The Role of Messaging and Prevention Advocacy in PrEP Attitudes, Perceptions, and Uptake Among YMSM and Transgender Women


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MAJOR FINDINGS

The study surveyed 700 young gay, bisexual, and other men who have sex with men and transgender women about their awareness of the PrEP4Love ad campaign encouraging the use of preventative HIV treatment in Chicago. Those who had seen ads were:

- more likely to have had conversations with their providers about PrEP
- significantly more likely to have initiated the conversation themselves
- more likely to believe that friends and the general public approved of and used PrEP
- more likely to know someone on PrEP

CONCLUSIONS

Social marketing campaigns like PrEP4Love are an exciting and promising means of promoting health through communicating important information to community members. As PrEP4Love demonstrates, they also represent a critical opportunity to target social barriers to HIV prevention, such as stigma, and may help to empower patients through knowledge. By studying how health information spreads, the ways communities think about PrEP, and barriers to its uptake (like structural stigma and care access), we can better evaluate the strengths and weaknesses of campaigns like PrEP4Love, and potentially improve their ability to get people talking about and engaging in HIV prevention behaviors.

PrEP4Love Campaign Images

76% of participants saw PrEP4Love ads in Chicago

Those who had seen ads were 1.95 times as likely to be out to providers than those who had not.

Those who had seen ads were 1.87 times as likely to have taken PrEP in the last 6 months.