

Promoting PrEP in France

#PrEP4love (and more)

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Promoting access to PrEP in Europe

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AIDES and PrEP

Our interventions in 2017

- **15 000 individual interviews (32% of all interviews conducted) :**
- **1 288 collective interventions** : Information sessions on PrEP ; self-support groups between users of PrEP, Promotion of these actions on social networks (Facebook) and gay apps (Grindr, Hornet)
- **1 609 people oriented to PrEP consultation = 3,51% of individual interviews** (10,6% of MSM interviews / 2,3% of migrants interviews)
- **3 408 PrEP support interviews for 2479 PrEP users**
 - 96% MSM, 6,7% SW, 21 cis women, 14 trans people
 - 78,6% born in France



PreP users in France

Inequalities in access to PrEP

Overwhelming majority of MSM

⇒ 7 000 people had accessed PrEP in 2017

- 97% MSM /1% women
- 90% born in France

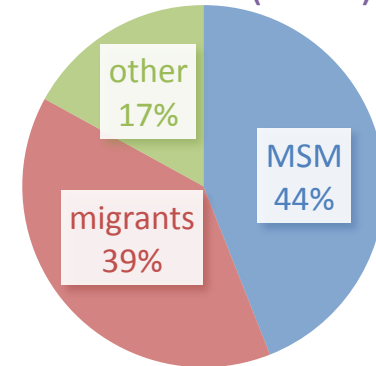
40 000 PrEP users needed

Access and appropriation issues for other key populations

⇒ A gap between high risk of contamination and access to PrEP for :

- Hetero **migrants** from Subsaharian Africa & other high prevalence countries
- **Trans People** who have sex with men
- **Sex workers** (trans and/or female SW)

New HIV+ discoveries
in France (2017)



Increase demand : change communication

2018 : PrEP 4 love

PROPAGEZ la chaleur

REPANDEZ la passion

ATTRAPEZ le désir

PrEP
**UN COMPRIMÉ
PAR JOUR
VOUS PROTÈGE DU VIH**

La Prep est un traitement préventif contre le VIH/sida.
Pour savoir comment en bénéficier : aides.org/prep



Increase the demand : change communication

PrEP 4 Love campaign

1st national campaign on PrEP in France

⇒ targeted information and communication tailored to each specific audience



⇒ 3 visuals, 3 posters, 3 flyers : global and specific communication

- hetero or bisexual cis & trans women
- Heterosexual migrants from subsaharian Africa
- MSM



Increase the demand : change communication

PrEP 4 Love campaign : how and where ?



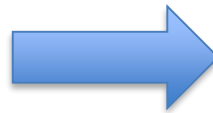
Increase demand : change practices

linkage to prevention : from screening to PrEP

promote PrEP inside actions :

talking about PrEP with concerned people and integrating prep referrals into HIV prevention actions, especially when screening :

- ⇒ linkage to care for HIV+
- ⇒ linkage to prevention including PrEP for HIV-



Increase (and adapt) supply

Inform, adapt and facilitate

➤ Access for all :

- ⇒ Inclusion in official recommendations of people from all key populations
- ⇒ Facilitate and adapt access to PrEP for most marginalized people

➤ Inform and mobilize healthcare professionals and PrEP providers

- ⇒ Inform about PrEP and different key pop.
- ⇒ Produce and distribute a guide for pharmacists

➤ Develop community support for PrEP users to complement health services



Conclusion

- Civil society (and specifically community based organisations) have specific roll in PrEP promotion
- Communication Campaigns can be adapted to local/national settings
- Communication is one thing but civil society needs to work on supply too
- ***... listen to and learn from concerned communities !***




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Thank you for your attention !

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