



Southern African HIV Clinicians Society

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Johannesburg

**Our Issues, Our Drugs,
Our Patients**

www.sahivsoc.org
www.sahivsoc2016.co.za

Considerations for PrEP Messaging and Promotion: A PrEP User's Perspective.



ANOVA
HEALTH INSTITUTE

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FROM THE AMERICAN PEOPLE



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A Starting Point.....

We've learned from:

- Clinical Trial Participants
- Demo Projects
- Users in Private Practice
- Community Perspectives
- Personal Experience



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Outline

1. Why PrEP messaging is important
2. Understanding the PrEP User Perspective and Context
3. Key Messages

The Importance of PrEP Messaging:

- Demonstration project access is limited
- Opportunity to clarify misinformation and stigma
- Your messaging will be disseminated through larger community



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PrEP User Groups:

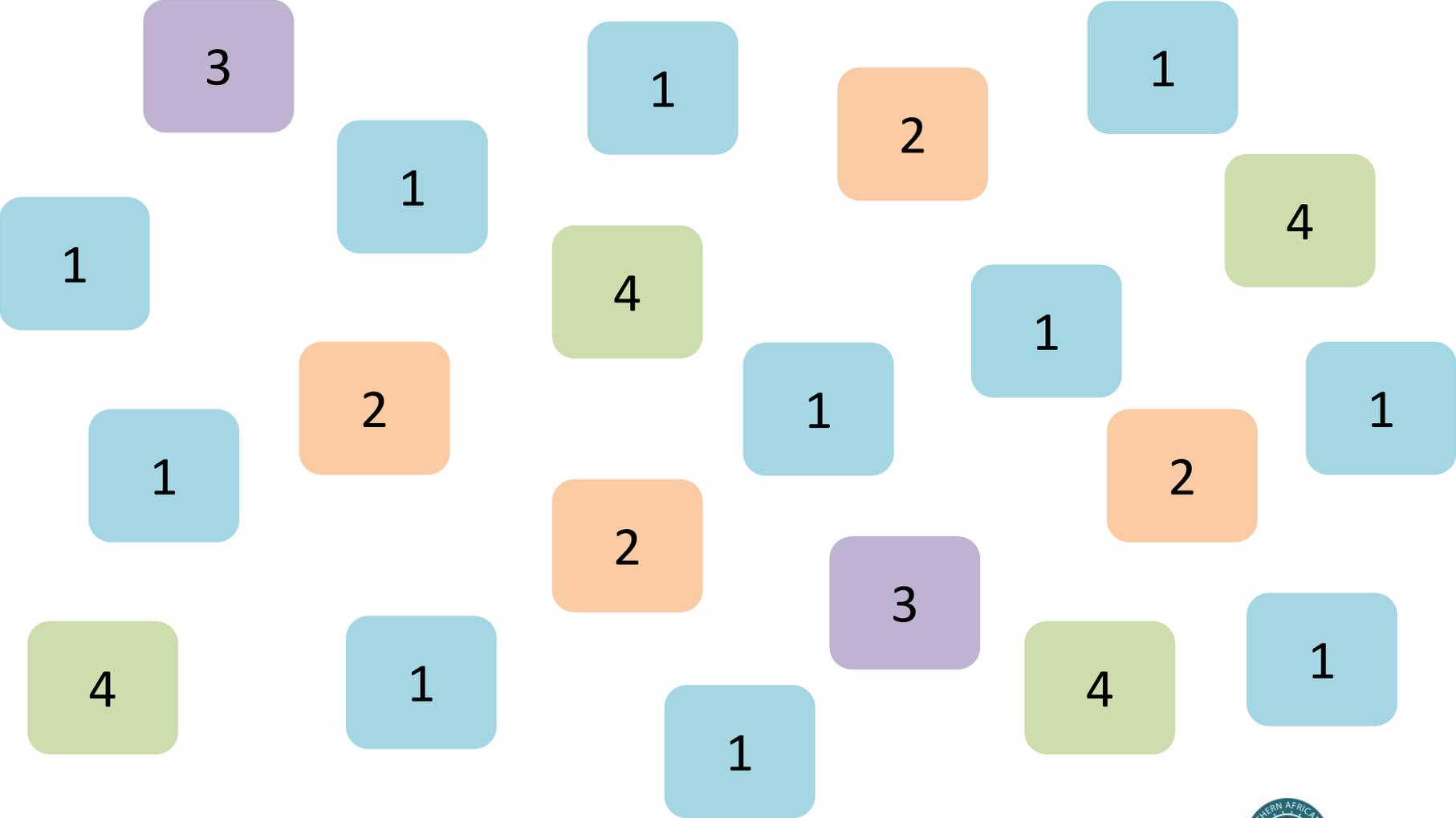
Group 1
Men who do
not need PrEP

Group 2
Men who
could benefit
from PrEP

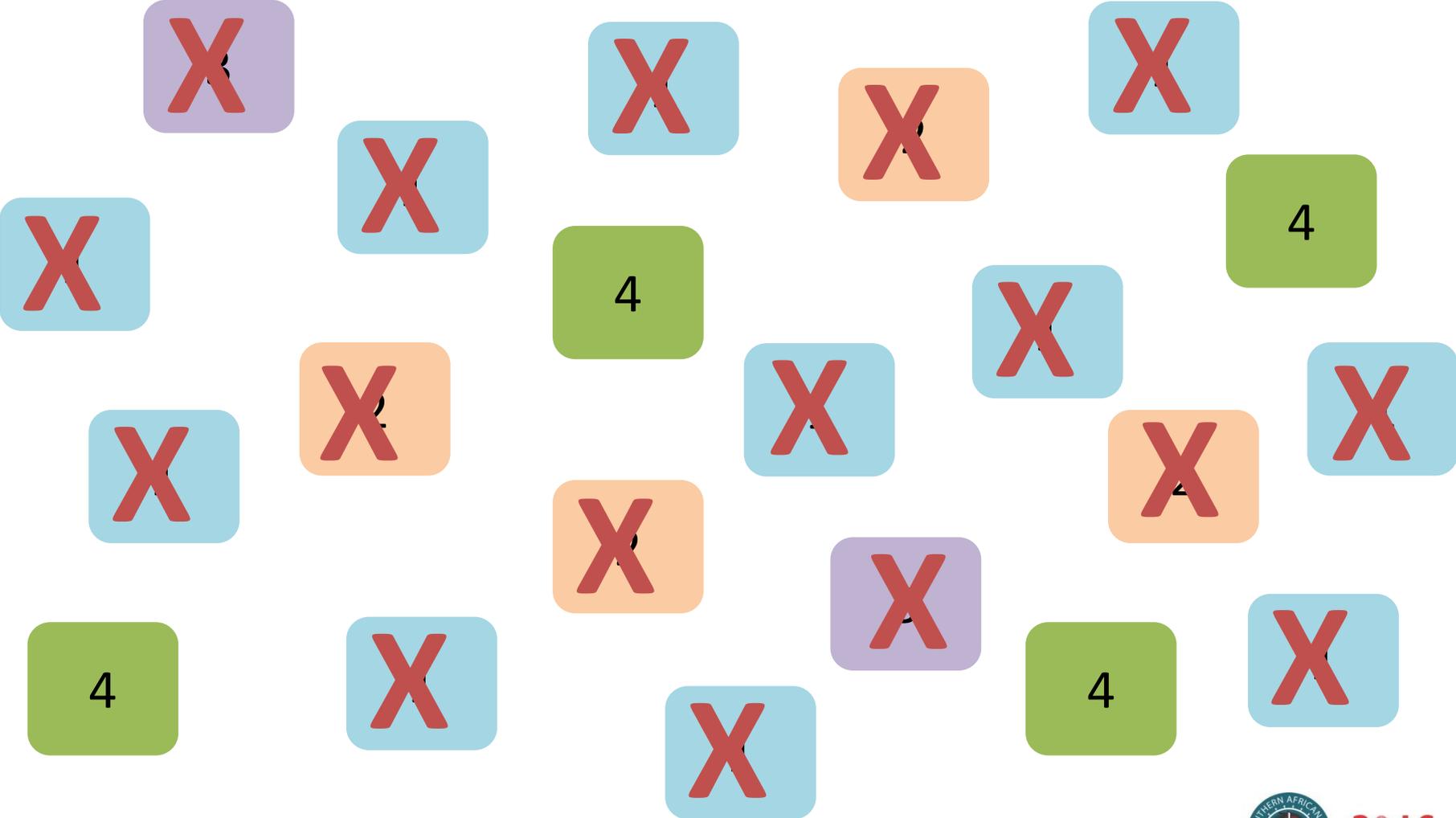
Group 3
Men who take
PrEP but do
not need it

Group 4
Men who
need PrEP,
want PrEP,
and take Prep

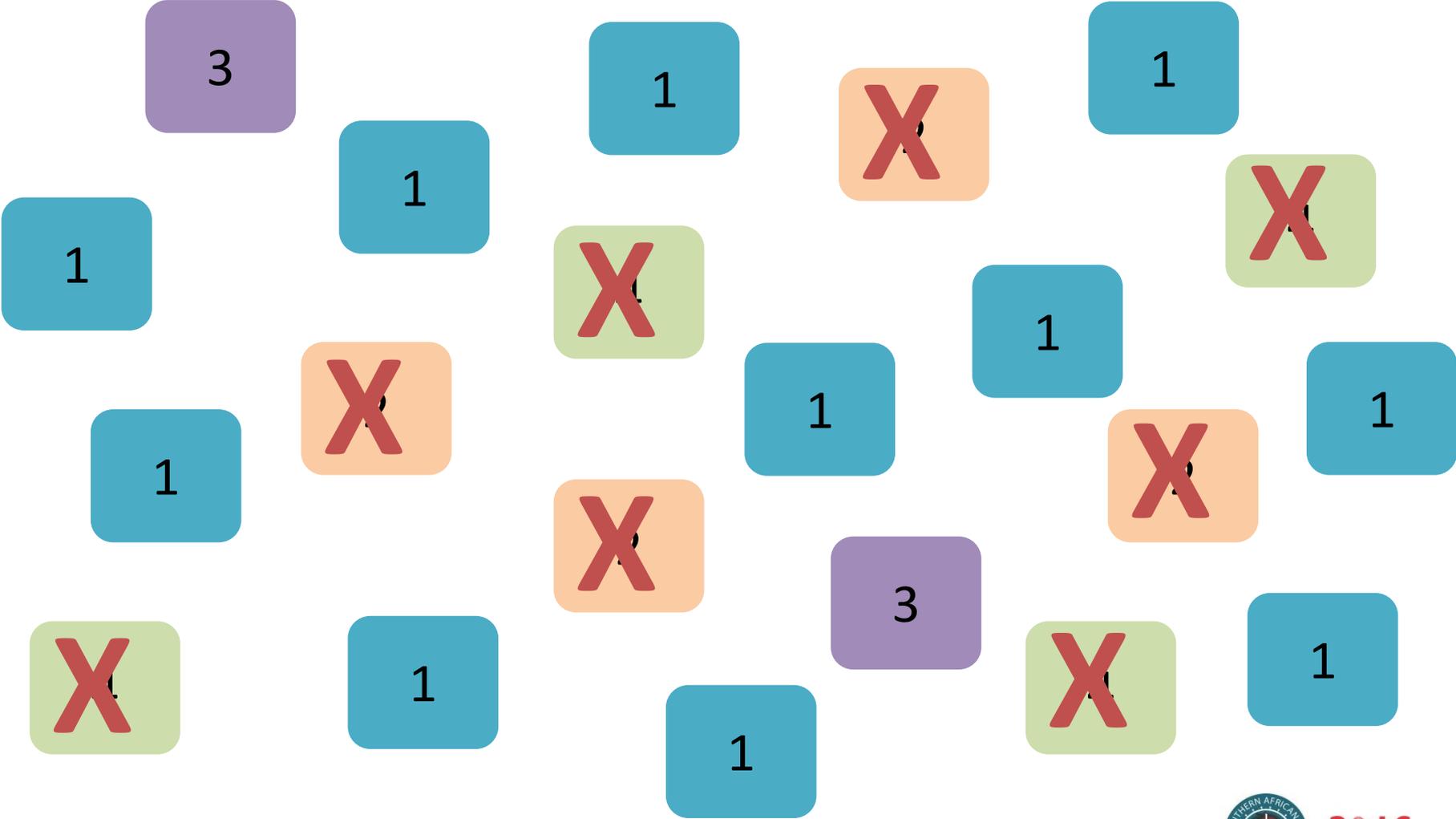
PrEP User Groups:



PrEP User Groups:



PrEP User Groups:



The PrEP User Context:

- lots of misinformation out there

The PrEP User Context:

1. What is PrEP?

Education and Awareness

2. Wait, what you are saying?

3. Okay but what about the side effects?

Safety

4. Shouldn't you be worried about resistance?

5. Do I have to stay on it forever?

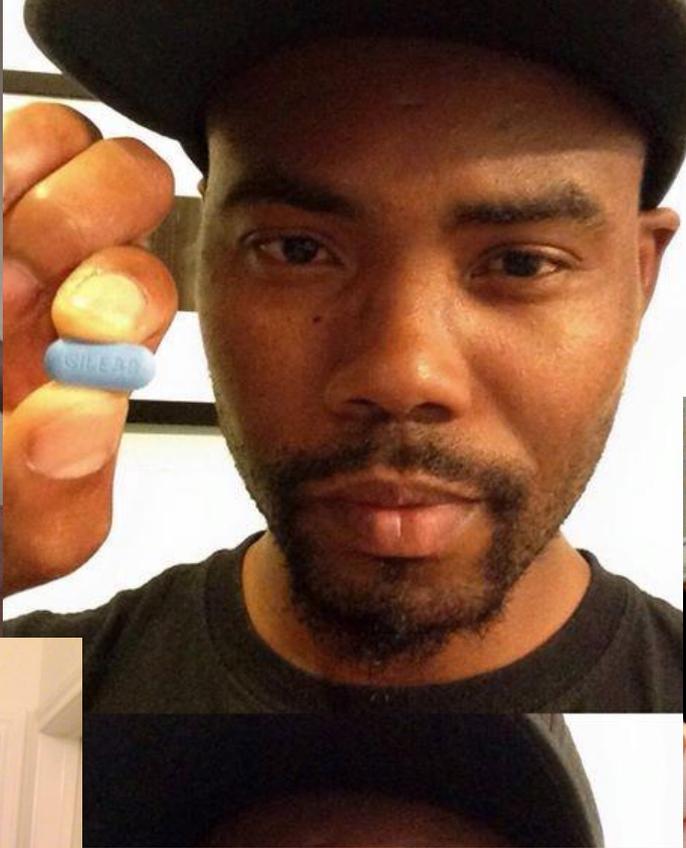
6. So why do you take it?

Impact on Personal Lifestyle

7. So can guys use PrEP and not use condoms?

The PrEP User Context:

- lots of misinformation out there
- **PrEP users are diverse**



The PrEP User Context:

- lots of misinformation out there
- PrEP users are diverse
- **Reasons for using PrEP vary widely and change over time**

“I started taking PrEP because when I first moved to Cape Town, I went out for drinks and this older guy picked me up. I don’t really remember what happened but I know that he had sex with me. When I asked him the next morning if he used a condom, he just said “nah bro, I’m clean”

“It was only after I broke up with him that I found out he had been f***ing other guys and not really using condoms. I mean, what was I supposed to do, who uses condoms in a 9 month relationship? I use PrEP because I don’t want to have to rely on someone else’s behavior to stay negative”

“It didn’t scare me that he [my friend] got it [HIV]. What scared me was that he and I had been doing the same [sexual] stuff. So I guess I didn’t get it [HIV] because I’m lucky and I’d rather not rely on luck any more”

The PrEP User Context:

High Burden of Disease

Social Pressures and Norms

Partner and Contextual Risks

“He [The doctor] asked me why I can’t just use a condom! I mean, really? he just didn’t get it. I was so pissed off, he doesn’t walk in my shoes, you know? How can he tell me how I should protect myself?”

“It took me forever to find a doctor that got PrEP, that got me. She didn’t ask me to justify myself, she was just like ‘You need to do what works best for you’. After so long, that was so good to hear”

The PrEP User Context:

- lots of misinformation out there
- PrEP users are diverse
- Reasons for using PrEP vary widely and change over time
- **PrEP is a dynamic strategy designed to address these contextual situations**

Key Messages & FAQ

Per Guidelines, messaging can be focused during:

- **Screening**

- *Provide education*

- *Assess for Eligibility*

- **Initiation and follow up**

- *provide counseling, adherence*



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Key Messages & FAQ

1. Providing PrEP education

2. Assessing for Eligibility

3. Counseling



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1. Providing Educational Messages

- “PrEP is a very strong medication with side effects, you should consider if those risk are worth it for you or not.”
- “Many studies have proven that PrEP is safe. There are predictable side effects for some people that go away in time. I will also run tests to make sure you are healthy before starting PrEP.”

1. Providing Educational Messages

- “PrEP should only be used with condoms and lubricant and be part of HIV and STI testing.”
- “PrEP is an effective way to prevent HIV. It doesn’t protect against other STIs so it works best when combined with condoms and testing.”

2. Eligibility Messaging



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2. Eligibility Messaging

“At Significant risk”



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2. Eligibility Messaging

- PrEP is a safe and highly effective medication that can prevent HIV if you take it correctly. If you think that you might be exposed to HIV, then this is something you should consider.

2. Eligibility Messaging

- **Scenario:** Someone comes into your clinic who is very low risk but they are increasingly worried about getting HIV and have no plans to increase their risk behavior. How do you tell them that they are not eligible?

2. Eligibility Messaging

- Sorry, you're not high risk enough for PrEP.
- Sorry, PrEP is only for guys who are really risky, and you aren't high risk enough.

2. Eligibility Messaging

- “It’s really great that you want to take care of your health.”
- “PrEP is a great way to prevent HIV but it isn’t for everyone.”
- “You’re doing a great job staying negative as it is.”
- “We can easily discuss PrEP anytime if you you feel like your risk will increase in the future.”

3. Providing Counseling Messages

- Develop messages that are consistent but that can be adapted for your patients.
- For example condom use and PrEP

3. Providing Counseling Messages

- **Scenario:** someone comes to your clinic and would like to start PrEP. They are already inconsistent with their condom use and plan to stop using them all together. For this patient, they are condom fatigued, they enjoy not using condoms, and they live in a cultural context that supports it.

3. Providing Counseling Messages

- Traditional strategies would offer counseling messages and tools to increase condom usage and testing
- What is the probability in a few counseling sessions you will be able to address their condom use to a point effective enough to prevent HIV infection?
- What are the chances that they could be exposed during this length of time?



Unprotected Anal Sex

Substance Use

Multiple Sexual Partners

Sex Work



Unprotected Anal Sex

Substance Use

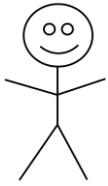
Multiple Sexual Partners

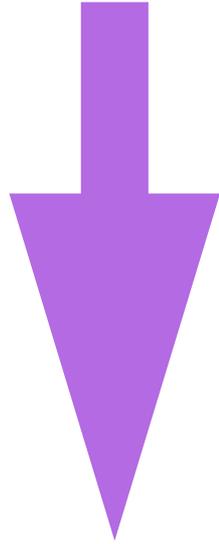
Sex Work

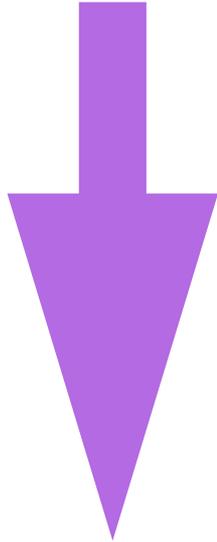


Uses Condoms
all the time

Monogamous





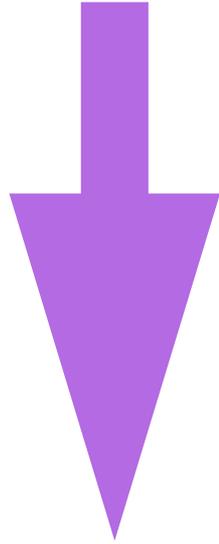


Standard counseling tells us to push people down this cliff of behavior change





High risk for HIV



No Risk for HIV

But is this realistic?

3. Providing Counseling Messages

- “PrEP is a really great way to prevent HIV. It doesn’t protect against other STIs, so if you aren’t using condoms then we need to regularly test you for other STIs. Taking prep every day is really important if you aren’t going to use condoms with it because if you don’t take it everyday, you will not be as protected and may become infected if you’re exposed. How do you feel about taking a pill every day [lead into effective use plan].”

3. Providing Counseling Messages

- some providers have been uncomfortable with this messaging and with this scenario.
- Chances of traditional messaging being effective are low. (i.e., Do you floss daily?)
- Will this eliminate his risk? NO
- Will this improve his risk? YES
- PrEP can help establish a longer term relationship this user through which more challenging risks can be addressed over time.

Some Final Considerations

- Do you offer a safe environment for patients to discuss PrEP?
- Do you feel comfortable recommending PrEP as a primary HIV prevention strategy?
- Do you feel comfortable working with MSM?

Closing and Thank you

Elton John AIDS Foundation

Desmond Tutu HIV Foundation

University Of Cape Town

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