#Adherence2014
Increasing PrEP Awareness in the United States
June 8, 2014 – Miami

Jim Pickett
AIDS Foundation of Chicago
Unrestricted educational grants from Gilead in 2013, 2014

Unrestricted educational grant from Janssen Therapeutics 2014

#Adherence2014
• Provide PrEP education
  – Address info deficit
  – With communities, with HIV workforce

• Combat fear, loathing, stigma
  – PrEP is one component of a comprehensive prevention approach including (male and/or female) condom use, regular, voluntary HIV and STD testing, appropriate treatment, and behavior modification.
  – One’s decision to use PrEP must be framed as a thoughtful, rational, healthy choice – a new form of “safer sex” – whether used with condoms or not.

#Adherence2014
Taking Truvada as PrEP is responsible. It is a thoughtful, pro-active, healthy and smart choice. It is honest. It shows you care about yourself and the community.

PrEP is safer sex

And it’s not forever and ever.

Side effects?

Long term toxicities

Insurance, Medicaid
Oh! My delicate, precious nerves!

Don't make me clutch my pearls.

#Adherence2014
The fear culture has killed intimacy for many men.

via facebook.com/groups/PrEPFacts

#Adherence2014
As someone under 30, I can say that I’ve only known a world that is full of fear...

via facebook.com/groups/PrEPFacts

#Adherence2014
“There’s something to me cowardly about taking Truvada instead of using a condom. You’re taking a drug that is poison to you, and it has lessened your energy to fight, to get involved, to do anything.”

- Larry Kramer, May 21, 2014
Baggage.
Trainings: Help Chicago and Illinois providers (testers, counselors, case managers, educators, etc) understand PrEP and its implications

Community forums: Interactive and fun discussions done “talk show” style (conference for GBM in ‘14)

Give voice/provide facts: Platform for PrEP users to share experiences, interested individuals to get info – click myprepexperience.blogspot.com.

– Project RSP on FB

Media engagement

#Adherence2014
• We are NOT “pushing” PrEP
• We are NOT telling anyone to stop using condoms or other forms of protection
• We are pushing education

#Adherence2014
STOP USING CONDOMS?

NO!

Meme by Pedro Alonso Serrano

#Adherence2014
3.5 hours for HIV workforce (continually updated)

- CTR staff, outreach, prevention programmers, harm reduction staff, case managers

- Multiple perspectives via PrEP researcher or prescribing doc, PrEP user, advocates, Gilead rep

- Interactive, pre/post tests, evals, video, pop quizzes, small group work, fact sheets, handouts, slides available

My PrEP Experience, info resources via local partners, Project Inform, SFAF, others

#Adherence2014
tinyurl.com/PrEPbyKLB

Video

Chicago vlogger Ken Like Barbie

#Adherence2014
PrEP Rep v2
from Pre-Exposure Prophylaxis

WhatisPrEP.org

#Adherence2014
Pills, lubes and more pills

PrEP

Microbicides – rectal, vaginal

TLC+
PEP info

#Adherence2014
Condomless is not "unprotected"
ADVERTISING PILL, U.S. SIGNALS SHIFT TO PREVENT AIDS

NOT JUST CONDOM USE

US Public Health Service

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

A CLINICAL PRACTICE GUIDELINE

tinyurl.com/CDCprepguidelines

#Adherence2014
My PrEP experience

#Adherence2014
Community talk shows

- 3 hours (1hr reception w/food, 2hr talk show, entertainment)
- Hosts – popular guys from community
- Guests – PrEP researcher, PrEP user
- Interactive
- NO PRESENTATIONS
- Entertainment
- Evaluations at end

#Adherence2014
Can a Pill Revolutionize Sex for Gay and SGL Men of Color?

Join David Dodd, Ken Like Barbie, ButtaFlySoul, and special guests for an all-ages, interactive, FREE community talk show.

May 22, 6p–9p, at Center on Halsted.

Click 4 More Info

#Adherence2014
tinyurl.com/PrEPbyKLB

Chicago vlogger Ken Like Barbie

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#Adherence2014
THURSDAY, OCTOBER 17, 2013
6:00 PM TO 9:00 PM • FREE EVENT

CLICK HERE TO RSVP
AND FOR MORE INFO!

HOSTED BY
PRINCE MAGNETO EBBONY
AND
FATHER MEMPHIS KHAN

Raw Sex
DID IT JUST GET SAFER?

THE PREP EXPERIENCE TALKSHOW & MINI BALL
TALK SHOW GUESTS INCLUDE EXPERTS STUDYING PREP AND PEOPLE USING PREP TO PREVENT HIV INFECTION.

UNIVERSITY OF CHICAGO | SCHOOL OF SOCIAL SERVICE ADMINISTRATION
1969 E. 60TH ST

#Adherence2014
Had fun bro....nt to mention educational nt to sound dumb or anything but i knew nttn about prep

#Adherence2014
it was a nice event very informative and you both did a good job as promoters, hell you got me to come out....
• Personal stories (why taking PrEP, access issues)
  – Written, video
  – Many anonymous posts
• Informational resources
• Troubleshooting support for access problems
  – Provider, payor, both

myprepexperience.blogspot.com

#Adherence2014
“What had begun as a promising visit to the doctor to begin PrEP, the most revolutionary advance in HIV prevention in decades, had instead become a misadventure into ignorance, idiocy, and irritation...”
Carry on.

choices, pleasure, empowerment, responsibility, harm reduction, any positive change

#Adherence2014
Our collective efforts, recently accelerated by community backlash (insurgence, mobilization) against the slut-bashing, against the anti-science brigade (AIDS Healthcare Foundation), against the “poison, rocks in your head” hysteria (Larry Kramer) have actually increased PrEP awareness and acceptability.

We were ready...

at the right place and the right time.

#Adherence2014
We need to capitalize on our gains, and the release of the CDC guidelines, to continue our education/awareness activities and work together to reach the GPs, the NPs, and the PAs who are seeing our HIV-negative community members.

#Adherence2014

Meme by Pedro Alonso Serrano
• Need to continue awareness, education.
• Need large-scale social marketing campaigns focused on increasing awareness and access with smart, strategic coverage, multiple targets and multiple messages.
Want PrEP?

You may need to provide a little "PrEP 101" to your doc first.

My PrEP experience

myprepexperience.blogspot.com
It’s your sexual health.

PrEP is your decision.
He protects me.
So does PrEP.
Bareback + PrEP
= Safer Sex

Learn about PrEP
click myprepxperience.blogspot.com

My PrEP experience
Name a common side effect from taking PrEP.

Peace of mind.

Learn about PrEP – www.mypreprepexperience.blogspot.com
Thank you
IT AIN'T EASY BEING GREEN

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