PREP AUDIO VISUAL REPRESENTATION (PREP REP)
DEVELOPMENT AND PILOT OF A PREP EDUCATION VIDEO

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DISCLOSURES

• PrEP REP was funded by an unrestricted education grant from Gilead Sciences

• The authors have no conflict of interest in the conduct or results of this project
PREP IN THE US

• TDF/FTC approved for HIV-prevention in July 2012
  • Risk Evaluation and Mitigation Strategy (REMS)
    • Educational material

• CDC Interim guidance for use of PrEP with MSM and transgendered women who have sex with men issued (2011)

• CDC Interim guidance for use with heterosexual men and women issue in 2012-2013

• CDC Interim guidance for Injection Drug Users
PREP IN THE US

• MAY 14 2014 -- CDC CLINICAL GUIDELINES RELEASED

US PUBLIC HEALTH SERVICE

PREEXPOSURE PROPHYLAXIS FOR THE PREVENTION OF HIV INFECTION IN THE UNITED STATES – 2014

Education and counseling
PREP AWARENESS IN THE US

• Multiple surveys indicated:
  • Low awareness of availability of PrEP in community
  • Negative attitudes towards PrEP

• Our experiences in several trials and demonstration projects:
  • Low levels of understanding of how PrEP is believed to work or why consistent dosing is recommended
  • Confusion over HIV infection and how PrEP may prevent it
PrEP REP Objectives

Develop a brief (5-7 minute) media clip accessible through typical Internet connections (computer or mobile application accessed) that comprehensively describes and visually depicts TDF/FTC for PrEP in the context of the HIV epidemic in the US, mechanisms of HIV infection and heuristics for the potential actions of TDF/FTC in HIV prevention provided consistent daily use.
Objectives

Develop a brief (5-7 minute) media clip accessible through typical Internet connections (computer or mobile application accessed) that comprehensively describes and visually depicts TDF/FTC for PrEP in the context of the HIV epidemic in the US, mechanisms of HIV infection and heuristics for the potential actions of TDF/FTC in HIV prevention provided consistent daily use.

- Increase accurate knowledge
- Increase understanding of and heuristics for adherence
- Appeal to multiple learning modalities
Objectives

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Evaluate acceptability of media clip with current \( n=23 \) and potential \( n=47 \) MSM PrEP users, as well as potential impact on funds of accurate information and PrEP/PrEP-adherence related beliefs and attitudes.
Objectives

Develop a brief (5-7 minute) media clip accessible through typical Internet connections (computer or mobile application accessed) that comprehensively describes and visually depicts TDF/FTC for PrEP in the context of the HIV epidemic in the US, mechanisms of HIV infection and heuristics for the potential actions of TDF/FTC in HIV prevention provided consistent daily use.

Evaluate acceptability of media clip with current (n=30) and potential (n=30) MSM PrEP users, as well as potential impact on funds of accurate information and PrEP/PrEP-adherence related beliefs and attitudes.

Chicago, IL-- Site for iPrEx OLE and ATN 110/113
Serves younger MSM, predominantly African American and Latino
Strong community outreach and engagement
PHASE 1 - DEVELOP MEDIA

- Team developed script
- Expert review
- Revised media
- Medical and stakeholders review
  - Three medical advisors
  - One community rep
  - Seven counselors or nurses from iPrEx and ATN 110/113
EXAMPLES OF POST REVIEW CHANGES

First Version

- Dark
- Too formal
- Too academic

Revised Media

- Changed all backgrounds to lighter colors
- Fonts that are smoother
EXAMPLES OF POST REVIEW CHANGES

- Scary
- Terrifying
- Anxiety induced shut down

- Less “real”
- More palatable
EXAMPLES OF POST REVIEW CHANGES

First Version

- Dark
- Too real
- Intimidating

Revised Media

- Provokes “good” emotions
- Happy cell
- “good guy”
PHASE 1- DEVELOP MEDIA

- Revised media viewed by 10 current PrEP users
- No changes
PHASE II- BRIEF EVALUATION OF IMMEDIATE IMPACT OF MEDIA ON KNOWLEDGE

- 70 MSM participants (23 PrEP experienced; 47 PrEP Naive)

- Ave age 21
- Race/ethnicity not collected but site serves predominantly black and Latino MSM
- Mostly MSM (7% reported female as current gender)

- Paper-pencil survey measure of PrEP knowledge and attitudes completed
- View video
- Immediately take post-viewing survey
- Evaluated pre and immediate post viewing responses using McNemar for binomial distribution
About 1,000 people get HIV in the US every year
PrEP is taken only after a potential exposure to HIV
PrEP is a medication that people who are HIV negative take to prevent getting HIV
No one knows if PrEP is effective in preventing HIV
People who are HIV positive can take PrEP to control their HIV
PrEP is so powerful that taking just one pill a week is enough to prevent HIV infection even if the person is exposed to HIV often
If HIV gets into the body it takes over special immune system cells called CD4 T-cells
HIV infection is very slow it takes HIV a very long time to make copies of itself
PrEP blocks HIV from entering the body
PrEP medicines protect T-cells from HIV
PrEP is recommended to be taken daily
PrEP medication does not get digested or used up in the body
It takes only a couple of days of taking PrEP daily to get the full protection of PrEP
PrEP does not protect people from sexually transmitted infections like herpes or gonorrhea
People do not need a current HIV-negative test result to be able to safely use PrEP
Taking three PrEP pills at once prevents HIV better than taking one pill
PREP REP VIDEO
LESSONS LEARNED FROM PHASE II INFORMATION ITEMS ABOUT PREP AND HIV AMONG PrEP NAÏVE (n = 47)

* p<.05; Binomial distribution McNemer; | Post reached 100%, no p value possible

- About 1,000 people get HIV in the US every year (false)*
- PrEP is taken only after a potential exposure to HIV (false)*
- PrEP is a medication that people who are HIV negative take to prevent getting HIV (true)*
- No one knows if PrEP is effective in preventing HIV (false)*
- People who are HIV positive can take PrEP to control their HIV (false)*
- PrEP is so powerful that taking just one pill a week is enough to prevent HIV infection even if the person is exposed to HIV often...
- If HIV gets into the body it takes over special immune system cells called CD4 T-cells (true)*
- HIV infection is very slow it takes HIV a very long time to make copies of itself (false)*
- PrEP blocks HIV from entering the body (false)

**PrEP NAIVE % CORRECT (PRE TO POST)**

- PrEP medicines protect T-cells from HIV (True)*
- PrEP is recommended to be taken daily (True)*
- PrEP medication does not get digested or used up in the body (False)*
- It takes only a couple of days of taking PrEP daily to get the full protection of PrEP (False)*
- PrEP does not protect people from sexually transmitted infections like herpes or gonorrhea*
- People do not need a current HIV-negative test result to be able to safely use PrEP (False)*
- Taking three PrEP pills at once prevents HIV better than taking one pill (False)*
LESSONS LEARNED FROM PHASE II

INFORMATION ITEMS ABOUT PREP AND HIV AMONG PrEP USERS (n 23)

PREP EXPERIENCED % CORRECT (PRE TO POST)

- About 1,000 people get HIV in the US every year (false)*
- PrEP is taken only after a potential exposure to HIV (false)
- PrEP is a medication that people who are HIV negative take to prevent getting HIV (true)
- No one knows if PrEP is effective in preventing HIV (false)*
- People who are HIV positive can take PrEP to control their HIV (false)*
- PrEP is so powerful that taking just one pill a week is enough to prevent HIV infection even if the person is exposed to HIV often...
- If HIV gets into the body it takes over special immune system cells called CD4 T-cells (true)*
- HIV infection is very slow it takes HIV a very long time to make copies of itself (false)*
- PrEP blocks HIV from entering the body (false)
- PrEP medicines protect T-cells from HIV (True)*
- PrEP is recommended to be taken daily (True)
- PrEP medication does not get digested or used up in the body (False)*
- It takes only a couple of days of taking PrEP daily to get the full protection of PrEP (False)
- PrEP does not protect people from sexually transmitted infections like herpes or gonorrhea
- People do not need a current HIV-negative test result to be able to safely use PrEP (False)*
- Taking three PrEP pills at once prevents HIV better than taking one pill (False)
LESSONS LEARNED FROM PHASE II
ATTITUDES AND BELIEFS
<table>
<thead>
<tr>
<th>ITEM</th>
<th>RESPONSE OPTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>I feel I know exactly how PrEP is recommended to be taken</td>
<td>1 agree, 2 somewhat agree, 3 neither, 4 somewhat disagree, 5 disagree</td>
</tr>
<tr>
<td>I know what to do if I am using PrEP and miss a PrEP pill</td>
<td>1 agree, 2 somewhat agree, 3 neither, 4 somewhat disagree, 5 disagree</td>
</tr>
<tr>
<td>I understand how PrEP works in the body to prevent HIV</td>
<td>1 agree, 2 somewhat agree, 3 neither, 4 somewhat disagree, 5 disagree</td>
</tr>
<tr>
<td>How good is PrEP at preventing HIV infection in people?</td>
<td>0 (does not work at all in those taking it daily), 50 (Prevents infection in half of those using it daily), 100 (Prevents infection in all of those using it daily)</td>
</tr>
<tr>
<td>Given what you know about yourself, how likely is it that you would be able to take PrEP very close to every day if you did decide to use PrEP?</td>
<td>0 (no chance), 50 (Maybe half the time), 100 (Certain I would take just about daily)</td>
</tr>
<tr>
<td>Given your life and what you know about yourself and about PrEP, how good do you think PrEP would be at preventing you from getting HIV?</td>
<td>0 (it would not work for me at all), 50 (it might work for me but might not), 100 (it would definitely work for me)</td>
</tr>
<tr>
<td>If you (and/or your sexual partner(s)) did not use any prevention strategy at all, what is the chance you would get HIV in the next few months?</td>
<td>0 (no chance), 5 (Just as likely that I will or I won't get HIV), 10 (I would definitely get HIV)</td>
</tr>
<tr>
<td>Given everything you currently do (or don't do) to prevent yourself from getting HIV, what is the chance you would get HIV in the next few months?</td>
<td>0 (no chance), 5 (Just as likely that I will or I won't get HIV), 10 (I would definitely get HIV)</td>
</tr>
<tr>
<td>Condom use is completely unnecessary if someone is taking PrEP</td>
<td>1 agree, 2 somewhat agree, 3 neither, 4 somewhat disagree, 5 disagree</td>
</tr>
<tr>
<td>If I took/take PrEP daily, I have more sex partners</td>
<td>1 agree, 2 somewhat agree, 3 neither, 4 somewhat disagree, 5 disagree</td>
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<tr>
<td>If I took/take PrEP daily, I talk with partners more about HIV</td>
<td>1 agree, 2 somewhat agree, 3 neither, 4 somewhat disagree, 5 disagree</td>
</tr>
<tr>
<td>If I took/take PrEP daily I am more aware of and thoughtful about sex (when I have it or with whom)</td>
<td>1 agree, 2 somewhat agree, 3 neither, 4 somewhat disagree, 5 disagree</td>
</tr>
<tr>
<td>When you think of HIV how do you feel?</td>
<td>0 scared/anxious, 5 (neutral), 10 (calm/in control)</td>
</tr>
<tr>
<td>When you think of PrEP, how do you feel?</td>
<td>0 (strongly dislike/bad), 5 (neutral), 10 (strongly like/very good)</td>
</tr>
<tr>
<td>When you think about TAKING PREP ABOUT DAILY, how do you feel?</td>
<td>0 (strongly dislike/bad), 5 (neutral), 10 (strongly like/very good)</td>
</tr>
<tr>
<td>When you hear or think about “HIV PREVENTION”, how do you feel?</td>
<td>0 (strongly dislike/bad), 5 (neutral), 10 (strongly like/very good)</td>
</tr>
<tr>
<td>When you hear the word “T-cells”, how do you feel?</td>
<td>0 scared/anxious, 5 (neutral), 10 (calm/in control)</td>
</tr>
<tr>
<td>ITEM</td>
<td>PrEP NAIVE</td>
</tr>
<tr>
<td>----------------------------------------------------------------------</td>
<td>--------------------------------</td>
</tr>
<tr>
<td>I feel I know exactly how PrEP is recommended to be taken</td>
<td>Increased agreement</td>
</tr>
<tr>
<td>I know what to do if I am using PrEP and miss a PrEP pill</td>
<td>Increased agreement</td>
</tr>
<tr>
<td>I understand how PrEP works in the body to prevent HIV</td>
<td>Increased Agreement</td>
</tr>
<tr>
<td>How good is PrEP at preventing HIV infection in people?</td>
<td>61 to 87%</td>
</tr>
<tr>
<td>Given what you know about yourself, how likely is it that you would be able to take PrEP very close to every day if you did decide to use PrEP?</td>
<td>58 to 86% certain</td>
</tr>
<tr>
<td>Given your life and what you know about yourself and about PrEP, how good do you think PrEP would be at preventing you from getting HIV</td>
<td>62 to 80%</td>
</tr>
<tr>
<td>If you (and/or your sexual partner(s)) did not use any prevention strategy at all, what is the chance you would get HIV in the next few months?</td>
<td>5 (just as likely will or won’t) unchanged</td>
</tr>
<tr>
<td>Given everything you currently do (or don’t do) to prevent yourself from getting HIV, what is the chance you would get HIV in the next few months</td>
<td>unchanged</td>
</tr>
<tr>
<td>Condom use is completely unnecessary if someone is taking PrEP</td>
<td>unchanged</td>
</tr>
<tr>
<td>If I took/take PrEP daily, I have more sex partners</td>
<td>unchanged</td>
</tr>
<tr>
<td>If I took/take PrEP daily, I talk with partners more about HIV</td>
<td>unchanged</td>
</tr>
<tr>
<td>If I took/take PrEP daily I am more aware of and thoughtful about sex (when I have it or with whom)</td>
<td>Increased agreement</td>
</tr>
<tr>
<td>When you think of HIV how do you feel?</td>
<td>unchanged</td>
</tr>
<tr>
<td>When you think of PrEP, how do you feel?</td>
<td>Increased positivity</td>
</tr>
<tr>
<td>When you think about TAKING PREP ABOUT DAILY, how do you feel?</td>
<td>Increased positivity</td>
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<tr>
<td>When you hear or think about “HIV PREVENTION”, how do you feel?</td>
<td>Unchanged</td>
</tr>
<tr>
<td>When you hear the word “T-cells”, how do you feel?</td>
<td>Increased neutrality/calm</td>
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<td>how good do you think PrEP would be at preventing you from getting</td>
<td></td>
</tr>
<tr>
<td>HIV at all, what is the chance you would get HIV in the next few</td>
<td>5 (just as likely will or won’t)</td>
</tr>
<tr>
<td>months?</td>
<td>unchanged</td>
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<td>Given everything you currently do (or don’t do) to prevent yourself</td>
<td>unchanged</td>
</tr>
<tr>
<td>from getting HIV, what is the chance you would get HIV in the next</td>
<td></td>
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The PrEP video was good
The PrEP video had information I did not already know about HIV
The PrEP video had information I did not already know about PrEP
The PrEP video gave me a picture of how PrEP works in the body
The PrEP video gave me an understanding (or confirmed my understanding) of why taking a dose a day of PrEP is important
The PrEP video gave me an understanding (or confirmed my understanding) of what PrEP will not prevent
The PrEP video was too boring to be engaging/hold my attention
The PrEP video went too fast for me to understand the material
The PrEP video made me feel more positively about using PrEP as one of my prevention strategies
The PrEP video missed some really important information that should have been included
I trust the information that was included in the PrEP video
When I take PrEP doses, I am going to think about the images in this video
If I did decide to use PrEP, I would think about the images in this video
Anyone planning to use PrEP should see this video
Anyone already using PrEP should see this video
PHASE III- MAKE MEDIA WIDELY ACCESSIBLE

• On January 17th 2014 we launched a single layer website whatisprep.org
What is PrEP?

PrEP, or pre-exposure prophylaxis, and its close cousin, post-exposure prophylaxis (PEP), have been shown to be safe and effective. Single-pill, taken once daily, it is highly effective against HIV when taken every day. The medication interferes with HIV's ability to copy itself in your body after it enters your bloodstream. This prevents it from establishing an infection and making you sick.

On January 17th 2014 we launched a single layer website whatisprep.org

Learn More About PrEP


PrEP.org - National Prevention Network (https://www.prep.org)
CONCLUSIONS AND LIMITATIONS

- Across almost all information items, PrEP Naïve significantly gained accurate information.
- Even PrEP experienced who had received considerable information about PrEP increased accuracy scores.
- The media was favorably evaluated and has been downloaded for use broadly across the US and in other countries as well.
- Only one target group evaluated.
- Immediate pre/post is susceptible to regression towards the mean.
  - We cannot rule out alternative arguments for observed effects. Patterns of responses across all items do not confirm as several items in the survey regarding attitudes did not change.
- Gains may be immediate only and dissipate over time.
- Two items reflected areas what both groups appeared to “miss”- HIV does enter the body and it takes more than a couple of days for PrEP protection to accumulate.
  - We are presently working on retooling video to better represent these two aspects.
THANK YOU!
SPECIAL THANKS TO REVIEWERS, STAKE HOLDERS, AND EXPERTS IN DEVELOPING THIS MEDIA