Community-informed development of a long-acting injectable PrEP awareness campaign for Latino MSM in Los Angeles County





Research Team

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HIV disproportionately impacts Latino MSM in the United States

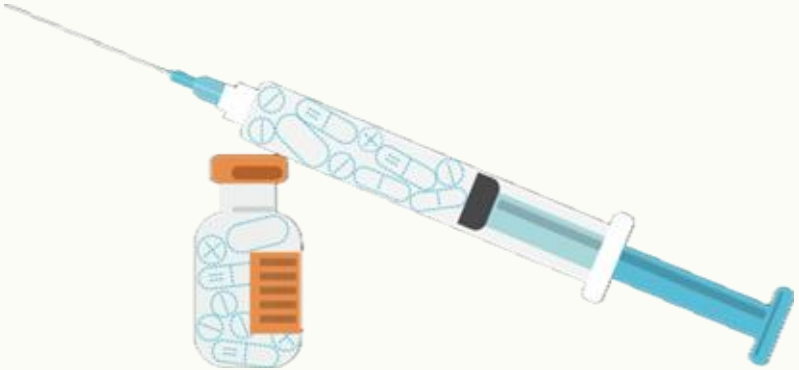


1 in 5 Latino MSM



1 in 11 White MSM

PrEP prescriptions among Latinos remain low



14%

of eligible Latinos were prescribed daily oral PrEP, compared to 63% of white persons



Public health campaigns

A tool for increasing awareness and use of new HIV prevention options among priority populations

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Objective

Elicit community recommendations from Latino MSM in developing a LAI PrEP awareness campaign

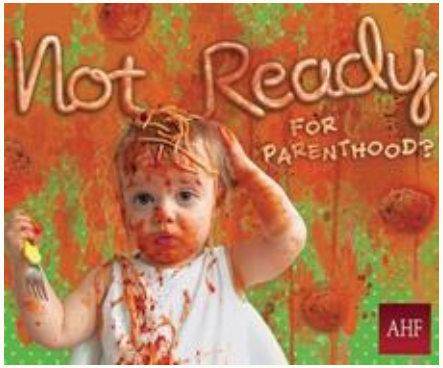
Methods

- A purposeful sample of Latino MSM was recruited between June 2023 to March 2024, through a larger Latino MSM focused HIV prevention intervention in LAC

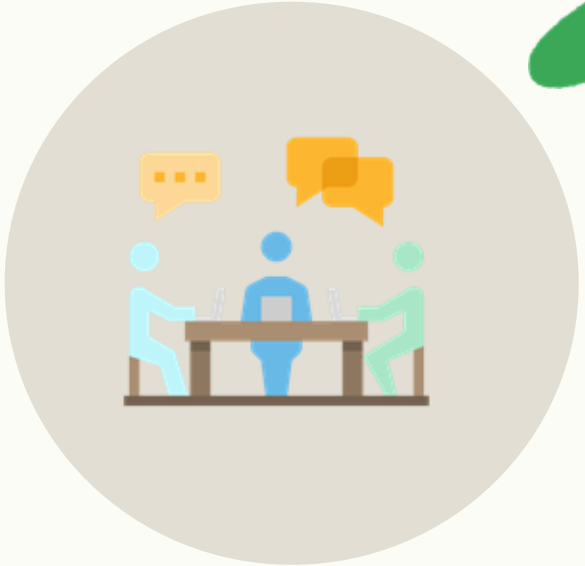
- Four focus groups were conducted with participants to elicit suggestions regarding campaign content (i.e., messaging, information, and imagery) and delivery for Latino MSM

- Data were analyzed using **coding reliability thematic analysis**

Methods



As a primer, we provided examples of public health campaign formats.





"The Ryan White Program saved my life."

Real people share their experiences getting HIV care and treatment through **the Ryan White HIV/AIDS Program and the AIDS Drug Assistance Program (ADAP)**, and what the support has meant for their lives.

The programs serve people living with HIV who do not have insurance or are under-insured to provide HIV medication, care, and other support services.

WATCH NOW

Results

Demographic and PrEP Characteristics (N=30)		
Characteristics	**N**	**(%)**
Age (years); mean (range)		34 (18-57)
Gay/homosexual	23	77
Some college completed	23	77
Employed (FT or PT)	21	70
Some form of health insurance	26	87
Ever used PrEP	13	43
Currently using PrEP (N=13)	7	54
Time on PrEP (months); mean (range) (N=7)		10 (1-48)

Results

Include basic information about LAI PrEP and highlight its benefits

> Kind of along the lines of the fact that you might forget the pills… something more **simple**, because our lives are hectic as it is with so many responsibilities. One less responsibility to worry about. (Diego, 38, FG 3)

Results

Be cautious about including an image of a syringe

> I mean, you see little kids, they cry when they see a needle. It's just a **universal** feeling of **pain** and **discomfort.** (Andres, 31, FG 3)

> Maybe perhaps having an image that resembles a needle. So, maybe not specifically like a sharp little [needle], but make it **cute**, make it **simple**, and something more **welcoming**…. (Alejandro, 19, FG 2)

Results

Incorporate positive messages/imagery

> I feel like every time there's a gay ad, it's always a negative ad or it's like a sad ad. And it's like, no, we should be happy. Yeah, it's a very sad topic [HIV]... I could see why it's not a happy topic, but I feel like we've got to start being more **positive.** (Alvaro, 18, FG 3)

Results

Communicate the seriousness of HIV without stigmatizing, blaming, or scaring Latino MSM

> “I would also show the **statistics**. So, Latino men compared to other races, how our infection level is higher than other non-Latino men. So, show them that we're affected most, but there is a way to prevent that and to bring that number down with PrEP. (Santi, 39, FG 2)”

> “You want to make sure that you don't use **fear tactics** like, ‘Oh, if you don't want to have AIDS, get PrEP. (Fabian, 39, FG 4)”

CHIPTS

Results

Showcase Latine family members or chosen family/friend groups

> It's always the [gay] **tío** [uncle], right? So even that part, even seriously having that uncle with the niece or the nephew, that's one way of tying it in because it is true. It's always the uncle who supports the **younger generation**, whether they're straight, gay, or not. So, I like that format. It's really **family-oriented** because Latinos are family-oriented. (Pedro, 46, FG 4)

Results



Involve Latine people as messengers

> We have a lot of openly gay officials in Southern California. One of the **council members** in Huntington Park is openly gay and I know that he's highly involved in the **community.** (Camilo, 28, FG 4)

> I personally don't look at stuff that's being promoted by an actor. What catches my eye is regular people up there, like a Latino gay man. It doesn't have to be an actor. I think **relatability** is important. (Ivan, 54, FG 2)

Results

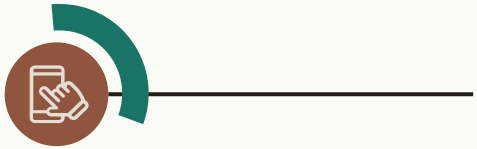
Facilitate access to the diverse Latino MSM community

> “[Make] sure that it's bilingual, that not only the English-speaking people can understand, but also **Spanish**-speaking people, because we... In Los Angeles, there is a lot of Latinos from all **different cultures** and sometimes, unfortunately, we do not read English. (Pedro, 46, FG 4)

Conclusion



LAI PrEP campaigns developed for Latino MSM must reflect the **language**, **values**, and **perspectives** of the local community to promote information seeking behaviors



The recommendations offered in the current study could be repeated with future LAI PrEP products to establish **culturally appropriate** campaigns for Latino MSM

Thanks!

We also wish to thank our participants for all their incredible insight.



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