Pilot Demonstration Project of a Client-Provider Communication Tool to Facilitate PrEP Awareness and Uptake among Black/African American Cisgender Women in the US South

Mirjam-Colette Kempf, Victoria McDonald (presenting author), Corilyn Ott, Alexa Rivas, Liang Shan, Elizabeth Waldron, Eric Underwood, Marquetta Campbell, Douglas Krakower, Latesha Elopire, Kachina Kudroff, Kenneth Sherr, Christina Psaros
Cisgender Females - HIV Incidence & Low PrEP Use in South

Rates of Cisgender Females Living with HIV per 100,000 by US County, 2021

PrEP Users in AL

Rates of Persons Living with HIV per 100k, 2021
- Sex: Female
Reasons – Low PrEP Utilization

- Low perceived vulnerability
- Concerns about side effects
- Medical mistrust
- Systemic & structural barriers (e.g., limited access to transportation, childcare, health care services; interpersonal violence; HIV-related stigma)

Lack of awareness about PrEP and its use among cisgender women

Non-inclusive PrEP marketing
Limited patient-provider communication
WeExPAnd Study Objectives

To develop & iteratively refine a flipbook-based client-provider communication tool to increase PrEP awareness and uptake among cisgender women within a federally qualified health care center (FQHC) in Alabama.
PrEP Perceptions among Black cisgender women

Key Findings

- Fostering effective provider relationships is crucial
- Normalizing PrEP as part of routine sexual healthcare may increase uptake and maintenance
- Increasing PrEP familiarity & knowledge can improve provider & client comfort with PrEP prescription & use

<table>
<thead>
<tr>
<th>Participant Groups</th>
<th>N=41</th>
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<tbody>
<tr>
<td><strong>Group 1:</strong> Cisgender women living without HIV with PrEP experience</td>
<td>n=6</td>
</tr>
<tr>
<td><strong>Group 1:</strong> Cisgender women living without HIV with NO PrEP experience</td>
<td>n=15</td>
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<tr>
<td><strong>Group 3:</strong> Providers</td>
<td>n=20</td>
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Client-Provider Flipbook

• “PrEP for Women”
  • Accessible PrEP information for use by range of healthcare professionals
  • Guided by principles of shared decision-making and culturally sensitive communication

PrEP: Prevent HIV before exposure

- PrEP is for people who do not have HIV, or people who are HIV negative.
- PrEP is for EVERYONE who has sex, not just men who have sex with other men, but women too.
- PrEP is about 92% effective for women if taken every day.
Adaptation of Client-Provider Communication Tool

**Groups**

**Providers:** MDs & NPs at FQHC

**Clients:** Cisgender women living without HIV at FQHC

**Implementation Resource Team (IRT):** Implementation science & PrEP delivery experts, FQHC staff members, potential PrEP candidates, providers, research team members

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**WeExPAnD Study Flow in Clinic**

- **PrEP Navigator Recruit/Consent**
- **Cisgender Women**
- **Provider Flipbook Intervention Visit**
- **PrEP Referral**
- **No Interest**
- **3-month follow-up**
- **All Participants**
- **Client Receives PrEP Services**
Study Sample

Reasons for Declining
- Lack of interest in research (44%)
- Lack of time (27%)

<table>
<thead>
<tr>
<th>Participant Group</th>
<th>n</th>
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<tr>
<td>Screened clients</td>
<td>245</td>
</tr>
<tr>
<td>Enrolled</td>
<td>62 (25%)</td>
</tr>
<tr>
<td>Unaware of PrEP</td>
<td>43 (69%)</td>
</tr>
<tr>
<td>Completed flipbook visit</td>
<td>49 (79%)</td>
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<tr>
<td>Referred to PrEP</td>
<td>17 (35%)</td>
</tr>
<tr>
<td>Initiated PrEP</td>
<td>7 (14%)</td>
</tr>
<tr>
<td>Declined PrEP/Unsure</td>
<td>32 (65%)</td>
</tr>
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Providers: MDs & NPs at FQHC n=8
“Consider streamlining the process, make it more friendly to those without knowledge...”
- Study Provider

“...you need something that would give everybody the forefront knowledge [of PrEP]...so the people can kind of do some homework...because this is my first time ever hearing about [PrEP]...”
- IRT Member & PrEP Candidate

“...as a provider communication tool, it has to be shortened. There is limited time...”
- IRT Member & Provider

Shorten the flipbook & provide PrEP information before visits
Increase accessibility and mobility of the flipbook

"...it would be beneficial to make a video of a provider and a patient going through the [flipbook]...[that] addresses the things that are most important to the population who hasn’t yet heard about [PrEP]...”
-IRT Member & Provider

"...just [make the flipbook] accessible to people that are wantin' to know about it. I think it should just be easily accessible, whether virtual or on the actual flipbook...”
-Study Client, 2046

"I think y’all should make flipcharts individual, itty-bitty...little personal flipcharts for individuals to take with them and read, or little pamphlets that they can read up on. That’ll help a whole lot.”
-Study Client, 2013
Video Feedback

• Pilot tested with 7 FQHC clients so far

• Clients responded positively to the video content, tone, graphics, and voiceover in post-intervention survey

• Clients found the HIV transmission and PrEP information most surprising

• All clients felt the video prepared them to discuss PrEP with their provider & would recommend it to female friends.

• One client felt the video was too short.

[The video is just straightforward, and it tells you ‘here's the topic of what you needed to know or what it was’. The only thing that was left to do was to talk to the doctor or the provider or something, but it's perfect.”
- Video Client, 2060

“[The video] gave me the overview of what I was gonna be hearing about. I’m more of a visual learner. It was good that I watched that video to just let me know like, “This is what we’re gonna be talking about.”
- Video Client, 2058
Recommendations


*Includes an informational video and flipbook.
Acknowledgements

We thank our participants for sharing their time and experiences and helping us learn.

We thank the participating providers for devoting their time and energy into helping us understand how to support clients in making informed decisions related to sexual health.

We thank James Clark and the UAB Technology & Innovation team for developing the video.

Our partner clinic:

Whatley Health Services, Inc. (WHSI), Tuscaloosa, Alabama

Research reported in this presentation was supported by National Institutes of Mental Health of the National Institutes of Health under award number R34MH118044
Thank you.

Questions?
Please email:
vwmcldona@uab.edu
Sources:


