

# Using PrEP Doing it for Ourselves (UPDOs!) Protective Styles

## A nurse led community-based intervention for Black women and their salon stylists

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Webcast Presentation  
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Addressing **health** disparities through  
**equity, engagement, advocacy and trust**

# Acknowledgements & Disclosures

- The HEEAT Lab
  - Ragan Johnson, DNP
  - Allison Johnson, Research Coordinator
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# Objectives



Discuss HIV inequities among Black Women in the United States south



Describe a community partnered, salon-based intervention co-designed to improve uptake of PrEP among Black women in the US south



Examine preliminary effects of a salon-based intervention to improve PrEP knowledge, awareness, and uptake among Black women.

# The time is now.

Ending  
the  
HIV  
Epidemic

## HIV Prevalence Rate Ratios, by Race/Ethnicity, 2020



The rate of **Black males** living with an HIV diagnosis is 5.4 times that of **White males**.



The rate of **Hispanic/Latino males** living with an HIV diagnosis is 2.3 times that of **White males**.



The rate of **Black females** living with an HIV diagnosis is 14.2 times that of **White females**.



The rate of **Hispanic/Latina females** living with an HIV diagnosis is 2.8 times that of **White females**.

**ACROSS THE NATION, THE LIFETIME RISK OF HIV DIAGNOSIS AMONG BLACK WOMEN IS**

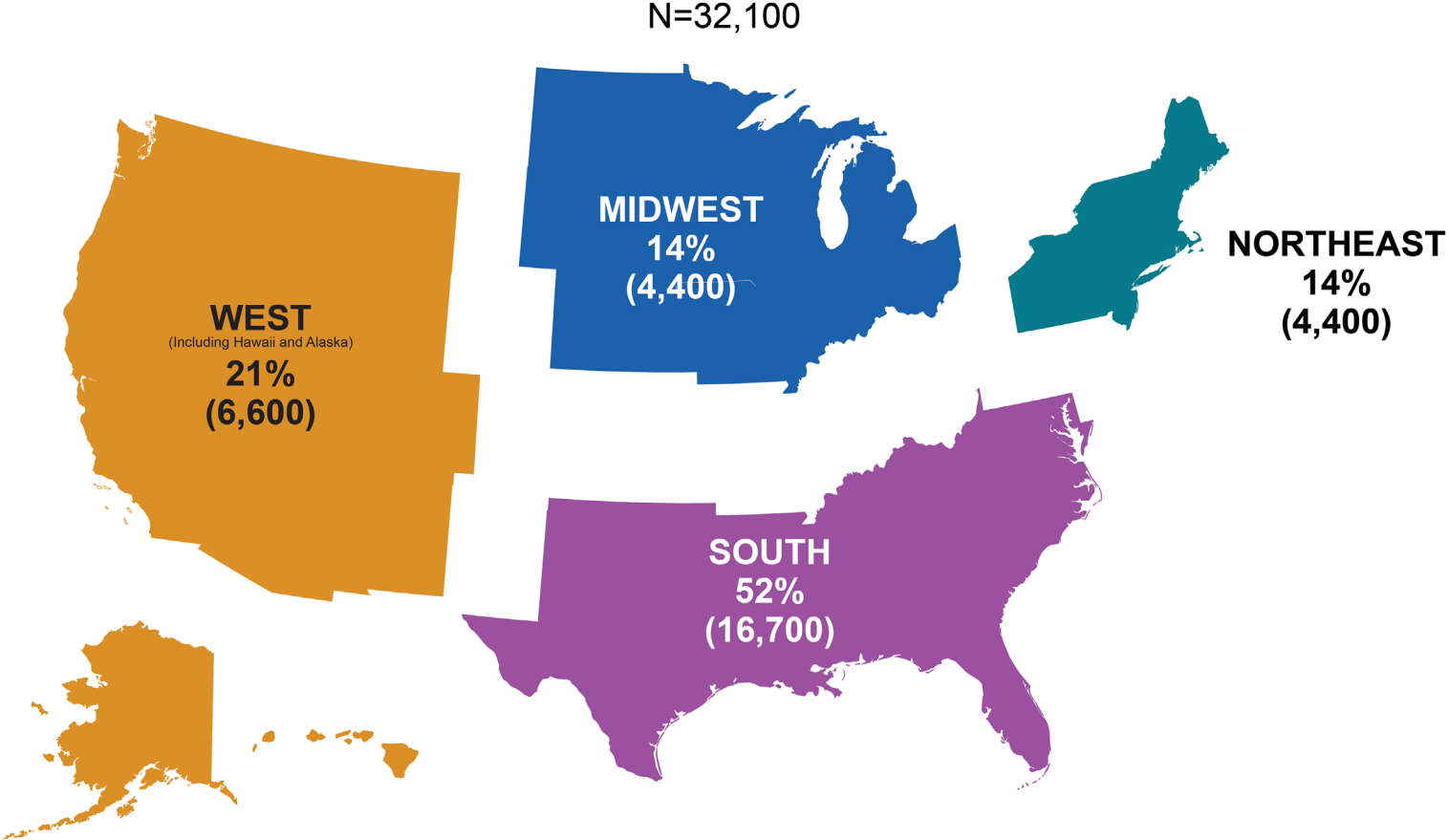
**1 IN 75**

**COMPARED TO**

**1 IN 874**

**FOR WHITE WOMEN**

# Estimated HIV infections in the US by region, 2021



<https://www.cdc.gov/hiv/statistics/overview/in-us/incidence.html>

# PrEP (Pre-Exposure Prophylaxis)

Number of PrEP users, 2022

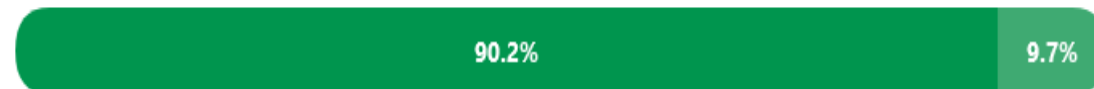
**165,115**

Rate of PrEP users per 100,000 population, 2022

**157**



Percent of PrEP users, by Sex, 2022



● Male ● Female

Percent of PrEP users, by Race/Ethnicity, 2022



● Black ● Hispanic/Latinx ● White

Percent of PrEP users, by Age, 2022



● Aged 13-24 ● Aged 25-34 ● Aged 35-44 ● Aged 45-54 ● Aged 55+

Number of PrEP Users, 2012-2022

# PrEP Uptake among Black Women in the US

- Barriers to PrEP Uptake (*PrEP stigma, medical distrust, implicit bias, structural racism and discrimination, providers, risk perception and language*)
- **Women have not been a priority**



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Brief Report

Reasons Over Risks: NPs and HIV Prevention for Black Women

Ragan Johnson, Brenice Duroseau, Schenita Randolph, Rasheeta Chandler



**Keywords:**

Black women  
human immunodeficiency virus prevention  
nurse practitioners  
preexposure prophylaxis  
sexual health  
sexual health history

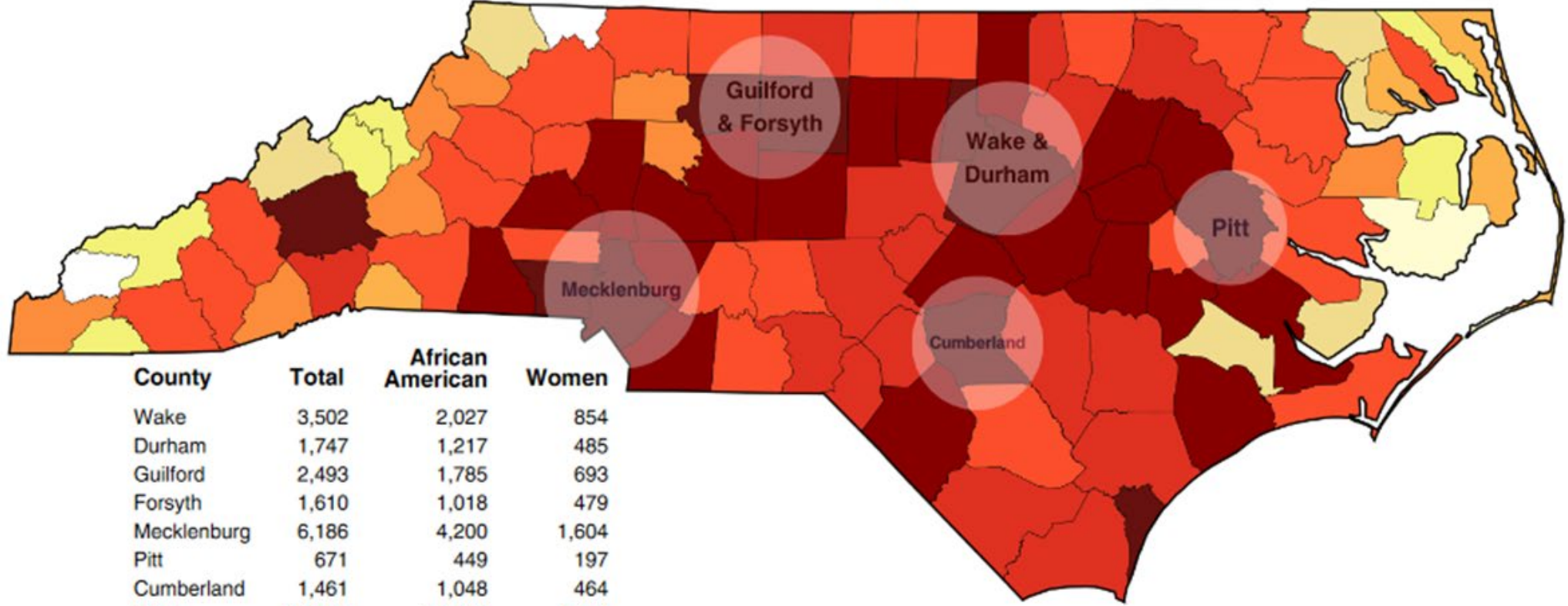
**A B S T R A C T**

Nurse practitioners (NPs) across specialties are positioned to lead in human immunodeficiency virus (HIV) prevention and care, particularly for Black women, a demographic that continues to be disproportionately burdened by the HIV/AIDS epidemic. This article serves as a call to action to critically examine and challenge the prevailing risk-centric framework that has traditionally guided HIV assessment and prevention strategies. We propose a shift from a risk-centric framework to one that is reason centric and rooted in equitable and holistic sexual health care. This paradigmatic shift is critical to improving HIV prevention strategies and fostering better patient-provider communication.

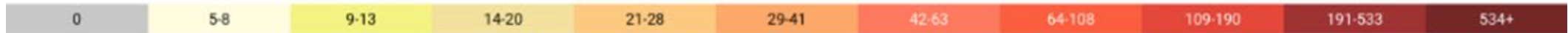
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# North Carolina Number of Persons Living with HIV, 2020



County	Total	African American	Women
Wake	3,502	2,027	854
Durham	1,747	1,217	485
Guilford	2,493	1,785	693
Forsyth	1,610	1,018	479
Mecklenburg	6,186	4,200	1,604
Pitt	671	449	197
Cumberland	1,461	1,048	464
<b>Total</b>	<b>17,670</b>	<b>11,744</b>	<b>4,776</b>



\*DATA NOT SHOWN

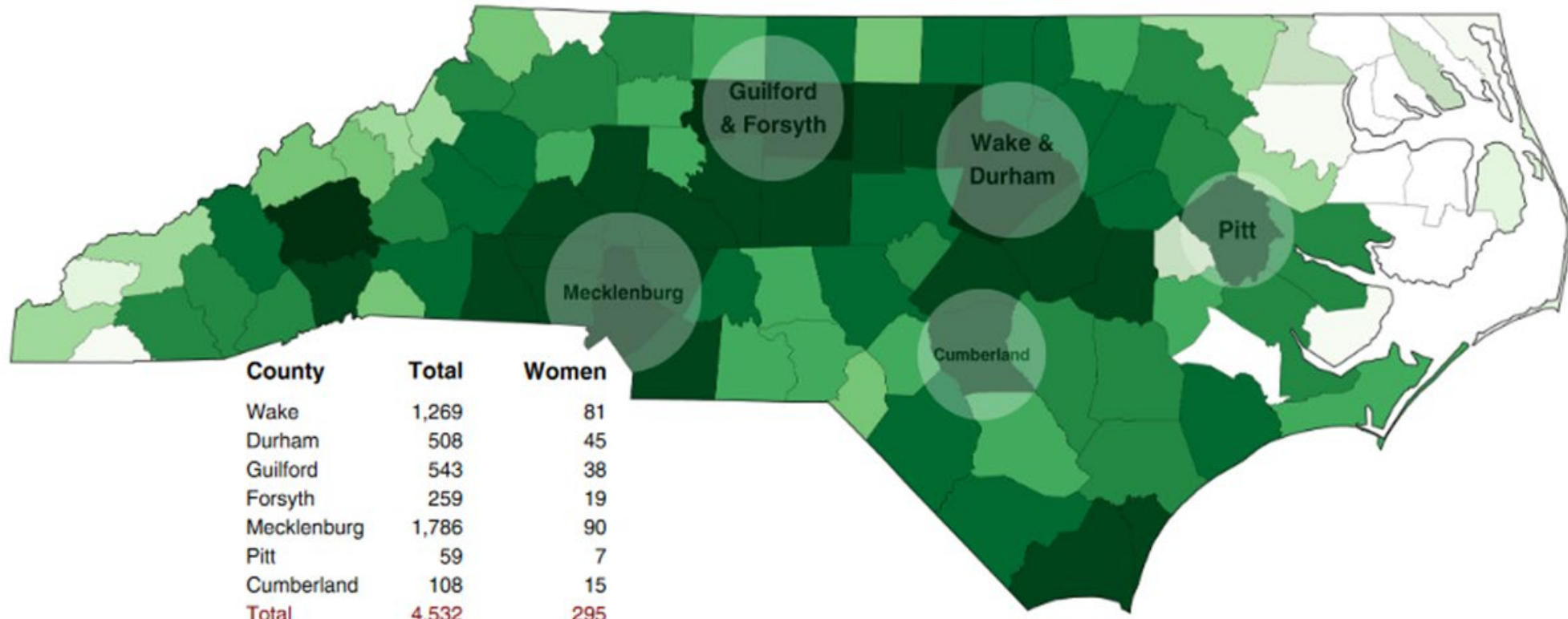
\*\*DATA NOT RELEASED TO AIDSVU

\* Data not shown to protect privacy because of a small number of cases and/or a small population.

\*\* State health department, per its HIV data re-release agreement with CDC, requested not to release data to AIDSvU. See Data Methods for more information.

AIDSvU - data & map, <https://aidsvu.org/>

# North Carolina Number of Persons Using PrEP, 2021



\*DATA NOT SHOWN

\*\*DATA NOT RELEASED TO AIDSvU

\* Data not shown to protect privacy because of a small number of cases and/or a small population.

\*\* State health department, per its HIV data re-release agreement with CDC, requested not to release data to AIDSvU. See Data Methods for more information. AIDSvU - data & map, <https://aidsvu.org/>

# Community Partnered Research

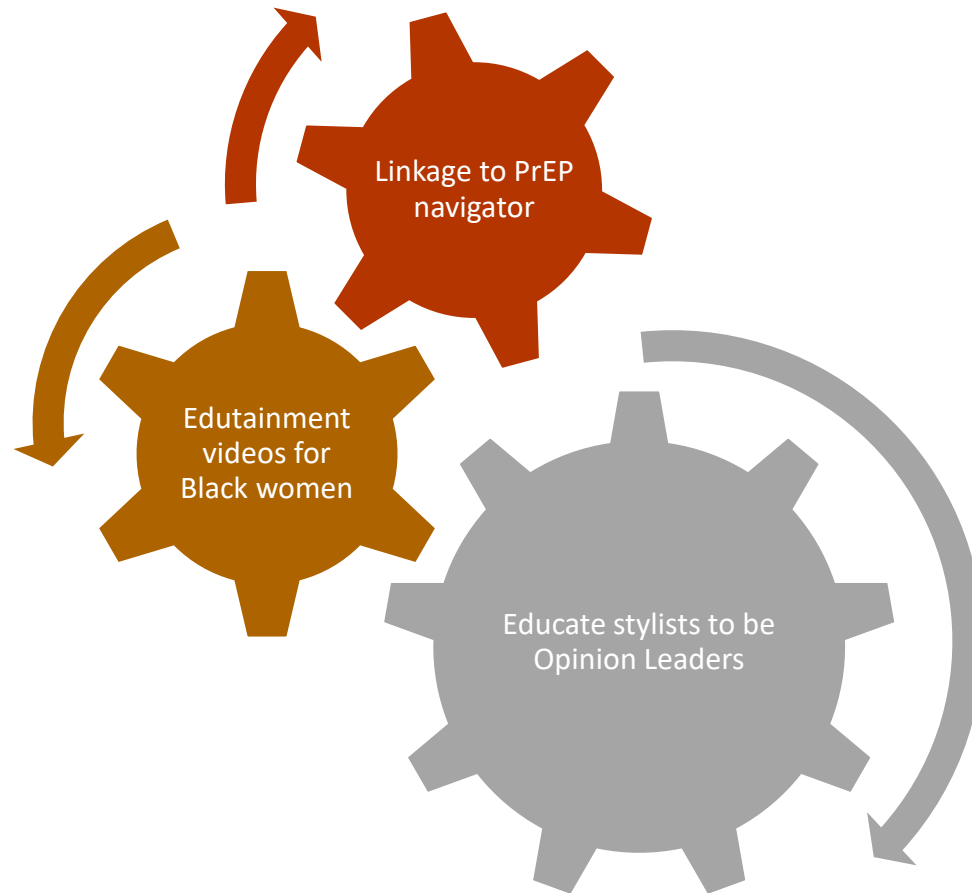
- “the process of working collaboratively with groups of people affiliated by geographic proximity, special interests, or similar situations with respect to issues affecting their well-being”
- PARTNERS
  - **P** people centered
  - **A** advised by the people
  - **R** relationship focused
  - **T** trust
  - **N** not transactional
  - **E** equal partnership
  - **R** reciprocal (bi-directional)
  - **S** share what you learn



Ferré CD, Jones L, Norris KC, Rowley DL. The Healthy African American Families (HAAF) project: from community-based participatory research to community-partnered participatory research. *Ethn Dis.* 2010 Winter;20(1 Suppl 2):S2-1-8. PMID: 20629240; PMCID:PMC3791221.

- <https://www.theheatlab.org/updos>

# 3-Part Intervention

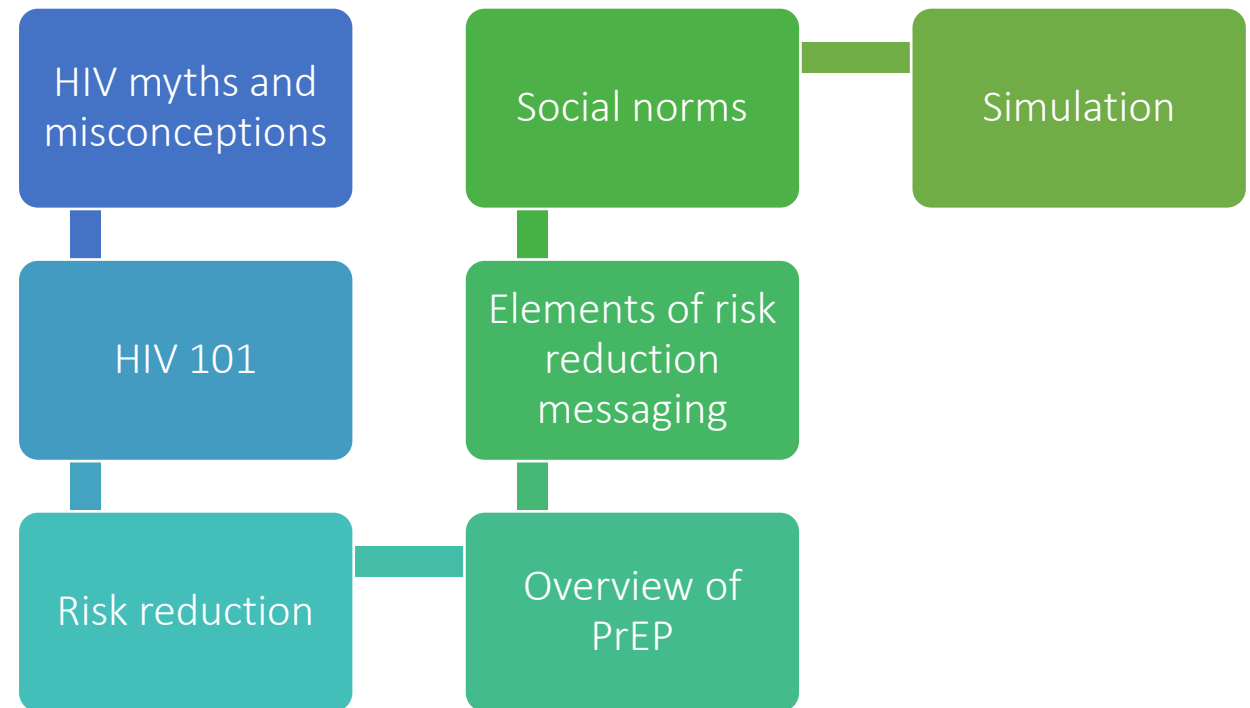


- Culturally-relevant
- Accessible
- Real world delivery
- Capacity to reach social networks
- Sustainability
- **AIMS**
  - Increase knowledge
  - Decrease stigma
  - Increase uptake

# Opinion Leader Workshop for Stylists



- 2-part workshop
- 2 hours in length
- Based on dUp!
- Continuing education credit



**Ask  
Me  
About  
PrEP.**



# Stylists Post-Training (n=19)

- Moderate to high levels of medical mistrust.
- High knowledge scores.
- Moderate attitudes toward HIV's larger impact on the community.
- High to very high commitment to advocacy
- High willingness to serve as opinion leader

“Great conversations, I learned a lot. Being comfortable with open conversation was the best”

“She [trainer] was transparent. Myths busted. I gained knowledge and confidence.”

“It was easy, straightforward, and informative. It was broken down in laymen terms and anyone would understand the importance to take care of yourself and ways to prevent HIV.”




# Edutainment Videos for Women Customers



# Access to PrEP Navigator

- Provide PrEP education and counseling
- HIV Testing
- PrEP access
- Referral to PrEP locator

PrEP Locator  Find Your Provider

[About Us](#) [About PrEP](#) [Locator Data](#) [FAQ](#) [Add Provider](#) [Add Locator To Your Site](#) [Contact](#)

Zip code or full address

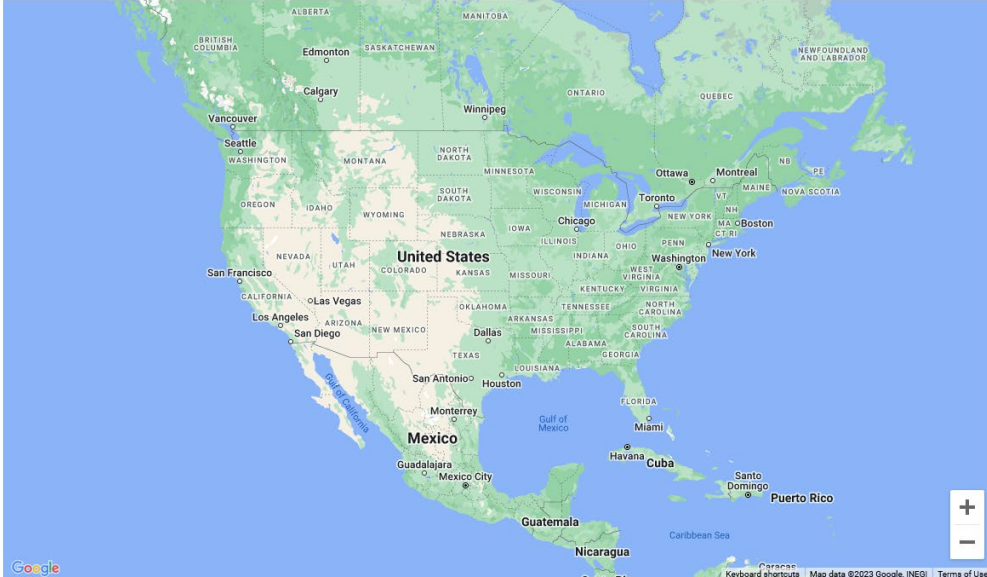
PrEP for uninsured

PrEP access assistance

Unable to detect your current location.

[Add PrEP Locator to Your Site](#)

[Suggest a provider for the directory](#)



CREATED BY:  EMORY UNIVERSITY  POWERED BY: NPIN

[Suggest A Provider](#) | [Privacy Policy](#) | [Terms of Use](#)

# UPDOs Results

- Pretest / posttest surveys
- Black cisgender women (n=44).
- PrEP knowledge
- PrEP awareness
- PrEP Stigma
- Trust
- Intention.

Table 1. Demographic Characteristics

Characteristics	N=44 <sup>1</sup>
<b>Age (years)</b>	42 (9)
<b>Race</b>	
Black or African American	38 (86%)
African	4 (9.1%)
Multiracial	2 (4.5%)
<b>Ethnicity Hispanic/Latinx</b>	1 (2.3%)
<b>Sexual Orientation</b>	
Heterosexual	39 (89%)
Homosexual	2 (4.5%)
Bisexual	2 (4.5%)
Queer	1 (2.3%)
<b>Transgender</b>	0 (0%)
<b>Marital Status</b>	
Single, never married	16 (36%)
Married or cohabitating	20 (45%)
Divorced	8 (18%)
<b>State</b>	
North Carolina	39 (89%)
Florida	3 (6.8%)
Virginia	1 (2.3%)
Ohio	1 (2.3%)
<b>Highest Education Level Completed</b>	
High school diploma or GED	1 (2.3%)
Some college	11 (25%)
Associate's Degree	8 (18%)
Bachelor's Degree	12 (27%)
Graduate Degree	12 (27%)
<b>Annual Household Income</b>	
< \$20,000	3 (6.8%)
\$20,000-\$34,999	4 (9.1%)
\$35,000-\$49,999	9 (20%)
\$50,000-\$74,999	11 (25%)
\$75,000-\$99,999	7 (16%)
> \$100,000	10 (23%)

Note. <sup>1</sup>Mean (SD); n (%)

# UPDOs Results

Table 2. PrEP Knowledge & Awareness, Stigma, and Trust Change

Measures	Mean (SD) n = 44		Mean difference (95% CI)	t-statistic (df)	P-value <sup>a</sup>
	Pre	Post			
<b>Knowledge &amp; Awareness</b>	3.07 (2.2)	5.86 (2.1)	2.8 (2.04, 3.55)	7.47 (43)	< 0.001*
Aware/unaware	1.7 (2.2) <sup>b</sup>	3.8 (2.3) <sup>c</sup>	2.3 (0.68, 3.46)	3.01 (42)	0.004 <sup>d*</sup>
<b>Stigma</b>	2.84 (0.8)	2.78 (0.7)	-0.06 (-0.29, 0.17)	-0.5 (43)	0.620
User stereotype	2.88 (1.1)	2.97 (0.9)	0.09 (-0.25, 0.44)	0.53 (43)	0.597
Disapproval by others	2.76 (0.8)	2.46 (0.8)	-0.3 (-0.53, -0.08)	-2.71 (43)	0.01*
<b>Trust</b>	78.3 (19)	90.0 (18)	11.6 (6.84, 16.35)	4.92 (43)	< 0.001*
Medication	19.7 (7.2)	27.2 (8.2)	7.5 (5.12, 9.88)	6.35 (43)	< 0.001*
Provider	58.7 (16)	62.8 (13)	4.09 (0.48, 7.70)	2.29 (43)	0.027*

Note. <sup>a</sup>Paired *t*-test. <sup>\*</sup>Statistically significant. <sup>b</sup>n = 21. <sup>c</sup>n = 23. <sup>d</sup>Independent *t*-test.

# Lessons Learned

- ❖ Black women want to be engaged in conversations about sexual health
- ❖ Edutainment videos well received. Timing, production, and delivery are important.
- ❖ PrEP navigation in this community may need alternative
- ❖ Academic and community partnerships
- ❖ Reframe risk messaging

# Next Steps

- ❖ Sustainability and scalability of the stylist training across the US south
- ❖ Use feedback to make minor changes to videos.
- ❖ Consider other methods of PrEP access
- ❖ Policy and procedures
- ❖ Engage providers in reward-based messaging



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