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

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

Sexual Health

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.
Inspiring PrEP Demand

5,002 newly diagnosed with HIV in California

<table>
<thead>
<tr>
<th></th>
<th>New Infections</th>
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<tbody>
<tr>
<td>Black</td>
<td>38.5 per 100,000</td>
</tr>
<tr>
<td>Latino</td>
<td>14.8 per 100,000</td>
</tr>
<tr>
<td>White</td>
<td>9.8 per 100,000</td>
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<table>
<thead>
<tr>
<th></th>
<th>PrEP Users</th>
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<tbody>
<tr>
<td>African American</td>
<td>10%</td>
</tr>
<tr>
<td>Latino</td>
<td>12%</td>
</tr>
<tr>
<td>White</td>
<td>74%</td>
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The Role of Primary Care Providers

Ask Me About PrEP

Identify  ➔  Inform/Educate  ➔  Refer to AltaMed Specialty Services

PrEP is a new HIV prevention method in which people who do not have HIV infection take a pill daily to reduce their risk of becoming infected.
Kiki n’ Brunch
There’s always time to talk about PrEP
Barriers to PrEP

- Racism
- Medical Distrust
- Sexual Orientation Discrimination
- Spiritual Terrorism
- HealthCare Stigma
- Self Worth
- Small Social Network Isolation
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

New webpage gallery of AltaMed’s PrEP campaigns

Features:

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

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