# 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









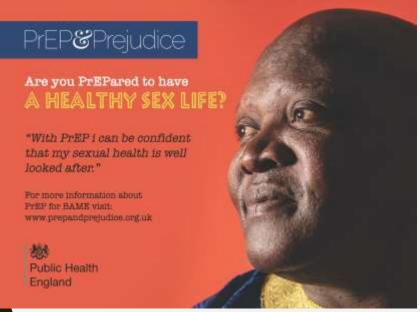


### **OUTCOMES**

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







#### With PrEP NO WORRIES

PrEP is Confidential, Personal and Effective. No fuss!

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



Public Health England



Are you HIV Negative?

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

To opeak to numerow-oath 07488 447 155 or 0008696473

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#### PrEP&Prejudice

HAKUNA MATATA

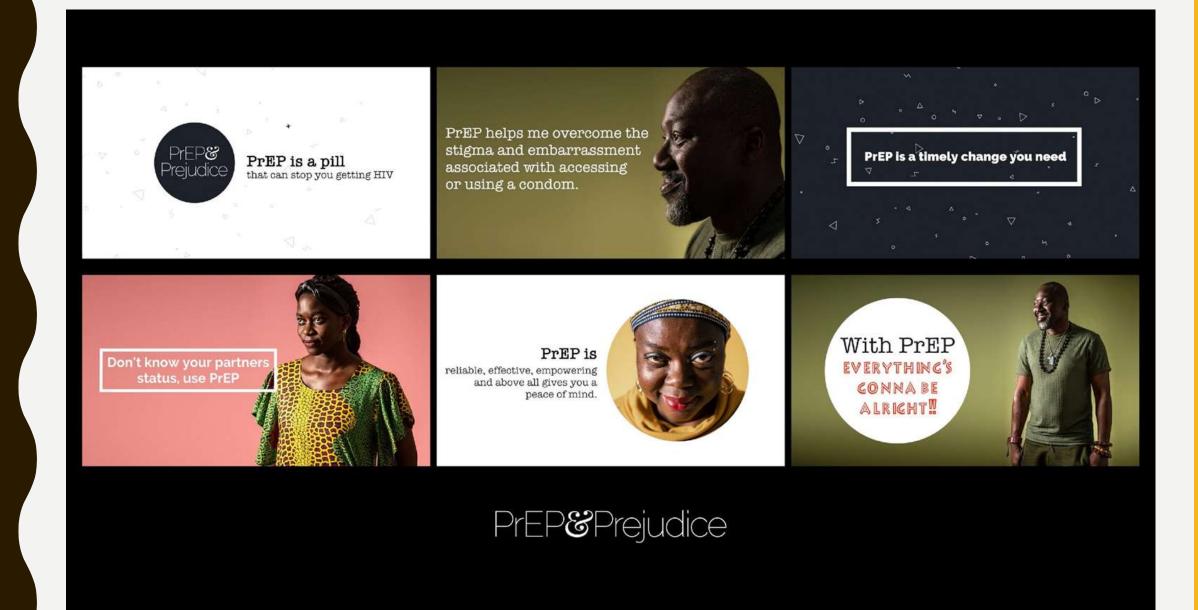
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## **KEY FINDINGS**

- ☐ Frontline Staff and volunteers
  - ☐ 32% didn't know what PrEP stands for
  - ☐ 53% dont 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.