INTRODUCTION

• HIV pre-exposure prophylaxis (PrEP) is effective in preventing HIV acquisition in men who have sex with men (MSM)1.
• High-risk HIV-negative MSM account for the majority of new HIV infections in the US2.
• More than half of new HIV-infections in high-risk MSM result from exposure to an HIV-positive main sex partner3.
• High-risk HIV-negative MSM are a key target audience for HIV prevention campaigns4.
• Few studies have reported levels of PrEP awareness among HIV-positive MSM5,6.

METHODS

Data Management and Analysis
• Survey data were captured using REDCap6.
• All data were analyzed using SAS (Version 9.4, Cary, NC).
• Compared categorical variables using 2×2 or Fisher’s exact tests; compared medians of continuous variables using Mann-Whitney tests.

Ethical Approval
• The study was approved by the Ohio State University Institutional Review Board (IRB).

RESULTS

Figure 2: Prevalence of PrEP awareness among HIV-positive MSM surveyed pre- and post-media PrEP campaign (n=141).

Table: Prevalence of PrEP awareness

<table>
<thead>
<tr>
<th></th>
<th>Pre-media campaign</th>
<th>Post-media campaign</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entire sample</td>
<td>10%</td>
<td>20%</td>
</tr>
<tr>
<td>Men who engaged in UAI</td>
<td>20%</td>
<td>40%</td>
</tr>
<tr>
<td>Men with HIV-positive main partner</td>
<td>40%</td>
<td>80%</td>
</tr>
</tbody>
</table>

p = 0.02

Figure 3: Prevalence of willingness to recommend PrEP to HIV-negative sex partner(s) among HIV-positive MSM surveyed pre- and post-media PrEP campaign (n=141).

Table: Prevalence of willingness to recommend PrEP

<table>
<thead>
<tr>
<th></th>
<th>Pre-media campaign</th>
<th>Post-media campaign</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entire sample</td>
<td>5%</td>
<td>10%</td>
</tr>
<tr>
<td>Men who engaged in UAI</td>
<td>10%</td>
<td>20%</td>
</tr>
<tr>
<td>Men with HIV-negative main partner</td>
<td>20%</td>
<td>40%</td>
</tr>
</tbody>
</table>

p = 0.11

OBJECTIVE


METHODS

Study Design, Setting, and Population
• Cross-sectional behavioral study at a university HIV clinic in a large, urban Midwestern U.S. city.
• Analysis period included March to September 2015.

Eligibility
• Male
• HIV-positive
• 18 years or older
• Sexual contact with another male in the last year

Study Measures
• Collected data via self-administered survey on tablet including: demographics, recent sexual behaviors, and awareness, willingness to recommend, and partners’ use of PrEP.
• Divided participants into 2 groups for analysis:
  1. Pre-media campaign (before May 11, 2015)
  2. Post-media campaign (after May 11, 2015)

RESULTS

Participant Characteristics
• Of the 141 participants enrolled through September 2015, 73 participated prior to the PrEP media campaign and 68 after the campaign.
• No significant differences emerged in age, race, education, main sex partner status, and sexual orientation.
• Median age of pre-media campaign participants:
  o 43 years (IQR: 30-52)
• Median age of post-media campaign participants:
  o 40.5 years (IQR: 32-50)

Figure 1: Prevalence of characteristics of HIV-positive MSM surveyed pre- and post-media PrEP campaign (n=141).

<table>
<thead>
<tr>
<th></th>
<th>Pre-media campaign</th>
<th>Post-media campaign</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>70%</td>
<td>80%</td>
</tr>
<tr>
<td>At least some college</td>
<td>50%</td>
<td>50%</td>
</tr>
<tr>
<td>Gay or bisexual</td>
<td>40%</td>
<td>40%</td>
</tr>
<tr>
<td>Current main partner</td>
<td>70%</td>
<td>70%</td>
</tr>
<tr>
<td>HIV-negative main partner</td>
<td>50%</td>
<td>50%</td>
</tr>
</tbody>
</table>

Recent PrEP Use by HIV-Negative Sex Partner(s)
• Among HIV-positive MSM who were aware of PrEP, reports of partners’ recent PrEP use were higher post-media PrEP campaign compared to pre-campaign.
  o Any HIV-negative partners (n=89, 29% vs. 15%, p=0.13)
  o HIV-negative main partners (n=35, 29% vs. 7%, p=0.14)

CONCLUSIONS

• More than half of the in-care, HIV-positive MSM enrolled in our study were aware of PrEP.
• Following a citywide media campaign on PrEP awareness, we observed higher levels of PrEP awareness, willingness to recommend PrEP, and reports of recent PrEP use by HIV-negative sex partners.
• Educating high-risk HIV-positive MSM on the benefits of PrEP could potentially influence levels of PrEP awareness and use by HIV-negative sex partners.
• PrEP awareness among HIV-positive MSM who engage in high-risk sexual practices with HIV-negative sex partners may have important implications for HIV transmission.

REFERENCES