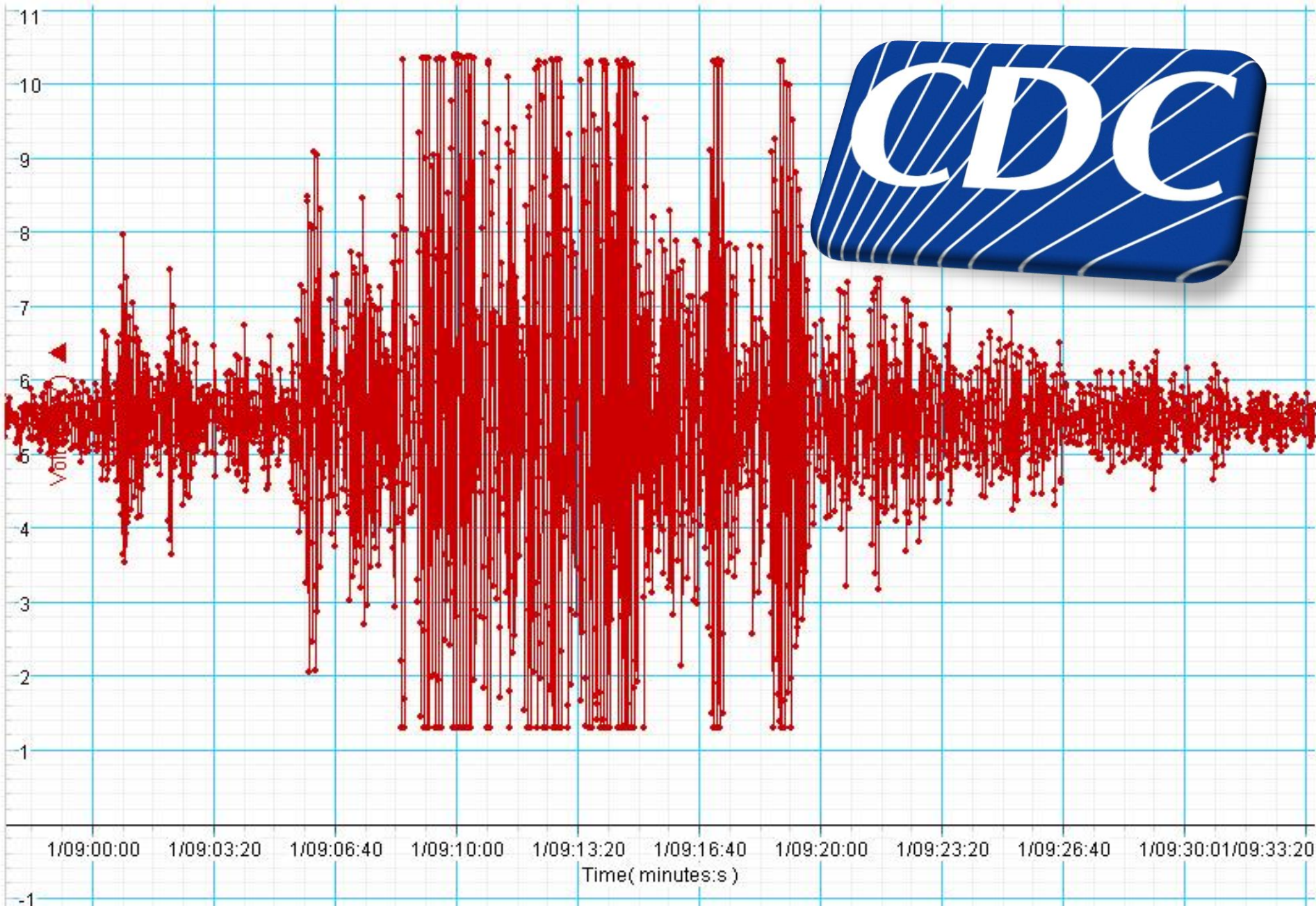
TLC+



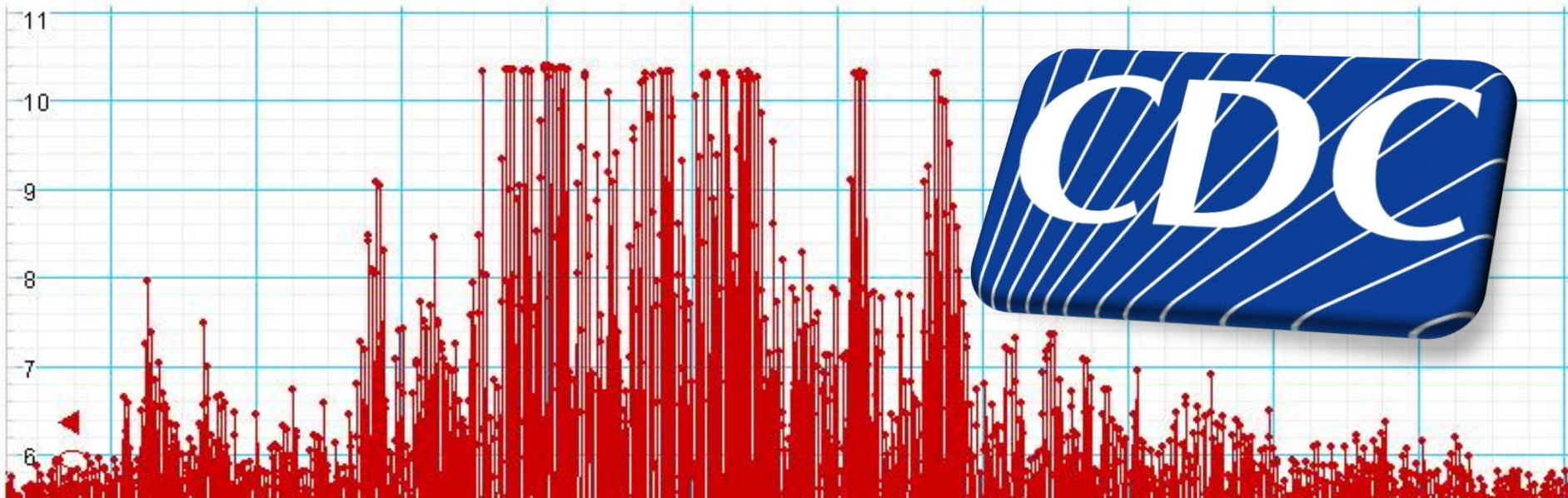
Microbicides –
rectal, vaginal

**PEP
info**

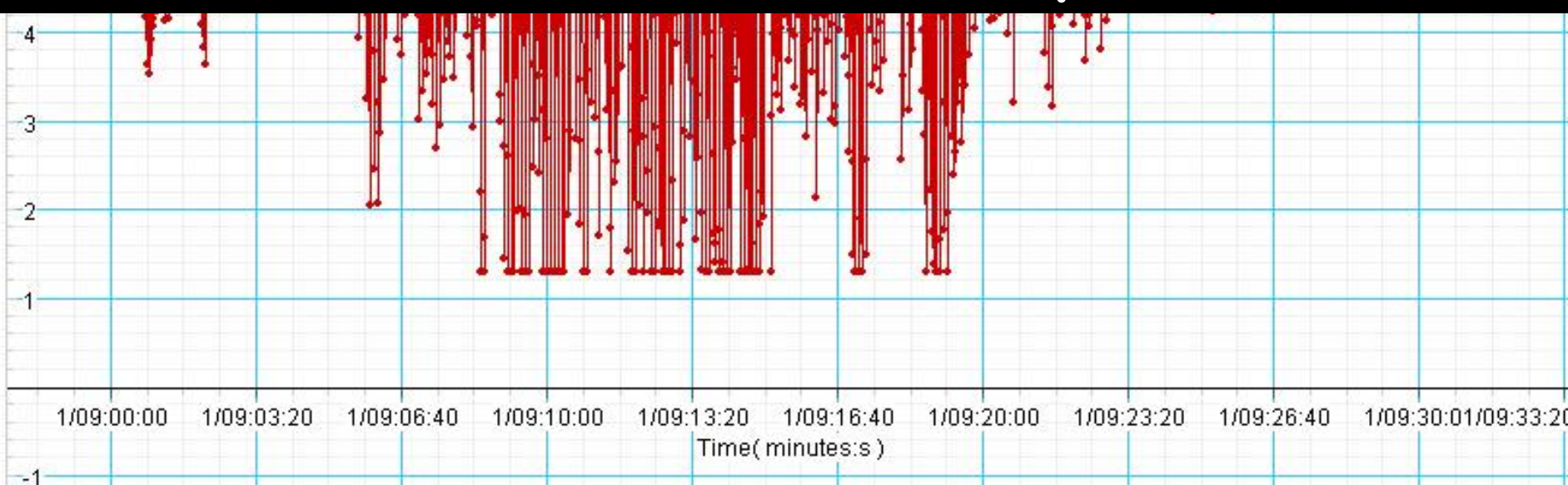




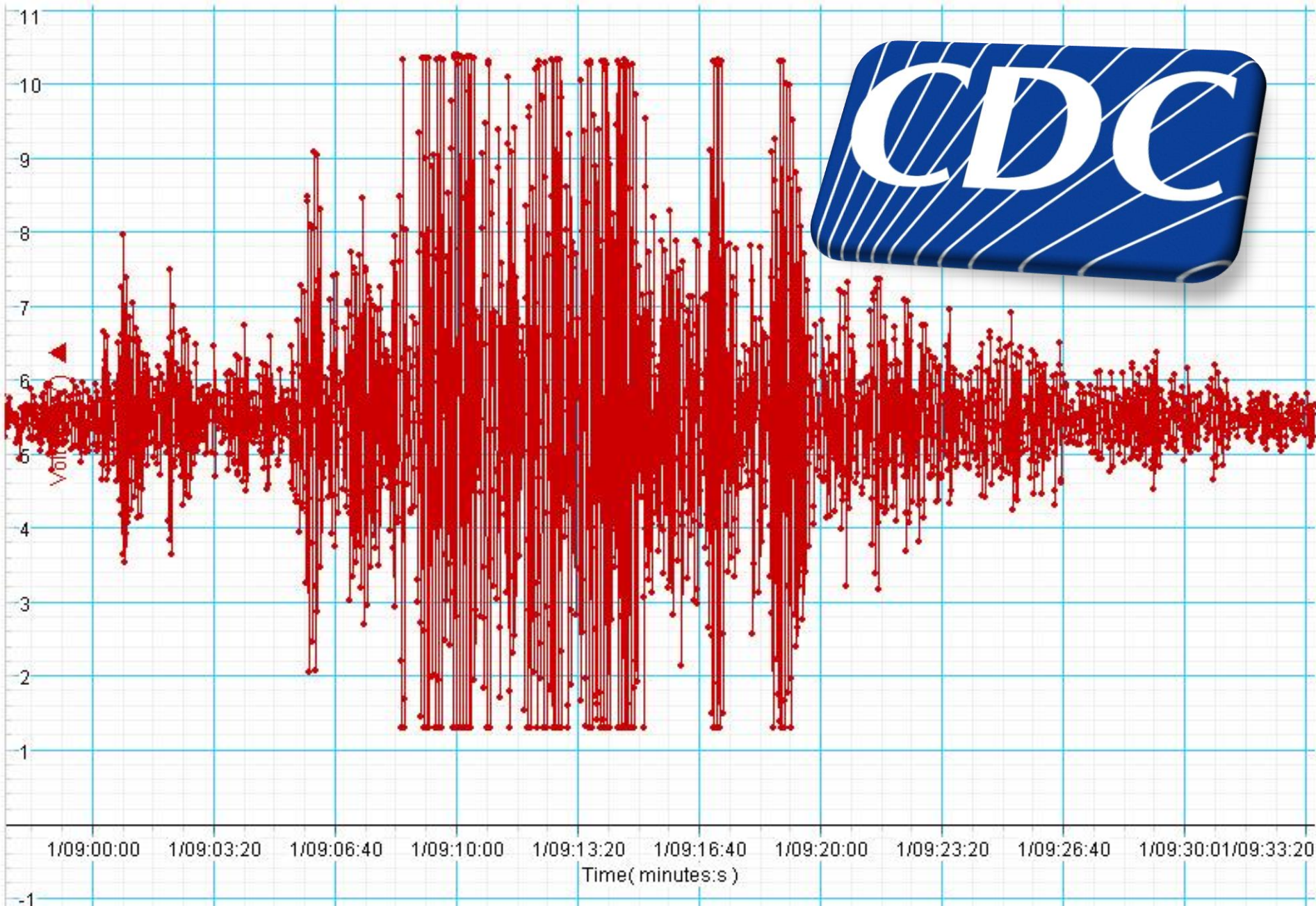
#Adherence2014



Condomless is not “unprotected”



#Adherence2014



#Adherence2014

The New York Times

NEW YORK, THURSDAY, MAY 15, 2014

Late Edition

Today, morning fog, drizzle, cloudy, a shower or storm, high 74. Tonight, cloudy, a shower, low 63. Tomorrow, rain becoming heavy, storms, high 70. Weather map is on Page A16.

\$2.50

ADVOCATING PILL,
U.S. SIGNALS SHIFT
TO PREVENT AIDS

NOT JUST CONDOM USE

Dick

US Public Health Service

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

A CLINICAL PRACTICE GUIDELINE

tinyurl.com/CDCprepguidelines

#Adherence2014



My PrEP experience

Community talk shows



- 3 hours (1hr reception w/food, 2hr talk show, entertainment)
- Hosts – popular guys from community
- Guests – PrEP researcher, PrEP user
- Interactive
- NO PRESENTATIONS
- Entertainment
- Evaluations at end





David Dodd



ButtaFlySoul



Ken Like Barbie

CAN A PILL REVOLUTIONIZE SEX FOR GAY AND SGL MEN OF COLOR?

Join David Dodd, Ken Like Barbie, ButtaFlySoul, and special guests 4 an all-ages, interactive, FREE community talk show.

May 22, 6p–9p, at Center on Halsted.

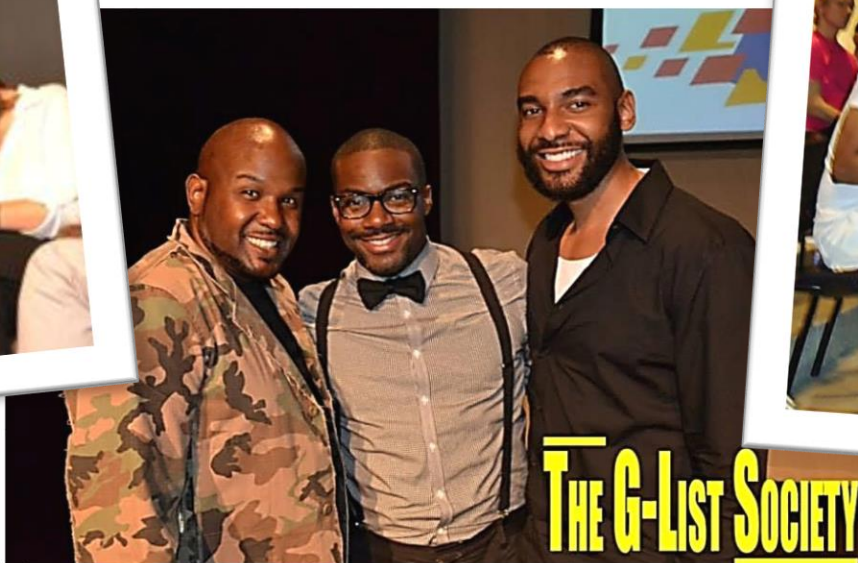
CLICK 4 MORE INFO

tinyurl.com/PrEPbyKLB

Video



Chicago vlogger Ken Like Barbie



THURSDAY, OCTOBER 17, 2013
6:00 PM TO 9:00 PM • FREE EVENT

CLICK HERE TO
RSVP
AND FOR MORE INFO!

HOSTED BY
PRINCE
MAGNETO EBONY

AND
FATHER
MEMPHIS KHAN

Raw Sex

DID IT JUST GET SAFER?

THE PREP EXPERIENCE TALK SHOW & MINI BALL
TALK SHOW GUESTS INCLUDE EXPERTS STUDYING PREP AND PEOPLE
USING PREP TO PREVENT HIV INFECTION.

UNIVERSITY OF CHICAGO | SCHOOL OF SOCIAL SERVICE ADMINISTRATION
969 E. 60TH ST







*Had fun
bro....nt to
mention
educational nt
to sound dumb or
anything but i
knew ntttn about
prep*



*it was a nice
event very
informat and u
both did a good
job as promoters,
hell u got me to
come out....*





My PrEP experience

- Personal stories (why taking PrEP, access issues)
 - Written, video
 - Many anonymous posts
- Informational resources
- Troubleshooting support for access problems
 - Provider, payor, both

myprepexperience.blogspot.com

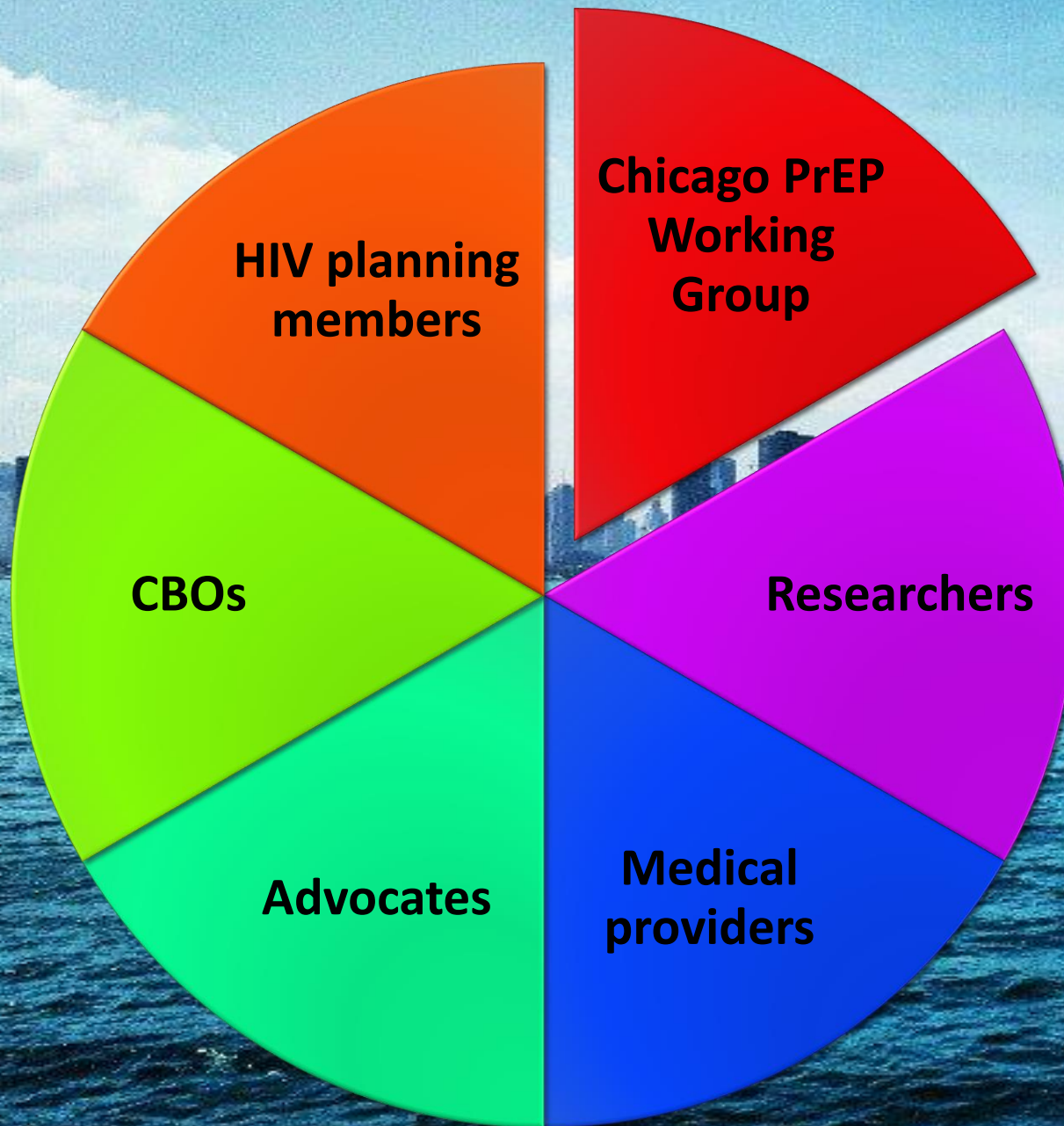


My PrEP experience

“What had begun as a promising visit to the doctor to begin PrEP, the most revolutionary advance in HIV prevention in decades, had instead become a misadventure into ignorance, idiocy, and irritation...”

myprepexperience.blogspot.com





Carry on.



choices

pleasure

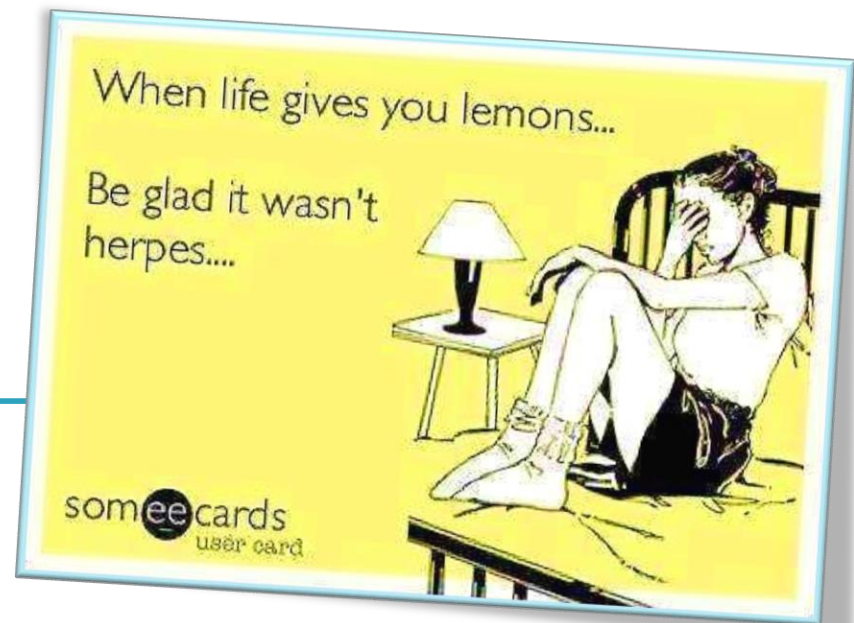
empowerment

responsibility

harm reduction

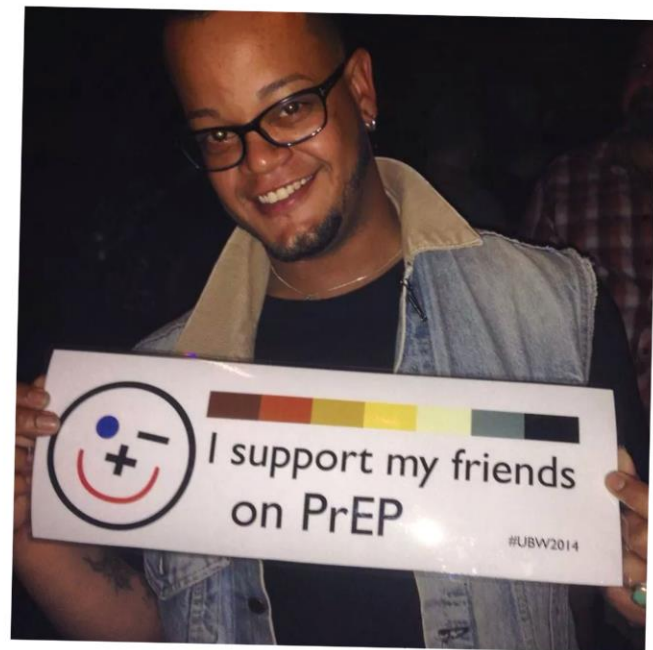
any positive change

#Adherence2014



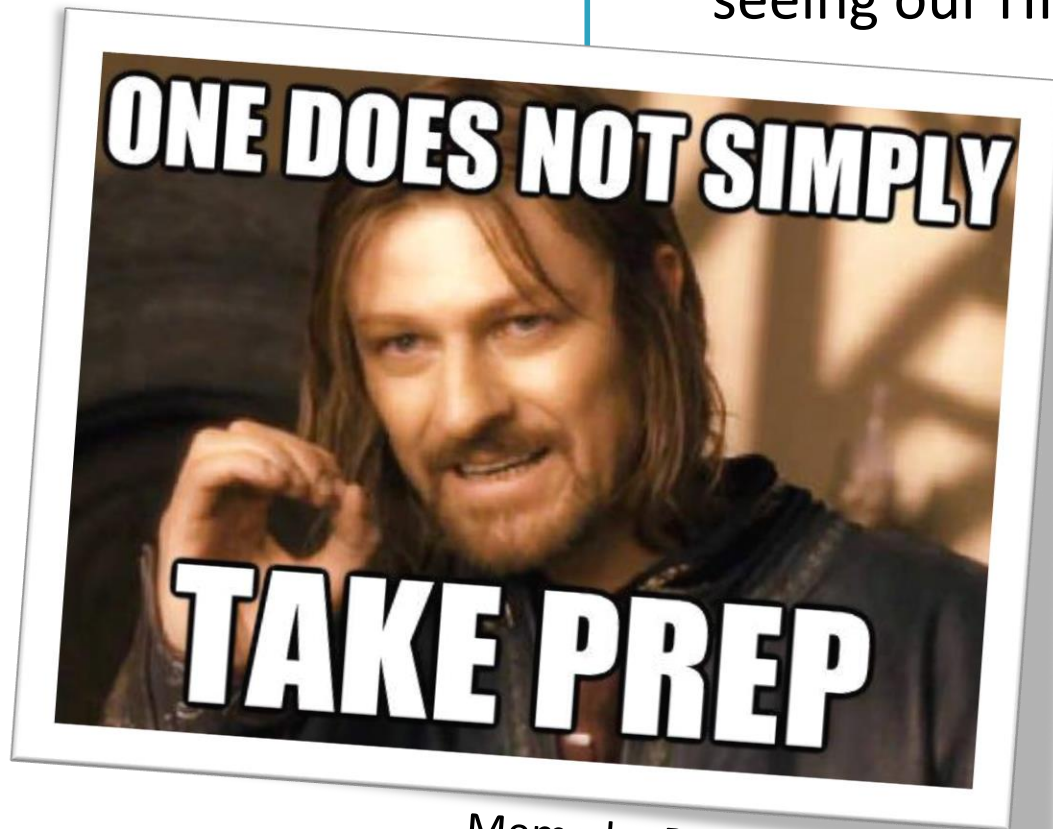
Our collective efforts, recently accelerated by community backlash (insurgence, mobilization) against the slut-bashing, against the anti-science brigade (AIDS Healthcare Foundation), against the “poison, rocks in your head” hysteria (Larry Kramer) have actually increased PrEP awareness and acceptability.

We were ready...
at the right place and the right time.





We need to capitalize on our gains, and the release of the CDC guidelines, to continue our education/awareness activities and work together to reach the GPs, the NPs, and the PAs who are seeing our HIV-negative community members.



Meme by Pedro Alonso Serrano



- Need to continue awareness, education.
- Need large-scale social marketing campaigns focused on increasing awareness and access with smart, strategic coverage, multiple targets and multiple messages.



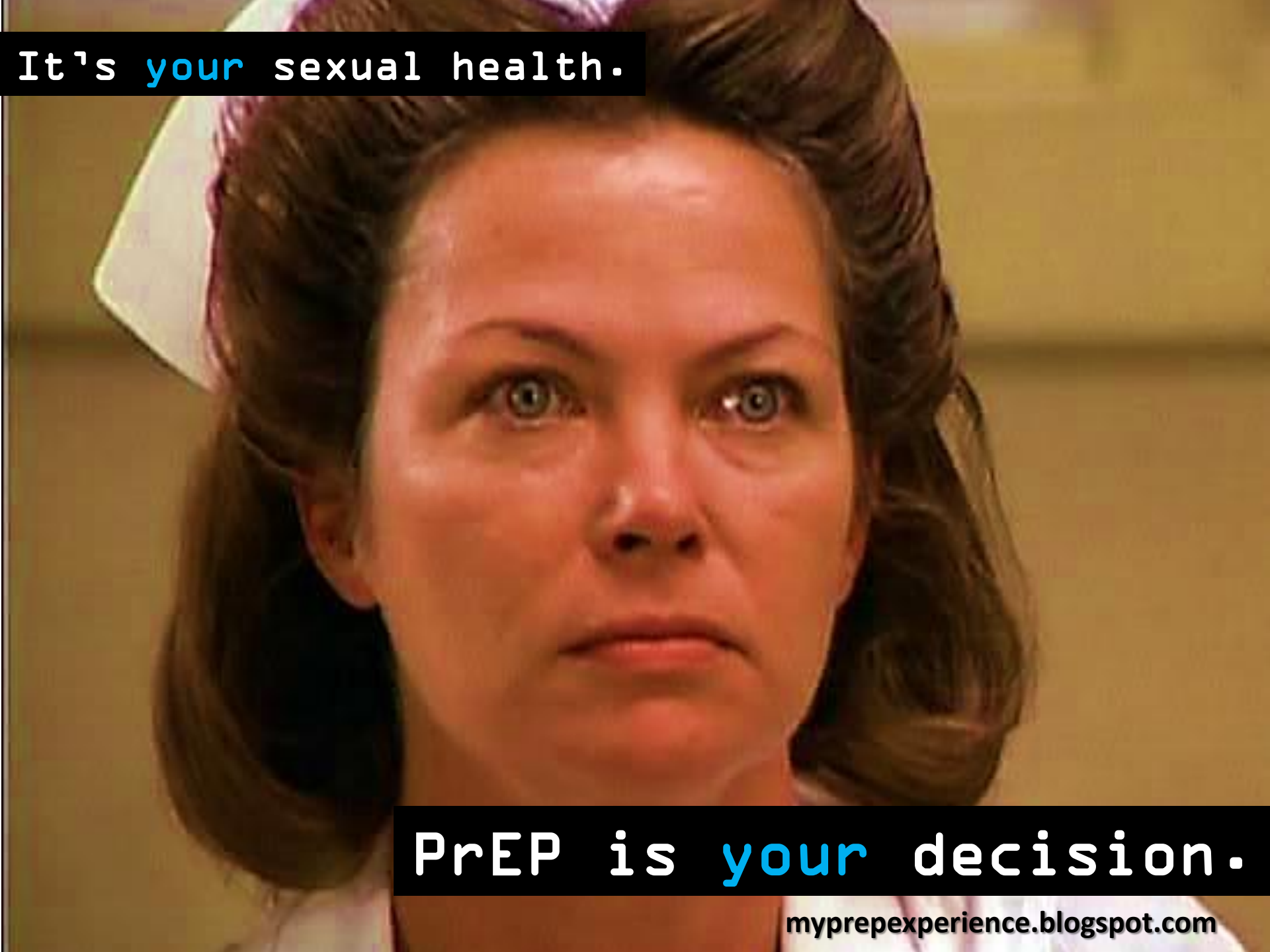
Want PrEP?

You may
need to
provide a
little
"PrEP 101"
to your
doc first.



**My PrEP
experience**

myprepexperience.blogspot.com



It's **your** sexual health.

PrEP is **your** decision.

myprepexperience.blogspot.com



He protects me.
So does PrEP.



**My PrEP
experience**

myprepexperience.blogspot.com
Find out how PrEP can protect you -

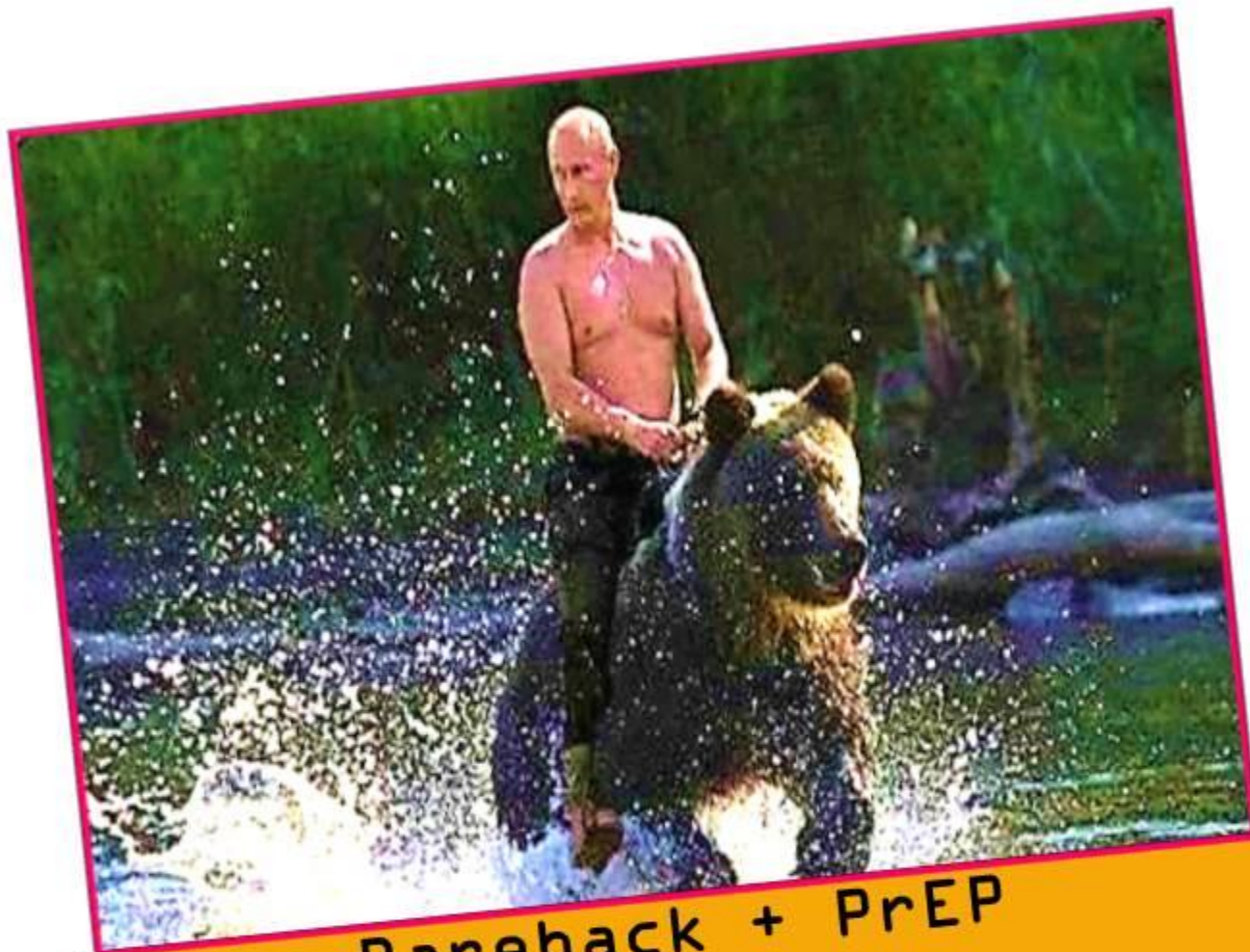
PrEP puts bottoms in control

power bottoms
activate

your bottom is your power

Learn about PrEP

myprepexperience.blogspot.com



Bareback + PrEP
= Safer Sex

Learn about PrEP
click myprepexperience.blogspot.com



**My PrEP
experience**

Name a common side
effect from taking PrEP.



Peace of mind.

Learn about PrEP – www.myprepexperience.blogspot.com

Thank
you





IT AIN'T EASY BEING GREEN

Jim Pickett
Director of Prevention Advocacy
and Gay Men's health
jpickett@aidschicago.org

