



# Centering Narratives in HIV Prevention for Black Women: A Community-Engaged Approach to Develop a Story-Based Social Media Intervention

Alyssa G. Robillard, Carmen Julious, Kadeeja Murrell, Jamie Troutman, Thaddeus Jones, Leasharn Hopkins, L. Nicole Black, Adrena Harrison, Sarah McClam, Audrey Moody, Felicia Matheney, Angela Ray, Sharae Walker





Ending the HIV epidemic requires innovative strategies focused on groups and geographic regions disproportionately impacted by HIV, including Black cisgender women in the South.

# Tools for Prevention

- HIV Testing
- PrEP
- Gaps in testing among Black women who report HIV risk behavior  
(Robillard, et al, 2024; CDC, 2021; Ojikutu, et al, 2018)
- Low PrEP adoption among Black women  
(Cheek, et al., 2022; Townes et al., 2021)
- Increased, focused testing as a gateway to PrEP



HIV Care Continuum  
(National Association of Social Workers, 2015)



# The Storytelling Community Advisory Board informed intervention development

1

Re-convene  
Community Advisory  
Board

2

Adapt existing script  
based on cultural  
narrative

3

Film and edit "I Knew  
Better"

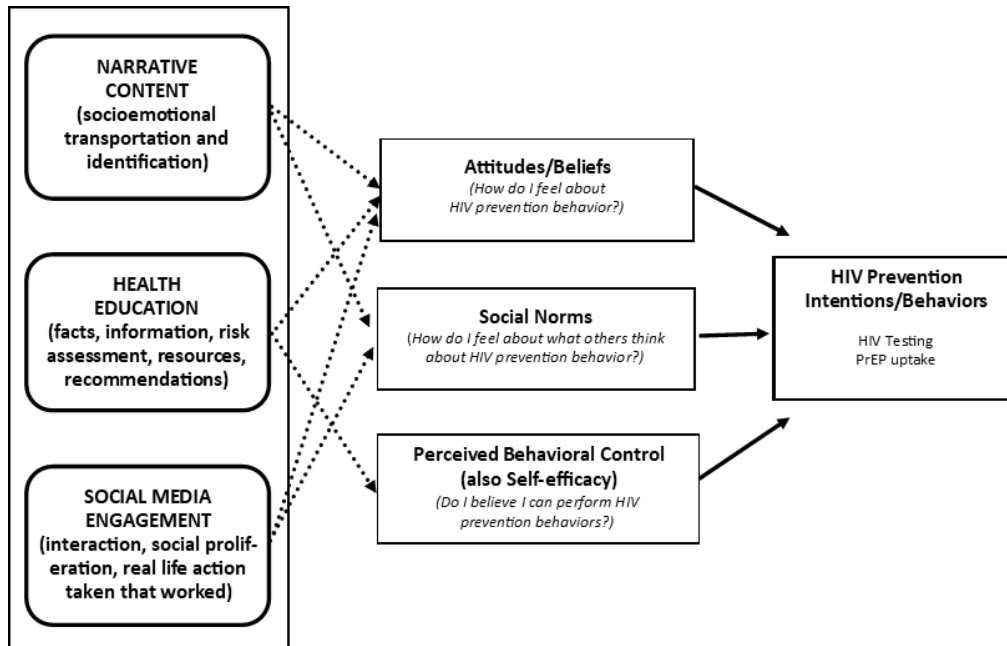
4

Develop health ed  
content to promote  
testing and PrEP

5

Create social media  
private group page  
intervention





Conceptual Framework for Narrative-Based Social Media Interventions to Promote HIV Prevention

## Theoretical Foundations

- Culture-Centric Narratives in Health Promotion
- Theory of Planned Behavior

## Content

- *Narrative* (e.g., scenes, reels, posts about the story)
- *Health education* (e.g., posts addressing HIV/PrEP knowledge, stigma, link to HIV prevention service locator)
- *Social Media Engagement* (e.g., interactive posts encouraging engagement)

Private Facebook group page: Take Care of YOU

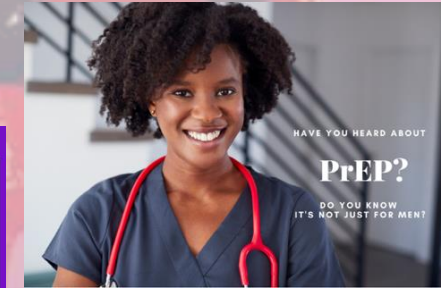
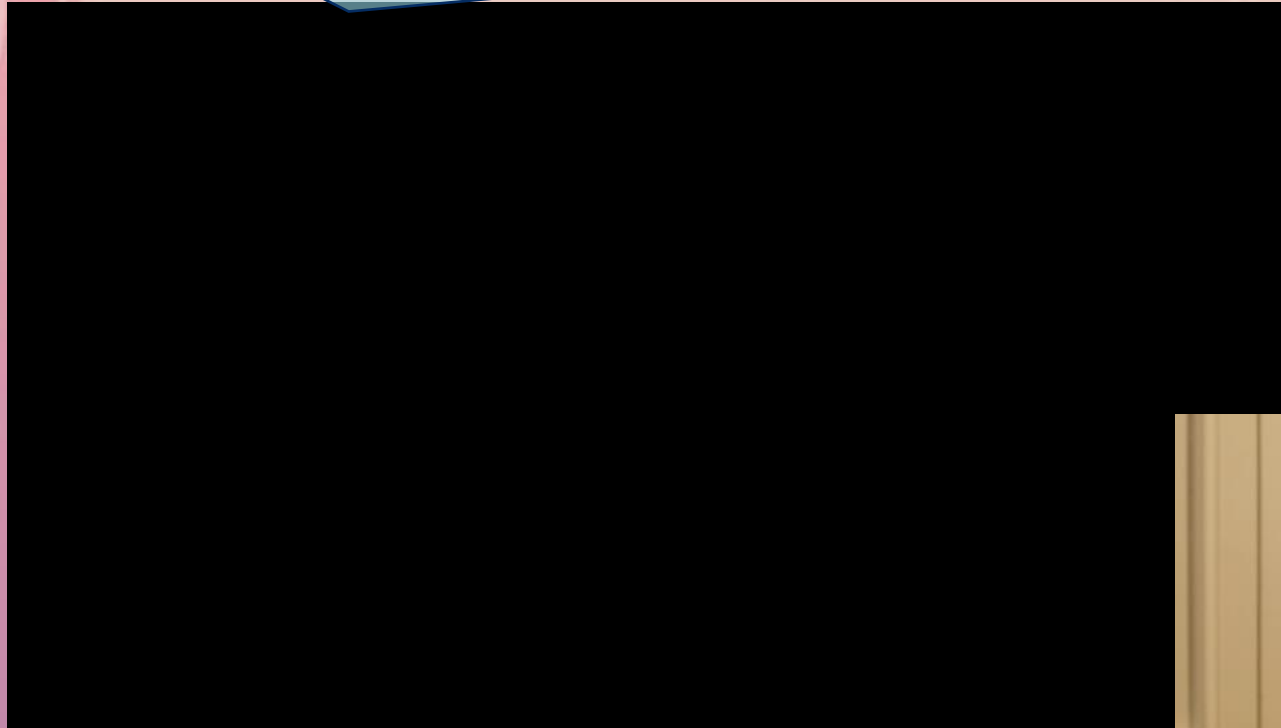




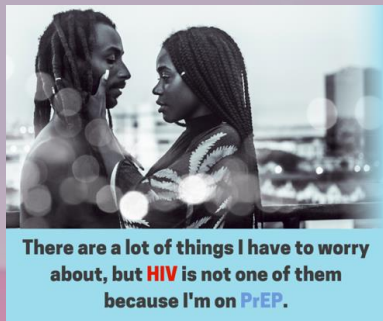
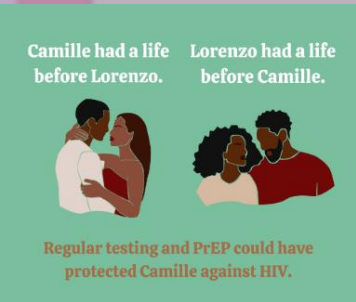
# Social Media Content Feedback

- Inspirational Quotes?
- Story clips/reels with links to the entire story on YouTube?
- TikToks from “Lisa” and “Camille”?
- Testing Information?
- PrEP Information?
- Number of posts/day? How many is enough? How many is too much?
- How long should intervention last? 1 week, 2 weeks, 1 month?

# We've Known Each Other Long Enough...



What about HIV?



# Methods

- Single group pretest-posttest research design, with qualitative post-interview
- Recruitment via Facebook ads
- Inclusion Criteria
  - (1) Cisgender woman, (2) 18 and over, (3) self-identify as Black, (4) live in a Southern state in the U.S., and (5) meet CDC indications for PrEP based on sexually active adults and adolescents
    - Anal or vaginal sex in past 6 months AND any of the following:
      - HIV-positive sexual partner (especially if partner has an unknown or detectable viral load),
      - Bacterial STI in past 6 months,
      - History of inconsistent or no condom use with sexual partner(s)
- Cross-interview content analysis of qualitative data using feasibility criteria as coding framework; Wilcoxon signed rank tests used to assess pre- and post-test differences on HIV testing and PrEP intentions
- Study approved by Arizona State University Institutional Review Board





# Results

- **Content (story and posts) and mode of delivery were well-received.**
- Use of a private hidden group page was seen as a major benefit for most participants.
- **Study retention: 81%**
- Over half of study participants had considered HIV testing (55%) and 50% had considered PrEP since completing the intervention.
- **Widely viewed as practical and easy to participate in, because it was conducted online.**
- Significantly higher median values at follow-up for “intention to talk to a healthcare provider about PrEP” and “intention to get a prescription for PrEP” in the next 3 months



# Conclusions



- Engaging community members is a strength.
- Recruitment and enrollment requires consideration to protect the group space
- **Recommendations: (1) incorporate navigation to facilitate access to HIV prevention services, (2) building in social media interaction with actual PrEP users, and (3) increasing study team engagement**
- Participant feedback was enthusiastic and is encouraging.
- **The pilot study suggests feasibility of the intervention.**
- High acceptability supports a follow-up trial of the intervention.



# Acknowledgements

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