

prep Audio visual Representation PREP REP

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Disclosures

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The authors have no conflict of interest in the conduct or results of this project

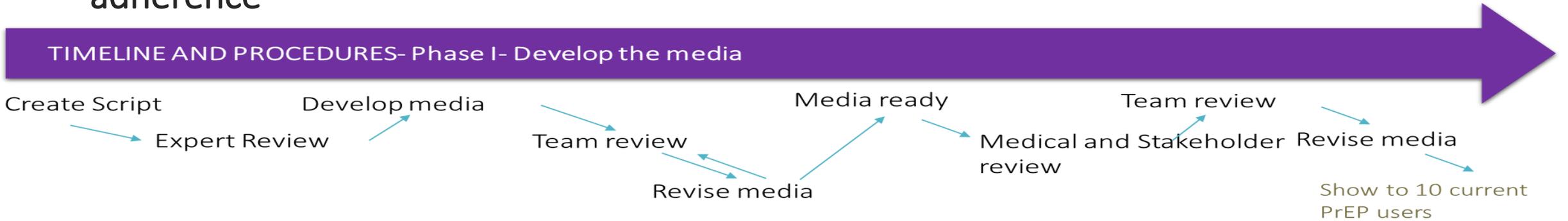
Background

- Our experience is in clinical PrEP trials and open label trials
- We had work sheets and scripts for PrEP education
- Lacked an engaging way to explain how PrEP “works” and given that- why adherence is important.
- Adolescent and youth continue to be disproportionately impacted by HIV
- Wanted to develop a tool that could be used to educate youth and adults
- Leverage technologies and formats that are familiar to youth and acceptable to adults
- Something standardized so it could be used across all potential PrEP users
- Offered help in people making decisions about PrEP
- Engage multiple learning modalities

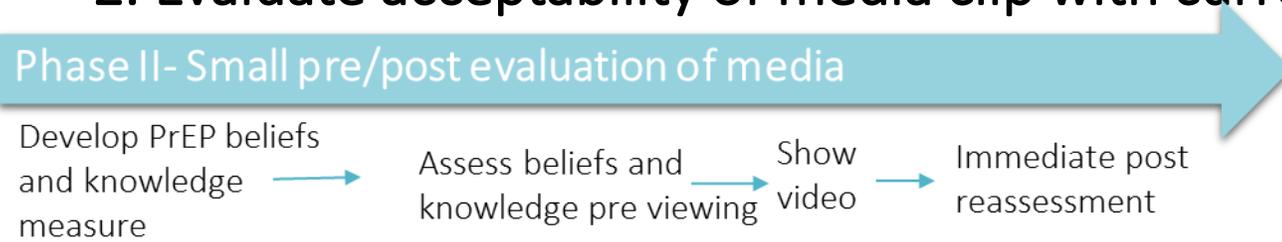
PrEP REP

PrEP REP Objectives

1. Develop a brief (5-7 minute) media clip that educates about PrEP and motivates on adherence



2. Evaluate acceptability of media clip with current and potential PrEP users



3. Make media available



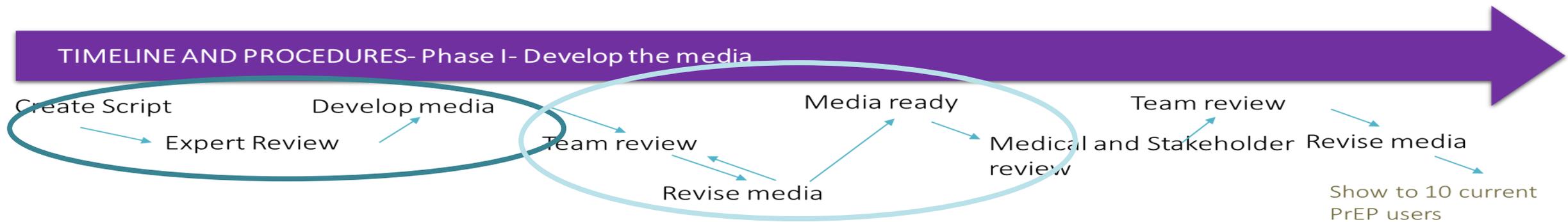
The CORE Center



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

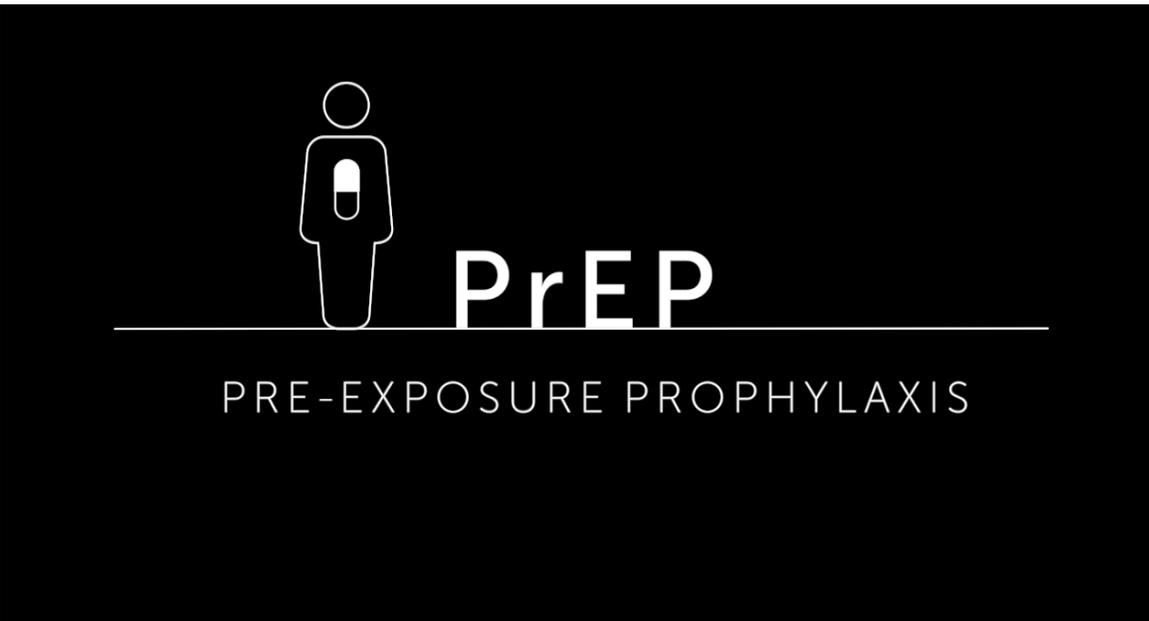
LESSONS LEARNED FROM PHASE I

- Three medical advisors
- One community rep
- Seven counselors or nurses from iPrEx and ATN 110/113



EXAMPLES OF POST REVIEW CHANGES

First Version



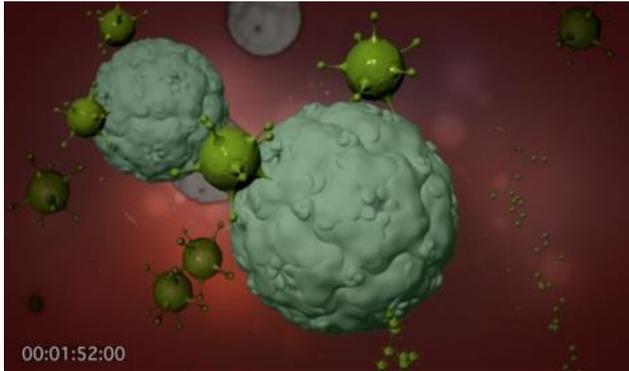
- Dark
- Too formal
- Too academic

Revised Media



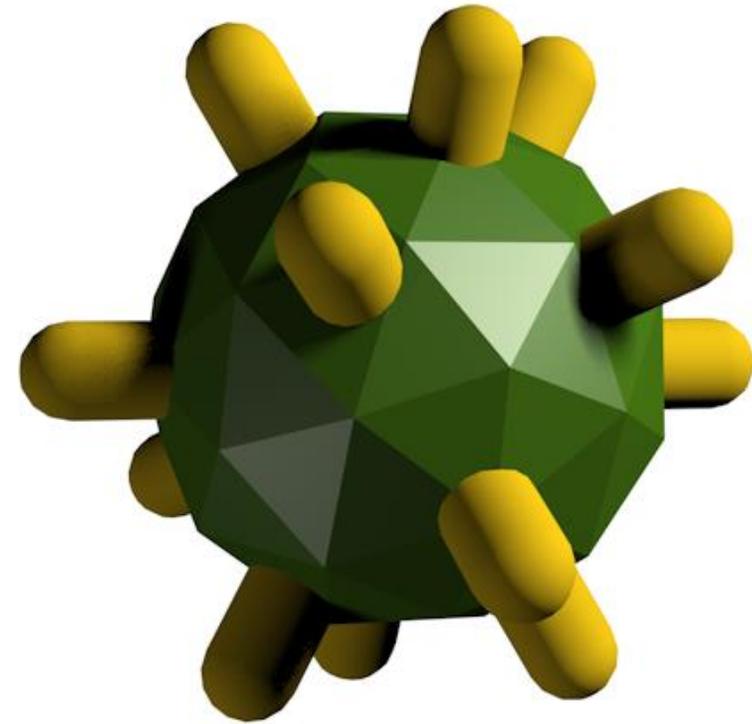
- Changed all backgrounds to lighter colors
- Fonts that are smoother

First Version



EXAMPLES OF POST REVIEW CHANGES

Revised Media



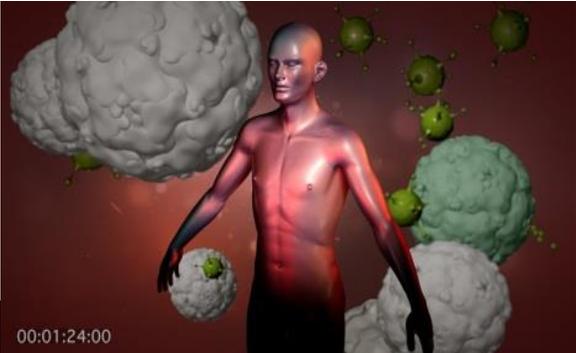
- Scary
- Terrifying
- Anxiety induced shut down

- Less “real”
- More palatable

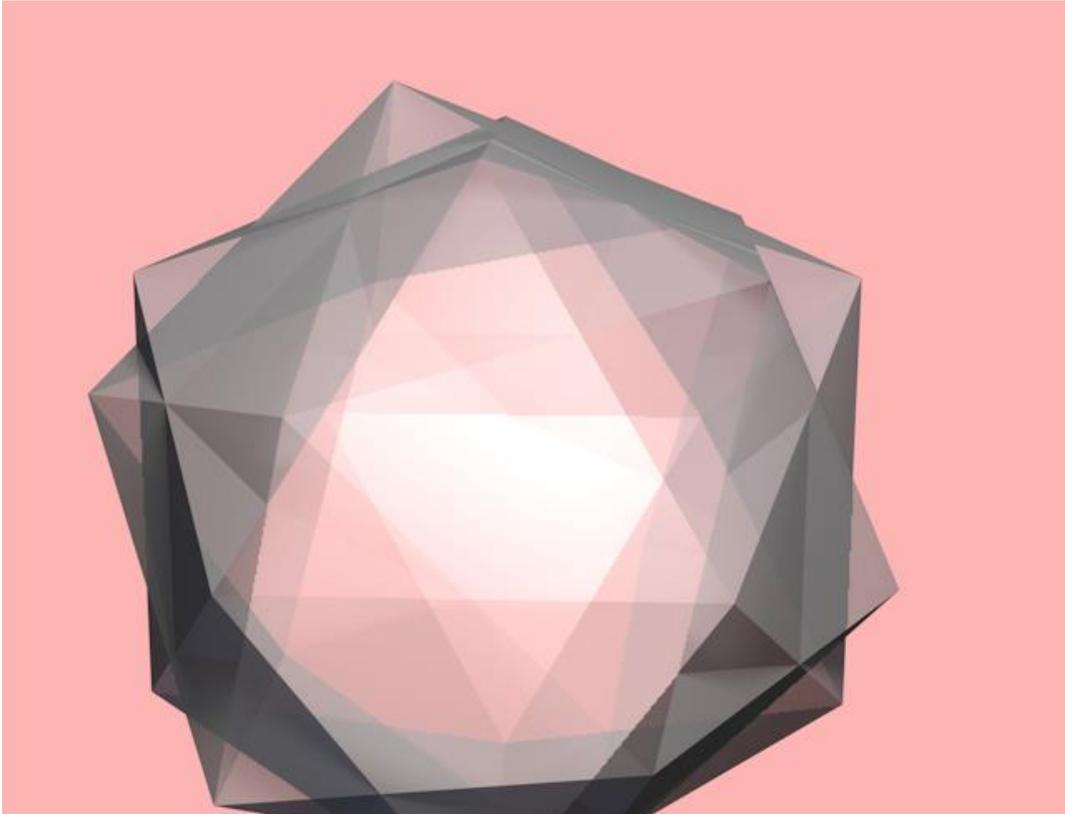
EXAMPLES OF POST REVIEW CHANGES

Revised Media

First Version



- Dark
- Too real
- Intimidating



- Provokes “good” emotions
- Happy cell
- “good guy”

PHASE II

Demonstration

1. Complete assessment handed to you. All assumed to be PrEP non-users so complete in that way. Be honest about your knowledge and attitudes- we will not collect these!

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Demonstration

1. Complete assessment handed to you. All assumed to be PrEP non-users so complete in that way. Be honest about your knowledge and attitudes- we will not collect these! Stop at page that says STOP.
2. View PrEP REP

PHASE II

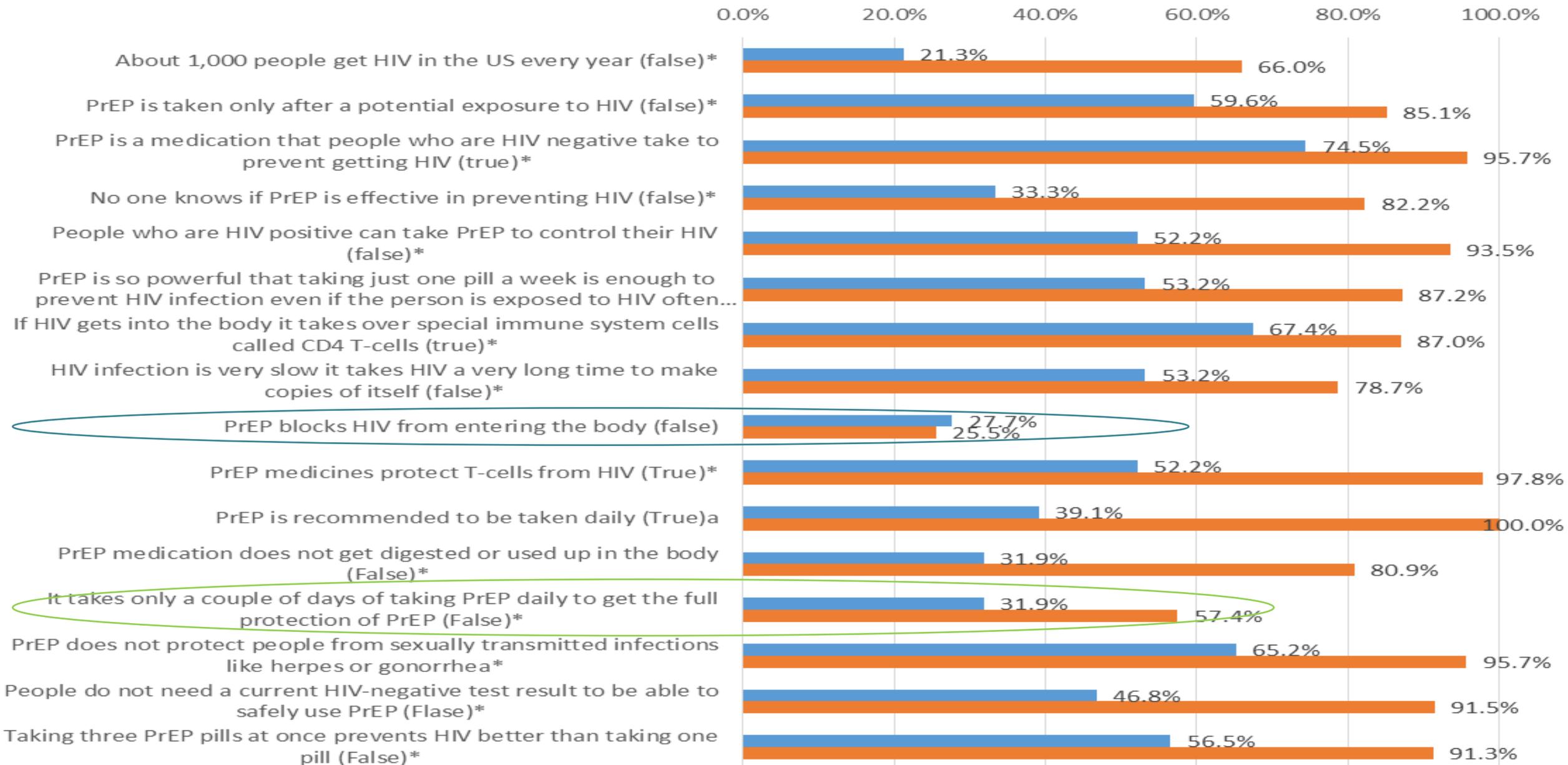
Demonstration

1. Complete assessment handed to you. All assumed to be PrEP non-users so complete in that way. Be honest about your knowledge and attitudes- we will not collect these! Stop at page that says STOP.
2. View PrEP REP
3. Complete the post test

LESSONS LEARNED FROM PHASE II

- 70 MSM participants (23 PrEP experienced; 47 PrEP Naive)

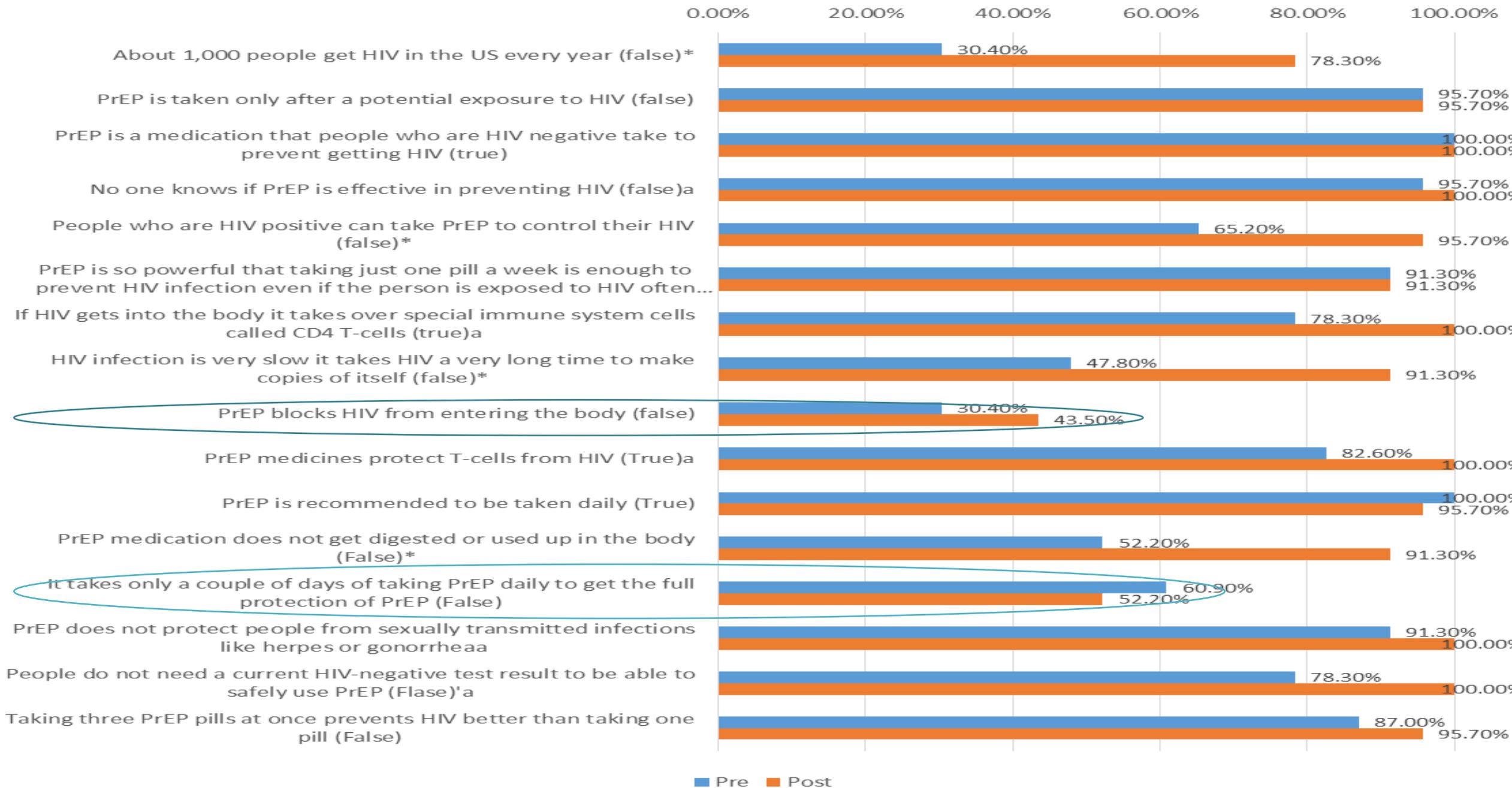
PrEP NAIVE % CORRECT (PRE TO POST)



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

■ Pre ■ Post

PREP EXPERIENCED % CORRECT (PRE TO POST)



■ Pre ■ Post

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

LESSONS LEARNED FROM PHASE III



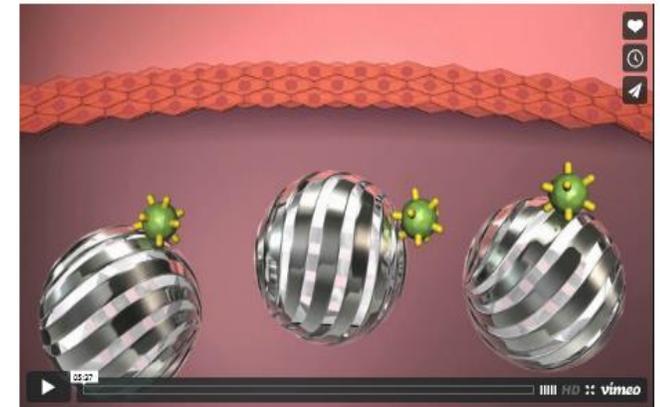
Launched website January 17th
whatisprep.org

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.



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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/dsp/v262/pid/262)

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

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

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

[PrEP Facts](#) - San Francisco AIDS Foundation PrEP information in visual format for MSM and heterosexual individuals, with an option for Spanish (www.sfaids.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

THANK YOU!

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

QUESTIONS?