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- Health Promotion & Campaign development

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- Consumer Representative

***The power of consumer voices:  
telling our stories to tackle HIV infections  
among our communities***



**I acknowledge the Yirrganydji people on whose land I live and work, & pay my respects to elders past, present and emerging.**

# Background - What is PrEP?

(Pre Exposure Prophylaxis)

## WHAT IS PrEP

- A biological form of HIV prevention
- 1 pill a day
- Provides very high protection from HIV infection  
– even condomless sex



# About the PrEP poster project

- Increasing HIV among indigenous people
- High rates in MSM, CALD, trans.
- A creative, multi-targeted project - get vital health information to high risk populations



- **17 PrEP posters**

- **8 PrEP online stories**

– Engaging consumers to share their 'PrEP' story.

- **Topics include:** Medicare ineligibility, affordability, PBS access, HIV stigma, condom reinforcement, regional access, connecting indigenous people to PrEP via the Closing the Gap program.

- Sexual Health clinics
- Gay venues
- Social platforms

# About the PrEP Campaign

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.info**

- **1<sup>st</sup> AIDS Council to launch a PrEP campaign**
  - Sep 2015 *(pre-TGA approval)*
  - Increase awareness & present PrEP as an highly effective HIV prevention tool.
  - **Connecting MSM** at high risk of HIV –  
access PrEP via online pharmacies.
    - Links to pharmacies + full instructions  
*(pre-PrEP on PBS)*



Campaign first poster

# How we engaged with consumers

## 1) Call out to community

- *challenging*

## 2) Coffee meeting

- Listening to their story
- Draft story via email
- Expanding on key messages
- 3 meetings
- Continued emails - final copy
- **Ensuring consumer voice is heard**



- ✓ 4 months, QuAC closely worked with consumers to bring stories to life.
- ✓ Building report via: coffee and dinner meetings & online.

## 2) Face to face - Dinners

- QuAC hosted 3 dinners
- Graphic creative designer



# Photo shoot + social lunch



# How we engaged with consumers

✓ **Facebook**

Connecting online



Those who are sharing their PrEP story, can you please forward me a draft shortly?  
Thanks 😊

✓ **Targeted  
Community  
consultation**

PLHIV  
Indigenous  
CALD  
Trans



# The process

Campaign  
Evaluation  
2018

Diversity: gender, age, cultural

Consumer  
Consultation

CALD, PLHIV, ATSI, trans

Development of  
new material

QPrEPd Trial, PrEP on PBS

Focus Testing

Diverse MSM

Redevelopment  
of material

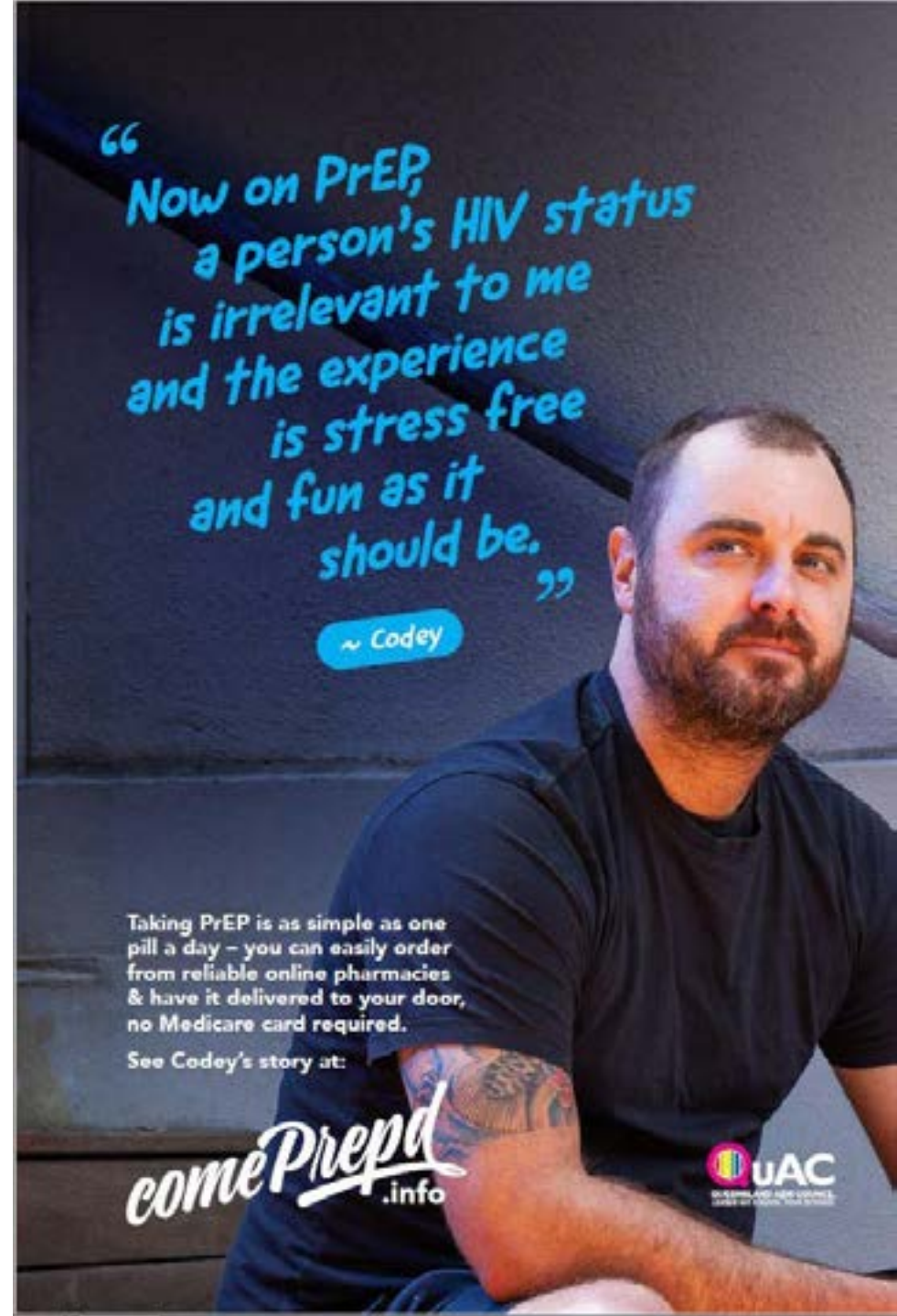
Poster  
project 2019





# How the project will make a difference?

- Targeted approach – online geo-targeting
- Increase knowledge
- Strong interest from stakeholders
- Reduce new HIV infections
- Reduce HIV stigma



“ Now on PrEP,  
a person’s HIV status  
is irrelevant to me  
and the experience  
is stress free  
and fun as it  
should be. ”

~ Codey

Taking PrEP is as simple as one pill a day – you can easily order from reliable online pharmacies & have it delivered to your door, no Medicare card required.

See Codey’s story at:

comePrepd.info

UAC  
UNIVERSITY AND COMMUNITY  
LIVES IN A BETTER WORLD

“ Living in regional Queensland doesn't stop me from accessing PrEP. ”

~ Sean

You can easily order PrEP from reliable online pharmacies & have it delivered to your door – no Medicare card required.

See Sean's story at:

comePrepd.info



Condom reinforcement

“ I always take a condom when I go out, but you never know what can happen. ”

By ordering PrEP online I know I'm protected from HIV. ”

~ Paulo

You can easily order PrEP from reliable online pharmacies & have it delivered to your door – no Medicare card required.

See Paulo's story at:

comePrepd.info



Regional access

“ HIV doesn't discriminate –  
young or old,  
you're vulnerable so  
see your doctor  
about PrEP.”

~ Ray

PrEP is adding to  
the ways we protect  
ourselves during sex.

See Ray's story at:

comePrepd  
.info



Trans  
community  
member

Older  
community  
member

“ I encourage all trans  
men considering  
PrEP to have an  
open and honest  
conversation with  
an LGBTI friendly  
doctor.”



~ Vincent

Find your local  
LGBTI-friendly doctor  
on our prescriber directory.

See Vincent's story at:

comePrepd  
.info



“ Let’s close the gap  
in HIV within our  
communities ”



Taking PrEP is as simple  
as one pill a day – available  
free or discounted via Closing  
the Gap. Consult with your  
Doctor or local health clinic.

See Greg’s story at:

comePrepd  
.info



Sistergirl

“ You’re protected  
from HIV when you  
'come PrEPd' ”



Taking PrEP is as simple  
as one pill a day – available  
free or discounted via Closing  
the Gap. Consult with your  
Doctor or local health clinic.

See Tarraki’s story at:

comePrepd  
.info



Gay male  
Indigenous  
Community  
member

## *Tomas shares his story*

“ Being from overseas,  
I wouldn't have  
access to PrEP  
without Medicare.  
I discovered there  
are options. ”

~ Tomas

You can easily order PrEP from  
reliable online pharmacies &  
have it delivered to your door  
– no Medicare card required.

See Tomas's story at:

*comePrepd*  
.info



# Tomas's Story

- ✓ **Story** [English + Spanish](#)
- ✓ **PrEP** [Video in Spanish](#)
- ✓ **Links** [Online Pharmacies](#)
- ✓ **Qld Sexual Health Directory**
  - [No Medicare required](#)
  - [Able to write PrEP scrips](#)


Home Cache

#comePrepd

PREP BASICS GET PREP STORIES RESOURCES SHOP BLOG PREP TRIALS

TOMAS

HOME / STORIES / TOMAS



## Tomas

Tomas.

Me? The "Latino" dude studying and enjoying my time on this amazing side of the planet.

As with any country in the world, when you first arrive, it can be a little bit scary and daunting to expose yourself to others. Popping the bubble of your comfort zone means adapting to a new sex culture and values about relationships, and it can be stressful at first. I find Aussies are chilled so they are always approachable and maybe as interested to meet new cultures as you are.

*Yo? El parcerito latino estudiando y disfrutando mi tiempo en este lado maravilloso del planeta.*

*Cómo en cualquier lugar del mundo, apenas llegas, puede ser un poco angustiante exponerte a los otros. Salir de la burbuja de confort significa adaptarte a una nueva cultura sexual, nuevos valores para las relaciones, y puede ser estresante al principio. Encuentro que los australianos son relajados así que siempre es fácil acercarse y tal vez están tan interesados en conocer nuevas culturas como uno.*

I come from a developing country with lots of cool stuff, like nature and sexiness, but sadly, not very committed to investing in up-to-date sexual health education. PrEP is still sort of an urban myth in my country, and the stigma against HIV is still very high. But! Things are changing, especially among the young.

*Vengo de un país del tercer mundo con cosas interesantes, como la naturaleza y la sensualidad; pero lamentablemente, no hay un compromiso por invertir en estrategias ni educación sexual actualizada. PrEP (Profilaxis pre-exposición) aun es algo así como un mito urbano. Pero las cosas han empezado a cambiar en los últimos años, en especial entre la gente más joven.*

# Tomas's Movie

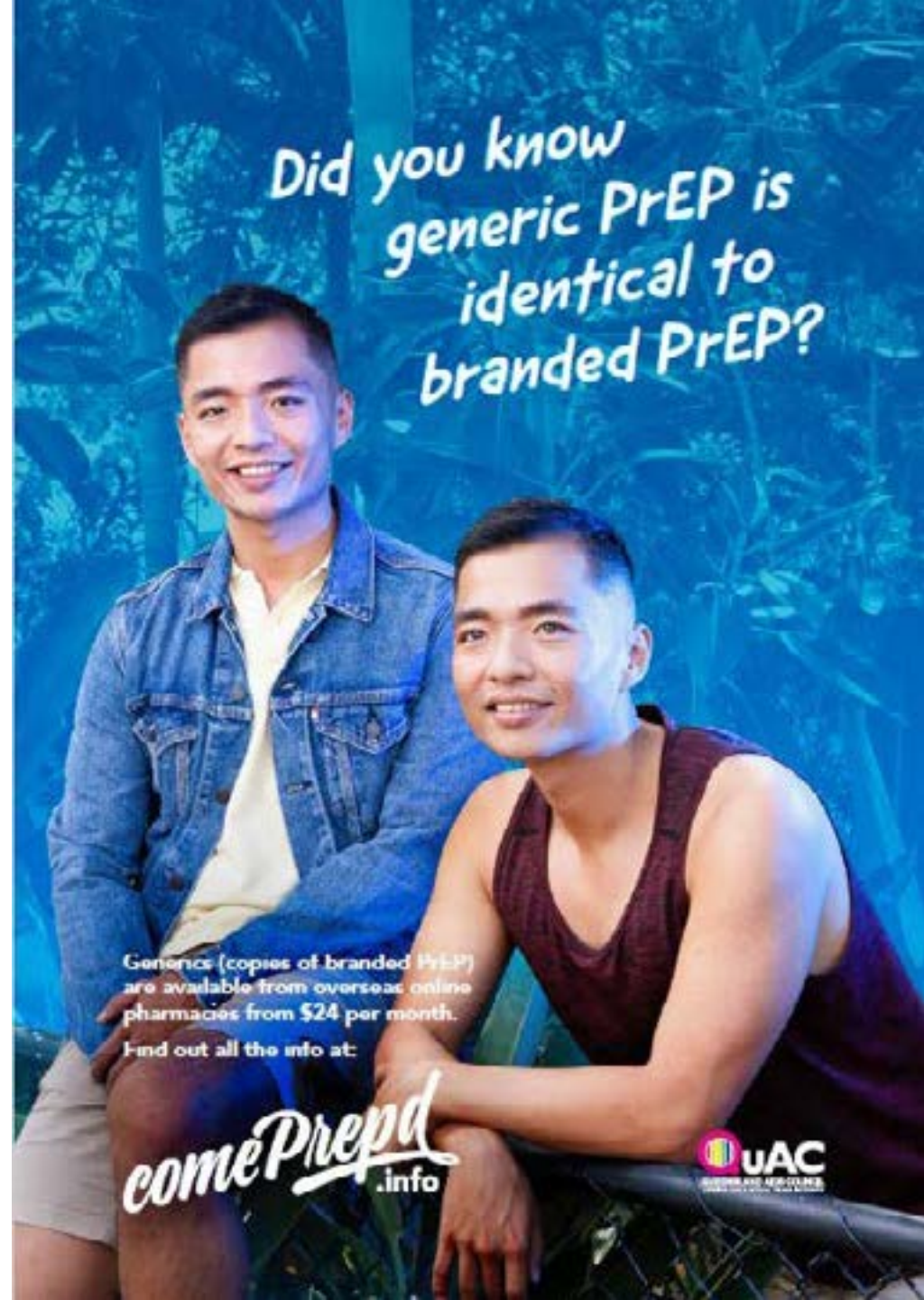
- Unique engagement of consumers
- Visual appeal
- Spoken words come to life
- MP4 format
- Social platform to enhance sharing
- [Play MP4](#)



# Part B

Generic PrEP

Affordability





From overseas  
& looking  
for PrEP?  
No problem.

You can easily order PrEP from  
reliable online pharmacies &  
have it delivered to your door  
— no Medicare card required.

Learn more at:

comePrepd  
.info



PBS + online  
Pharmacies

Targeting  
overseas  
students

Know your options:  
PrEP is on the  
PBS\* & available  
from online  
pharmacies

Get PrEP from local pharmacies  
for \$39.50/month or  
concession \$6.40/month.

No Medicare online ordering  
from \$24/month. Learn more at:

comePrepd  
.info



\*PBS = Pharmaceutical Benefits Scheme, a government subsidy for Medicare card holders.

# Thank you Questions

