Increasing PrEP Awareness in the United States: “Your health matters”
June 8, 2014 – Miami
Alan McCord, Project Inform
Increasing PrEP Awareness in the United States

Disclaimer

- Grants from Gilead Sciences in 2013, 2014 to produce some of Project Inform’s PrEP-related educational materials and other activities.
Objectives for Project Inform’s PrEP educational materials

- Provide science-based information
- Provide easy-to-understand format
- Provide REMS quality materials
- Empower individuals to advocate for themselves
- Build upon the “your life matters” branding of other Project Inform materials
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PrEP educational products from Project Inform

1. **VIDEOS**
   - PrEP: A New Tool To Fight Hiv
   - PrEP: General information on using PrEP
   - PrEP: Figuring out how PrEP fits into your life
   - Making the decision with your doctor to use PrEP

2. **BOOKLETS**
   - PrEP: A new option for women for safer loving
   - PrEP: General information on using PrEP
   - How to get PrEP

3. **SOCIAL MEDIA**
   - #PrEPnews
   - #HASHTAGS

*your life matters*
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1. PrEP educational videos: concept

- First foray in digital media for Project Inform
- Wanted product portable, easily accessed
- Directed at young gay men, with emphasis on men of color
- Animated video for more general information
- 3 live action “interviews” to contextualize PrEP
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PrEP educational videos: development

- Hired local video production company (Click to Play Media) with background in health education and social justice issues
- Developed content as scripts for all 4 videos from PI pub on PrEP
- Animation: developed VO script, screened for appropriate 6 VO talent, recorded VO, hired animator, produced stills
- Focus group of 10 yBMSM in Los Angeles, with VO and stills (accuracy, language, relatability, etc.)
- Live action: developed scripts, interviewed/hired appropriate spokespeople, filmed interviews of 3 PrEP providers in LA
- Rough cuts, editing, music choice, final videos, refer to main PI PrEP resources page
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PrEP educational videos: sero-discordant couple

https://vimeo.com/73907301
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PrEP educational videos: implementation, total views
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PrEP educational videos: evaluation

- One-to-one requests of constituents to HIV Health InfoLine, email 41 attributable to this outreach
- Insert into ~3,000 PrEP booklets about videos & online survey 2 attributable to this outreach
- Social media partners posting about videos & online survey FB PrEP Facts page (~2,500), AFC sites (~2,000), FB colleagues (~5,000) 5 attributable to this outreach
- ECHPP city outreach about videos & online survey Recently begun to collect, but very low
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PrEP educational videos: survey results

• 48 surveys completed, 4 providers/44 individuals, ages 25 to 57, 92% were men, from 12 states
• Ethnic background of respondents:
  Asian/Pacific Islander (2.0%)
  Black/Hispanic (6.0%)
  Black/non-Hispanic (0.0%)
  Latino/a (2.0%)
  Native American (0.0%)
  White/Hispanic (0.0%)
  White/non-Hispanic (90.0%)
  Other (0.0%)
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### PrEP educational videos: survey results

*(SA = strongly agree, A = agree, NO = no opinion, D = disagree, SD = strongly disagree)*

<table>
<thead>
<tr>
<th>Statement</th>
<th>SA</th>
<th>A</th>
<th>NO</th>
<th>D</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>I liked the educational level of the videos.</td>
<td>92%</td>
<td>8%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>I understood the information provided.</td>
<td>96%</td>
<td>4%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>I have a better understanding of what PrEP is.</td>
<td>94%</td>
<td>6%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>I know where I can go to get PrEP.</td>
<td>64%</td>
<td>24%</td>
<td>10%</td>
<td>2%</td>
<td>0%</td>
</tr>
<tr>
<td>These videos helped me make decisions around PrEP.</td>
<td>68%</td>
<td>16%</td>
<td>16%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>I feel better prepared to talk to my doctor about PrEP.</td>
<td>80%</td>
<td>14%</td>
<td>6%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>I would recommend these videos to others.</td>
<td>92%</td>
<td>6%</td>
<td>2%</td>
<td>0%</td>
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2 PrEP educational booklets
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PrEP educational booklets: background

**PATIENTS:**
- I’m afraid.
- I’m not sure about what my partner(s) is doing.
- I’m not in control.
- Who do I talk to about this?
- I don’t see my regular doc for sex things.
- A condom isn’t always around.
- I don’t know where to go to get PrEP.
- I want to have a closer connection.

**PROVIDERS:**
- Just use condoms.
- The pill will make you sick.
- It’s only for prostitutes and sero-discordant couples.
- It’s too expensive.
- It doesn’t protect you against STIs.
- If you get HIV while on PrEP, resistance will be a problem.
- Primary docs aren’t the only ones prescribing PrEP.
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PrEP educational booklets: concept

- Fashioned after 2 previously successful sets of booklets: *HIV Health & Wellness, Hepatitis C & HIV Co-infection*
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PrEP educational booklets: concept

- *HIV Health & Wellness* series launched August 2010, *Co-infection* launched September 2013
- Niche educational opportunity through frontline workers to reach individuals newly diagnosed, returning to care: >45,000 sets (English, Spanish), >800 providers in all 50 states
- Formal evaluation 2012, value of materials:
  - Comprehensive, accurate information: Free
  - Well written and easily understood: Two languages
  - Reputation for quality
  - Suitable for many activities (patient/family education, health fairs, staff training, case management, support groups)
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PrEP educational booklets: development

- Initial booklet, *PrEP the Right Choice for You?*, was published in 2012 after FDA approval with little request or traffic on website.
- In 2013, collaborated with SisterLove, SHERO, AVAC and BAPAC on women’s PrEP publication.
- Later in 2013, after launch of MyPrEPExperience and PrEP Facts FB page, noticeable increase in online chatter helped inform need for other materials such as self-advocacy issues.
- In 2014, revised original publication, published it along with the other two booklets, then updated again with new CDC Guidelines.
- Reviewed by AIDS Foundation of Chicago, 2 Los Angeles prescribers.
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PrEP educational booklets: development

For MSM  
For women  
Self-advocacy
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PrEP educational booklets: implementation

• “Quietly” announced booklets on PrEP Working Group listserv & 2 sites on March 4, 2014
• Within first 6 weeks: >21,000 copies requested from 15 states; currently >27,000 copies requested from 20 states
• Types of agencies requesting: state & local health departments, demo & implementation project sites, vaccine research sites, AETCs, university health centers, CBOs, ASOs, community clinics, Planned Parenthoods, LGBT centers
• Will continue to promote in ECHPP cities, through PI provider database, conferences
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PrEP educational booklets: evaluation

- **INDIVIDUALS:**
  Encourage readers to complete survey via URL listed on the back cover booklets

- **PROVIDERS:**
  Two stages of mailed surveys: 2 wks post-shipment 10 providers per month get surveys (for feedback on usefulness); then again 3 mos after shipment (for more detail on client comments and health behavior change)
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PrEP educational booklets: evaluation, individuals (4)

(\textit{SA = strongly agree, A = agree, NO = no opinion, D = disagree, SD = strongly disagree})

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<tbody>
<tr>
<td>I liked the educational level of this booklet.</td>
<td>50%</td>
<td>50%</td>
<td>0%</td>
<td>0%</td>
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</tr>
<tr>
<td>I understood the information provided.</td>
<td>100%</td>
<td>0%</td>
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</tr>
<tr>
<td>I have a better understanding of what PrEP is.</td>
<td>100%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
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<tr>
<td>I know where I can go to get PrEP.</td>
<td>75%</td>
<td>25%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
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<tr>
<td>This booklet helped me make decisions around PrEP.</td>
<td>75%</td>
<td>0%</td>
<td>25%</td>
<td>0%</td>
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<tr>
<td>I feel better prepared to talk to my doctor about PrEP.</td>
<td>75%</td>
<td>0%</td>
<td>0%</td>
<td>25%</td>
<td>0%</td>
</tr>
<tr>
<td>I would recommend this booklet to others.</td>
<td>75%</td>
<td>25%</td>
<td>0%</td>
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# Increasing PrEP Awareness in the United States

## PrEP educational booklets: evaluation #1, providers

<table>
<thead>
<tr>
<th>Booklet Description</th>
<th>SA</th>
<th>A</th>
<th>NO</th>
<th>D</th>
<th>SD</th>
<th>n/a</th>
</tr>
</thead>
<tbody>
<tr>
<td>Booklet MSM was useful in your program.</td>
<td>64%</td>
<td>22%</td>
<td>7%</td>
<td>0%</td>
<td>0%</td>
<td>7%</td>
</tr>
<tr>
<td>Booklet women was useful in your program.</td>
<td>50%</td>
<td>22%</td>
<td>14%</td>
<td>0%</td>
<td>0%</td>
<td>14%</td>
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<tr>
<td>Booklet advocacy was useful in your program.</td>
<td>50%</td>
<td>14%</td>
<td>7%</td>
<td>0%</td>
<td>0%</td>
<td>29%</td>
</tr>
<tr>
<td>Useful for patient education.</td>
<td>86%</td>
<td>0%</td>
<td>14%</td>
<td></td>
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</tr>
<tr>
<td>Useful for health fairs.</td>
<td>50%</td>
<td>36%</td>
<td>14%</td>
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<tr>
<td>Useful for staff training.</td>
<td>64%</td>
<td>22%</td>
<td>14%</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Useful for case management services.</td>
<td>64%</td>
<td>8%</td>
<td>28%</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Useful for support groups.</td>
<td>44%</td>
<td>28%</td>
<td>28%</td>
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Increasing PrEP Awareness in the United States

PrEP educational booklets: evaluation #1, providers

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<td>0%</td>
<td>14%</td>
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<td>0%</td>
<td>29%</td>
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<thead>
<tr>
<th></th>
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PrEP educational booklets: evaluation #2, providers

- How many HIV-negative clients do you serve?
- What % of booklets have gone to MSM?
- What % of booklets have gone to women?
- What % of booklets have gone to people of color?
- What % of booklets have gone to youth?
- Have clients commented on the booklets?
- Have the booklets helped them make PrEP decisions?
- Have the booklets helped them start PrEP?
- How useful were the booklets to them?
- What comments have they made?
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3 PrEP educational social media: accounts, hashtag

• #PrEPnews, twitter.com/projectinform
• Other Twitter accounts previously used unrelated #PRepNews, #prepnews, ended Sept 2013
• Launched February 2014
• >80 posts, 177 retweets, 124 click-throughs to links
• Dupe Twitter posts to facebook.com/projectinform
• Links to: Project Inform resources, community partner website and materials, articles on various facets of PrEP, HIV prevention and sexual health
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On the horizon …

• Launching 4th booklet to help individuals discuss PrEP in difficult medical provider conversations, vet through community partners
• Partnering with three other CBOs to staff an educational booth on PrEP at 2014 USCA
• Developing 3 more videos this year, 2 for women (English, Spanish), 1 for self-advocacy
• Utilizing banner ads on several sex apps/sites for MSM to direct users back to the videos
• Exploring partnering with straight porn video producers in CA around worker PrEP education
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Lessons learned …
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Lessons learned …

• **Right place, right time:** together with the various other PrEP resources, we’ve been able to create a responsible and responsive network of educational materials and problem-solving activities primarily for gay men.

• **Women:** similar visible educational /social media resources are lacking for women, but are they choosing different types of resources?

• **Education:** individuals are clamoring for this information, despite the slow idea of PrEP and low acceptance by the broader medical establishment.

• **Science:** individuals appreciate the breadth of scientific information available on PrEP. Indications that most are not making this decision lightly.

• **Advocacy:** recent online discussion is ushering in new wave of activism for self-empowerment, sex-positive education, and need for provider education.
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How to get our materials?

• Simply go to projectinform.org/prep

order booklets online, watch videos online, read through resource list