GET PrEP'D: Informing the Development of a **National Digital PrEP Campaign to Address Barriers to Uptake.**

BACKGROUND:

In jurisdictions with scaled-up access to PrEP through implementation studies, significant decreases in HIV diagnoses among gay and other men who have sex with men (MSM) have been reported. However, not all gay and other MSM have experienced these decreases. To ensure Australia achieves the greatest impact from PrEP, we need to ensure that it reaches the populations that would benefit from its use.

APPROACH:

To help address this, AFAO has developed a national digital PrEP campaign, Get PrEP'D, targeting gay and other MSM, and with a specific aim of reaching sub-populations of men, that are not currently utilising PrEP. These sub-populations include, Aboriginal and Torres Strait Islander men, trans men and culturally diverse men across Australia. At the development stage of the campaign there was limited data available on the reasons why men from these sub-populations were less likely than other gay men to use PrEP. To inform the campaign, AFAO commissioned market research which included a national online survey, and online focus groups with gay and other MSM not currently taking PrEP from these sub-populations.

OUTCOMES:

This market research gave important insight into these populations' knowledge, understanding and attitudes of PrEP, and importantly the barriers to those at risk to accessing PrEP. Some of the reasons identified in the market research for these men not utilising PrEP included perceptions of their own risk, perceptions of PrEP users, cost, side-effects and barriers to access. These insights informed the website content, video content and messaging for advertising for appropriate and effective targeting to these populations. As part of targeting these populations to address their barriers, the campaign utilises five PrEP users across the different campaign elements to show the diversity of these men and share their experiences.

INNOVATION AND SIGNIFICANCE:

The Get PrEP'D campaign is successfully targeting gay and other MSM, as well as specific sub-populations of these men, that would benefit from PrEP by not only raising awareness of PrEP, but by also addressing the barriers to using PrEP identified in the market research.

AUTHOR:

Ben Wilcock
Australian Federation of AIDS Organisations (AFAO)
www.afao.org.au
ben.wilcock@afao.org.au

afao AUSTRALIAN FEDERATION OF AIDS ORGANISATIONS

GET PrEP'D

getprepd.org.au/
facebook.com/**getprepdaus**