



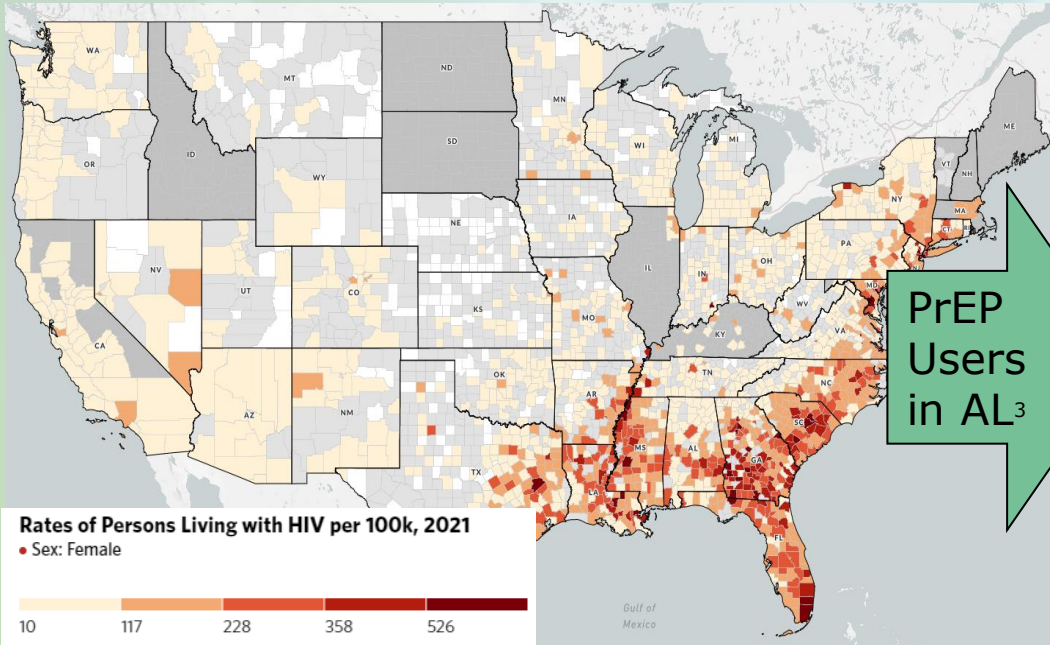
Pilot Demonstration Project of a Client-Provider Communication Tool to Facilitate PrEP Awareness and Uptake among Black/African American Cisgender Women in the US South

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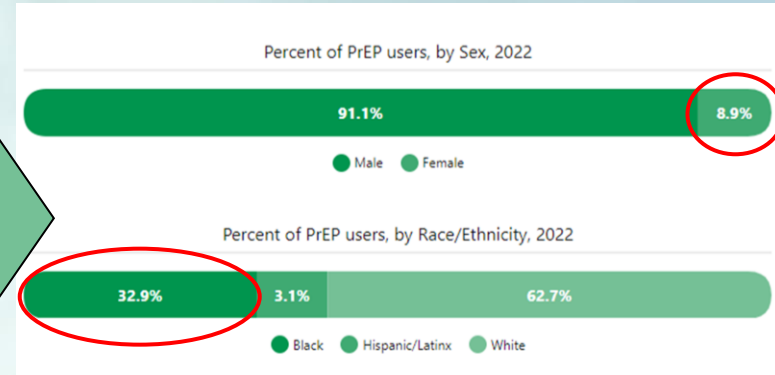
Cisgender Females - HIV Incidence & Low PrEP Use in South



Rates of Cisgender Females Living with HIV per 100,000 by US County, 2021^{1,2}



PrEP Users in AL³



Reasons – Low PrEP Utilization

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- Low perceived vulnerability
- Concerns about side effects
- Medical mistrust
- Systemic & structural barriers (e.g., limited access to transportation, childcare, health care services; interpersonal violence; HIV-related stigma)

Lack of awareness about PrEP and its use among cisgender women

Non-inclusive PrEP marketing

Limited patient-provider communication

WeExPAnd Study Objectives

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To develop & iteratively refine a flipbook-based client-provider communication tool to increase PrEP awareness and uptake among cisgender women within a federally qualified health care center (FQHC) in Alabama.

PrEP Perceptions among Black cisgender women



Key Findings

- Fostering effective provider relationships is crucial
- Normalizing PrEP as part of routine sexual healthcare may increase uptake and maintenance
- Increasing PrEP familiarity & knowledge can improve provider & client comfort with PrEP prescription & use

Participant Groups

N=41

Group 1: Cisgender women living without HIV with PrEP experience

n=6

Group 1: Cisgender women living without HIV with NO PrEP experience

n=15

Group 3: Providers

n=20



Client-Provider Flipbook

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- “PrEP for Women”
 - Accessible PrEP information for use by range of healthcare professionals
 - Guided by principles of shared decision-making and culturally sensitive communication

PrEPare to take care of your health

PrEP: Prevent HIV before exposure

I PrEP because: I never want to be unsure.

BLACK WOMEN AND PrEP

BAI

PrEP: Prevent HIV before exposure

Client

- PrEP is for people who do not have HIV, or people who are HIV negative.
- PrEP is for **EVERYONE** who has sex, not just men who have sex with other men, but women too.
- PrEP is about 92% effective for women if taken every day.

Adaptation of Client-Provider Communication Tool

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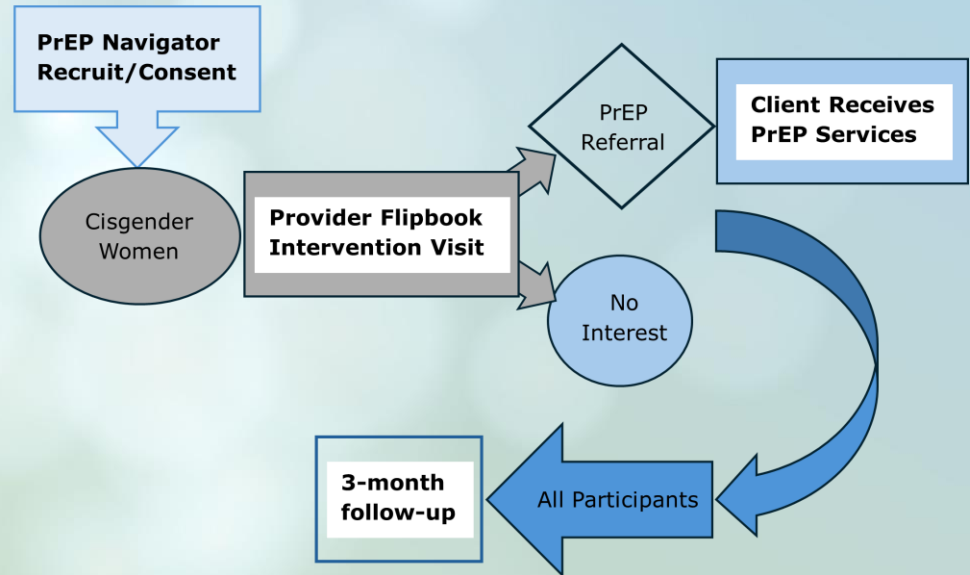
Groups

Providers: MDs & NPs at FQHC

Clients: Cisgender women living without HIV at FQHC

Implementation Resource Team (IRT): Implementation science & PrEP delivery experts, FQHC staff members, potential PrEP candidates, providers, research team members

WeExPAnd Study Flow in Clinic



Study Sample

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Participant Group

Screened clients	n=245
Enrolled	n=62 (25%)
Unaware of PrEP	n=43 (69%)
Completed flipbook visit	n=49 (79%)
Referred to PrEP	n=17 (35%)
Initiated PrEP	n=7 (14%)
Declined PrEP/Unsure	n=32 (65%)



Reasons for Declining

Lack of interest in research (44%)
Lack of time (27%)

Participant Group

Providers: MDs & NPs at FQHC n=8



Shorten the flipbook & provide PrEP information before visits

"...as a provider communication tool, it has to be shortened. There is limited time..."

- IRT Member & Provider

"Consider streamlining the process, make it more friendly to those without knowledge..."

- Study Provider

"...you need something that would give everybody the forefront knowledge [of PrEP]...so the people can kind of do some homework...because this is my first time ever hearing about [PrEP]..."

- IRT Member & PrEP Candidate



Increase
accessibility
and mobility
of the
flipbook

"...just [make the flipbook] accessible to people that are wantin' to know about it. I think it should just be easily accessible, whether virtual or on the actual flipbook..."

-Study Client, 2046

"...it would be beneficial to make a video of a provider and a patient going through the [flipbook]...[that] addresses the things that are most important to the population who hasn't yet heard about [PrEP]..."

-IRT Member & Provider

"I think y'all should make flipcharts individual, itty-bitty...little personal flipcharts for individuals to take with them and read, or little pamphlets that they can read up on. That'll help a whole lot."

-Study Client, 2013



Video Feedback

- Pilot tested with **7 FQHC clients** so far
- Clients responded positively to the video content, tone, graphics, and voiceover in post-intervention survey
- Clients found the HIV transmission and PrEP information most surprising
- All clients felt the video prepared them to discuss PrEP with their provider & would recommend it to female friends.
- One client felt the video was too short.

[The] video is just straightforward, and it tells you 'here's the topic of what you needed to know or what it was'. The only thing that was left to do was to talk to the doctor or the provider or something, but it's perfect."

- Video Client, 2060

"[The video] gave me the overview of what I was gonna be hearing about. I'm more of a visual learner. It was good that I watched that video to just let me know like, "This is what we're gonna be talking about."

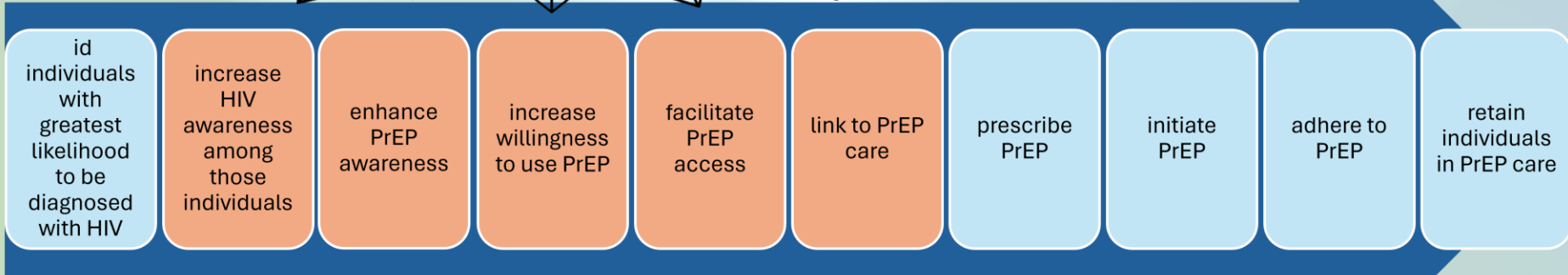
- Video Client, 2058

Recommendations

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PrEP Care Continuum



*Includes an informational video and flipbook

Adapted from Nunn AS, Brinkley-Rubinstein L, Oldenburg CE, Mayer KH, Mimiaga M, Patel R, Chan PA. Defining the HIV pre-exposure prophylaxis care continuum. *AIDS*. 2017 Mar 13;31(5):731-734. doi: 10.1097/QAD.0000000000001385. PMID: 28060019; PMCID: PMC5333727.

Acknowledgements

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Thank you.

Questions?

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Sources:

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