

The use of a Community Panel to design PrEP Awareness Campaigns that engage Black, Asian and Minority Ethnic Groups



- Joseph Tanzer
- Sexual Health Advisor and Engagement Lead
- BHA for Equality
- Manchester, UK



BHA for Equality,

Health inequalities charity for Black, Asian and minority ethnic communities

- Projects in Greater Manchester, Liverpool, Leeds and Wakefield, UK
- Tailored HIV Prevention and Support
- Training and group sessions on sexual and relationship health
- Free rapid HIV and STI testing
- Free condom and lube distribution
- Community outreach and engagement



What did we do?

- Created a Community Panel on PrEP made of local people
- Provided training to the members of the panel
- The Community Panel met regularly to discuss effective PrEP campaigns
- We used their ideas and feedback to inform our campaigns



Why did we create this Community Panel on PrEP?

- Research has identified that communities beyond gay and bisexual MSM are **not aware** of PrEP (NAT, October 2022). PrEP **awareness** and use amongst Black Africans is very low.
- There are significant racial inequalities in **access** to PrEP.
- 37% of new HIV diagnoses among heterosexuals in the UK are Black African men and women – despite them making up less than 2% of the British population. (UKHSA 2022).
- Our purpose was to deliver activities that raised **awareness**, **understanding** and **acceptability** of PrEP and to support communities to have **access** to PrEP.





Pre-exposure prophylaxis (Prep)
 Prevent HIV.

More community representation
 African - more than one country.
 Caribbean
 Black British

SAACOMM Event ← Events
 ↳ Workshop Friend.
 Health event.
 Actors (Young People)

I am
 anba M202
 Refugee
 bac & many
 I can invite
 friends

② Leaflets
 - women?
 - How it works

③ Posters →
 pill
 → Bill
 → Bro
 → Prep
 Pre ac
 Pre ve
 Prep
 → 2 bal



Our model and strategy

1. Approach key individuals to form Community Panel
2. Promote Panel through key networks to get more members
3. **Meeting 1:** Provide training so everyone is on same level. Get information and knowledge from panel on community awareness and attitudes towards PrEP
4. **Meeting 2:** Mindmap and evaluate campaign ideas with panel
5. **Meeting 3:** Plan in detail leaflets, posters, events, messaging
6. **Meeting 4:** Create content
7. Upcoming **meeting 5:** Evaluate and improve
8. Integrate this work into existing work with other partners



What impact did the panel have?

- We changed how we work
- We empowered and upskilled local people
- We received funding for a new project to put ideas into action
- We made PrEP Awareness videos for women
- We enabled cross cultural discussions of HIV stigma, PrEP and U=U
- We are working with local clinics to create a health event



For more information:

Please contact pash@thebha.org.uk

OR joe.tanzer@thebha.org.uk

www.thebha.org.uk

Thank you!



[bha_for_equality](https://www.instagram.com/bha_for_equality)



[@the_BHA](https://twitter.com/the_BHA)



[BHA for Equality](https://www.facebook.com/BHAforEquality)

