

Increasing PrEP Awareness in the US

The development and implementation of 5 strategies.

Project Ready Set PrEP
AIDS Foundation
Chicago
J Picket

PrEP Rep
*KR Amico, C Balthazar,
T Coggia, S Hosek*

Project Inform
*A McCord
D Evans*

PrEP Facts
SF AIDS Foundation
M Canon

SisterLove
D Dixon

Our informal consortium...

FDA Approval of TDF/FTC daily for HIV prevention in July 2012

Initial surveys suggested that awareness of PrEP, demand and uptake were low.

Reactions to and towards PrEP were mixed

- Some saying it was a major advance in HIV prevention
- Some saying it was a step backwards in prevention

Our informal consortium...

Risk compensation, Shaming
Development of resistance
Competition for limited resources

Stigma and misinformation

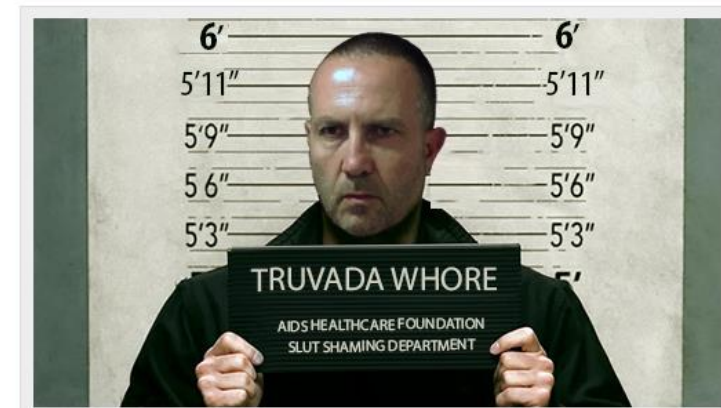


CDC's Support for Gilead's HIV Prevention Pill for Women is Reckless Says AHF

Yep, I'm Another Truvada Whore

by CLINTON FEIN on MAY 10, 2014

in CLINTON FEIN, HIV/AIDS, LIVING, NEWS, OP-ED, OPINION



<http://thenewcivilrightsmovement.com/yep-im-another-truvada-whore/news/2014/05/10/86540>

Our informal consortium...

United through common goals and support from unrestricted educational grants from Gilead Sciences*, our consortium launched activities and resources aimed to:

RAISE AWARENESS

INCREASE ACCESS TO ACCURATE INFORMATION

HELP TO MAKE INFORMED DECISIONS

HELP TO LINK PEOPLE TO RESOURCES

ADVOCATE FOR HIV-PREVENTION PACKAGES

**Support from Gilead Sciences does not imply their agreement with or endorsement of the activities discussed.*

Format for pre-conference symposia...

Presentation and discussion for each project:

- Project Ready Set PrEP- AIDS Foundation Chicago- *J Picket*
- PrEP Rep- *KR Amico, C Balthazar, T Coggia, S Hosek*
- Project Inform- *A McCord, D Evans*
- PrEP Facts- SF AIDS Foundation- *M Canon*
- SisterLove- *D Dixon*

Full panel Q & A