

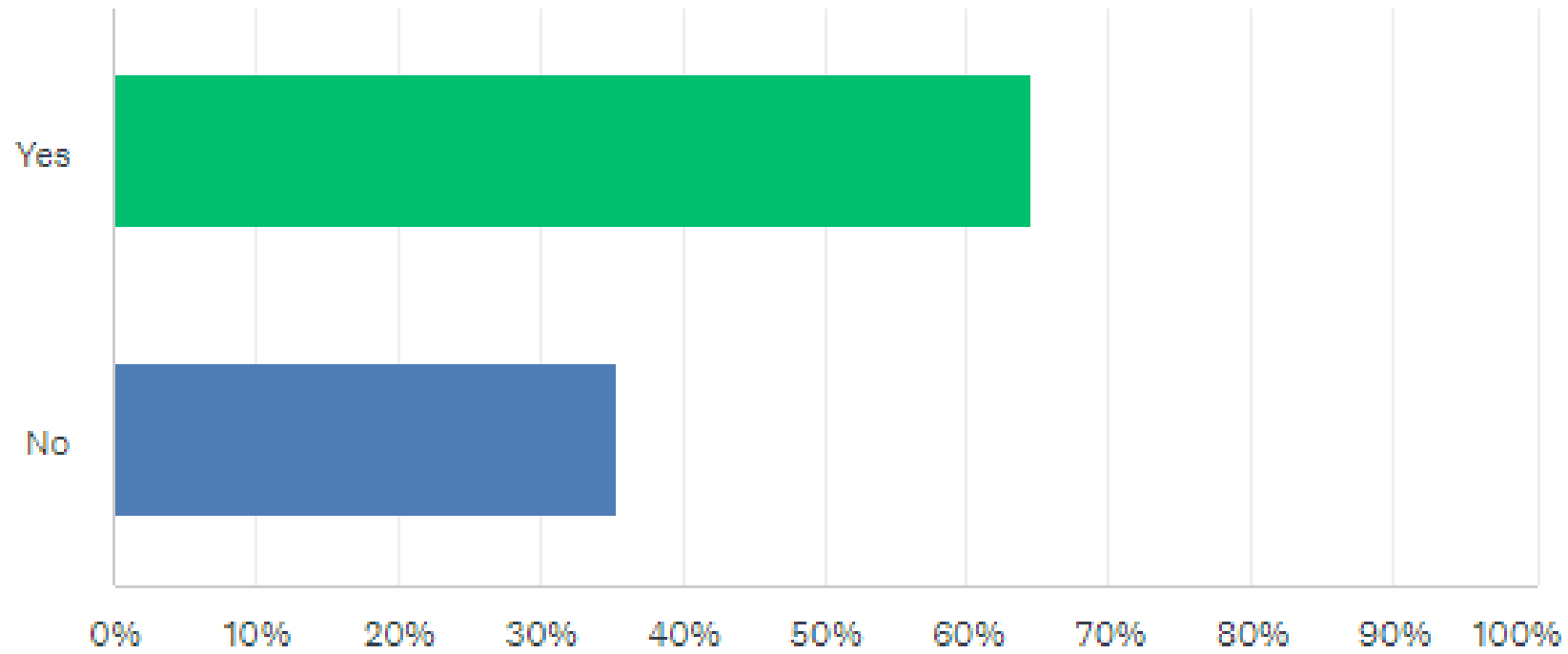
Is PrEP For Me: Addressing PrEP Disparities for Black People Part Two:

Leisha McKinley-Beach, Founder CEO
Black Public Health Academy

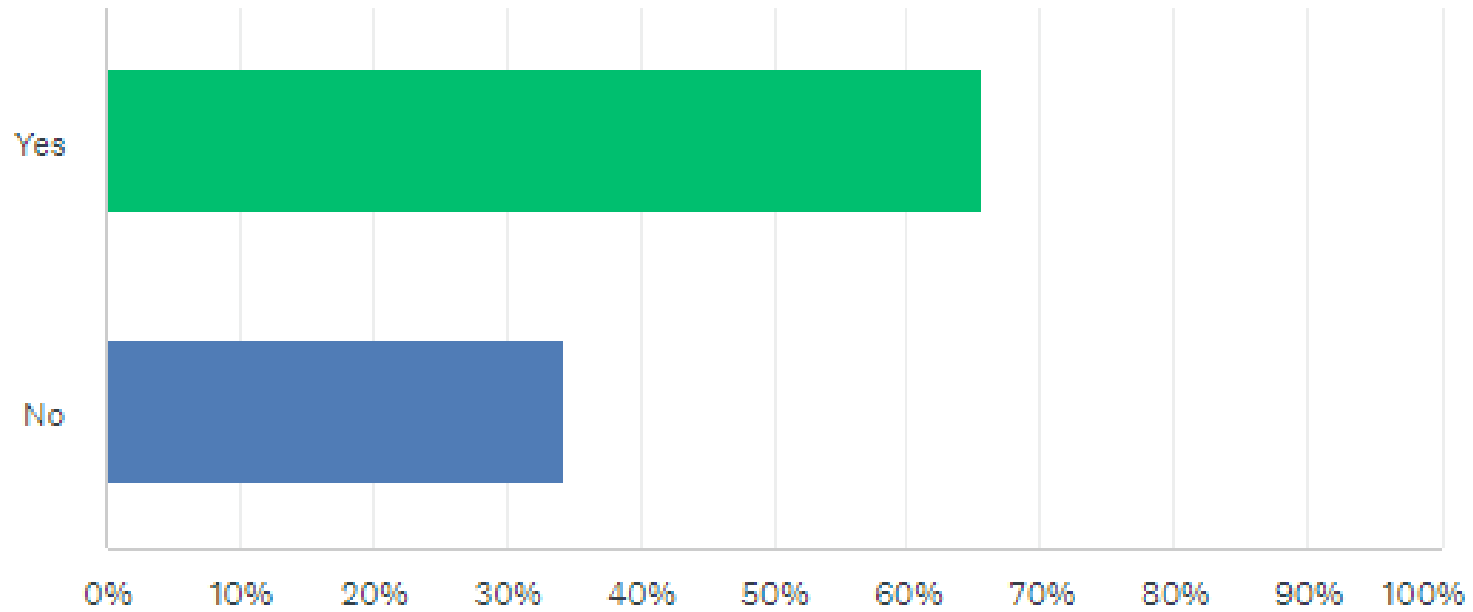
Recap From Training One

- Adapted from <https://www.thewellproject.org/hiv-information/why-language-matters-facing-hiv-stigma-our-own-words>

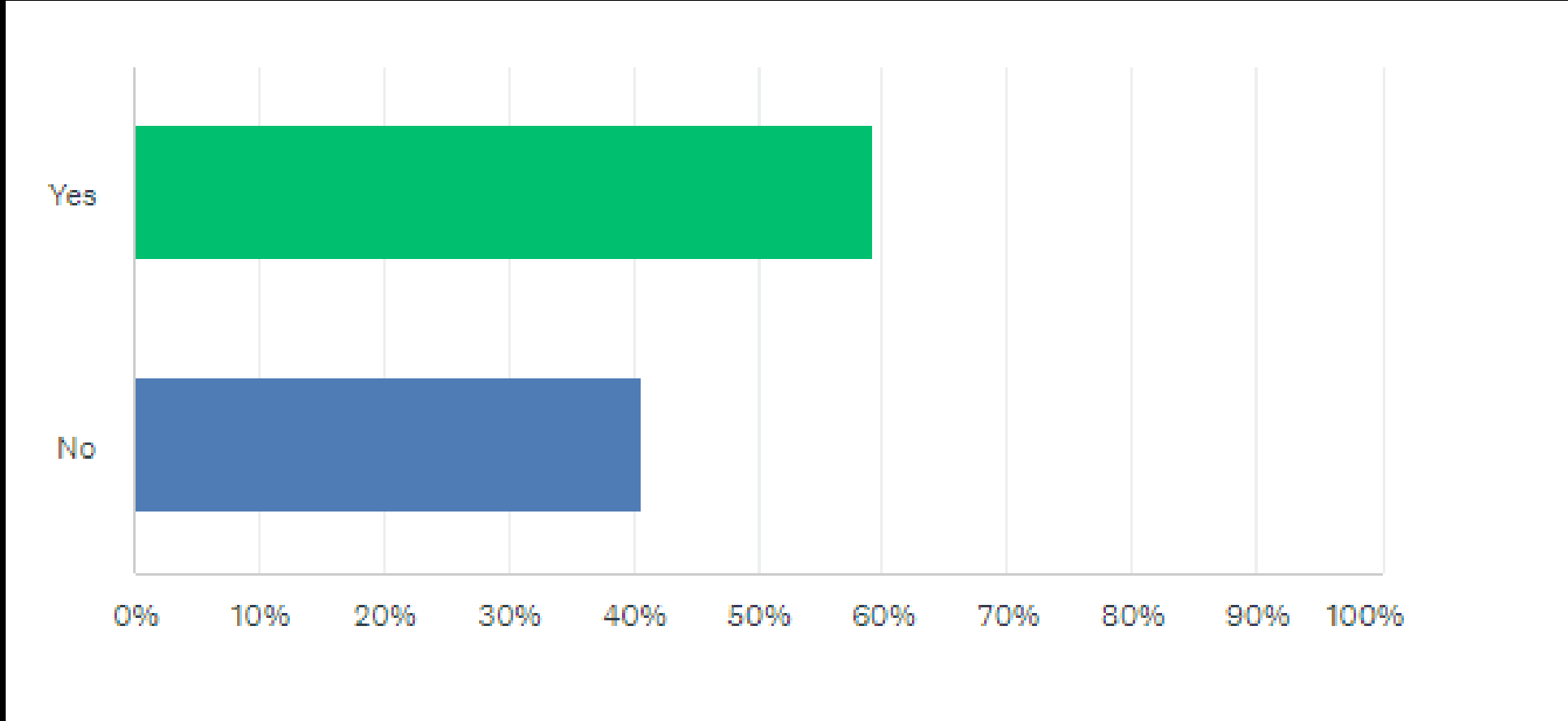
| Stigmatizing Language | Destigmatizing Language |
|---|--|
| HIV-infected person HIV or AIDS patient, AIDS or HIV carrier | Person living with HIV; PLWH Never use "infected" when referring to a person |
| Zero new infections | Zero new HIV transmissions |
| HIV infections | HIV transmissions; diagnosed with HIV |
| Number of infections | Number diagnosed with HIV; number of HIV acquisitions |
| Became infected | Contracted or acquired; diagnosed with |
| Serodiscordant couple | Serodifferent, magnetic, or mixed-status couple, couple with two different HIV statuses |
| Compliant | Takes the pill every [how often] |
| Prostitute or prostitution | Sex worker; sale of sexual services; transactional sex |
| Promiscuous | This is a value judgment and should be avoided. Use "multiple partners". |
| Unprotected sex | Sex without condoms, PrEP, treatment-as-prevention methods Condomless sex with PrEP Condomless sex without PrEP Condomless sex |
| Clean, as in "I am clean, are you?" | Referring to yourself or others as being "clean" suggests that those living with HIV are dirty. Avoid this term. |
| A drug that prevents HIV infection | A drug that prevents the transmission/acquisition of HIV |
| Risk/risky Risky behavior | "Risk" means a lot of things so just say what you mean: The specific behavior? Chance of acquiring HIV in the next year? Chance of individual sex act transmitting HIV? |



I Discuss PrEP With Every Client

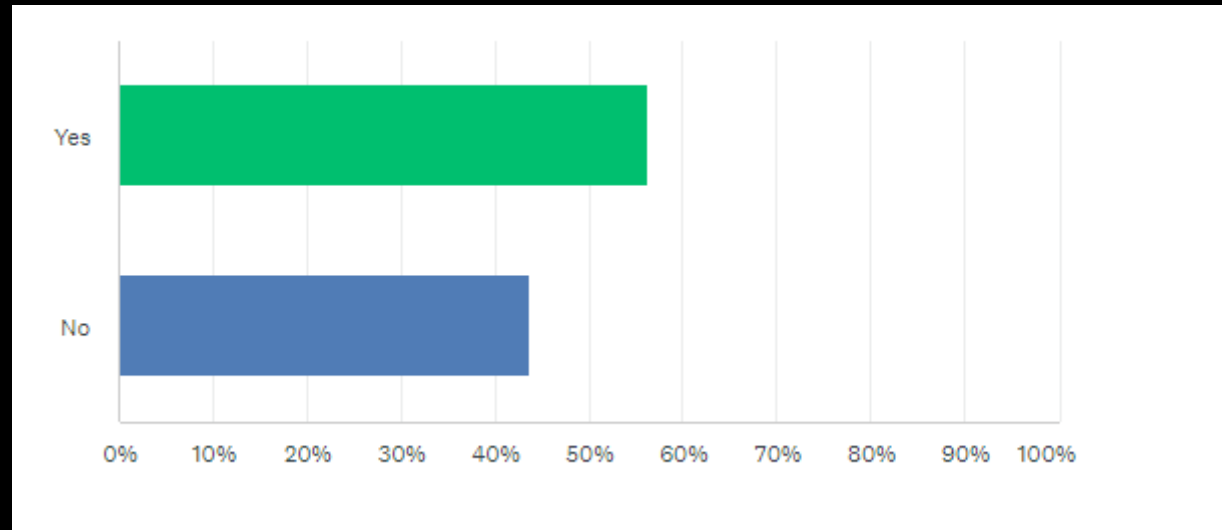


The Clinic/Health Department/Agency Has A Policy We Discuss PrEP With Every Client

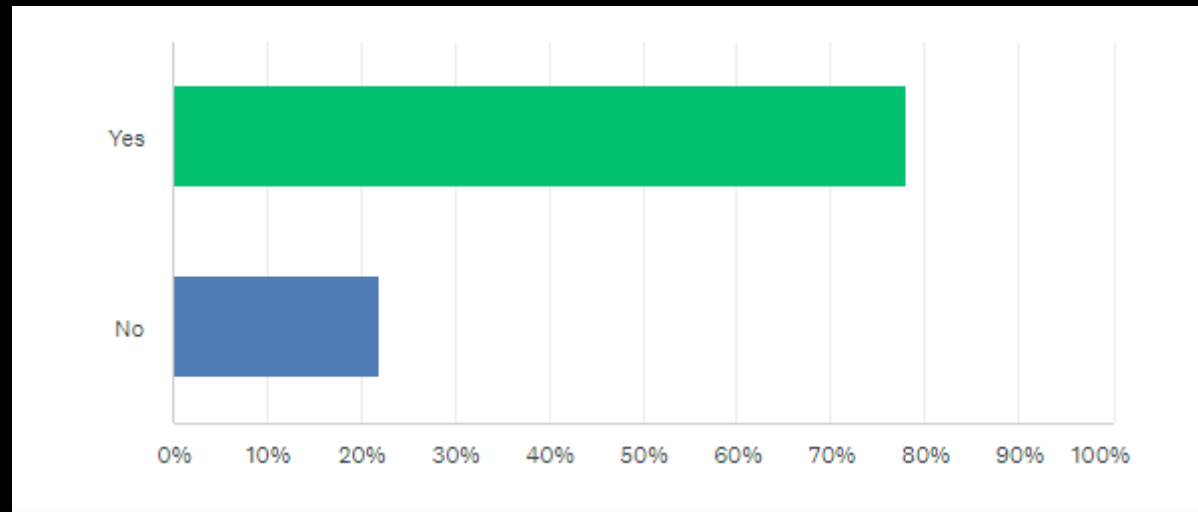


I Prioritize Discussing PrEP With Same-Gender Loving Men Over Other Populations

I'm More Comfortable Discussing Sexual Health Including PrEP With Same-Gender Loving Men



The Health Promotion Items (posters, palm cards, flyers, etc.) In The Clinic Represent A Diverse Audience, Including Heterosexuals and Black Populations



My Role Is

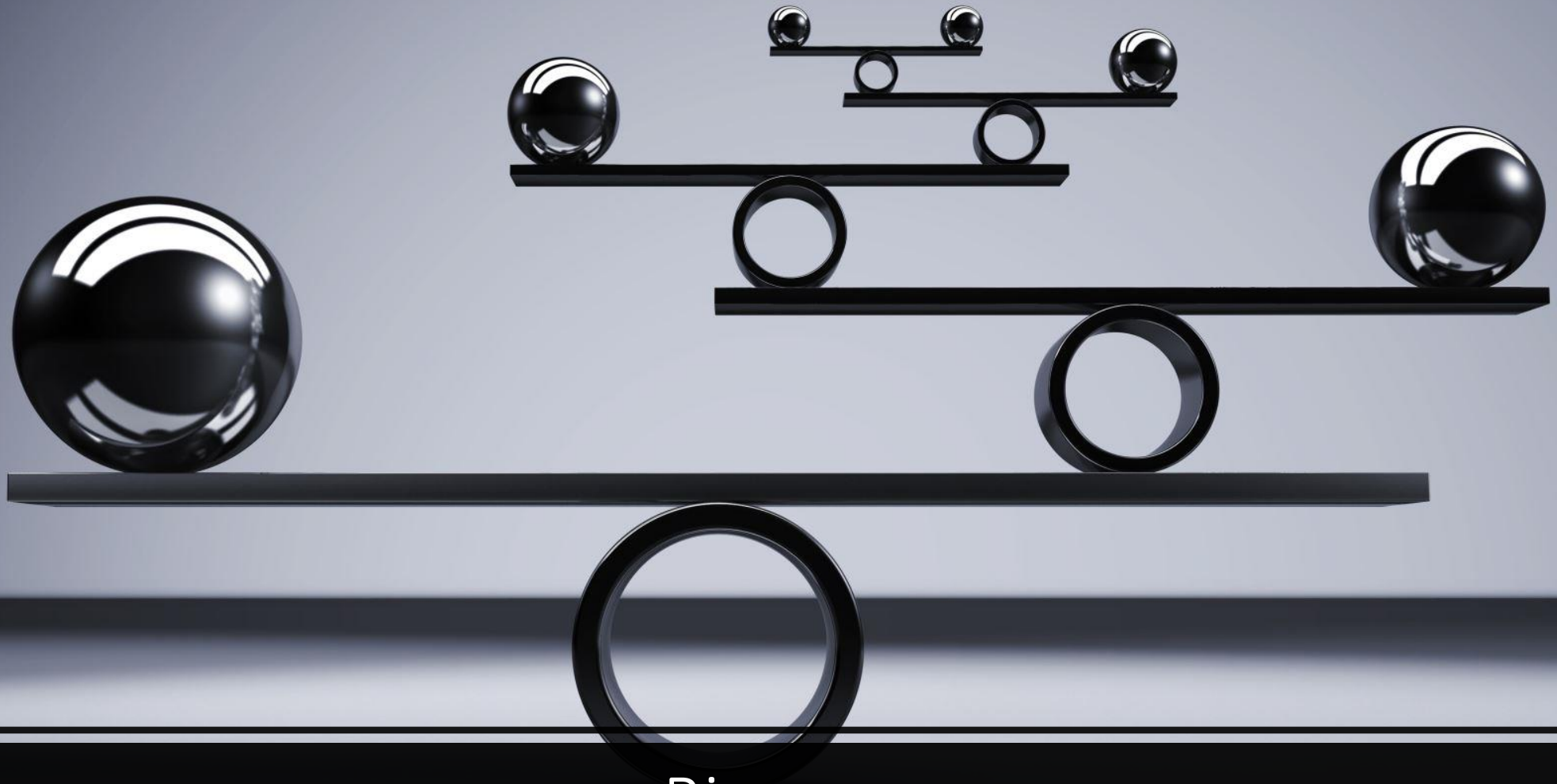


| | | |
|--|--------|----|
| ▼ clinician/physician | 21.88% | 7 |
| ▼ nurse | 9.38% | 3 |
| ▼ health educator/navigator/ outreach worker | 40.63% | 13 |
| ▼ support staff/receptionist/intake specialist | 15.63% | 5 |
| ▼ executive leadership/administration | 12.50% | 4 |
| TOTAL | | 32 |

Why are we still studying individual behaviors when the answer is if we change the systems, we change the outcomes—Leisha McKinley-Beach

Systems

- Access to healthcare
- Affordable housing in safe neighborhoods
- Addressing implicit and explicit bias of providers
- Ensuring all populations are informed, educated, and aware of biomedical and medical options
- Black Leadership and representation as decision makers and influencer for health strategies for Black community
- Healthcare framework must be a human rights and social justice framework
- Dismantling of destructive systems and institutions
- Implementing workable solutions to address root causes of social determinants of health, that elevate HIV vulnerability and risk.



Bias

Implicit bias: results from the tendency to process information based on unconscious associations and feelings, even when these are contrary to one's conscious or declared beliefs:



- Implicit Bias impact on PrEP
 - Deciding whom to discuss PrEP with
 - Assuming who needs PrEP
 - Judgement on adherence
 - Judgements based on co-morbidities



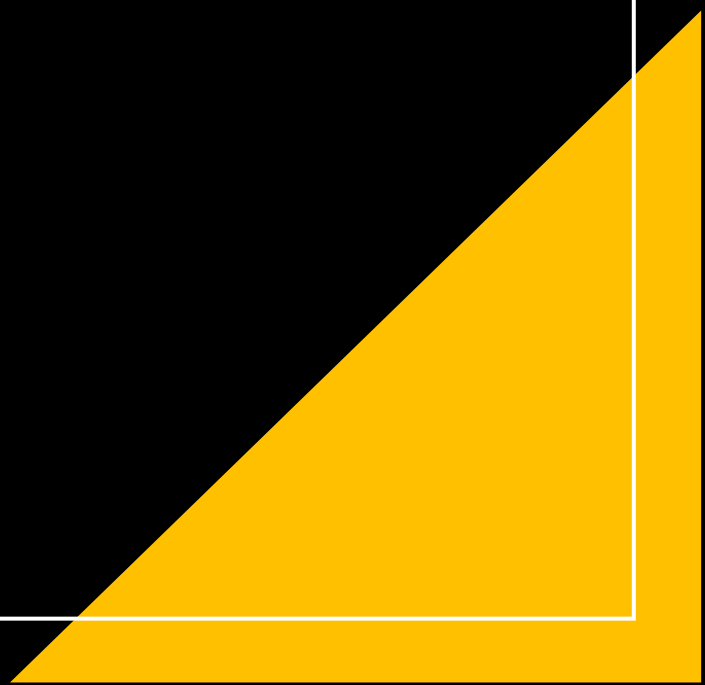
“Leisha You’re Doing Too Much With The Girls”

| Explicit bias | Implicit bias |
|---|--|
| Preferences, beliefs, and attitudes of which people are generally consciously aware | Associations and reactions that emerge automatically, without conscious awareness or intention |
| Expressed directly and deliberately | Expressed indirectly or subtly |
| Operates at a conscious level, in line with one’s values and worldview | Operates subconsciously, even in direct contradiction to one’s values and worldview |



What Can You Do?

Marketing



In All Our Diversity



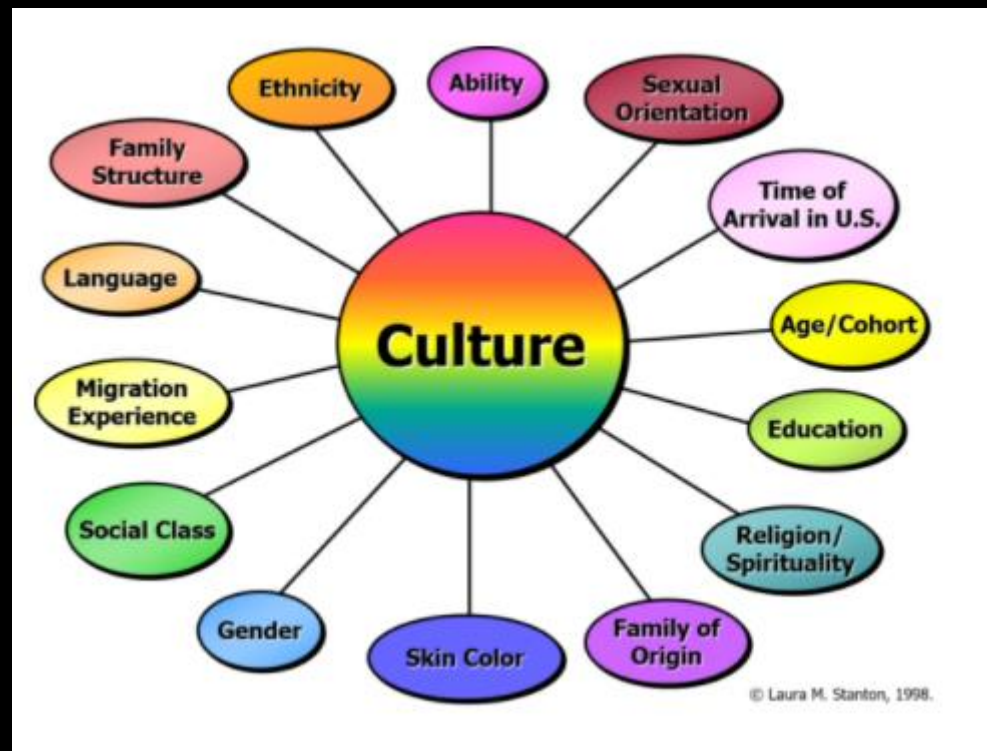




What Can You Do?



Cultural Humility





Principles of Cultural Humility

1. Life-long commitment to critical self-reflection, self-evaluation, & critique.
2. Commitment to challenging power imbalances.
3. Accepts responsibility to engage in actions that eliminate institutional discrimination.

PrEP In Black America

The logo for FORUSBYUS features the word in a bold, sans-serif font. The letters 'F', 'O', 'R', 'B', 'Y', and 'U' are green, while 'U', 'S', 'B', and 'Y' are red. The background of the entire slide is a dark brown with a repeating pattern of colorful geometric shapes, including triangles, diamonds, and zig-zags in shades of green, red, and yellow.

FORUSBYUS

PrEP IN BLACK AMERICA

A Master Plan for HIV
Prevention in Black America

Recommendations

| | |
|----------|--|
| Energize | Energize the Black public health workforce to lead the HIV prevention response |
| Educate | Educate Black masses on the science and the effectiveness of PrEP |
| Support | Support a federally funded national PrEP program |

- PrEP In Black America:
New Orleans - Action
Network



REGISTRATION NOW OPEN!
PrEP In Black America
FRIDAY, MAY 19, 2023
10AM-4PM

PrEP is a tool to effectively prevent HIV, but despite FDA approval in 2012, only 9% of Black people who could benefit from PrEP have received it.

Join Black HIV prevention advocates from across the U.S. as we develop and build on existing strategies to increase PrEP access and awareness in the Black community at the second interactive PrEP In Black America Summit.

Location: Ashe Power House Theatre
 1731 Baronne Street
 New Orleans, LA 70113

Register Now At: prep4all.org/prepinblackamerica

In Partnership With:















Black Public Health Academy <https://bpha.thinkific.com>



How to find me

- leishamckinleybeach@gmail.com
- Leisha@blackpublichealthacademy.com
- www.Leisha.org
- leisha.mckinleybeach/
- LeishaMcKinleyB
- mckinleybeach

