

# Let's Talk About PrEP!

## Tips and Tools for Effective Messaging

**Presentation for the Equitable Injectable PrEP in Los Angeles County Initiative**

Robbyn Kistler, Senior Consultant, KFF's Social Impact Media

March 26, 2024

# Agenda

1. KFF's Greater Than HIV
2. Effective PrEP Messaging
3. Resources to Support Your Outreach
4. Discussion & Questions

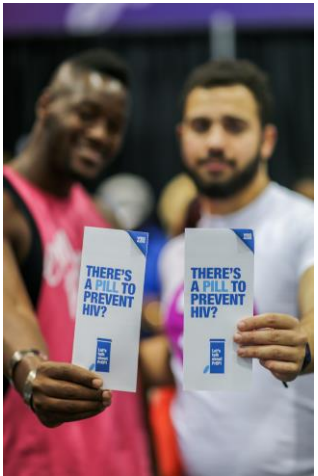
## KFF's Social Impact Media Program

**KFF** is an independent nonprofit health information organization.

Through our **Social Impact Media** program, we work with health departments and community partners as part of our **Greater Than** public information initiative.

Our primary focus is HIV and sexually transmitted diseases.





# Make a Plan

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- Goals
- Audience
- Placement
- Landscape
- Measures of Success



# Effective PrEP Messaging

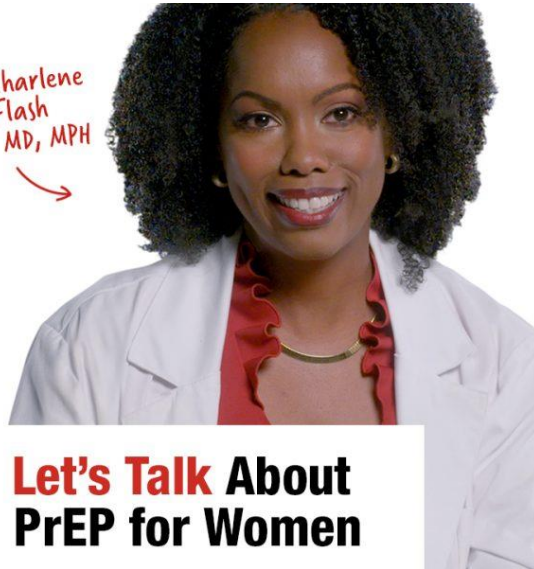
# PrEP PREVENTS HIV

Available as a daily pill or long acting injectable.



Why not take all the measures you can to stay healthy?

Charlene Flash MD, MPH



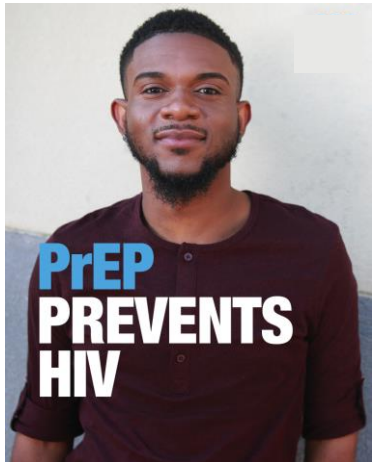
Let's Talk About PrEP for Women

Provider to Provider



Is PrEP effective for preventing transmission from injection drug use?

Demetre Daskalakis MD, MPH



PrEP PREVENTS HIV



Siento mucho menos ansiedad.



PrEP IS FOR SOMEONE WHO COULD BE AT RISK FOR CONTRACTING HIV.



It gives me hope for the future.

Obtén más información sobre PrEP para prevenir el VIH →

¡Hablemos de PrEP!





# PrEP Basics

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- Prescription medication
- For people who are NOT living with HIV
- Options: pills and shots
- Most pay little or nothing
- Where to find

**PrEP  
PREVENTS  
HIV.**

[CLICK TO WATCH ANIMATED VIDEO “What is PrEP?”](#)

# Trustworthy

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- Relatable messengers
- Honest conversations
- Non-judgmental
- Responsive to needs





[CLICK TO WATCH VIDEO "Powered by PrEP: Michael"](#)

## Let's Talk About PrEP

David  
Malebranche  
MD, MPH →



[CLICK TO WATCH VIDEO "Let's Talk About PrEP"](#)



# Engaging

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- Shows personal benefit
- Empowering & hopeful
- Appeals to mind & heart
- Fits media platforms



[CLICK TO WATCH VIDEO "Powered by PrEP: Nichole"](#)

# PrEP

## PREVIENE EL VIH

Disponible como una  
píldora diaria o inyectable  
de acción prolongada.



¡Descubre si es adecuada para ti!

## Accessible

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- Language
- Visuals
- Size & colors
- Voiceover
- Subtitles
- No jargon



# Actionable

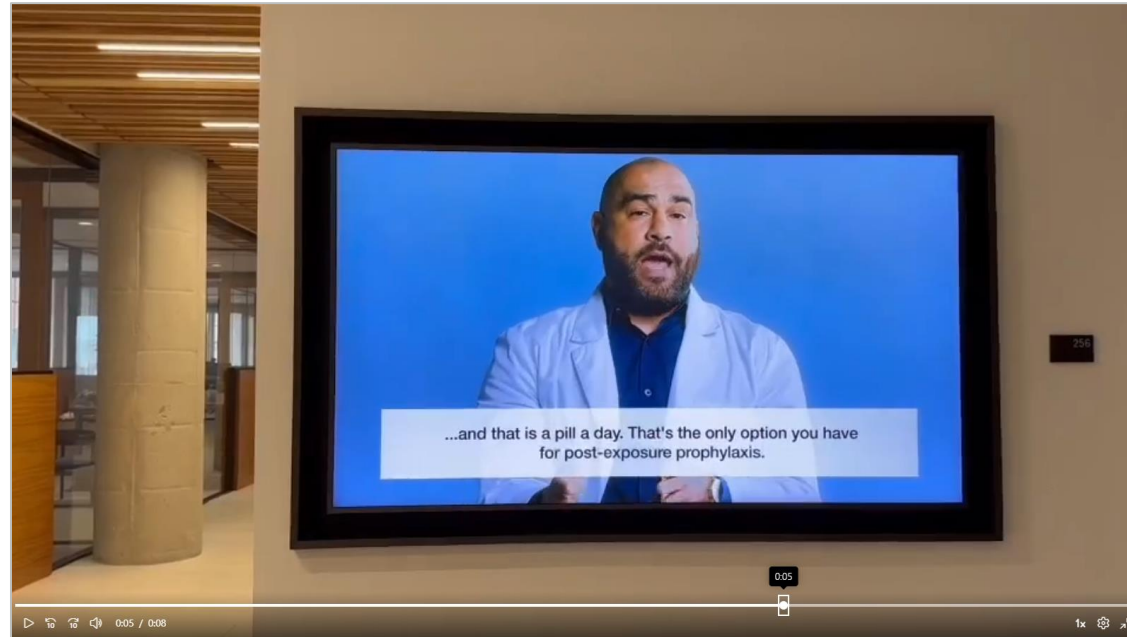
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- Clear next steps
- Shows pathways to overcoming barriers
- Where to find more information
- Connects to local resources

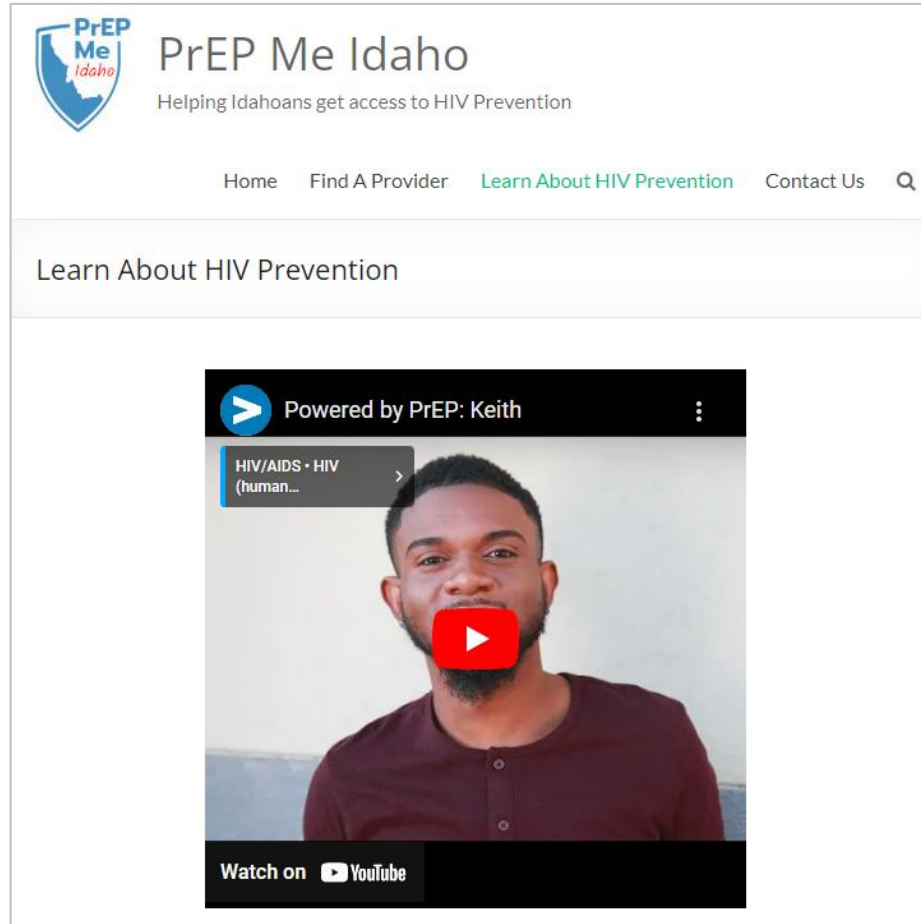


# Resources to Support Your Outreach

# Greater Than HIV Materials Are For You



# Greater Than HIV Materials Are For You



PrEP Me Idaho  
Helping Idahoans get access to HIV Prevention

Home Find A Provider [Learn About HIV Prevention](#) Contact Us

Learn About HIV Prevention

Powered by PrEP: Keith

HIV/AIDS - HIV (human...)

Watch on YouTube



83° Sunny

Longview News-Journal

Sign Up for Newsletters! News Sports Features Obits Classifieds/Advertising Events Opinion Subscriber Contests ETX View

Home / Covid-19

**Busting HIV Myths - Know It - David Malebranche, MD, MPH**

Oct 27, 2023

f x e o p

CDC Busting HIV Myths - Know It - David Malebranche, MD, MPH Watch later Share

From a US national health authority

David Malebranche MD, MPH

**Wouldn't I know if I had HIV?**

Watch on YouTube

In this video, Dr. Malebranche talks about how one wouldn't necessarily know if they had HIV. The best way to know is to get tested and start medication as soon as possible if there is an HIV positive diagnosis.

Tags Center For Disease Control CDC Covid-19 Conversations

# Greater Than HIV Materials Are For You



**NACCHO**  
National Association of County & City Health Officials

**HIV, STI, Viral Hepatitis & Harm Reduction Digest**

**October 25, 2023**

## HIV, STI, & Hepatitis Resources and News

### NEW videos on HIV, Women & More with Dr. Charlene Flash!

What women need to know about PrEP, having a baby when living with HIV and more! Houston-based infectious disease specialist, Charlene Flash, MD, MPH, talks all things HIV with a focus on women in this explainer video series from [KFF's Greater Than HIV](#) and [CDC's Let's Stop HIV Together](#). This rights-free content is designed to be shared on digital and social media. KFF can also assist with paid media planning at all budget levels. To view and download the videos and other graphics, visit the [Greater Than HIV digital library](#). You can also [share directly from the Greater Than HIV YouTube channel](#).

### Ask Me Anything About HIV!

Charlene Flash  
MD, MPH



**VDH** VIRGINIA  
DEPARTMENT  
OF HEALTH  
Office of Epidemiology  
Division of Disease Prevention

## MONTHLY E-BULLETIN: MARCH 2024




### STI Marketing: How to Jumpstart Your Marketing Campaigns!

Are you currently working on a marketing campaign and wondering how to make it successful? Join [NACCHO](#) and [KFF](#)'s Social Impact Media on Tuesday, April 2nd at 2pm EST to learn about how three campaigns were developed from beginning to end! NACCHO and KFF will be joined by representatives of Cobb County (Georgia), Northwest (Georgia), and Three Rivers (Nebraska) health departments.


KFF will also share FREE digital resources for attendees to use. You don't want to miss this! If interested, use the [online registration link](#).

# Greater Than HIV Materials Are For You

 **Nationz Foundation** 3h · 🌐


Call and speak with our prep coordinator for more information 804 716-7597

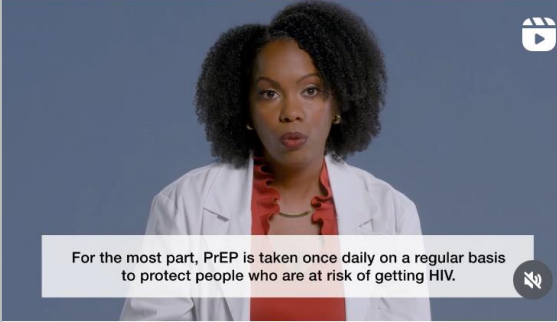
**PrEP**  
**PREVENTS HIV**

Available as a daily pill or long acting injectable. 

[@GreaterThanAIDS](#)

Like Comment Share

 **brbacmetrohealth** · Original audio


  
For the most part, PrEP is taken once daily on a regular basis to protect people who are at risk of getting HIV.

3 likes

brbacmetrohealth PrEP is one pill a day or a bi-monthly injection that is 99% effective in preventing HIV infection. Take control and take power over your sexual health. Call 225.338.9333 or go to [brmetrohealth.com/](http://brmetrohealth.com/) contact to find out how to incorporate PrEP into your daily routine.

Thank you to @greaterthanhiv for the excellent video!

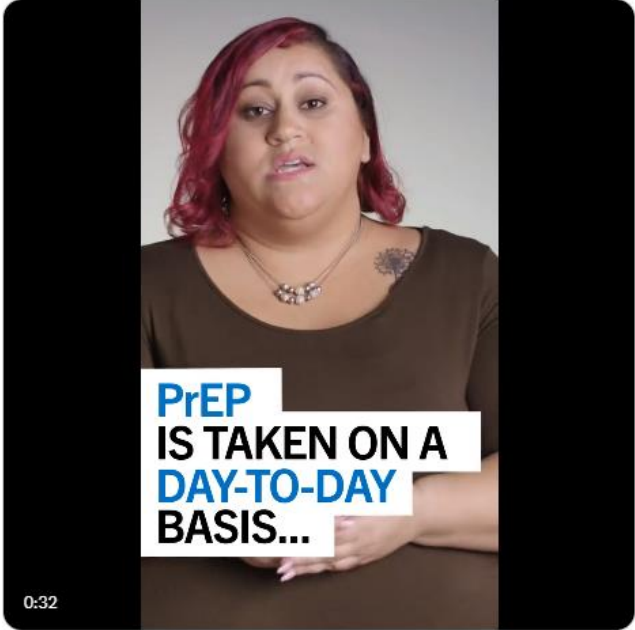
#PrEP #sexualhealth #brmetrohealth #takecontrolofyourhealth #wearehere

 **SisterLove, Inc.** @SisterLoveInc · Jun 6, 2023

Empower yourself in the fight against #HIV w/ #PrEP, a daily pill that significantly lowers your risk.




Use our interactive PrEP 101 toolkit [sisterlove.org/about-prep](http://sisterlove.org/about-prep) to learn more and get your HIV self-test kit today.

#SisterLoveInc #Atlanta #IW2K #greaterthanHIV

  
PrEP IS TAKEN ON A DAY-TO-DAY BASIS...

0:32

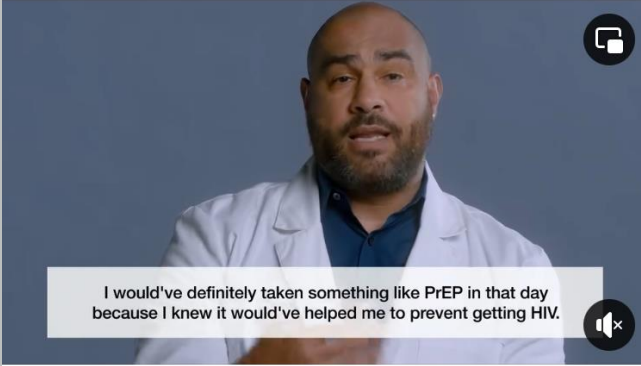
# Greater Than HIV Materials Are For You

 **CDC HIV**   
Jan 20 · 

Dr. Malebranche speaks about PrEP as a pill or long-acting injectable that someone who is HIV negative can take to prevent HIV. Take control of your sexual health with PrEP!

Learn more: [cdc.gov/HIVPrEP](https://cdc.gov/HIVPrEP)

[#StopHIVTogether](#)



I would've definitely taken something like PrEP in that day because I knew it would've helped me to prevent getting HIV.

 **CDPH HIV Prevention @CdphHiv** · Jan 19

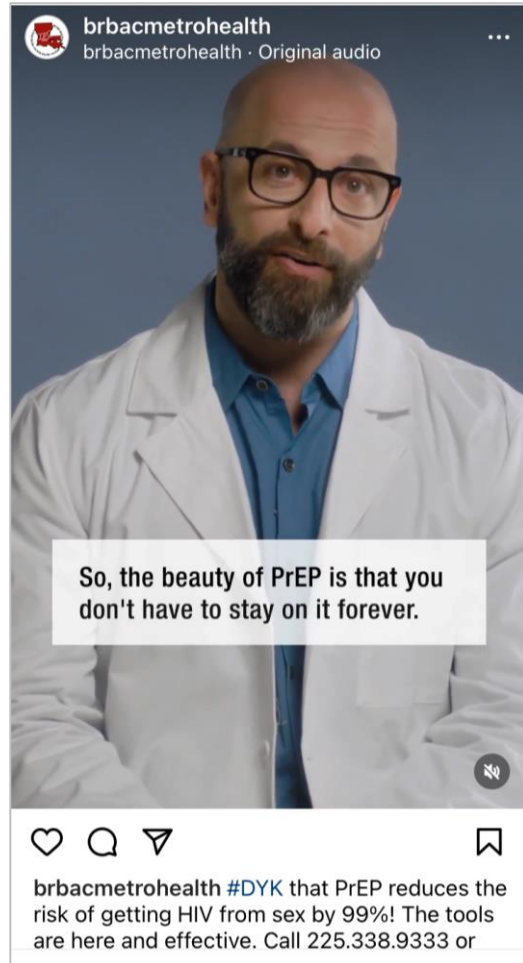
PrEP (Pre-Exposure Prophylaxis) can be an excellent option for HIV prevention, so take advantage of the biomedical advances that are available to live your best life. Visit our HIV Prevention webpage (link in bio) to learn more about PrEP. [#StopHIVAtI](#) [#GreaterThanHIV](#)



Pre-Exposure Prophylaxis

whether it be a pill or injections, that someone who is HIV negative can take in order to prevent getting HIV.

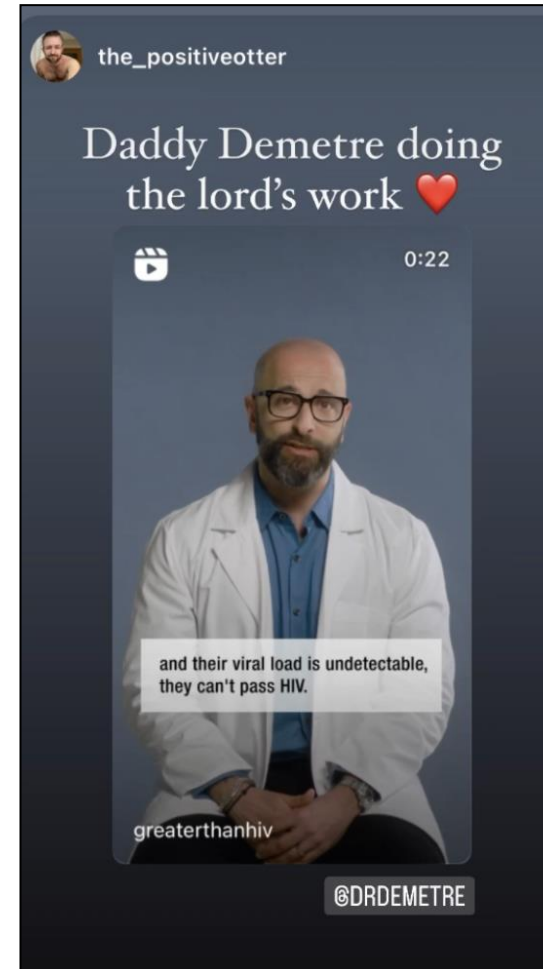
# Greater Than HIV Materials Are For You



brbacmetrohealth  
brbacmetrohealth · Original audio

So, the beauty of PrEP is that you don't have to stay on it forever.

brbacmetrohealth #DYK that PrEP reduces the risk of getting HIV from sex by 99%! The tools are here and effective. Call 225.338.9333 or



the\_positiveotter

Daddy Demetre doing the lord's work ❤️

0:22

and their viral load is undetectable, they can't pass HIV.

greaterthanhiv

@DRDEMETRE



# YouTube @GreaterThanHIV



## Powered by PrEP ▶ Play all

Real people share why they are taking PrEP to prevent HIV and how it has helped them take charge of their health. For more information about PrEP, visit: <https://www.greaterthan.org/prep>



Powered by PrEP: Lorenzo

Greater Than HIV ✓  
69K views • 5 years ago



Powered by PrEP: Lux

Greater Than HIV ✓  
819K views • 5 years ago



Powered by PrEP: Nikole

Greater Than HIV ✓  
526K views • 5 years ago



Powered by PrEP: Michael

Greater Than HIV ✓  
239K views • 5 years ago



Powered by PrEP: Nichole

Greater Than HIV ✓  
108K views • 5 years ago

# YouTube @GreaterThanHIV



## Ask Me Anything About HIV ▶ Play all

Leading public health experts cover the latest in HIV, STDs, and sexual health. Topics include the power of PrEP, why U=U is a game changer, how HIV testing is getting faster and easier, and more!...

				
<p><b>Let's Talk About HIV Prevention</b></p> <p>Greater Than HIV ✓ 60K views • 4 months ago</p>	<p><b>Let's Talk About PrEP</b></p> <p>Greater Than HIV ✓ 728K views • 5 months ago</p>	<p><b>Let's Talk About PrEP</b></p> <p>Greater Than HIV ✓ 324K views • 4 months ago</p>	<p><b>Let's Talk About HIV Undetectable</b></p> <p>Greater Than HIV ✓ 1.8M views • 4 months ago</p>	<p><b>Let's Talk About HIV &amp; Pregnancy</b></p> <p>Greater Than HIV ✓ 218K views • 4 months ago</p>

# YouTube @GreaterThanHIV



## Knowledge is Power ▶ Play all

Knowledge is Power promotes awareness and shares information about the latest advances in HIV testing, prevention, and treatment. For more information, visit <https://www.greaterthan.org>.



Five Things to Know About HIV Testing!

Greater Than HIV ✓  
856K views • 5 years ago



Five Things to Know About PrEP!

Greater Than HIV ✓  
157K views • 2 years ago



Five Things to Know About HIV Treatment!

Greater Than HIV ✓  
1.3M views • 5 years ago



Five Things to Know About STDs!

Greater Than HIV ✓  
3.4M views • 4 years ago



What is HIV Undetectable?

Greater Than HIV ✓  
1.8K views • 3 years ago

# GreaterThan.org/Materials

Filter by Type

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Spanish

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**PrEP**  
**PREVENTS HIV**

Available as a daily pill or long acting injectable.



@GreaterThanAIDS

**PrEP Prevents HIV**

Static Graphic (1:1, JPEG)

**DOWNLOAD**

**MORE**

David  
Malebranche  
MD, MPH



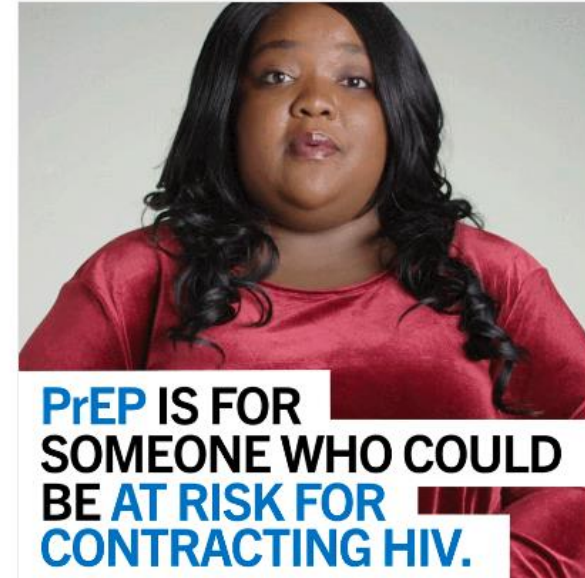
**Let's Talk About  
HIV Prevention**

**HIV Prevention & PrEP Videos**

Videos (multiple sizes, MP4)

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**PrEP IS FOR  
SOMEONE WHO COULD  
BE AT RISK FOR  
CONTRACTING HIV.**

**HIV PrEP: Marnina**

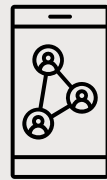
Video (multiple sizes, MP4)

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**MORE**



# Stay Connected!



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[GreaterThan.org](#)



[GreaterThan@kff.org](#)



# Discussion & Questions

What is one action step you'll take when you're done with this webinar?

**TOGETHER**  
**WE ARE**  
**GREATER**  
**THAN.**