

# Calling Attention to Pre-Exposure Prophylaxis (PrEP) for Women: A Novel Social Media Educational Campaign for Potential PrEP Users and Clinicians

Contact

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### Background

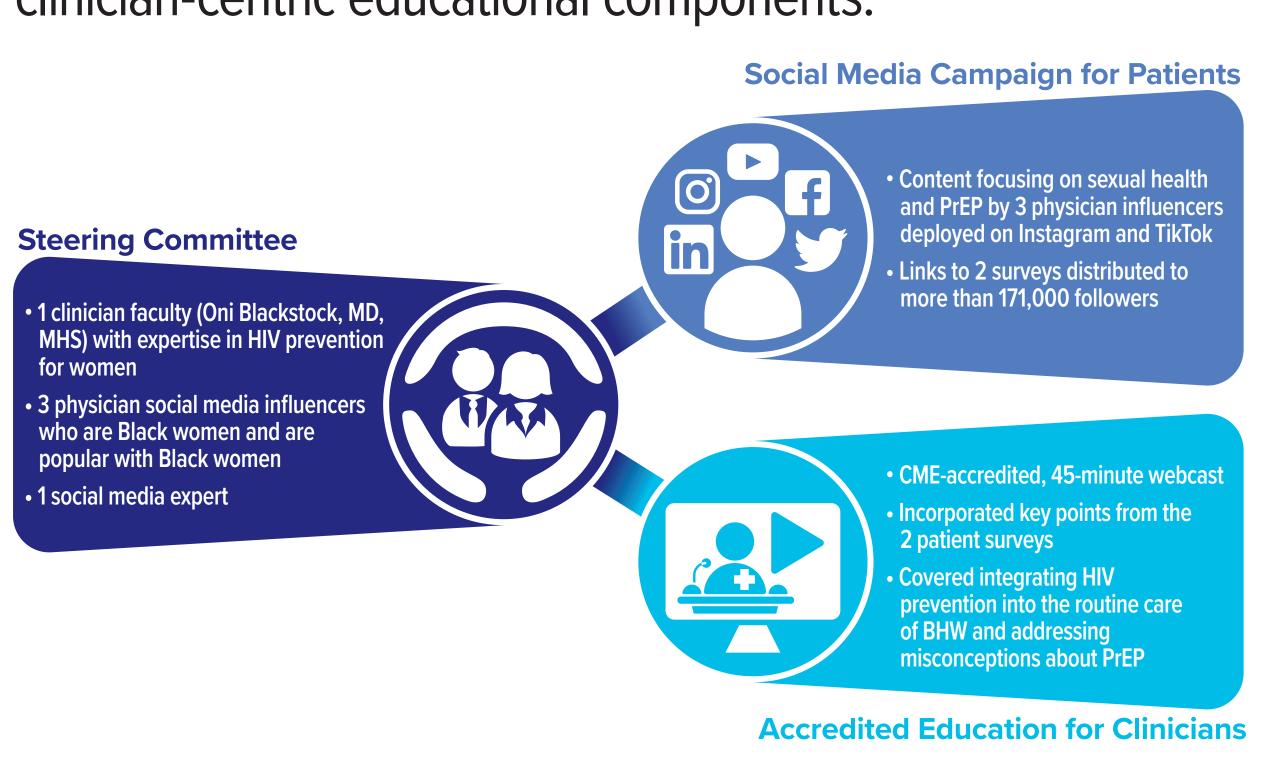
- Black women account for 58% of new HIV infections among women but represent 13% of the US female population
- Only 2% of eligible Black cisgender women are using PrEP; both patient- and clinician-related factors contribute to the low uptake of PrEP
- Social media platforms have become key communication channels for adults and are used by 77% of Black adults in the US
- Social media is an increasingly important source of health-related information, with 93% of consumers saying they would ask their clinician about health information shared by a trusted influencer

### Objective

To design and implement a social media-based educational campaign for Black heterosexual women (BHW) to promote awareness about HIV risk and prevention, including PrEP, and enhance their relationships with clinicians.

#### Methods

This multifaceted initiative consisted of both patient- and clinician-centric educational components.



The patient surveys collected demographic data (eg, age, race/ethnicity), assessed knowledge and perceptions about HIV risk and PrEP for HIV prevention, and evaluated attitudes related to talking to clinicians about HIV prevention and PrEP. In total, 135 patients completed the 2 surveys, including 41 Black women.

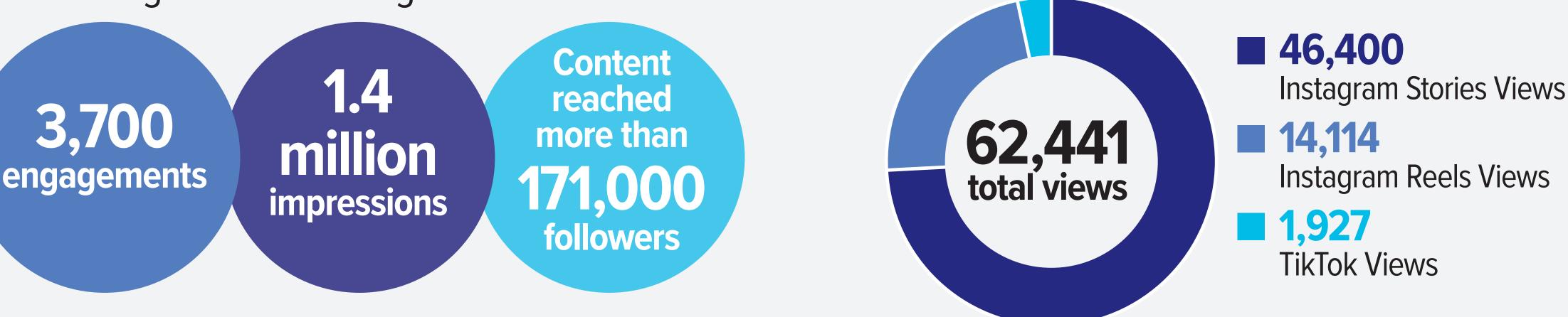
McNemar's test (matched pairs) was used to evaluate changes in pre- and post-assessment responses in the accredited education for clinicians.

#### Results

#### **Social Media Campaign for Patients**

The social media campaign was presented in July and August 2021, with wave 1 launching the week of July 19 and wave 2 launching the week of August 19.

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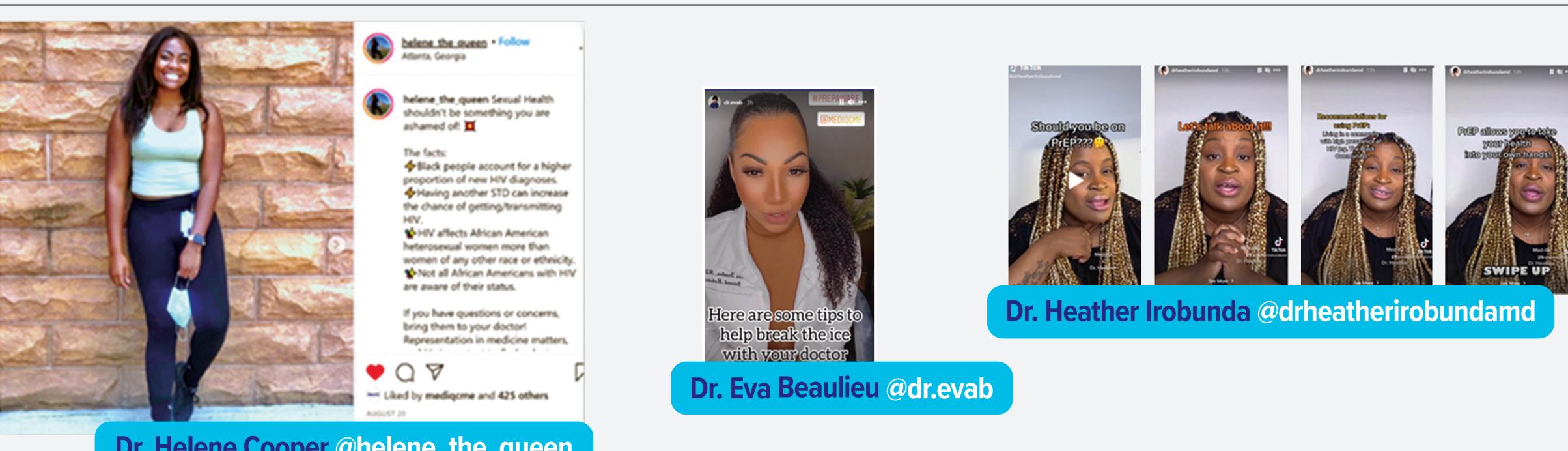
#### **Social Media Metrics Defined**

Engagements Likes, shares, comments, and saves on Instagram and TikTok

#### **►** Impressions Actual views of program content on any socia media platform (before engaging)

Clicks into a post, survey, video, etc. to view the piece of content

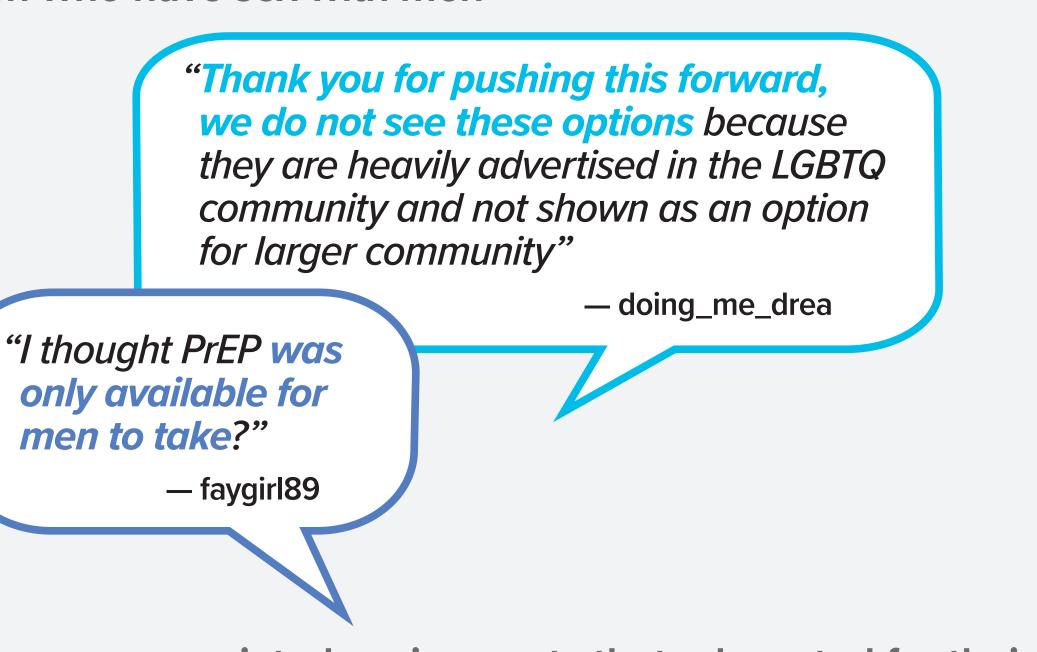
#### FIGURE 1 Sample Content From Influencers



#### FIGURE 2 Comments From the Instagram and TikTok Posts

#### Among the 171 comments, common themes included:

1. Women were under the impression that PrEP was only for men who have sex with men



2. Women were receptive to this information because they heard it from a trusted source



3. Women appreciated seeing posts that advocated for their health

"This conversation is **SO** important to have "." "This post is so important, and I had no idea. Thank you "Thanks for posting. "It is so important that we for educating the people... advocate for our health!"

## References

CDC. https://www.cdc.gov/hiv/group/racialethnic/africanamericans/diagnoses.html; Conley C, et al. Women's Health. 2022;18:1-12; Pew Research Center. https://www.pewresearch.org/internet/fact-sheet/social-media; WEGO Health Survey. https://priceweber.com/2021/04/13/the-rise-of-micro-influencers-in-healthcare-marketing.

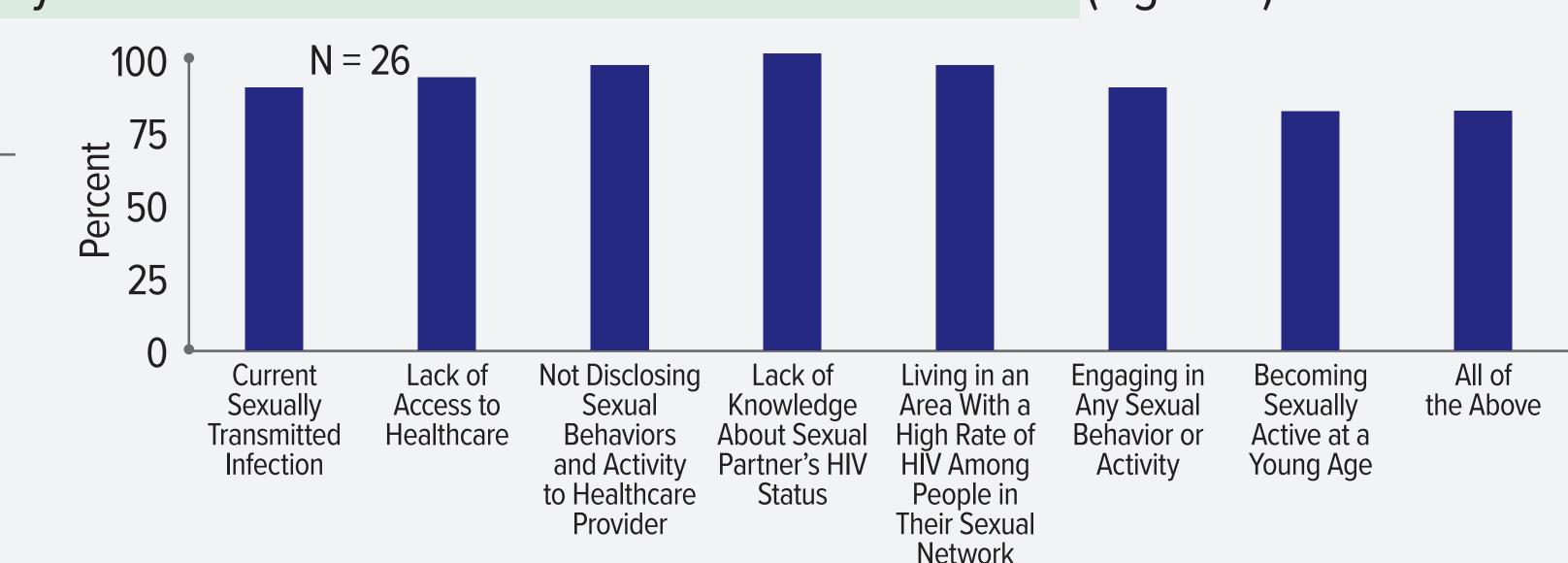
#### **Patient Survey Results**

In total, 135 patients completed the 2 surveys, including 41 Black women. Reported here are the responses from Black women (26 Black women responded to survey 1, and 15 Black women responded to survey 2, but participants were not required to answer all questions). Overall, the majority of Black women who responded to the surveys (75%) were aged 25 to 45 years.

More than 75% of Black women correctly identified factors that increase a woman's HIV risk (Figure 3).

## **Increase Women's Chances of Getting HIV**

**RESPONSES TO THE QUESTION** Which of the following factors increase a woman's chances of getting HIV? (Select all that apply.)



Notably, 50% of Black women were not aware of ways to prevent HIV other than using condoms or practicing abstinence (Figure 4).

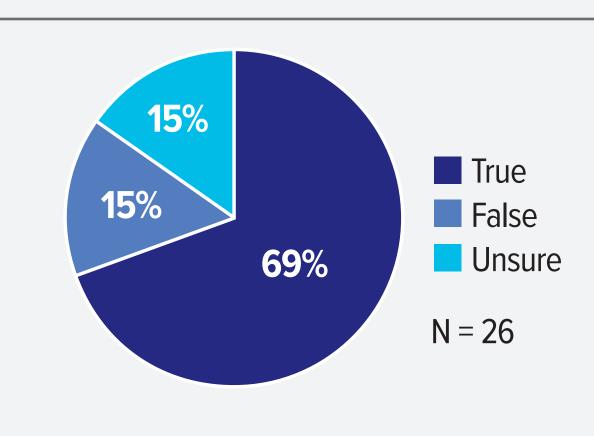
#### FIGURE 4 Awareness of HIV Prevention Strategies

**RESPONSES TO THE QUESTION** The only ways to prevent HIV transmissions are using barrier protection (such as condoms) or practicing

Surprisingly, 69% of Black women knew that there is a daily medication to prevent HIV (Figure 5).

#### FIGURE 5 Awareness of PrEP

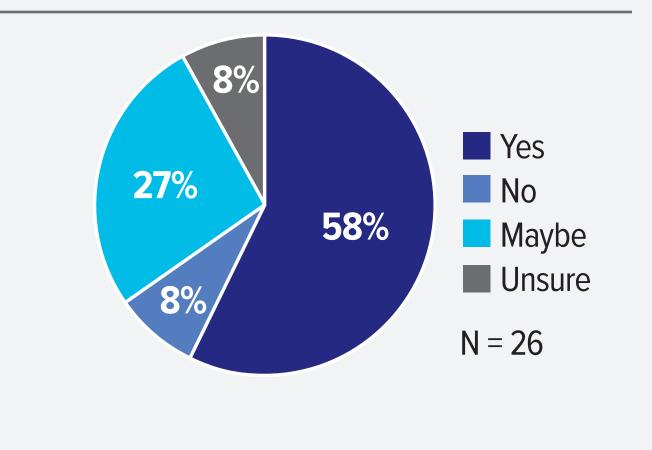
**RESPONSES TO THE QUESTION** There is a daily medication you can take to prevent getting HIV.



Importantly, 58% of Black women said they would take a pill to prevent an HIV-negative partner from getting HIV from an HIV-positive partner, whereas 27% said they maybe would take it (Figure 6).

#### FIGURE 6 Interest in Taking PrEP

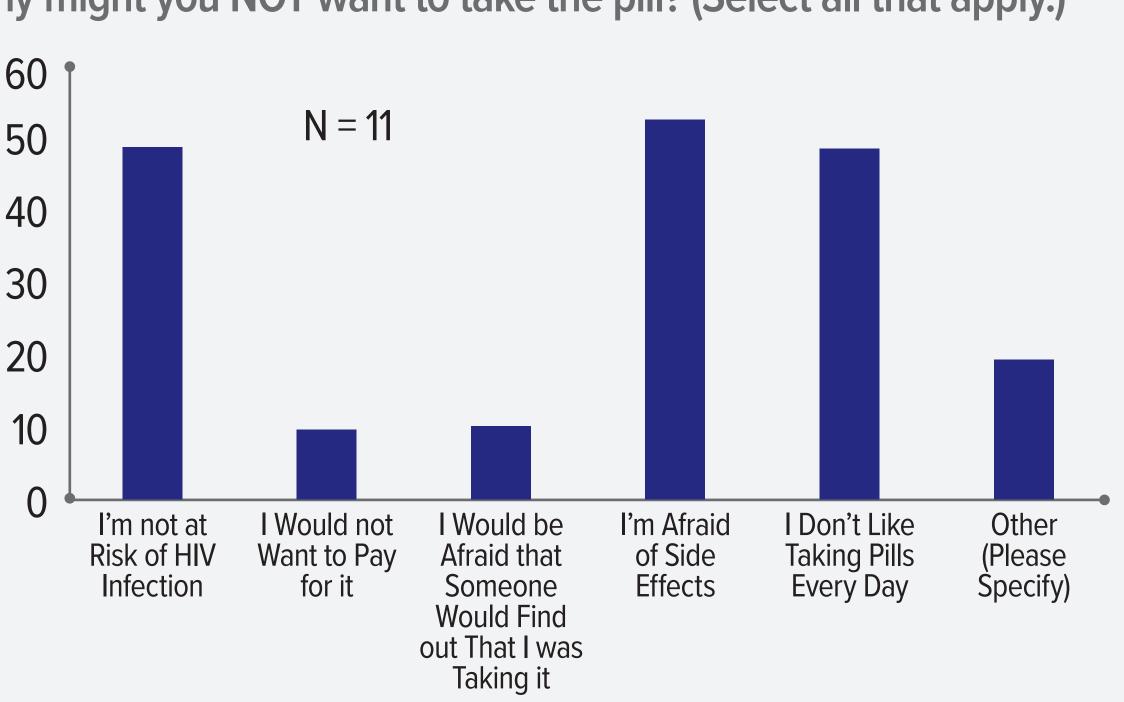
**RESPONSES TO THE QUESTION** If there were a pill that could prevent an HIV-negative partner from getting HIV from an HIV-positive partner, would you take it?



The most common reasons for not wanting to use PrEP to prevent HIV were perceived low/no HIV risk, concerns about side effects, and dislike of daily medication use (Figure 7).

#### FIGURE 7 Reasons for Not Wanting to Use PrEP

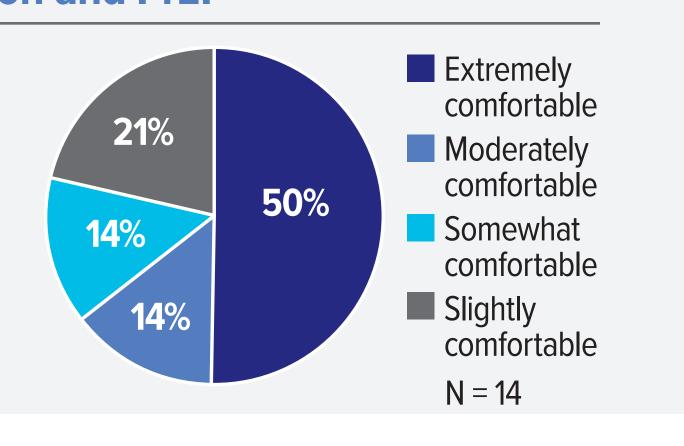
**RESPONSES TO THE QUESTION** Why might you NOT want to take the pill? (Select all that apply.)



Notably, 64% of Black women said they would be extremely/moderately comfortable talking with a healthcare provider about HIV prevention and PrEP (Figure 8). Additionally, 89% of Black women would be extremely comfortable asking their provider for PrEP if they thought they needed it, even if their provider did not offer it (N = 9). However, some Black women still felt uncomfortable because they were unsure what questions to ask, were embarrassed to ask questions, or were afraid of being seen as promiscuous.

#### FIGURE 8 Comfort Level With Talking to Healthcare **Providers About HIV Prevention and PrEP**

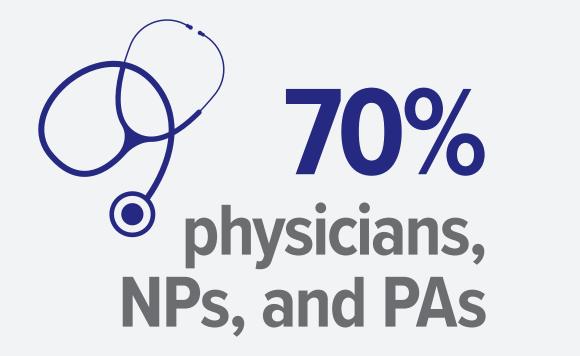
**RESPONSES TO THE QUESTION** How comfortable would you be talking to a healthcare provider about HIV prevention, including pre-exposure prophylaxis (PrEP)?



#### **Accredited Education for Clinicians**

The CME-accredited webcast launched in October 2021 and will be available until October 2022. The results presented are from October 2021 to September 2022.









Increased confidence in integrating HIV prevention into patient care

Learners stating they were moderately or very confident in their ability to integrate HIV prevention into the routine care of patients who are BHW increased from 48% at baseline to 72% at post-activity

Learners reporting they were very or extremely likely to ask their patients who are BHW about the risk behaviors of their partner(s) when taking a sexual history increased from 46% at baseline to 73% at post-activity

Increased likelihood of asking about partners' risk behaviors

## **Commitment to**

Based on the education provided in the webcast, 43% of learners intended to make changes in how they discuss sexual history and HIV prevention with their patients who are BHW.

#### Sample of Intended **Practice Changes**



 Offer PrEP more to patients who meet

 New approach to interact with Black woman population to discuss **HIV** prevention

## I will screen for risk

Do better documentation

of sexual history Advise more women to take PrEP, depending on age group

 Start better screening, discussion, identification, and start of PrEP

 Improved ability to provide sexual history taking and PrEP referral

\*Sample of unique intended practice changes and does not reflect all practice changes submitted. All statements verbatim

#### Conclusions

### **Summary of Findings**

 This educational initiative used popular social media platforms (Instagram and TikTok) to provide information about HIV risk and prevention to BHW to promote PrEP awareness and enhance their relationships with clinicians

- Results from the social media campaign for patients and accredited education for clinicians highlighted the educational needs of BHW and illuminated needed improvements in clinicianpatient dialogues about sexual health
- Limited awareness of HIV risk and PrEP were found to create missed opportunities for BHW to benefit from this **HIV** prevention strategy

## **Implications**

- Pairing physician social media influencers who are Black women with a medical expert specializing in HIV prevention for women can help bridge this gap by:
- Connecting BHW with factual information about HIV risk and prevention
- Fostering relationships between BHW and the medical community
- Although Instagram and TikTok are known for brevity of content, they were effective in informing BHW about PrEP use for women and taking charge of their sexual health

## Acknowledgements

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