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















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## 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.



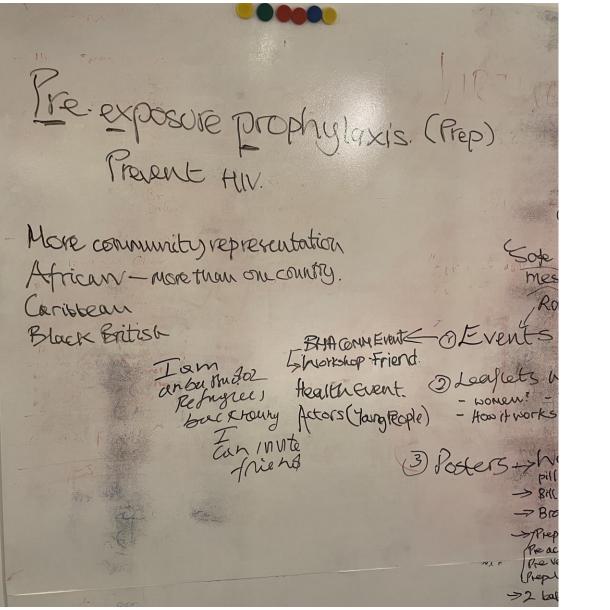
















# Our model and strategy

- 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
- **Meeting 2**: Mindmap and evaluate campaign ideas with panel 4.
- 5. **Meeting 3**: Plan in detail leaflets, posters, events, messaging
- 6. **Meeting 4**: Create content
- Upcoming **meeting 5**: Evaluate and improve
- Integrate this work into existing work with other partners 8.











# 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













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