

# Black Women & PrEP (BWAP)

## LDH-OPH STD/HIV/Hepatitis Program

**Ambassadors, Influencers and Partners**

Louisiana Commission on HIV and Hepatitis C Education

September 10, 2024

# Black Women & PrEP (BWAP) and its Goals



A grassroots campaign launched March 11, 2019 during National Women & Girls HIV/AIDS Awareness Day;

To ensure Black Women are aware of PrEP and the effectiveness if taken as prescribed;

Empower Black Women to begin honest conversations with their sexual partners;

Empower Black Women to begin conversations with their Healthcare providers about being routinely screened for STIs; encourage providers to prescribe PrEP;

Use TelePrEP as a PrEP resource.

# What BWAP is NOT...

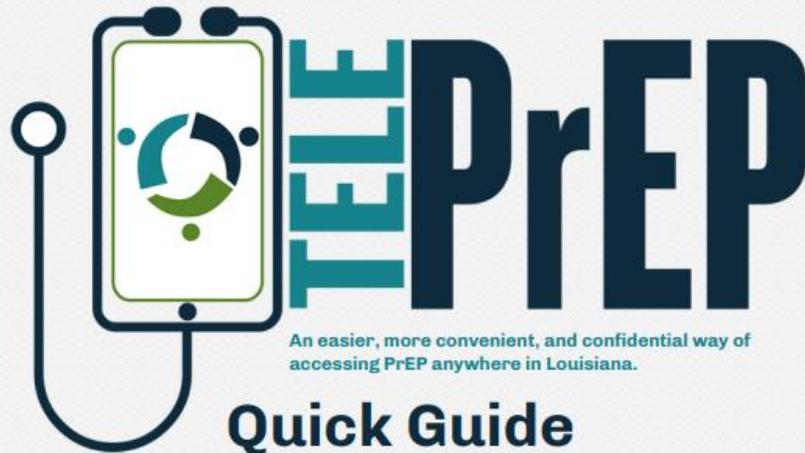


A campaign to get women to take PrEP



# BWAP Partnerships





An easier, more convenient, and confidential way of accessing PrEP anywhere in Louisiana.

## Quick Guide

### Step 1:

#### Complete Enrollment Survey

- Visit [TelePrEP website](#) and click on [Self Enroll](#) or call or text [504-877-2464](#) to start enrollment by phone.

- Complete enrollment form online including uploading copy of personal ID and health insurance card(s).

### Step 2:

#### Meet with a PrEP provider and get labs

- Meet with a PrEP provider via phone and/or video chat/visit.

- After your visit, the provider will order start-up labs for.

- Visit lab testing site in your insurance network and complete start-up labs.

### Step 3:

#### Start taking PrEP

- Once start-up lab results are received by the TelePrEP Program, a provider will review the results with the patient.

- Unless labs indicate otherwise, PrEP [medication is mailed to the address of your choice.](#)

- Follow up labs are due every 90 days while taking PrEP medication.

\* Average time between inquiry to medication delivery is between 3-5 business days, and can be up to 2 business weeks if patient needs more time to provide information and/or get labs done.

\*\* Currently, only Medicaid, private insurance, or Marketplace insurance covered patients can be enrolled into the program.

Medicare, uninsured, and under insured patients are referred to other PrEP providers.





# Duke University/LSU Health

2020: Focus Group with BWAP Influencers

How to engage Black Women concerning PrEP

“Start the conversation: A multi-level PrEP Initiative for Black Women in NOLA”

Engagement with OB/GYN

Jingle focusing on Women (New Orleans Bounce vibe) Release date: September

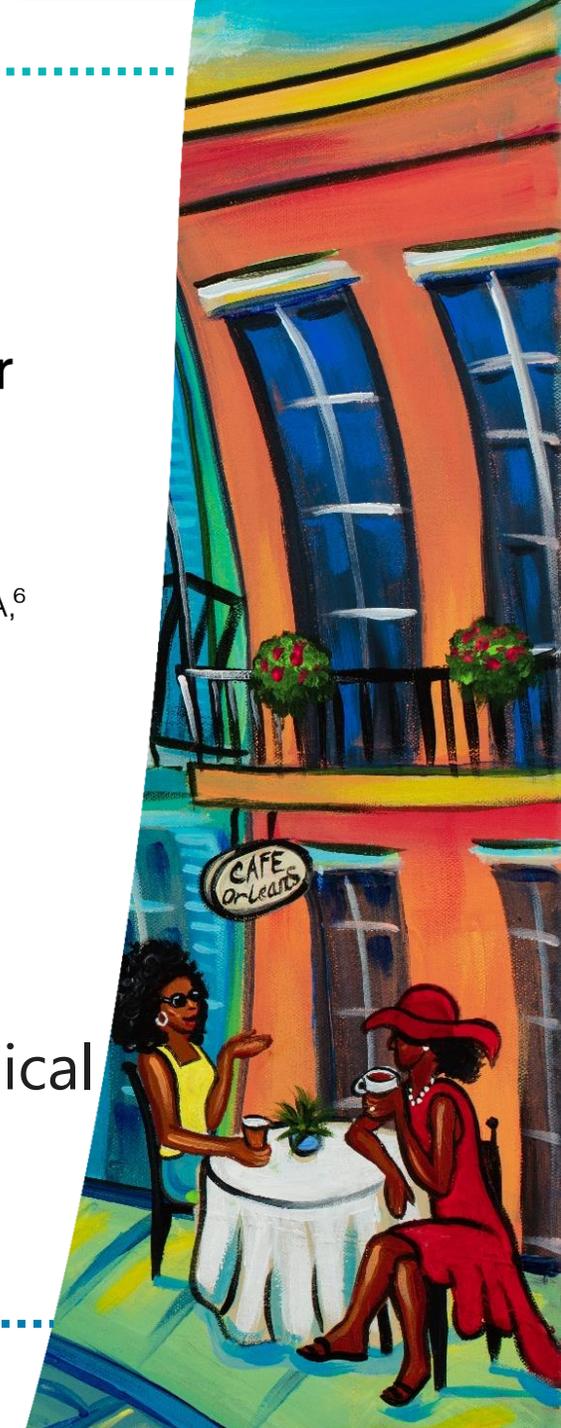


# Identifying Implementation Strategies to Enhance HIV Pre-Exposure Prophylaxis Uptake Among Black Cisgender Women in New Orleans, Louisiana

Meredith E. Clement, MD,<sup>1,2</sup> Brian Perry, MPH,<sup>3</sup> Kevin McKenna, MPH,<sup>3</sup> Jeremy Beckford, MPH,<sup>1</sup> Tamachia Davenport, MSW,<sup>4</sup> Erica Murray, PhD,<sup>1</sup> Veronica Magee, MA, MEd,<sup>5</sup> Jacquelyn N. Bickham, MPA,<sup>6</sup> Julia Siren, APRN,<sup>7</sup> Amy Smith, MD,<sup>8</sup> Rebecca Lillis, MD,<sup>1,2</sup> and Amy Corneli, PhD, MPH<sup>3,9</sup>

Two major barriers:

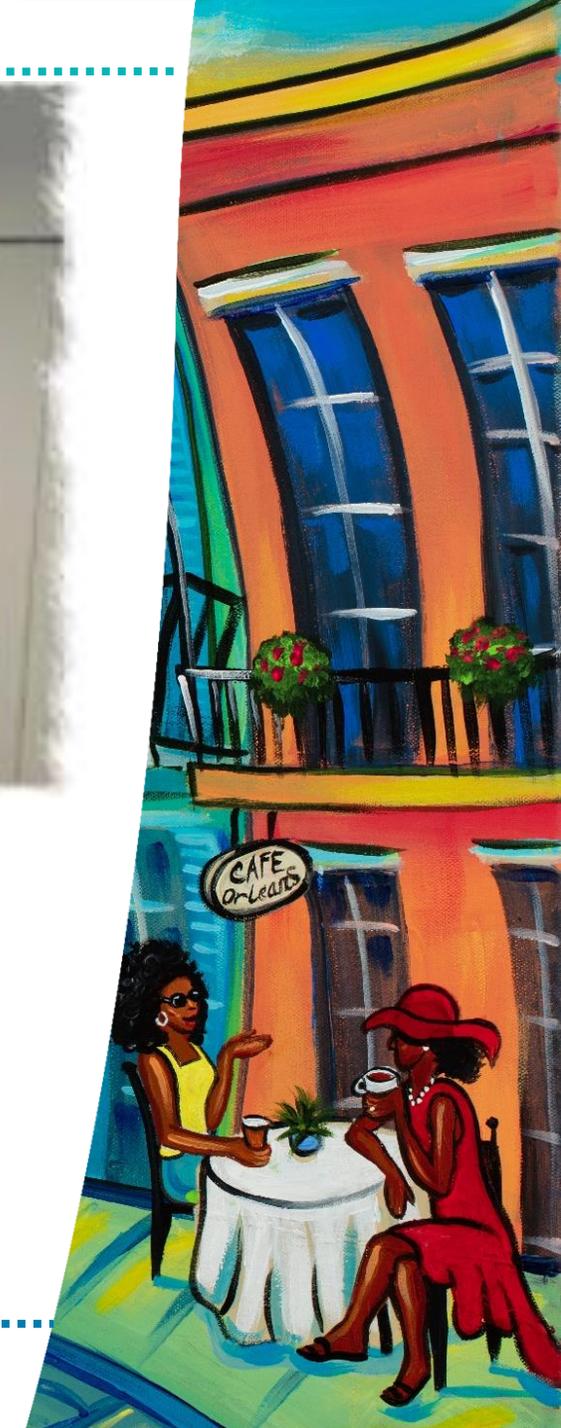
- Black cisgender women do not know of other Black cisgender women taking PrEP
- Black women are not offered PrEP during routine medical care.





Two strategies:

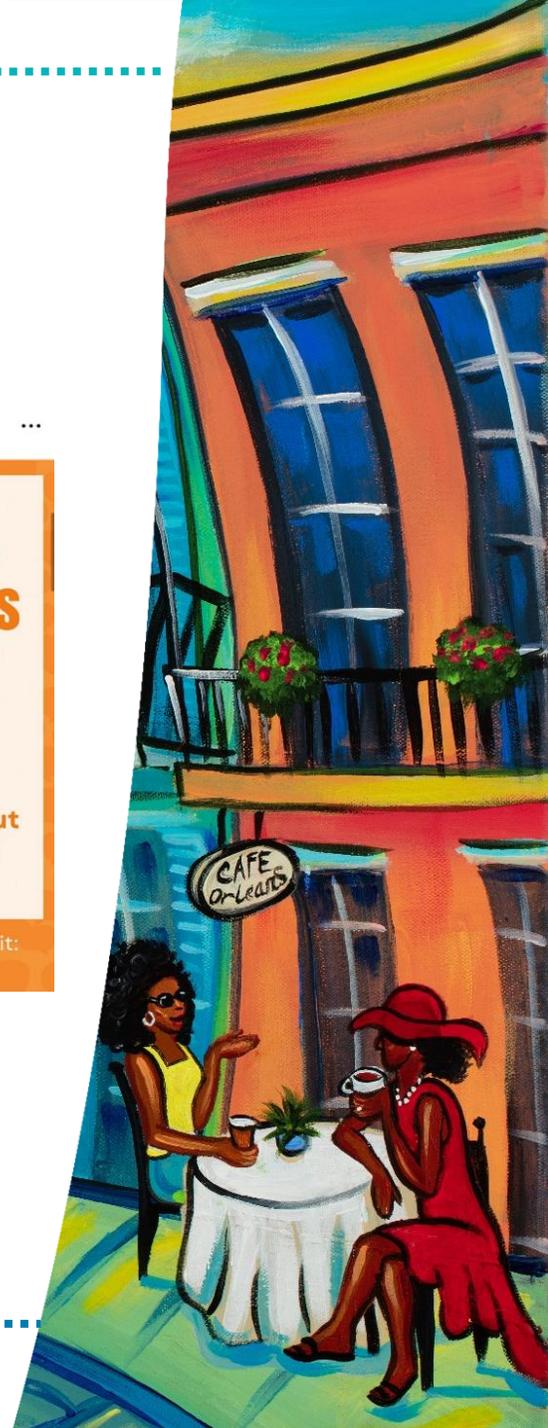
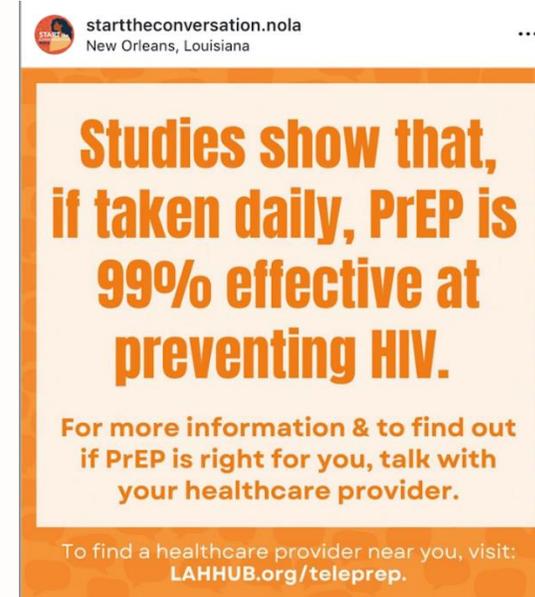
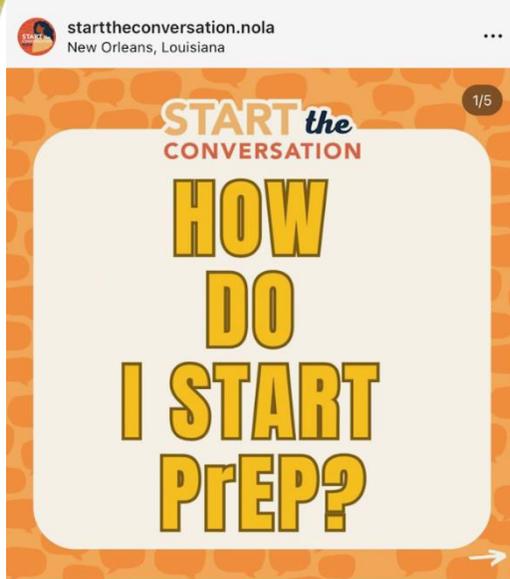
- Social Media Campaign to raise awareness that PrEP is for Black women, too
- PrEP education and training for OB-GYN residents



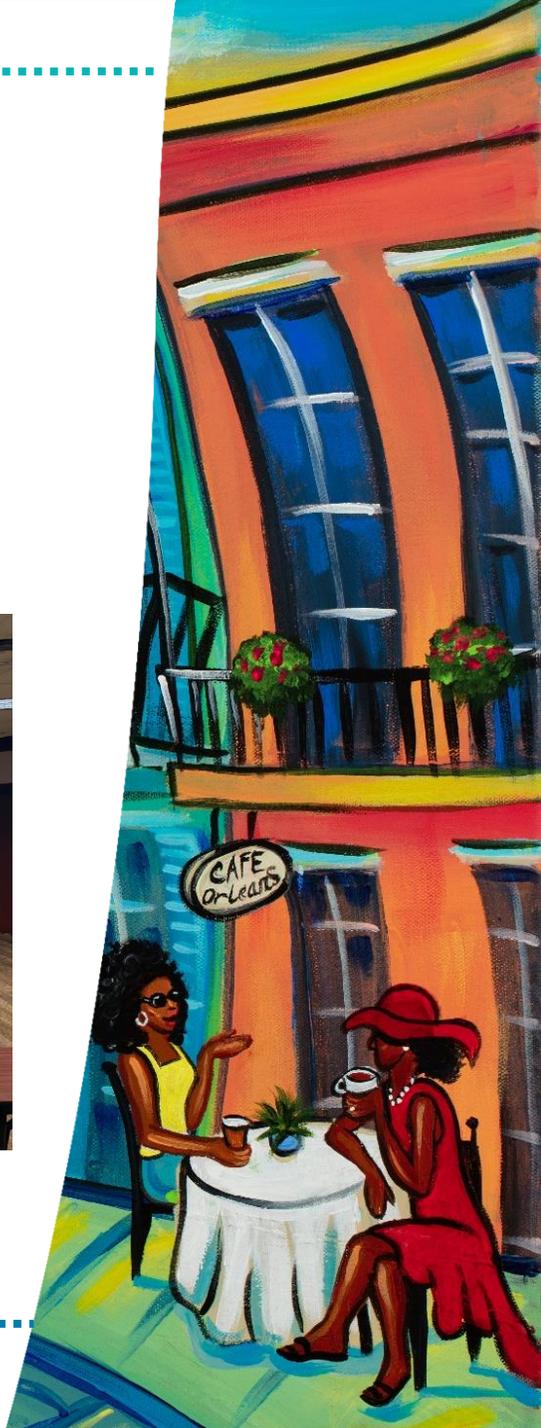
# Black Women & PREP Task Force Members

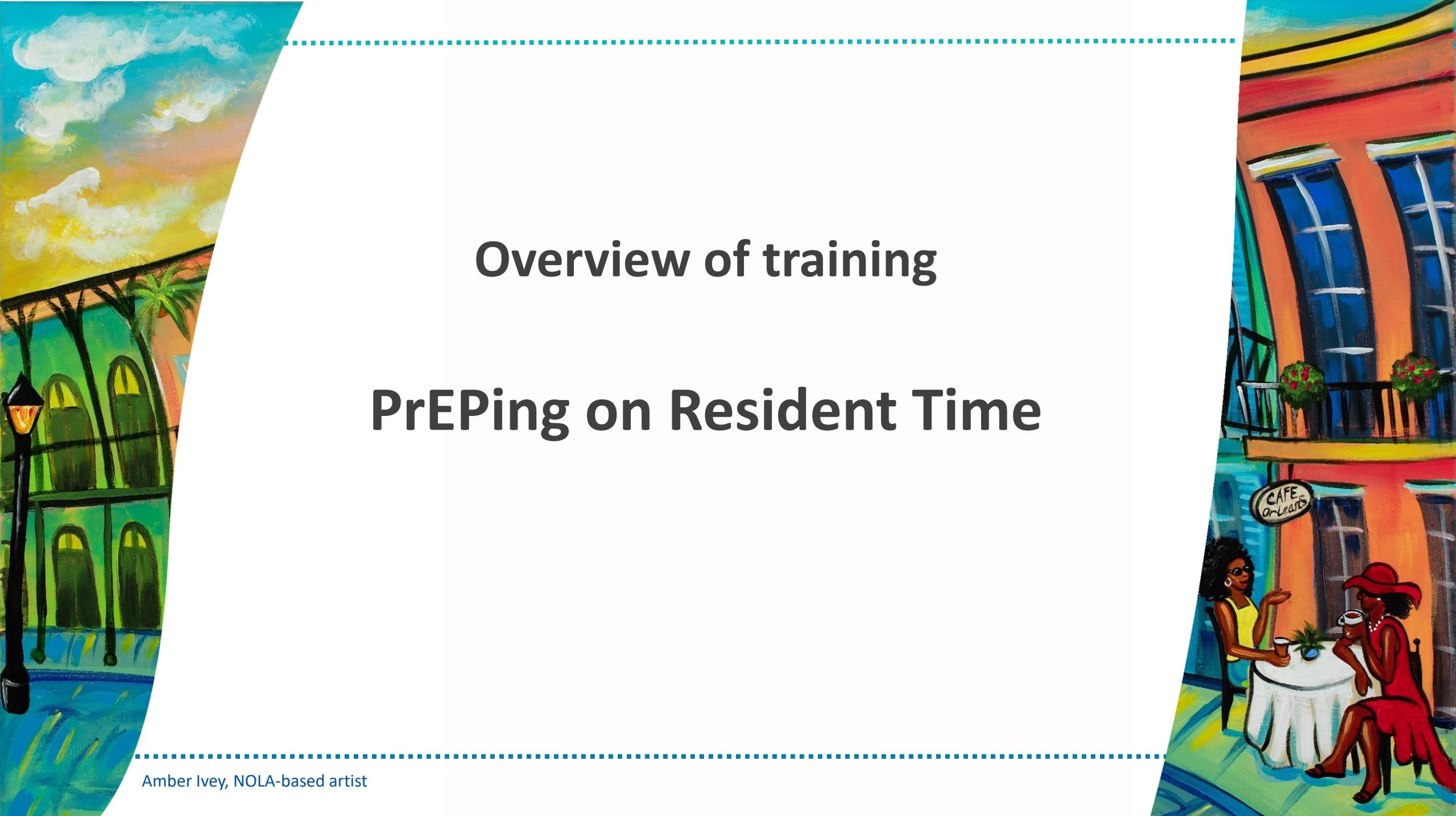


# Social Media Campaign



# OB-GYN Resident Training





# Overview of training

## PrEPing on Resident Time

Amber Ivey, NOLA-based artist

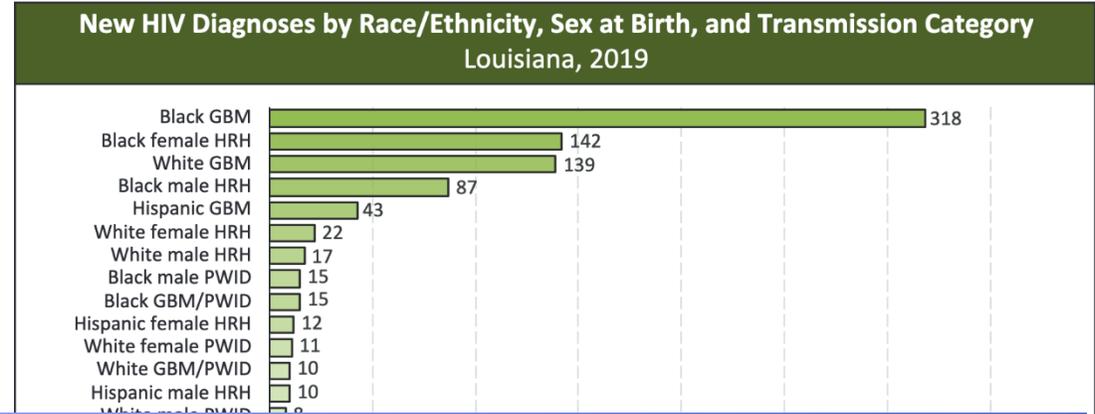
# Why are you here today?

*We'll discuss why we focus on HIV and why GYN residents are engaged—purpose: to increase interest and motivation to Start the Conversation about PrEP with patients*

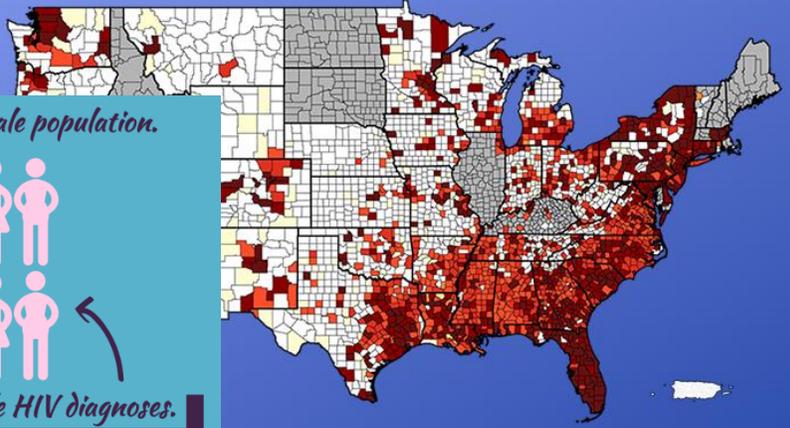
To learn how to become a **change agent** in preventing HIV among women in New Orleans

*For example, we provide U.S. and local data about HIV*

New HIV Diagnoses by Race/Ethnicity, Sex at Birth, and Transmission Category- Louisiana, 2019

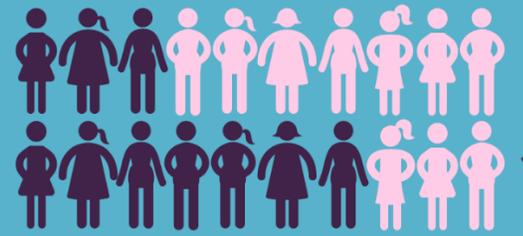


In 2020, 40% (429,195) of all people living with HIV were **Black**, despite comprising 14% of the population.

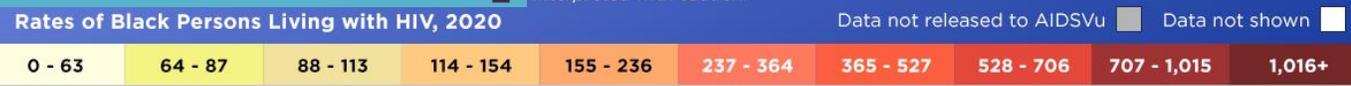


**Black women are affected by HIV more than other women in Louisiana.**

*Black women make up 33% of Louisiana's female population.*



*Black women make up 72% of Louisiana's female HIV diagnoses.*



*We'll introduce PrEP and provide  
PrEP statistics related to Black cisgender women*

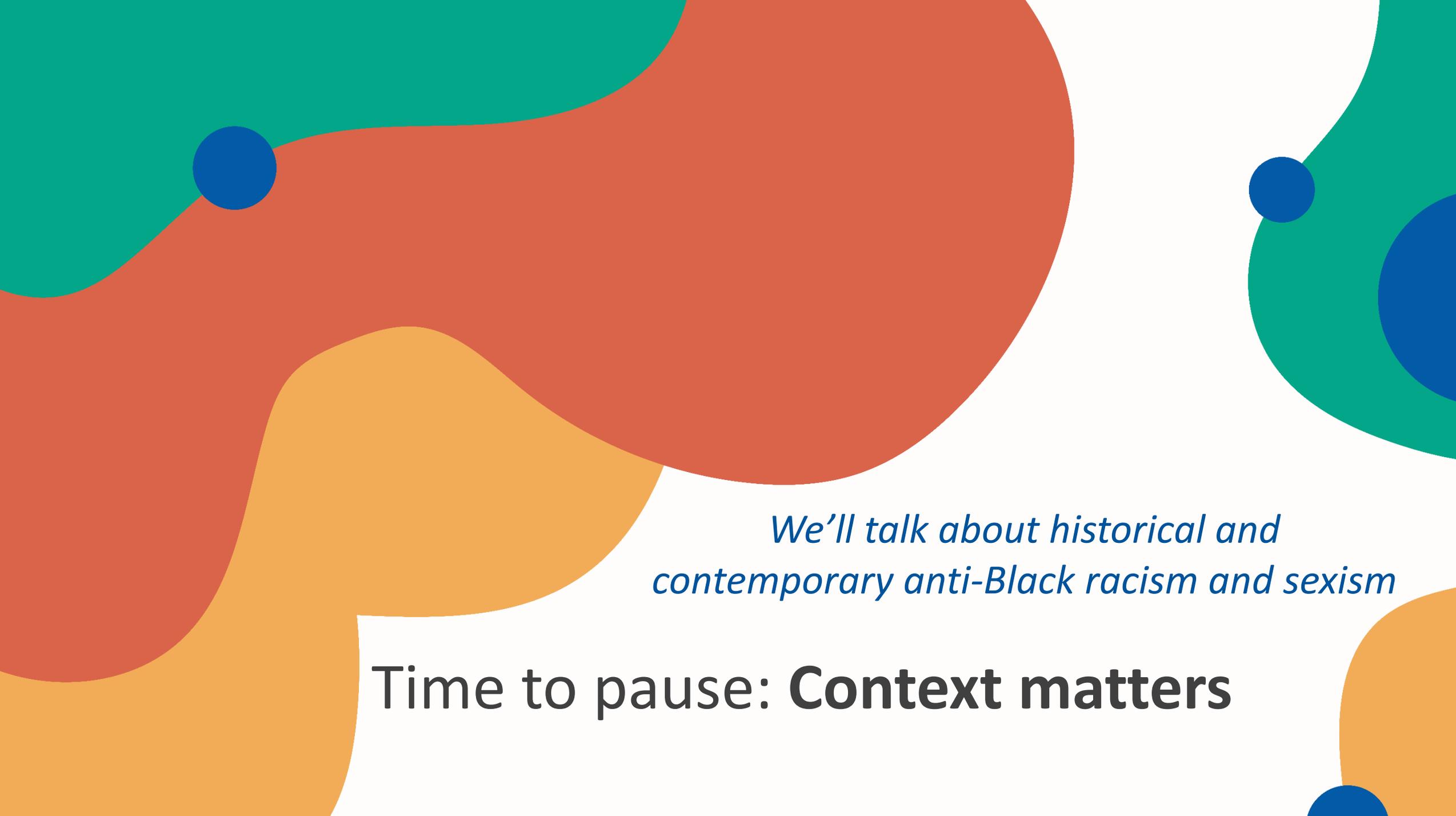
## What is PrEP?\*

- FDA approved, daily oral pill (TDF/FTC)
- Reduces HIV risk from sex by about 99% when taken as prescribed



Irina Yacobson

\*Long acting injectable PrEP is also FDA approved



*We'll talk about historical and contemporary anti-Black racism and sexism*

Time to pause: **Context matters**

*The rest of the training focuses on skill-building, specifically focusing on:*

**In the next three hours, we will discuss what you need to know to:**

- 1** Start the conversation about PrEP with your patients
- 2** Facilitate a share-decision making process to help women decide if:
  - ✓ PrEP is right for them
  - ✓ Where to get follow-up care:
    - GYN resident clinic
    - Local PrEP provider
- 3** Prescribe PrEP

# What will be your PrEP elevator pitch?

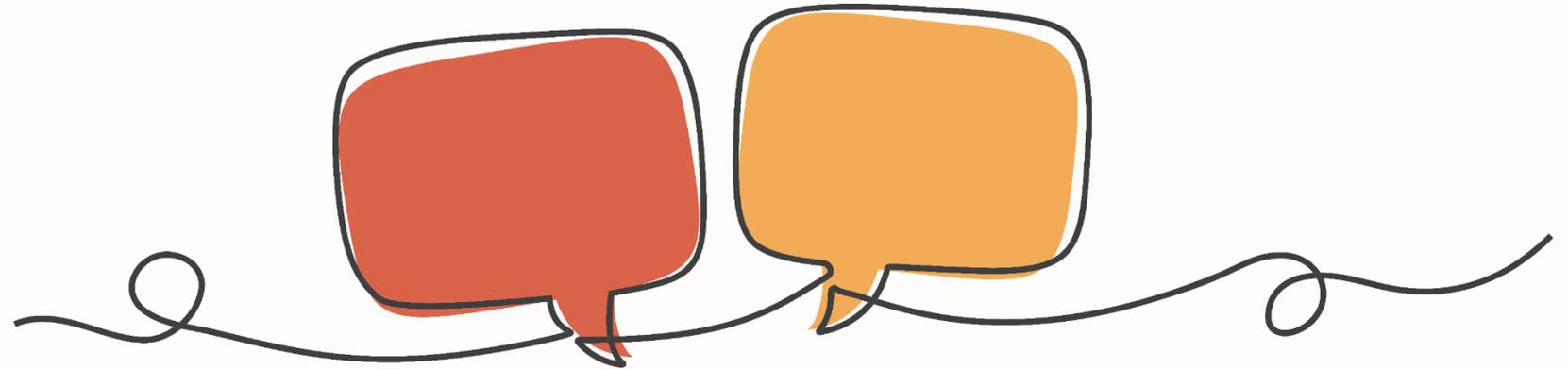
- Split into pairs
- Take turns practicing your PrEP elevator pitch—i.e., how you will describe PrEP to patients
- **Pitch must include:**
  - Pre-exposure prophylaxis
  - HIV prevention
  - Daily pill
  - Effective for women



**Going Up? ... Let's Share!**

# Engage in shared-decision making about PrEP

- Next, your role is to provide patients with what they need to make an informed decision about whether PrEP is right for them
- We provide tools to help you do this



# Start the Conversation Palm Cards

LET'S  
**START** *the*  
CONVERSATION

FOLLOW US!

 @starttheconversation.nola

 @starttheconvo.nola

 Start the Conversation - New Orleans



**I SHOW MYSELF  
SOME EXTRA  
LOVE BY  
TAKING PrEP.**

PrEP, or pre-exposure prophylaxis, is a medication that, when taken as directed, is 99% effective at preventing HIV. PrEP is safe, effective, and available for women in New Orleans!

To learn more about PrEP, visit:  
[www.lahhub.org/teleprep](http://www.lahhub.org/teleprep)

Or contact the LA Health Hub  
at 504-568-8366

**MY DOCTOR  
ANSWERED ALL  
OF MY QUESTIONS,  
SO NOW I'M ON PrEP.**

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**PrEP IS AN  
OPTION FOR  
WOMEN, TOO!**

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Or contact the LA Health Hub  
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**I TAKE PrEP  
FOR ME AND  
MY FAMILY.**

PrEP, or pre-exposure prophylaxis, is a medication that, when taken as directed, is 99% effective at preventing HIV. PrEP is safe, effective, and available for women in New Orleans!

To learn more about PrEP, visit:  
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# BWAP SWAG



# Black Women Engagement





# Ambassador Deidra Jessie-Hill (NOLA)



# BWAP Task Force Members



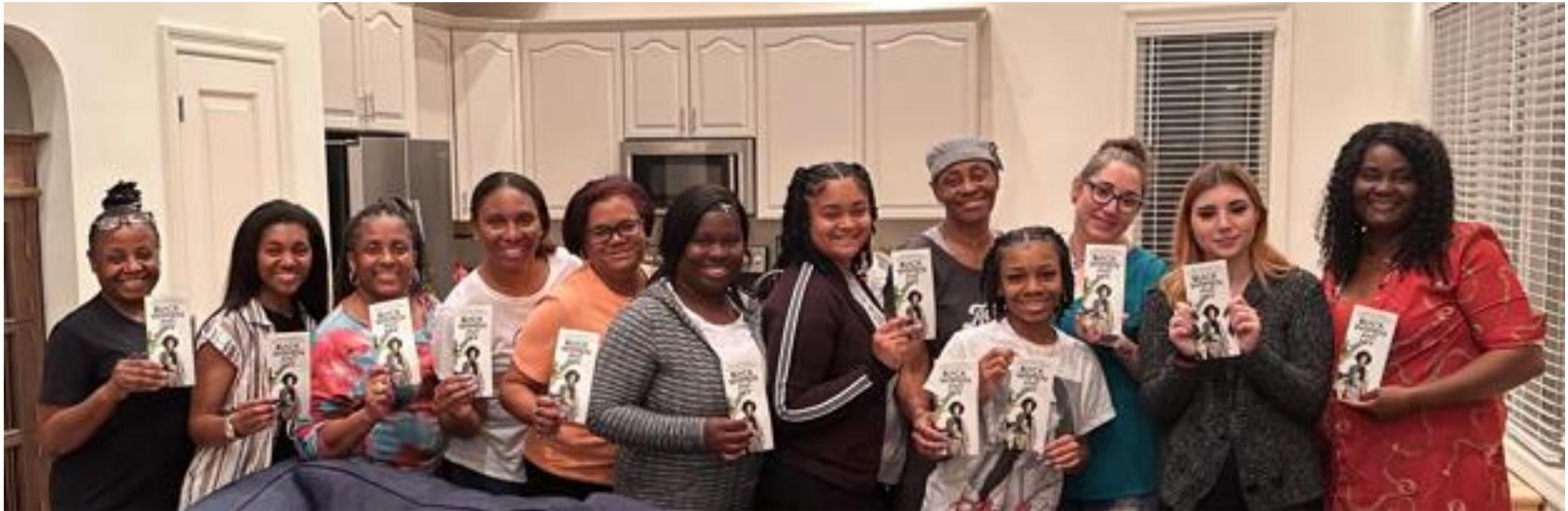


# New Orleans Influencers





# Black Women Engagement



# Black Women Engagement



# Provide Resources for patient to consider PrEP

- Some patients may want time to consider whether PrEP is right for them
- We will provide you with materials to offer patients to take with them

## IS PREP RIGHT FOR ME?

Currently, over 80,000 people in the U.S. are on PrEP. It's estimated that 468,000 women in the U.S. are eligible for PrEP. Similarly, only about 1% of the Black people who could benefit from PrEP have filled a prescription. Most people who could benefit from PrEP simply don't know about it. Everyone has the right to make an empowered, informed decision about whether



## Additional PrEP Resources

### General Information on PrEP

[www.blackaids.org](http://www.blackaids.org)  
[www.letsstalkaboutprep.com](http://www.letsstalkaboutprep.com)  
[www.hivonline.org/jsp/gp-4women](http://www.hivonline.org/jsp/gp-4women)  
[www.women-prefacts.org](http://www.women-prefacts.org)  
[www.projectinform.org/pdf/prep\\_women.pdf](http://www.projectinform.org/pdf/prep_women.pdf)  
[www.plannedparenthood.org/learn/stds-hiv-safer-sex/hiv-aids/prep](http://www.plannedparenthood.org/learn/stds-hiv-safer-sex/hiv-aids/prep)

### Guidelines for Use of PrEP

[www.cdc.gov/hiv/basics/prep.html](http://www.cdc.gov/hiv/basics/prep.html)  
[www.who.int/hiv/pub/guidance\\_prep/en](http://www.who.int/hiv/pub/guidance_prep/en)

### Finding a PrEP Provider

## BLACK WOMEN AND PREP

### What is PrEP?

PrEP or Pre-Exposure Prophylaxis is an HIV prevention strategy for HIV-negative people. It involves taking Truvada once a day to protect against HIV. PrEP is FDA-approved, safe, and effective!



### Why is PrEP important for Black women?

Black cis\* and trans women are much more likely to contract HIV than women of other races. 1 in 48 Black women will be diagnosed with HIV in their lifetime. HIV occurs more often in Black communities because HIV is fueled by racism, sexism, poor health services, and other factors that disproportionately impact Black women. PrEP is an HIV prevention method that gives you choice, privacy and control. (\*Cis women are women who were assigned female at birth; cis women are women who are not trans.)

### How does it work?

Truvada for PrEP is a pill that prevents HIV from entering the body's cells and replicating.

### How effective is it?

Studies have shown that, if taken daily, PrEP is over 90% effective at preventing HIV. It's really important to take PrEP every day. PrEP doesn't work as well if you skip pills. If you don't take it every day, there might not be enough medicine in your body to block HIV.

### How soon is it effective?

It takes 20 days to reach protective levels in vaginal tissues and seven days to reach protective levels for receptive anal sex.



### Are there side effects?

Most people who take PrEP report zero side effects. Some users experience nausea, dizziness, headaches, or weight loss, but these are mild and usually resolve within a few weeks. Rare side effects include modest declines in kidney function and bone density, but studies show these resolve once treatment is discontinued. As with any medication, discuss potential side effects with your healthcare provider.

### What about my birth control?

To date, research shows that hormone-based birth control drugs do NOT interact with PrEP.

### What if I become pregnant or breast-feed while on PrEP?

PrEP is an option for women who want to start a family and prevent HIV. While the baby will be exposed to medicines if you are pregnant

while taking Truvada, studies show that there is no known increased chance of birth defects, growth problems, or complications during pregnancy or breast-feeding. You and your healthcare provider can discuss the pros and cons of continuing or stopping Truvada if you become pregnant or are breastfeeding.

### Will PrEP affect my hormone replacement therapy?

Currently, there is no evidence that PrEP will interfere with your hormones, either for hormone replacement therapy or for gender affirmation. Of course, discuss your particular concerns with your healthcare provider.

### What about condoms?

While PrEP protects against HIV, it does not protect against other sexually transmitted infections or pregnancy. Condoms remain the best option to protect against all STIs and offer additional protection against HIV when used with PrEP.

## CONVINCED? READY TO START?

### How do I start PrEP? How do I get it?

Anyone who can write a prescription can provide PrEP, including a family planning clinician or your primary care provider.

First, talk with your healthcare provider to see if PrEP is right for you. Be honest with your provider about your sexual and drug using activities. If you talk to a healthcare provider and they refuse to prescribe you PrEP ask for a referral to an HIV specialist. If you and your healthcare provider determine PrEP would be good for you, then they will test you for HIV, STIs and test how well your kidneys are working. If you are HIV-negative, your healthcare provider will give you a prescription for PrEP.

You will need to visit a healthcare provider every three months and be re-tested in order to renew your PrEP prescription. Visit [www.pleaseprepmo.org](http://www.pleaseprepmo.org) to find a PrEP healthcare provider near you.

### How do I pay for PrEP?

Most private and public insurance companies will cover the costs of PrEP. There are also medication assistance programs for those who qualify.

### Do I have to take PrEP forever?

PrEP may only make sense for you at different points in your life. For example, when you are in a relationship with a partner who is HIV-positive or when you are having condomless sex with partners whose HIV status you may not know. PrEP may also be good if you can't always make your partner use a condom. You can stop taking PrEP if your life season changes. Always talk with your healthcare provider when starting or stopping PrEP.

BLACK AIDS INSTITUTE

# BLACK WOMEN AND PREP



# Introducing Our Ambassadors and Influencers

# What's Next?

- BWAP 2.0. Statewide Ambassador and Influencer Training
- Expansion of OB/GYN Resident Training to additional hospitals;
- Expansion of TelePrEP program to Include marketing on Dating apps.



# Thank you!!



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- [www.lahhub.org/bwap](http://www.lahhub.org/bwap)
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