

Ask Me About PrEP: A 3-part Digital Campaign to Increase PrEP uptake



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AltaMed Specialty Services

Specialty Services

- HIV Medical Care
- Hepatitis C Consultation and Treatment
- Pre-Exposure Prophylaxis
- Post-Exposure Prophylaxis

5 Specialty Sites

- Los Angeles- Commerce, Pico Rivera, El Monte and Hollywood Presbyterian
- Orange County- Santa Ana Central
- 1,700 HIV positive clients
- Over 70 NEW HIV+ persons



Video Production

Educational Videos

- HIV 101
- LGBT Cultural Sensitivity
- Routine HIV Testing
- Delivering a Positive Result
- Linguistic Services

Social Marketing Campaigns with Videos

- Sin Verguenza Series (7 Episodes)
- Listo (4 Vignettes)

Promotional Videos

- HIV Services
- Hepatitis C
- Behavioral Health
- The Pharmacy @AltaMed

HIV Campaigns

Top, Bottom,
Vers
2012

Sin Verguenza
Season I
2012

Friends with
Benefits
2013

Top, Activo,
Bottom, Pasivo
2.0
2014

¡Listo!
2015

Sin Verguenza
Season II
March-2016

NEW PrEP Campaign

AltaMed
QUALITY CARE WITHOUT EXCEPTION™

I. Provider PrEP Training Videos

Launch: Dec, 2016



II. Kiki n' Brunch

Launch: Feb, 2017



III. Fierce/Ella

Launch: April 14th



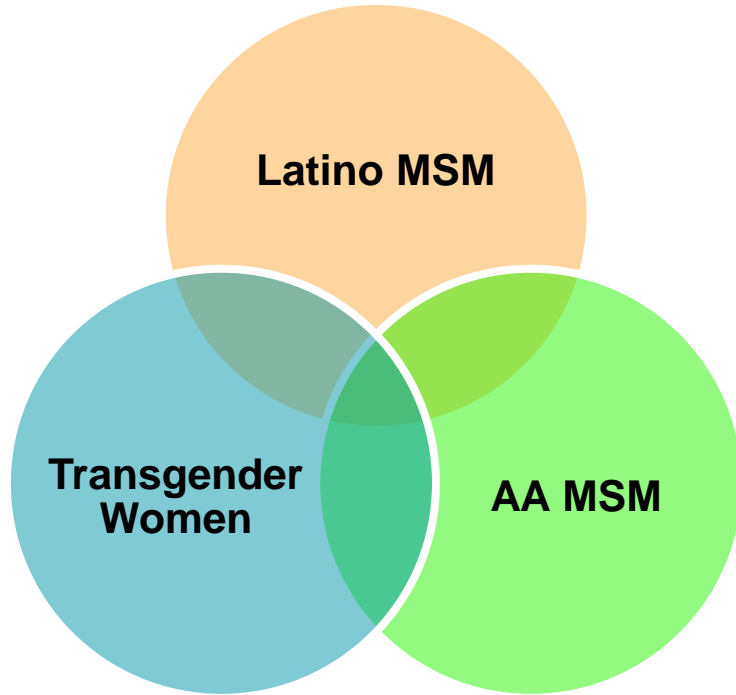
HIV Prevention and New Era



PrEP is a new prevention method in which **people who do not have HIV** infection **take a pill daily to reduce their risk** of becoming infected.

← Sexual Health →

Inspiring PrEP Demand



5,002 newly diagnosed with HIV in California

	New Infections	
Black	38.5 per 100,000	17.1%
Latino	14.8 per 100,000	44.1%
White	9.8 per 100,000	26.9%

	PrEP Users
African American	10%
Latino	12%
White	74%

Ask Me About PrEP



Identify



**Inform/
Educate**



**Refer to AltaMed
Specialty Services**

PrEP Campaign

AltaMed
QUALITY CARE WITHOUT EXCEPTION™

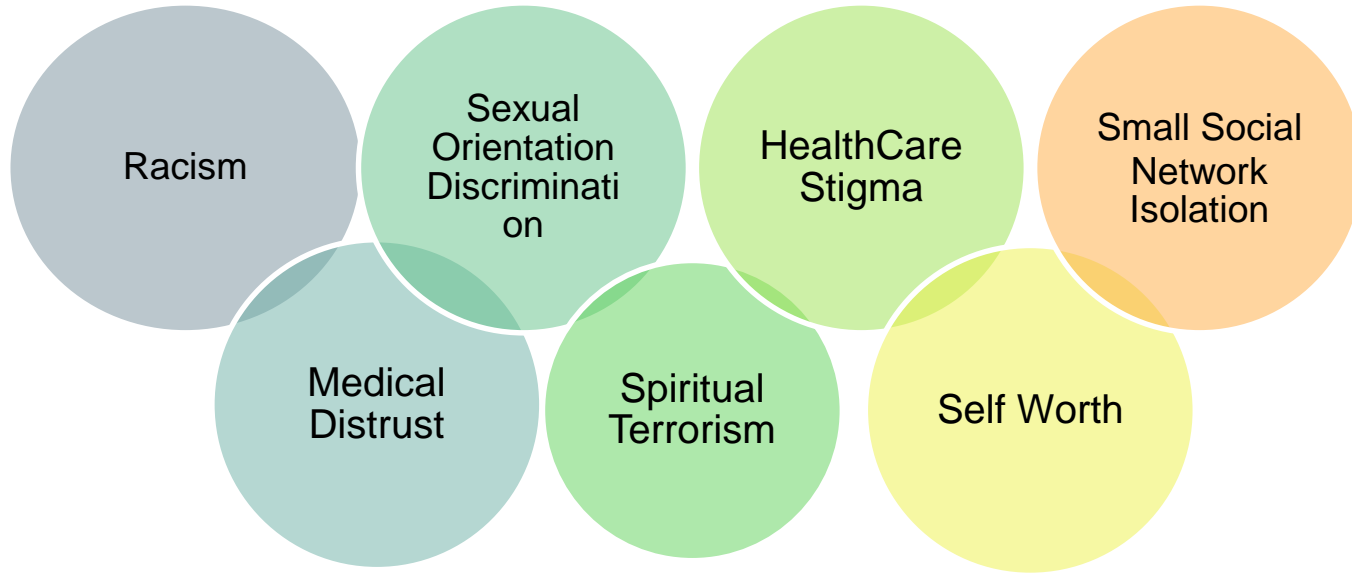


Kiki n' Brunch

There's always time to talk about PrEP

Produced by **AltaMed**

Barriers to PrEP



Trans PrEP Campaign



Coming April 2017

Transgender Women

41% attempted suicide

19% report being refused medical care because of their gender non-conforming status


50% of the sample reported having to teach their medical providers about transgender care.

Many fear for their safety because of anti TG violence

49x more likely to have HIV than other adults

- Social and economic marginalization
- High unemployment/sex work
- Limited health care access
- Lack of family support

To Find a PrEP Provider Near You Click Here.



Ask Me About PrEP

Don't let the risks of HIV/AIDS ruin your fun. Get educated, be empowered, and stay safe with PrEP, a daily pill that can reduce the risk of HIV by over 90% when taken as prescribed. PrEP doesn't protect against STD's, so remember to still use a condom.

AltaMed has been dedicated to providing quality HIV and AIDS health care to diverse communities for over 20 years.

Resource Links:
PleasePrEPMe.org
AltaMed.org/PrEP
CDC.gov/HIV/PrEP


AltaMed

Kiki n' Brunch **Trans Empowered** **PrEP Provider Education** **iLISTO!**

Kiki n' Brunch

Ready to Kiki... Follow this group of friends as they laugh and chat about life, love, dating and PrEP because there's always time to talk about PrEP.

To find a provider near you visit:
PleasePrEPMe.org



Trans Empowered

Coming April 2017

Be flawless and fierce and always stay true to yourself. Witness how these trans women take charge of their health and well-being. Enjoy 5 empowering videos dedicated to showing how preventing HIV by taking PrEP can be an important part of your personal journey. You got this, girl!



For more information visit: PleasePrEPMe.org

New webpage gallery of AltaMed's PrEP campaigns


Features:

- Embedded YouTube videos
- Carousel of campaign images
- Links to additional resources
- PrEP directory link

PrEP Provider Education




PrEP Overview
This video addresses common concerns of patients and physicians regarding a PrEP prescription.




Prescribing PrEP
The video features three scenarios of how to conduct a brief sexual health history and address PrEP usage with patients.
[PrEP Guidelines](#)


iLISTO!




Fitness Buff
This beefcake loves to work out and cruise for guys between sets at the gym.



Vaquero
The vaquero fantasizes about a steamy shower hook-up.



Day Laborer
This hard worker is getting ready for a long day to lay the pipe, mow the lawn, and nail some wood.



The Artist
To look beautiful, sexy, powerful, and seductive the performer carefully applies make-up and adorns her body with jewelry.

Special Thanks

AltaMed
QUALITY CARE WITHOUT EXCEPTION™



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