

PrEP for Migrant Communities in the UK ,experiences from the PREP & PREJUDICE Campaign

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ABOUT US

- Africa Advocacy Foundation (AAF) started in 1996.
- Works to support and empower individuals and families experiencing multiple disadvantages and barriers including ill health, violence, poverty, isolation, language, culture, faith , other health and social needs.
- Composed of 7 Board members, 15 staff and Appx 40 volunteers annually

BACKGROUND

- A national project that aims to influence how Migrant communities mainly Black African Communities engage in HIV prevention, specifically PrEP(Pre-Exposure Prophylaxis) as a HIV prevention tool.
- 6 BAME grassroot organisations working towards increasing PrEP awareness and uptake amongst Black African Communities across London , Leicester, Leeds, Manchester , Hertfordshire and Bristol



APPROACH

- Unique messaging – universal African phrases- popular culture scenes and universally recognized/ understood by diverse BAC audiences
- Community driven campaign
- Community Faces
- Engaging Resources: flyers & posters,
- Digital content
- Tailored Website

OBJECTIVES

- ☐ Increase knowledge of PrEP in BA communities.
- ☐ Increase knowledge of how to access PrEP in BAC communities.
- ☐ Decrease in stigma associated with PrEP and people accessing PrEP.
- ☐ Increase in professional awareness of and expert knowledge around PrEP.
- ☐ Upskilling and deployment of PrEP Champions within the targeted 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

METHOD

- Developed a PrEP awareness campaign
- De-stigmatised and encouraged uptake of PrEP through referral pathways
- Developed Innovative resources and digital PrEP content -unique/universally recognised and understood
- Disseminated content via WhatsApp , community radios and Facebook
- Educative activities - Training for Health workers /PrEP Champions

PROJECT OUTCOMES

- Recruited and trained 32 Community PrEP Champions and 3 PrEP User Champions
- Trained 68 frontline Health Care Workers
- Held 4 focus groups —(3 heterosexual+1 MSM)
- Held 3 Pre-production focus groups -(4 key messages agreed/community faces)
- Website, Posters, Leaflets, t-shirts, Jingle,
- Delivered 8 PrEP Awareness Workshops in London and inner cities
- Partnerships and collaborations- Prepster/Mambo magazine/Radio/Clinicians
- Reached over 66,600 members of the Black Community

PrEP&Prejudice

PrEP Tool Kit

For Clinicians working with Black African Communities

The PrEP and Prejudice PrEP Tool Kit for clinicians was produced as part of the PrEP and Prejudice campaign. PrEP and Prejudice is a project that aims to influence how Black African communities (BAC) engage in PrEP provision, specifically on the use of the pre-exposure prophylaxis (PrEP) as a HIV prevention tool. The project aims to increase PrEP awareness and uptake amongst heterosexuals and their who have sex with other men (MSM) within BACs in England.

Box 1: Proposed Questions for Sexual Health History Consultation

Black African patients sometimes might not open up when discussing issues related to sex and PrEP. Below are some of the questions that might help to get further information, whilst the clinician usually not to assume if a BAC patient is eligible for PrEP, questions to ask include:

What do you know about PrEP?
 Do you have anyone on PrEP?
 Why do you want to go on PrEP?
 What do you think it will do for you?
 What has sex done for you so far? How long do you think you will need to be on PrEP?

Any 'yes' answer from a BAC person presenting in a high risk instance setting about groups is indicative of the risks and benefits of PrEP.

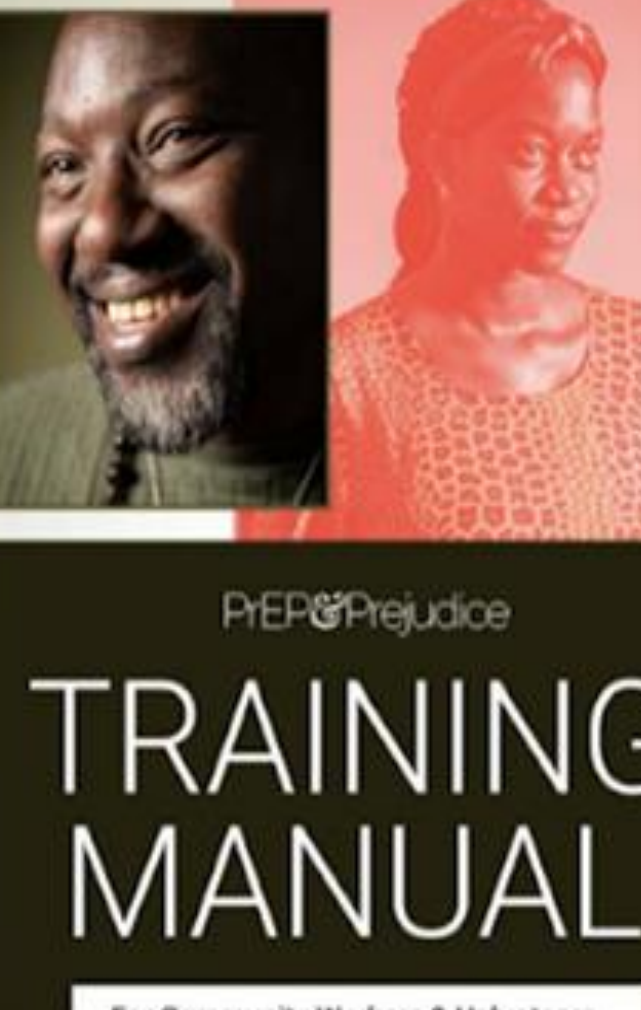
Is the patient sexually:

- "Have you had sex with more than one partner?"
- "Have you had sex without a condom?"
- "Have you had sex with anyone other than your sex partner?"
- "Have you needed drugs and shared injecting equipment?"
- "How long of your partner do you know through sexual or drug using behaviour?"
- "Do you have sex with a partner who has HIV?"
- "Have you received a new diagnosis of a sexually transmitted infection?"
- "Do you share needles?"
- "Have you used or wanted to use PrEP or PrEP for sexual or drug using exposure to HIV?"
- "Is your partner taking HIV for HIV?"
- "Have your partner been on PrEP for more than six months?"
- "If used under a month, do you discuss whether your partner is having HIV medication daily?"
- "If you have often sex your partner's last HIV viral load test? What was the result?"
- "Do you share needles with your partner?"
- "Do you ever consider doing time you have sex?"

NON-TECHNICAL INFORMATION ON PrEP

Please continue to link to other organisations with complementary information about PrEP and other options for BAC patients.

1) www.hiv.aids.org.uk
 PrEP: www.prprep.org.uk
 PrEP&Prejudice: www.prprepandprejudice.org.uk
 Aids: aids.hiv.aids.org.uk
 Aids: aids.hiv.aids.org.uk



PREP & Prejudice

TRAINING MANUAL

For Community Workers & Volunteers



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!!



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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 BAC celebrities/influencers/community leaders

RECOMMENDATIONS

- Demystify PrEP misconceptions
- Resources that resonate the BACs
- Language used resonates with targeted community
- Address lack of basic HIV knowledge
- Normalise PrEP as a HIV prevention tool just like condoms
- Accessibility of PrEP for BACs
- Address stigma associated with PrEP usage in BACs
- Establish a network of BA PrEP user champions

CONCLUSION

- P&P campaign has demonstrated that, BA Community based organisations (CBO) play a key role in raise PrEP awareness in BACs.
- BA CBO have the skills and experience in developing culturally and linguistically appropriate PrEP campaign activities and materials and have access to a diverse BAC community in England.
- BAC innovative and digital PrEP content and material that were developed, were able be identify with the BAC and the P&P campaign was embrace by BAC.
- With an increase of PrEP awareness and uptake of PrEP amongst BACs, there is



PrEP AND PREJUDICE RESOURCES

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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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: 07495 427 138 or 02086984473

www.prepandprejudice.org.uk

✉ prepandprejudice@africaadvocacy.org [@prepnprejudice](https://twitter.com/prepnprejudice)



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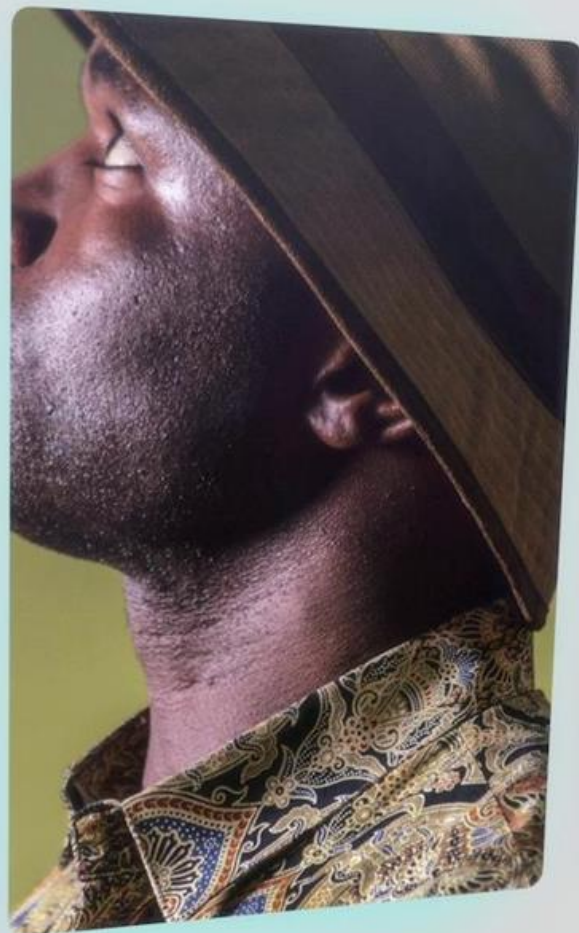
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With PrEP HAKUNA MATATA

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and Effective. No fuss!

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“For me being here made me feel free to talk about HIV and PrEP. Its news for me to know that there is such tool that can prevent HIV infections. I have learnt a lot about PrEP today”(Football participants, Male 25)

“It’s very shameful to talk about HIV with my mother, this project gave me an opportunity to have the courage and motivation to talk about HIV and PrEP”(Young person-community event participants, Male 20-young person).

“I learnt that everyone has a duty to protect themselves by using PrEP. I wish my husband in [REDACTED] understood this”(Female Outreach Participants, aged 45, Leeds).

“I didn’t know that there were tablets that one can take, to prevent HIV infection. I don’t like using condoms and PrEP gives me an opportunity to enjoy condomless sex’.(Female Outreach Participants, aged 35, Croydon).

KEY TAKE-HOME MESSAGE

- Cultural competency awareness
- Better insights into backgrounds, unique situations and circumstances
- Impact of racial injustice
- Majority eager to engage, learn and collaborate.

THANK YOU!

