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PrEP “roll-out” is facilitating rapid PrEP access across the globe.

National strategies call for PrEP coverage among communities and groups at elevated risk for HIV.
Best approach to Providing PrEP?

- Available
- Affordable
- Provided in welcoming environments
- Reduce/remove structural barriers

Policies, Plans, & Budgets
Supply Chain Management
Delivery Issues & Best Practices
Promoting Demand & Uptake
Monitoring & Evaluation

https://www.prepwatch.org/prep-planning/marketing-communications/
Best approach to Community Scale up?

FROM A PERSON FACING PERSPECTIVE

Policies, Plans, & Budgets
Supply Chain Management
Delivery Issues & Best Practices
Promoting Demand & Uptake
Monitoring & Evaluation

https://www.prepwatch.org/prep-planning/marketing-communications/
All components create a multi-level environment in which PrEP is considered, adopted, avoided, abandoned or sustained over time.
Awareness → Uptake → Use → Continuity
PERSON FACING

**Awareness** of PrEP
- Forming attitudes
- Deciding to pursue PrEP

**Accessing** PrEP
- Seeking
- Deciding to start (try)- Uptake

Getting and **using** PrEP
- Early adherence

**Continuing**, Discontinuing, Restarting

PROGRAMATIC

Unpacking
- (maybe rethinking)

- ✔ The Brand
- ✔ The Offer
- ✔ The Ask
- ✔ The Outcome

Global PrEP roll-out: recommendations for programmatic success
- K Rust Amico, Linda Gail Beker
The Brand -- HOW IS PREP BRANDED?

PrEP

TARGETED
MSM, FSW, Young women, PWID

PROVIDER DRIVEN
Those who meet behavioral criteria

Limit Inclusiveness
The Brand-- HOW IS PREP BRANDED?

COLLABORATE to BUILD AWARENESS
VALUES Driven

WHAT PrEP has to offer.
The Offer- and Why would I want it?

But decision making is based on:

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Ask about desires to:
- Reduce anxiety around HIV
- Take control of sexual health
- Increase sexual satisfaction
- Be Healthy
- Have a better future

• Focus on continued safety
• Gains in confidence towards and efficacy around health
• Ask about life and context for health promotion and building strengths

S. Golub et al
User Values...
The Ask- Make a **decision** to try?

Offer \(\nequiv\) Uptake

USE DECISION MAKING SCIENCE
USE CONSUMER FOCUSED RESEARCH

HELP navigate complex decisions!
The Ask- Continuity- Come back?

Because you are providing something I value.

Integrated Care
Combined Services
Multi-service program
The Outcome – What are programs looking to accomplish?

**Person/Community**
- Valuable care
- Health and Wellness
- Respectful services
- Safe spaces
- Opportunities to Thrive

**Programmatic**
- PrEP Starts
- PrEP returns
- Reduce HIV risk
- Reduce cases of new HIV
Provide support and resources to:

- Protect people at risk for HIV using potent and proven prevention interventions, including PrEP, a medication that can prevent HIV infections.

The Initiative will target our resources to the 48 highest burden counties, Washington, D.C., San Juan, Puerto Rico, and 7 states with a substantial rural HIV burden.
TOOLS TO DEVELOP PERSON FACING PROGRAMS

- Conduct a situation analysis of key audiences
- Develop a strategic plan for marketing and communications
- Develop and test marketing and communications materials
- Implement and monitor your strategy
- Build an evaluation system
- Further resources
Fig. 1. Methodology used for development of the PrEP Communications Accelerator.

Katie Schwartz, Briana Ferrigno, +5 authors Kristine Torjesen Published in Sexual health 2018 DOI:10.1071/SH18064
Best approach to **Scale up of PrEP**?

- Awareness of PrEP and Access to it
- Forming attitudes
- Deciding to pursue PrEP

- Seeking/Accessing PrEP
- Deciding to start (try)- Uptake

- Getting and **using** PrEP
- Early **adherence**

- Continuing, Discontinuing, Restarting

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**The Brand**

**The Offer**

**The Ask**

**The Outcome**
BEST PROGRAMS…
Prevention in context
HEALTH
WELL-BEING
DIGNITY
RESPECT
HOPE

Essential parts of the brand, the offer, the ask, the opportunity
Looking forward to insights and discussion

THANK YOU for your attention

THANKS to

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