



PrEP in 2025: Framing Innovations, Challenges, and Opportunities

Elizabeth Irungu, MBChB, PhD
Regional Technical Advisor
Jhpiego

Continuum 2025 • June 10-12, 2025 • San Juan

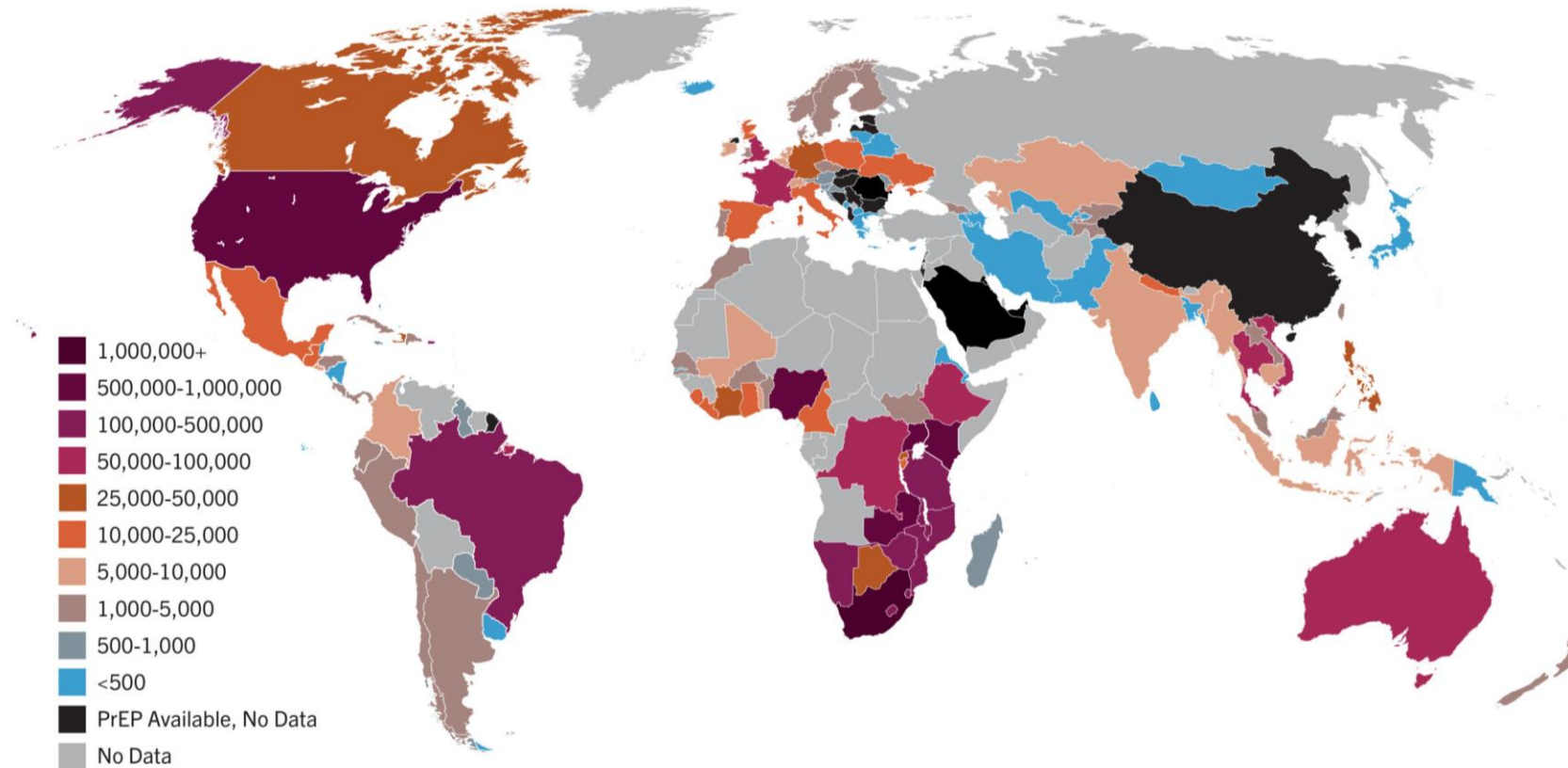
Tish

- 27 year old, started sex work when she was 16
- Tish has been using PrEP since 2017
- She aspires to have an enjoyable HIV free life



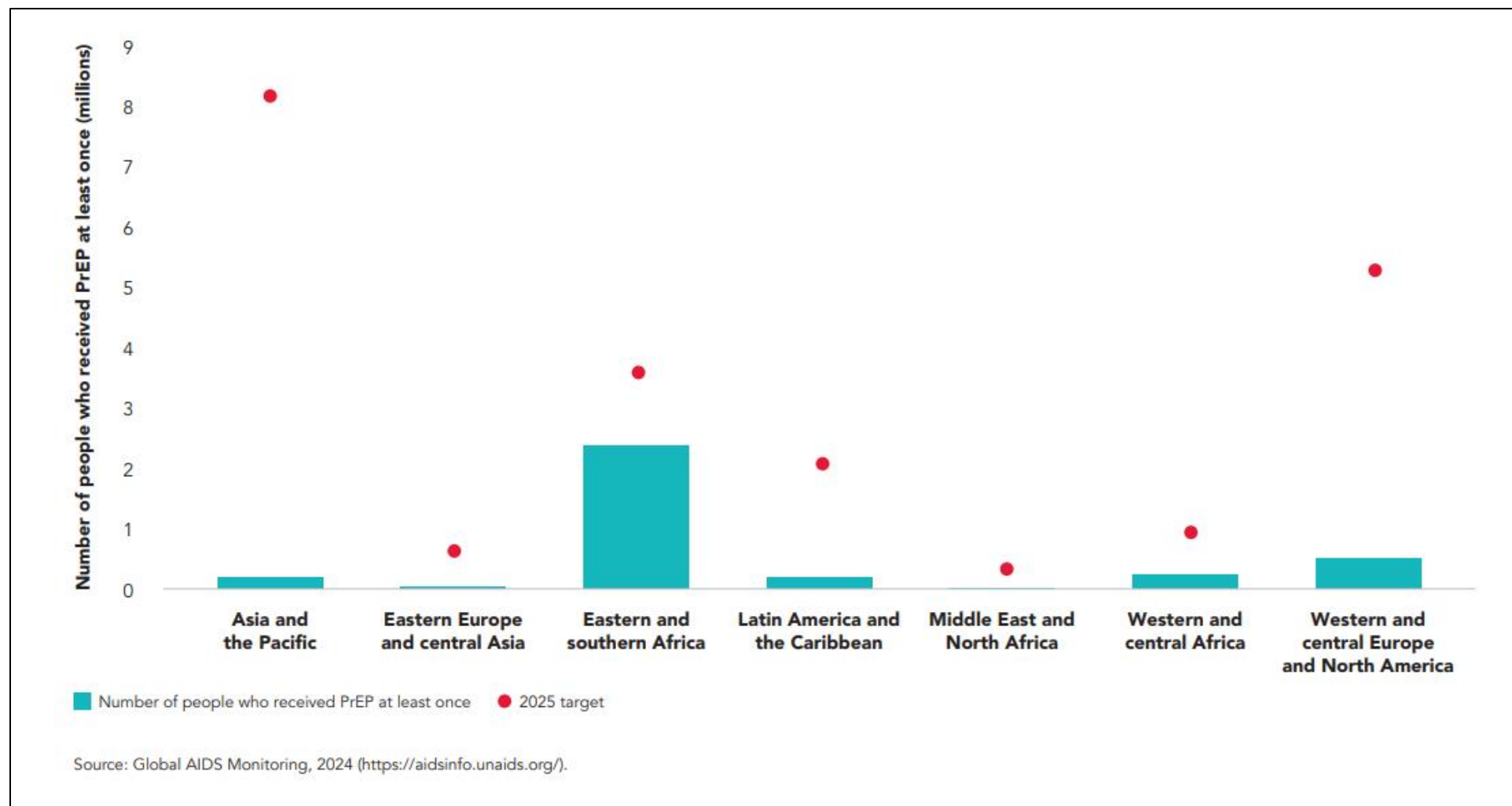


PrEP initiations, Nov 2024



- Over 8 million PrEP initiations by Q4, 2024
- Falls short of the UNAIDS target of 2025
 - 10 million person-years of PrEP use

Number of people who received PrEP at least once in 2023, by region and 2025 PrEP target





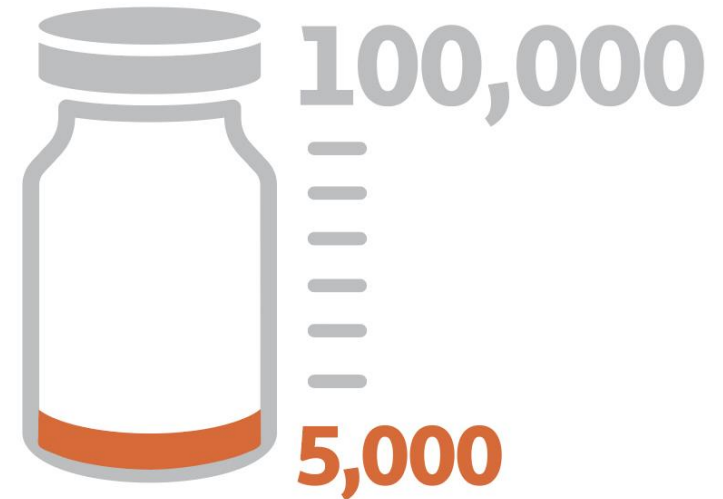
PrEP Delivery is under threat.....



Number of new **PrEP users** in 2024 who have **lost access to PEPFAR-supported PrEP services**



Number of people identifying as **Key Populations who have lost access to HIV prevention programming** under PEPFAR



Off Target: The PEPFAR goal of **people initiating CAB for PrEP** in 2025 is falling far short – **5k instead of 100k**



What opportunities do we have?



Expand choice by introducing long-acting options



Good for the client

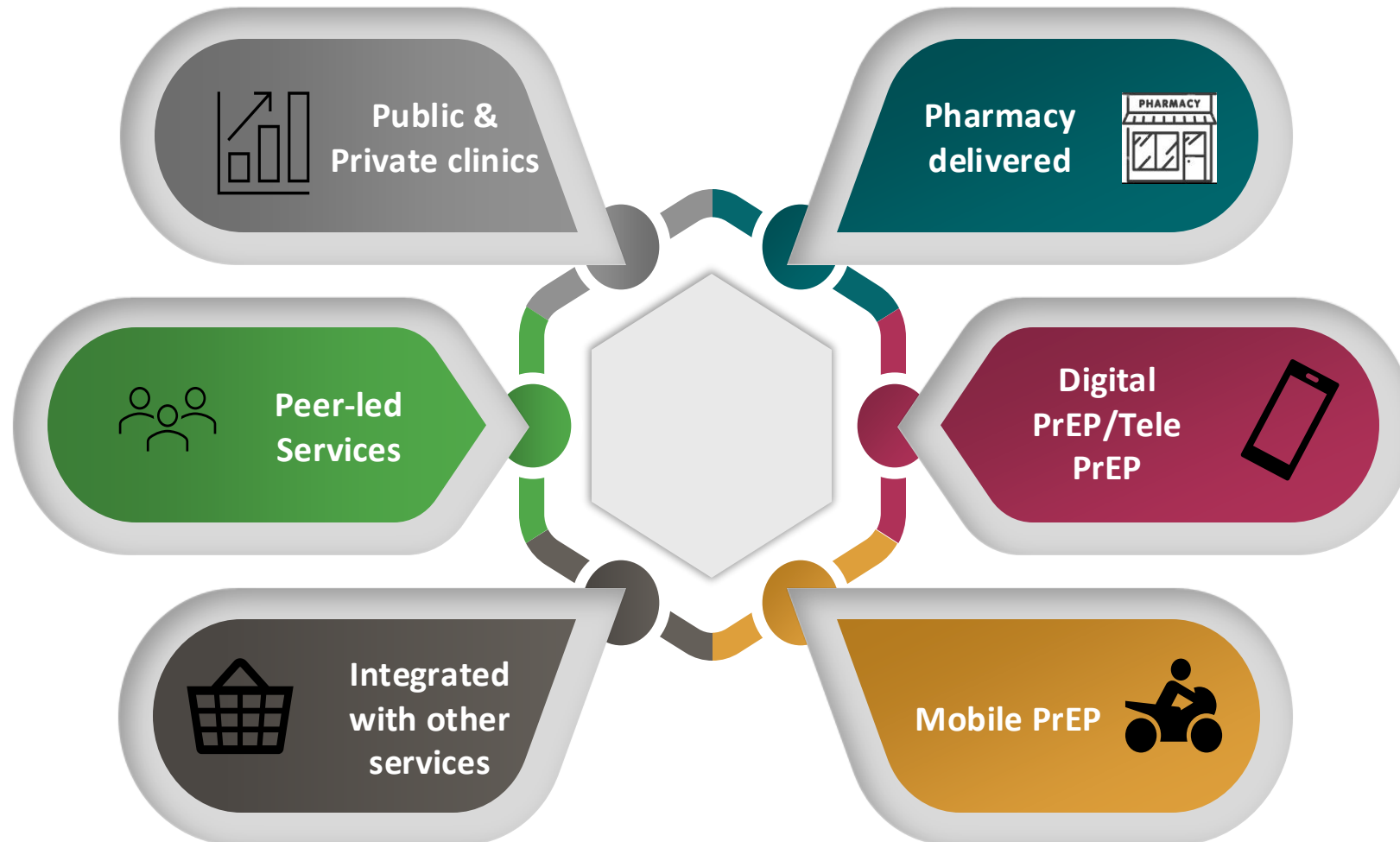
- Convenient
- Less stigma
- Preferred choice

Good for the strained health system

- Fewer visits
- Reduced long-term treatment costs
- Integration and task sharing



Implement innovative, preferred delivery models



Lessons from PrEP delivery & demand creation for young women

#continuum2025



Easier places to access PrEP

- Youth clinics
- Mobile clinics
- Family planning clinics
- Pharmacies



Easier ways to deliver

- Same day start
- Streamlined/optional labs
- HIV self-testing for efficiency

Motivational demand creation

A PILL A DAY HELPS KEEP HIV AWAY

How does PrEP work?

PrEP is an antiretroviral pill, Truvada, which helps HIV negative people stay negative. When taken regularly, PrEP has been shown to reduce the chance of getting HIV by more than 90%. You should take PrEP every day to be sure you are protected against HIV. When the medicine is in your blood, it will stop HIV from taking hold and spreading in your body. If you want to protect yourself against STIs and have extra HIV protection, use condoms. If you want to prevent pregnancy, use contraception.

PREP CAN STOP HIV. IT'S UP TO EACH OF US TO DO OUR PART.

#HIVregeneration
SPREAD THE WORD. NOT THE VIRUS.

WE ARE THE GENERATION THAT WILL END HIV

THIS IS MY MOMENT

I AM MY OWN WOMAN. I AM IN CONTROL.

I AM PREPARED FOR TODAY, FOR THE FUTURE, FOR LIFE'S TWISTS AND TURNS.

I AM PrEPPEd

PREP IS A NEW WAY TO PROTECT YOURSELF FROM HIV. TAKEN EVERY DAY, IT HELPS YOU STAY HIV FREE. #getPrEPPEd

JIPENDE J!PrEP

Ministry of Health

Love. Prevent. Live.

Protect yourself from HIV



Get tested for HIV today! If you test negative for HIV, there is a new additional HIV prevention option.

PrEP or Pre-Exposure Prophylaxis is the new additional HIV prevention option for HIV negative people who are at risk of HIV infection.

TAKEN DAILY, PrEP IS AN ADDITIONAL PREVENTION OPTION

- ✓ Condoms
- ✓ HIV testing services
- ✓ Post-exposure prophylaxis
- ✓ Healthy lifestyles
- ✓ Treatment for STIs
- ✓ Voluntary Medical Male Circumcision
- ✓ ART for partners living with HIV

If you feel you're at an ongoing risk of acquiring HIV and would like to know more about PrEP, please visit your health care provider.

J!inde


How can I prevent HIV

I HAVE THE RIGHT TO LIVE HIV FREE

I HAVE THE DUTY TO HELP STOP THE SPREAD OF HIV

TAKEN DAILY, PrEP IS AN ADDITIONAL PREVENTION OPTION

- Condoms
- PrEP
- Counselling
- Post-exposure prophylaxis
- Healthy lifestyles
- Treatment for STIs
- Male medical circumcision
- ART for partners living with HIV



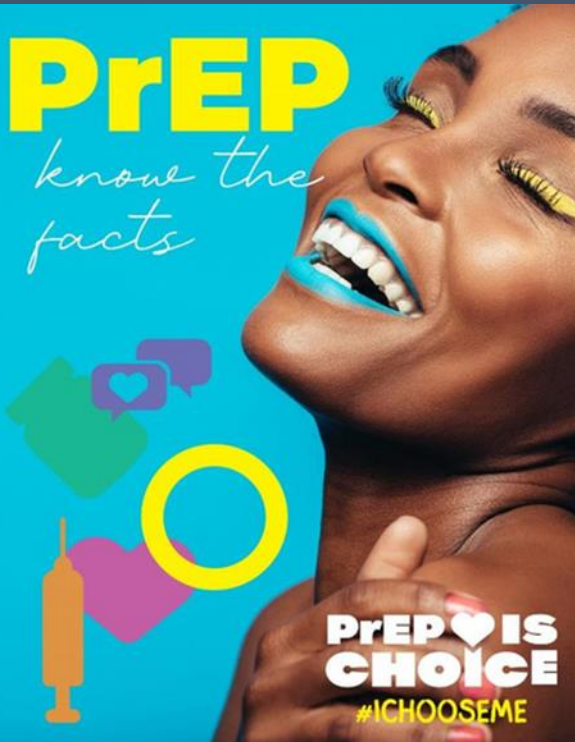
My Assertiveness IS MY SUPERPOWER

Claim Your Power Today.
#MyPrEPMyChoice

PrEP IS CHOICE
#ICHOOSEME

PrEP

know the facts



PrEP IS CHOICE
#ICHOOSEME

health
Department:
Health
REPUBLIC OF SOUTH AFRICA

Lessons from pharmacy based delivery

#continuum2025



- Offers quick and discrete services
- Potential to expand coverage
- High PEP uptake
- Supports continued PrEP provision in changing funding landscape



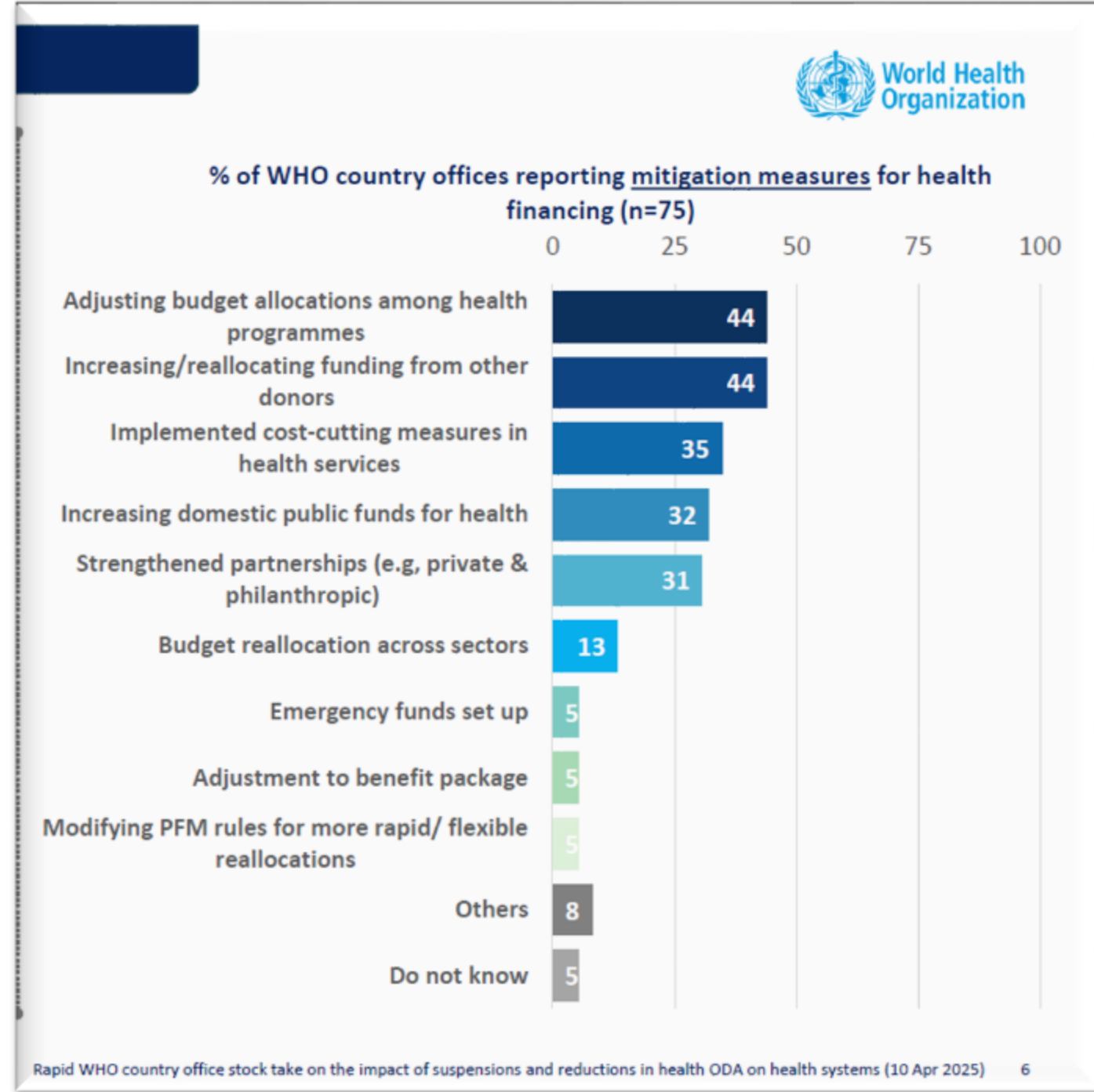


Facilitate equitable access



Explore innovations in funding

- Integration of services
- Budget reallocation
- Domestic financing
- Private sector





Conclusion

We need to implement effective & cost-effective products



Innovation is imperative - we cannot end the epidemic with yesterday's tools and today's budgets



Every dollar not optimized is a life at risk

