

PREP & PREJUDICE

CAMPAIGN

By Juddy Otti

BACKGROUND

- **A national project that aimed to influence how Black African Communities engage in HIV prevention, specifically the use of PrEP (Pre-Exposure Prophylaxis) as a HIV prevention tool.**
- **6 BAME grassroot organisations who are working towards increasing PrEP awareness and uptake amongst Black African Communities across London , Leicester, Leeds, Manchester , Hertfordshire and Bristol.**
- **P&P developed a PrEP awareness campaign aimed at increasing and sustaining awareness and knowledge of PrEP amongst BAC communities, as well as help de-stigmatise and encourage uptake of PrEP amongst BAC communities**



OUTCOMES

Clear understanding of perceptions and attitudes on PrEP by Black African Communities - *evidence to date; low uptake.*

Open discourse on PrEP amongst BACs within a cultural context, utilizing innovative and cost effective approaches to influence attitudes.

Co-production and successful launch of innovative and powerful digital PrEP content that BACs identify with and able to embrace through social media and other channels

PrEP & Prejudice

Are you PrEPared to have A HEALTHY SEX LIFE?

*"With PrEP i can be confident
that my sexual health is well
looked after."*

For more information about
PrEP for BAME visit:
www.prepandprejudice.org.uk



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With PrEP No WAHALA!

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Are you HIV Negative?
Are you having unprotected sex?
Have you thought about taking PrEP?

PrEP is a pill that can stop you from getting HIV and should be taken before and after sex.

To speak to someone call: 07948 427 155 or 0203 0094473

www.prepandprejudice.org.uk

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PrEP & Prejudice

With PrEP HAKUNA MATATA

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and Effective. No fuss!

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PrEP is a pill
that can stop you getting HIV

PrEP helps me overcome the stigma and embarrassment associated with accessing or using a condom.



PrEP is a timely change you need

Don't know your partners status, use PrEP



PrEP is
reliable, effective, empowering
and above all gives you a
peace of mind.



With PrEP
EVERYTHING'S
CONNA BE
ALRIGHT!!



PrEP & Prejudice

KEY FINDINGS

- ❑ **Frontline Staff and volunteers**
 - ❑ 32% didn't know what PrEP stands for
 - ❑ 53% don't know anyone who has accessed PrEP

- ❑ **Focus groups**
 - ❑ Two thirds haven't heard of PrEP
 - ❑ Very Sceptical about PrEP and its effectiveness
 - ❑ Lack of PrEP messaging directed to BACs
 - ❑ Stigmatising messages associated with PrEP
 - ❑ A need for targeted campaign endorsed by BME celebrities/influencers/community leaders

CONCLUSION

- ❑ Need to demystify PrEP misconceptions in the BAC, by delivering PrEP awareness campaigns including targeted outreach activities
- ❑ Need to address lack of basic HIV knowledge by BAC by increasing HIV awareness activities targeted at BAC.
- ❑ Need to normalise PrEP as a HIV prevention tool just like condoms.
- ❑ Need to address issues around accessibility of PrEP by BACs.
- ❑ Need to address stigma associated with PrEP usage in BACs.
- ❑ Need to establish a network of BA PrEP user champions.
- ❑ Need to invest in building capacity of frontline BA led organisations to become effective partners in PrEP implementation
- ❑ Lack of investment in PrEP awareness/access opportunities within BACs -maintain momentum created by P&P/others. Make effective use of resources developed and PrEP champions trained.