Increasing PrEP Awareness in the US
The development and implementation of 5 strategies.

Pre-conference Symposia Miami Breach June 8th 2014
Our informal consortium...

FDA Approval of TDF/FTC daily for HIV prevention in July 2012

Initial surveys suggested that awareness of PrEP, demand and uptake were low.

Reactions to and towards PrEP were mixed

- Some saying it was a major advance in HIV prevention
- Some saying it was a step backwards in prevention
Our informal consortium...

Risk compensation, Shaming
Development of resistance
Competition for limited resources

Stigma and misinformation

CDC’s Support for Gilead’s HIV Prevention Pill for Women is Reckless Says AHF

http://thenewcivilrightsmovement.com/yep-im-another-truvada-whore/news/2014/05/10/86540
Our informal consortium...

United through common goals and support from unrestricted educational grants from Gilead Sciences*, our consortium launched activities and resources aimed to:

- RAISE AWARENESS
- INCREASE ACCESS TO ACCURATE INFORMATION
- HELP TO MAKE INFORMED DECISIONS
- HELP TO LINK PEOPLE TO RESOURCES
- ADVOCATE FOR HIV-PREVENTION PACKAGES

*Support from Gilead Sciences does not imply their agreement with or endorsement of the activities discussed.
Format for pre-conference symposia...

Presentation and discussion for each project:

- Project Ready Set PrEP - AIDS Foundation Chicago - J Picket
- Project Inform - A McCord, D Evans
- PrEP Facts - SF AIDS Foundation - M Canon
- SisterLove - D Dixon

Full panel Q & A