

# Spreading the word: Messaging for PrEP

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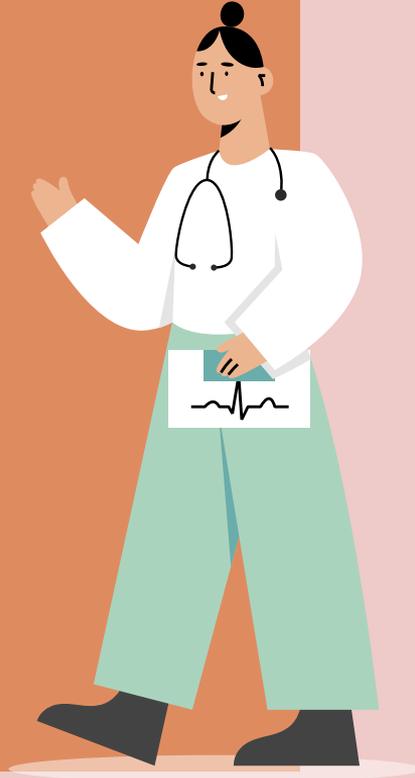
### ENTRY POINTS

- Where to find people who might use PrEP



Pre-exposure prophylaxis (or PrEP) is when people at very high risk for HIV take HIV medicines daily to lower their chances of getting infected. A combination of two HIV medicines (tenofovir and emtricitabine). (CDC, 2019)

In my opinion, PrEP should be used as part of a comprehensive prevention approach to preventing HIV.



## INTRODUCTION

25 out of 1,000 black African heterosexual men and 47 out of 1,000 black African heterosexual women are estimated to be living with HIV.

38% of new diagnoses among heterosexual adults were among black African men and women, this is despite them making up around 2% of the UK population



## 1. RISK PERCEPTION



## 2. COMMUNICATION STRATEGY



What is the story of PrEP?  
How am I part of that story?  
Who like me is taking PrEP?

### Traditional Methods (Mejerowitz et al. 2016)

- Transmitting information on how habits affect health
- Arousing fear of the disease.
- Increasing perception of ones personal vulnerability
- Raising belief of their efficacy to alter health habits.



### 3. DEMAND CREATION



Sexual Health screening visits

Increase awareness of risk and knowledge of preventative methods

Utilizing a person-centred approach



Identified local **social leaders**, to become the spokes person.

E.g. Black Coffee a South African house DJ and a TV show on MTV called SHUGA

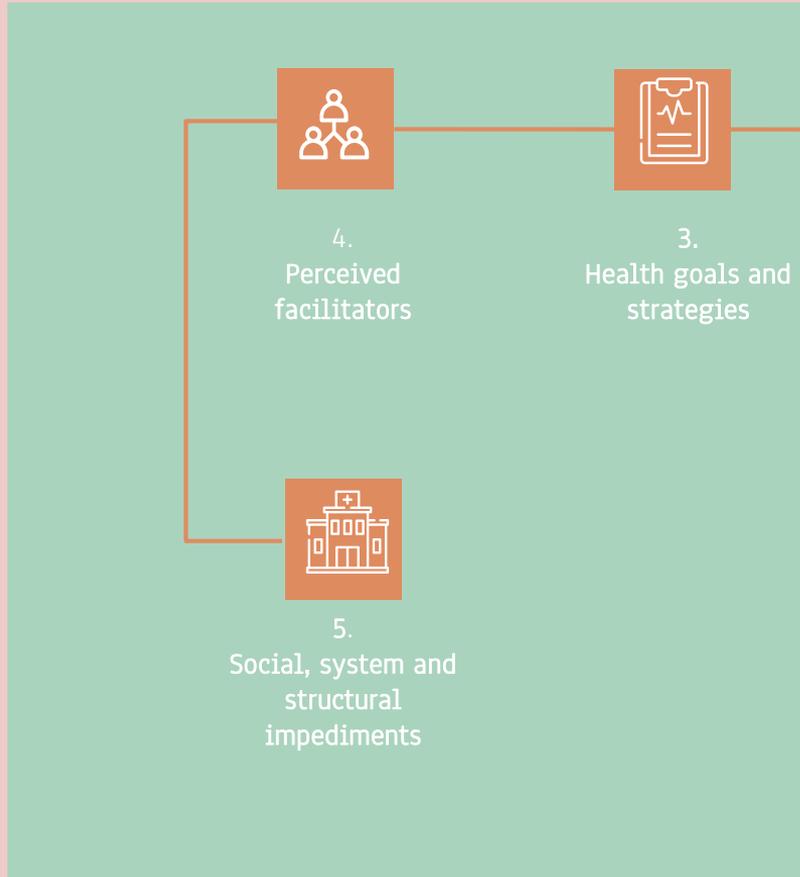


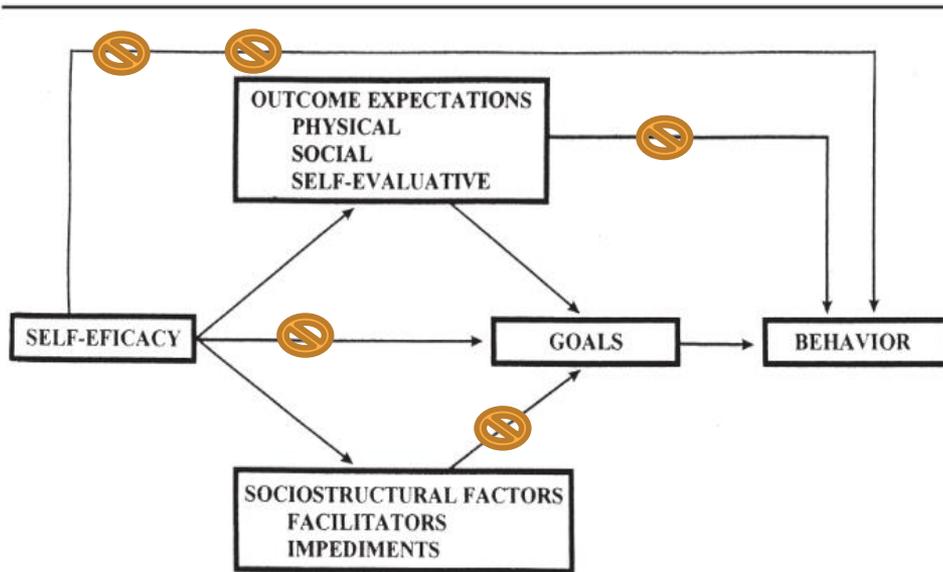
Physical

Social reaction

Self evaluation

# 4. BEHAVIOR CHANGE





**Figure 1.** Structural paths of influence wherein perceived self-efficacy affects health habits both directly and through its impact on goals, outcome expectations, and perception of sociostructural facilitators and impediments to health-promoting behavior.

## STRUCTURAL IMPEDIMENTS





### TELEVISION

Television shows. Soaps especially following characters taking PrEP



### MEDICAL STAFF

Ensuring staff are well trained, have enough capacity and PrEP available.



### TARGET & PERSONALIZED

Adverts that are targeted and personalized via social media.



### INTERACTIVE TECHNOLOGY

For those who require more guidance in developing self efficacy and behavior change.



### DECENTRALIZATION

Offering PrEP through community pharmacies, online doctors, trained key population-led services and youth friendly services.

## ENTRY POINTS

# THANKS

Does anyone have any questions?

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