Creating Demand: The Role of Communities in PrEP Outreach, Acceptance, and Delivery

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1- What is demand creation?

Acting to make your target **know** and **desire** your product

- Awareness
- Knowledge
- Will to use
- Easy and lasting access

⚠️ Supply often takes most of the attention

1- Ferrigno, What is demand creation?, AIDS 2018
2- CBO/CSO PrEP experience

► Advocacy
► Outreach
► Delivery
► Adherence’s support
► Effective practices promotion
3- British communities Advocacy

- PROUD Study first results - 2014-10
- I want PrEP Now creation\(^1\) - 2015-10
- Community coalition for PrEP (THT, IWPN, PrEPster, NAT)\(^2\)
- NAT sue and wins to NHS refusing to finance PrEP - 2017-08
- NHS launch IMPACT trial (10000 PrEP) - 2017-09
- More than 7000 have joined IMPACT – 2018-06
- 56 Dean Street offers PrEP for sale - 2018
- THT creates the PrEP access fund - 2018-10
- IMPACT expansion 11500 to 26000 in 2020 - 2019-02

\(^1\) Owen, Setting up safe and reliable online PrEP, European PrEP Summit, 2018
\(^2\) [http://boyz.co.uk/the-history-of-prep/](http://boyz.co.uk/the-history-of-prep/)
4- British communities Advocacy

FIGURE 1: NEW HIV DIAGNOSES BY YEAR OF DIAGNOSIS AND PROBABLE EXPOSURE ROUTE: UK, 2008-2017

2017
8000 online PrEP users
3200 in IMPACT study
2015-2017 for MSM:
31% new HIV infections

2- I-base - HIV diagnoses in UK drop for third year – 2018-09
5- French communities Advocacy

- AIDES and Warning asks for PrEP access - 2013-01
- ANRS expert PrEP group is created - 2013-09
- ANRS Ipergay trial first results - 2014-10
- AIDES is ready to import and deliver PrEP - 2015-10
- Health minister announces PrEP access - 2015-12
- ANSM PrEP RTU access - 2016-01
- HAS allows PrEP AMM 100% on Social security - 2017-03
- Generic PrEP available in France - 2017-07
- AIDES calls on the European Court against Gilead monopoly extension on Truvada - 2017-12
6- ACON and EPIC NSW - Australia

- Started informing about PrEP - 2012
  - “avoids polarising opinion along moral grounds”\(^1\)
  - information for safe access to PrEP personal importation
- Member of PrEP advocacy working group
- Member of Prelude study\(^2\) SC + EPIC NSW study\(^3\)
  - Education resource production + promotion + peer support
- Linkage to PrEP from their testing programs
- 15895 MSM on PrEP (44%) out of 35981 eligible - 2017-12
- PrEP is subsidiarised by gvt. - 2018-03

\(^1\) ACON – Ending HIV Advocacy Plan - 2015
7- ACON and EPIC NSW

ACON and NSW Ending HIV website

#ADHERENCE2019
In 2017, a **42%** drop in newly acquired HIV notifications among MSM, compared to the average of the last 5 years.

[Link to Australian Federation of AIDS Organisations (AFAO), HIV in Australia 2019]
8- Delivering PrEP in Thailand

▶ Tangerine Clinic in Thailand - 2015-11

▶ Community led clinic for trans people
▶ Created following a series of community consultations
▶ in Bangkok largest HIV testing facility (Thai Red Cross AIDS Research Centre)
▶ Gender sensitive staff
▶ Global sexual health including gender affirming hormone services
▶ Knowledge exchange between community and health professionals

1- Janamnuaysook, Integrated gender affirmative hormone treatment services improve access to and retention in HIV testing, syphilis testing and pre-exposure prophylaxis (PrEP) service uptake among transgender women in Thailand, AIDS 2018
2- Spotlight, AIDS2018: Tangerine, a Thai transgender programme that works, 2018-07-24
9- Delivering PrEP in Thailand

► Princess PrEP\(^1\) - 2016-06
  ► Key population led PrEP
  ► 2500 PrEP users access in Princess 2018-06
    = 50% Thailand PrEP users

► PrEP reaches only 3 to 5% of an estimated 150000 potential users in Thailand

► PrEP demedicalization is needed and happening\(^2\)

1- Phanuphak - Princess PrEP program, HIV4P 2018
2- Phanuphak, PrEP Demedicalization, 3rd Asia-Pacific Regional Consultation on PrEP Implementation, 2019-01
10- Delivering PrEP in Vietnam

► **VinaPrEP**\(^1\) (2017-10 – 2018-12)
  - Demonstration project in Ho Chi Minh, Vietnam – 201 participants
  - 79.5% participants linked by a lay tester\(^2\)

► **G-link clinic and Prepped 4 PrEP**\(^3\) (P4P) :
  - Private community based clinics for MSM

► **National rollout** - 2018-11

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1- VinaPrEP: a project result briefing, UNAIDS, 2019-02-15
2- VU, PLoS One, 2018 Dec 31;13(12):e0210063
3- Prepped for PrEP: Accelerating HIV elimination in Vietnam with oral pre-exposure prophylaxis, PATH’s Healthy Markets project, 2018-10
11- PrEP Delivery Worldwide

► Community response to:
  ► Supply failures
  ► Population mobility

► Following I want PrEP Now example

► Activists from Ireland & Asian-Pacific region

► Creation of GetPrEPonline.com²

► Generic PrEP worldwide

2- https://getpreponline.com/about/
Adherence support by peer workers

PrEP visits every 3 months = perfect setting for sexual health empowerment

1. How to integrate PrEP to your life?
2. What risks can you identifying in your sex life?
3. Is your sex life as fulfilling as you would like?
4. What has changed since you started PrEP?

13- Adherence support by peer workers

Prévenir ANRS

PrEP path for Prévenir study participants – visit every 3 months

<table>
<thead>
<tr>
<th>Before visit</th>
<th>Visit to the center</th>
<th>After visit</th>
</tr>
</thead>
<tbody>
<tr>
<td>- biological check-up</td>
<td>Doctor: STIs &amp; PrEP follow up consultation</td>
<td>- Pharmacy</td>
</tr>
<tr>
<td>- STIs Test</td>
<td>Nurse: Blood samples / STI Treatments</td>
<td>- Billing</td>
</tr>
<tr>
<td>- Tests results</td>
<td>Vaccinations / next appointment</td>
<td></td>
</tr>
<tr>
<td>Peer workers: Brief Sexual health counseling</td>
<td></td>
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</tbody>
</table>

Around the clock availability = PW phone + PW text messages (SMS, WhatsApp) + PW emails + SIS (PEP at night)
14- From evidence based to culturally fitted adherence discourse

« Daily » PrEP vs « On demand » PrEP is confusing

PrEP users want to know:

- How to start PrEP (2 or 7 or 21)?
- How to stop PrEP (1+1 or 7 or 28)?

and why it is working this way!

Then, they autonomously adapt PrEP to their life and its changes
15- Spreading good practices for PrEP

► WHO Guidelines
► HIV testing¹: WHO recommends HIV testing by lay providers
► PrEP implantation²: Community educators and advocates tool

► The OPTION Consortium *Plan 4 PrEP Toolkit*³

► PrEPwatch website

► PrEP communications accelerator⁴

► JIAS, engaged research⁵

1- https://www.who.int/hiv/pub/guidelines/hiv-testing-services/en/
3- https://www.prepwatch.org/prep-planning/plan4prep-toolkit/
4- http://accelerator.prepwatch.org/
16- Is PrEP the main demand?

Community workers face many issues before PrEP initiation and for PrEP adherence:

► Access to health rights
► Access to food, hygiene and housing
► Access to contraception and gynecological care
► Access to gender affirmative hormone treatment
► Access to harm reduction and needle exchange programs
17- PrEP is not an end in itself

PrEP is a success when implemented in global sexual health settings AND with communities involvement

We need **STI and sexual health programs outside of exclusive PrEP settings** that meet communities’ needs:

- To refer people to PrEP
- For non PrEP users
- For people stopping PrEP
Acknowledgement

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The APHP infectious diseases units staff
The ANRS staff

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