



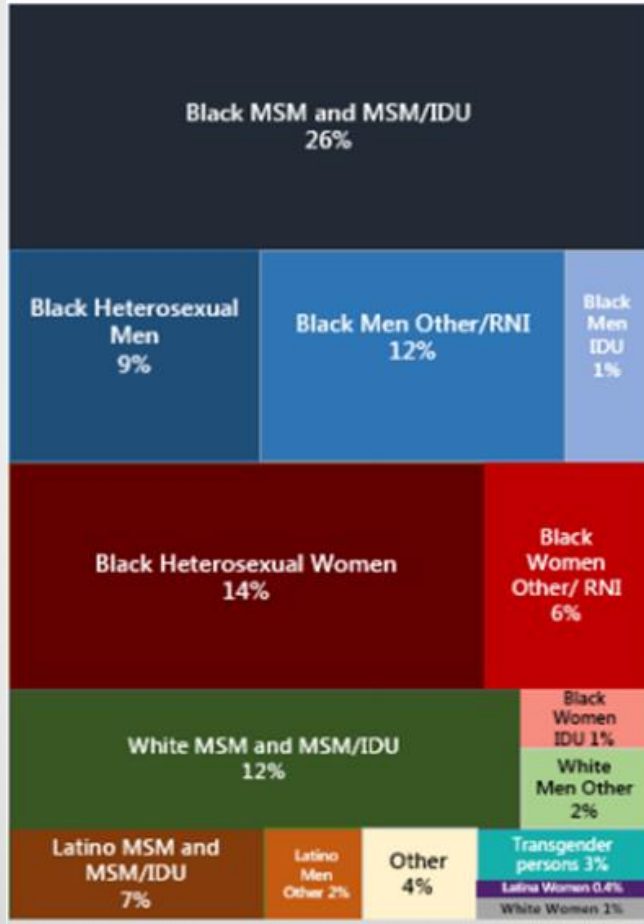
Washington DC's Approach to PrEP Programming for Women

Ashlee Wimberly, MPH

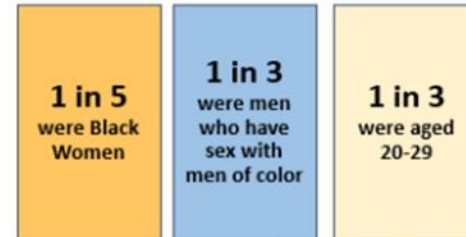
DC PrEP for Women Project Coordinator

WOMEN AND HIV IN DC

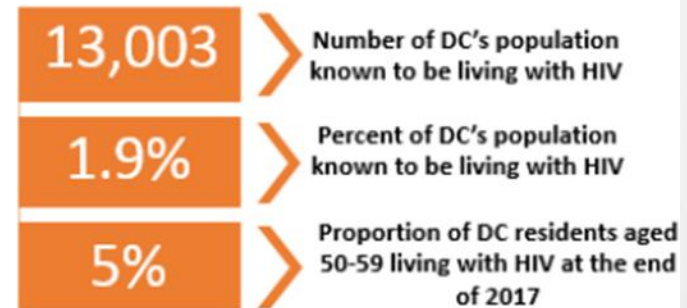
Proportion of Newly Diagnosed HIV Cases, by Race/Ethnicity, Gender Identity and Mode of Transmission, District of Columbia, 2013-2017, N=2,111



Of those newly diagnosed with HIV Cases in the District between 2013-2017



HIV Cases Living in DC



Of 13,003 PLWH in 2017

- 3,394 were women
- 3,188 were Black women
- 2,056 heterosexual contacts

PREP FOR HER

DEVELOPING THE CAMPAIGN

- In early 2016, DC Health worked with community partners to hold focus groups
 - Women were asked what they knew about PrEP
 - Most of the women had never heard of it
 - Many expressed anger at not being told about PrEP
- Campaign was developed to focus on African American women
 - Not fear based, but empowerment focused
 - Sex positive
 - Reflective of the community
 - ❖ Uses models of various shapes, sizes, and skin tones
 - Models styled after famous African American women

#PrEPForHer



DOMINATE
your sex life

PrEP PrEP is a safe, daily pill that helps prevent HIV.

Find yours at PrEPForHer.com

When used consistently, PrEP reduces the risk of HIV transmission by over 90%.

#PrEPForHer
DOMINATE
your sex life

PrEP is a safe, daily pill that helps prevent HIV.



WashAIDSPartnership @WASHAIDS Following

WAP's PrEP for Women Project Coordinator posing! Shouts out to the @DOHDC #PrEPForHer campaign #DCendsHIV



RETWEETS 5 LIKES 6

#PrEPForHer

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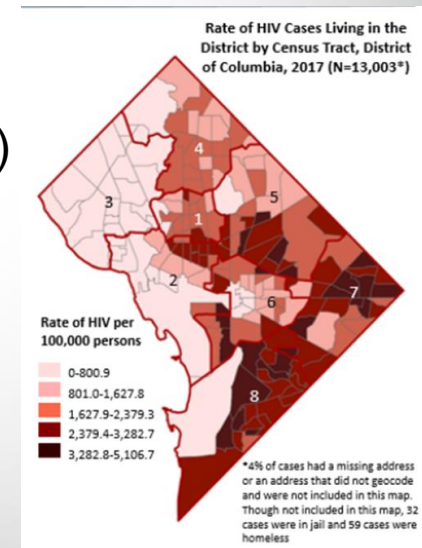
PREP FOR HER

COMMUNICATIONS STRATEGIES

Tagline: Dominate Your Sex Life/ #PrEPForHer

Focus population: African American women between the ages of 25-44 in Wards 7 and 8

- Ads including print, online, radio and television paid advertising
- Ads on buses, bus shelters, and fare gates
- Prepforher.com website
- Social media presence (e.g. Facebook, Twitter, Instagram)
- Collateral materials (postcards, photo props, etc)
- Events and outreach



PREP FOR HER

KEY MESSAGES

The campaign theme “Dominate Your Sex Life,” encouraged and empowered African American women to ask their provider about PrEP. The goal was to reduce the stigma associated with PrEP. With the hashtag #PrEPForHer, the campaign included the following key messages:

- PrEP is a safe, daily pill that helps prevent HIV
- Routine HIV testing is required, and condom use is encouraged along with PrEP
- PrEP is a way for women to take control of their sex life
- PrEP is available for women, pregnant and not pregnant

Campaign materials and the #PrEPForHer website answered questions about the following:

- How do I take PrEP?
- Is it safe?
- Am I at risk for HIV?
- Where can I get PrEP?



PREP FOR HER

Results

- High visibility of the campaign throughout DC- highest in transit, outdoor, and television ads
- High engagement on social media (Instagram and Facebook)
- Over 40,000 clicks on online advertisements (dating apps in particular)
- Reached hundreds of women with PrEP and female condom education at For Sisters Only, an annual concert and expo hosted by local radio station



DC PREP FOR WOMEN INITIATIVE



- Public-private partnership between the Washington AIDS Partnership and the DC Health HIV/AIDS, Hepatitis, STD and TB Administration
- Aims to increase knowledge and uptake of PrEP among women of color in Washington, D.C.
- Three year demonstration project supported by MAC AIDS Fund
- Began in 2016- one of the first PrEP initiatives in the country to focus on women
 - Dual aims: educate both women in the community AND CBOs & health providers who serve them about PrEP
 - Create sustainable PrEP infrastructure in places where women are already obtaining services

DC PREP FOR WOMEN INITIATIVE

ACTIVITIES

- Hire project coordinator to manage all aspects of the initiative
- WAP grantmaking for integration of PrEP into medical services to promote uptake
 - Children’s Research Institute, Mary’s Center for Maternal Care, Planned Parenthood of Metropolitan Washington
- Partnering with community-based organizations to provide small group PrEP education
- PrEP outreach at local events in the community
- PrEP education and training for CBOs and health providers, including academic detailing



Ladies Only Retreat Day

Thursday, August 23rd • 12:00 pm - 3:30 pm



DC PREP FOR WOMEN INITIATIVE

YEAR 1 AND 2 OUTCOMES

- DC Health's social marketing campaign has reached thousands of women
- Grantee activities have produced the following outcomes:
 - Educated 6,311 individuals about PrEP through one-on-one conversations, group presentations, counseling and testing, and community outreach
 - HIV/STI counseling and testing to 29,314 individuals
 - 153 medical and 151 non-medical staff trained on PrEP
 - 233 patients were screened for PrEP, 96 have been prescribed PrEP
- The PrEP for Women project coordinator has also provided PrEP education for community members, reaching 2,411 individuals and planned PrEP education events for providers, reaching 98 individuals
- Between July 2017 and May 2018, provider academic detailing completed 412 visits

District-wide, 1700 people in were prescribed PrEP in 2017. PrEP is a key strategy in making progress towards our goal of 50% reduction in new infections by 2020.

LESSONS LEARNED

BARRIERS TO PREP UPTAKE AMONG WOC

- Lack of Awareness
- Limited understanding of HIV risk
- Difficulty talking about sex (in general and with providers)
- Stigma around HIV
- Difficulty of including PrEP conversation within standard appointment timeframe
- Limited knowledge of STI/ HIV transmission

PROMISING PRACTICES

- Include community members in the planning process
- Offer multiple opportunities to learn about PrEP
- Include PrEP as a part of a larger discussion about sexual health
- Focus on increasing provider comfort with discussing and prescribing PrEP
- Make accessing services as low barrier as possible