

**AIDS  
2020**



**23RD INTERNATIONAL AIDS CONFERENCE**

**VIRTUAL**

**6 - 10 JULY 2020**

# Bringing PrEP closer to home: Why diversifying service models matters

AVAC, PATH, International AIDS Society (IAS)



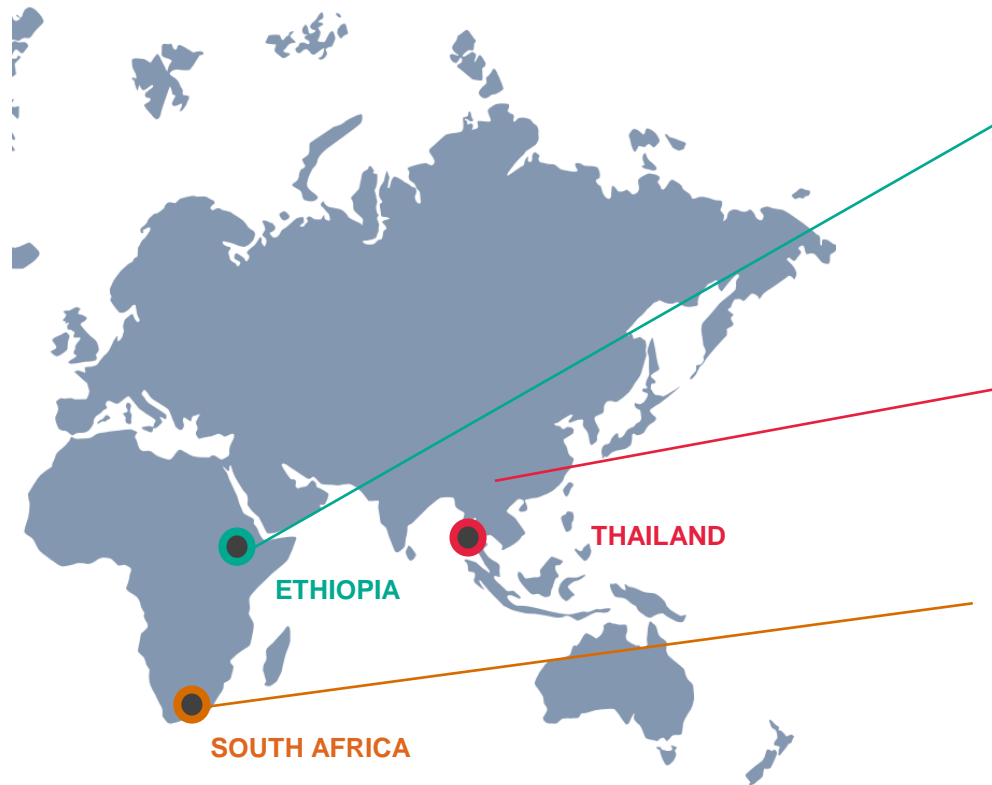
# Key takeaways from the pre-recorded session

Dr Anna Grimsrud

International AIDS Society

# Pre-recorded session

Available on demand now



**Peer-led approaches for reaching female sex workers with PrEP in Ethiopia**, Fethia Keder, PSI

**Bringing PrEP to key populations in Thailand**, Nittaya Phanuphak, Institute of HIV Research and Innovation

**Taking PrEP online: Project PrEP in South Africa** – Saiqa Mullick, Wits Reproductive Health Institute

# Building blocks for differentiated PrEP

*Adapting the when, where, who and what*

Longer PrEP refills with less frequent clinical monitoring

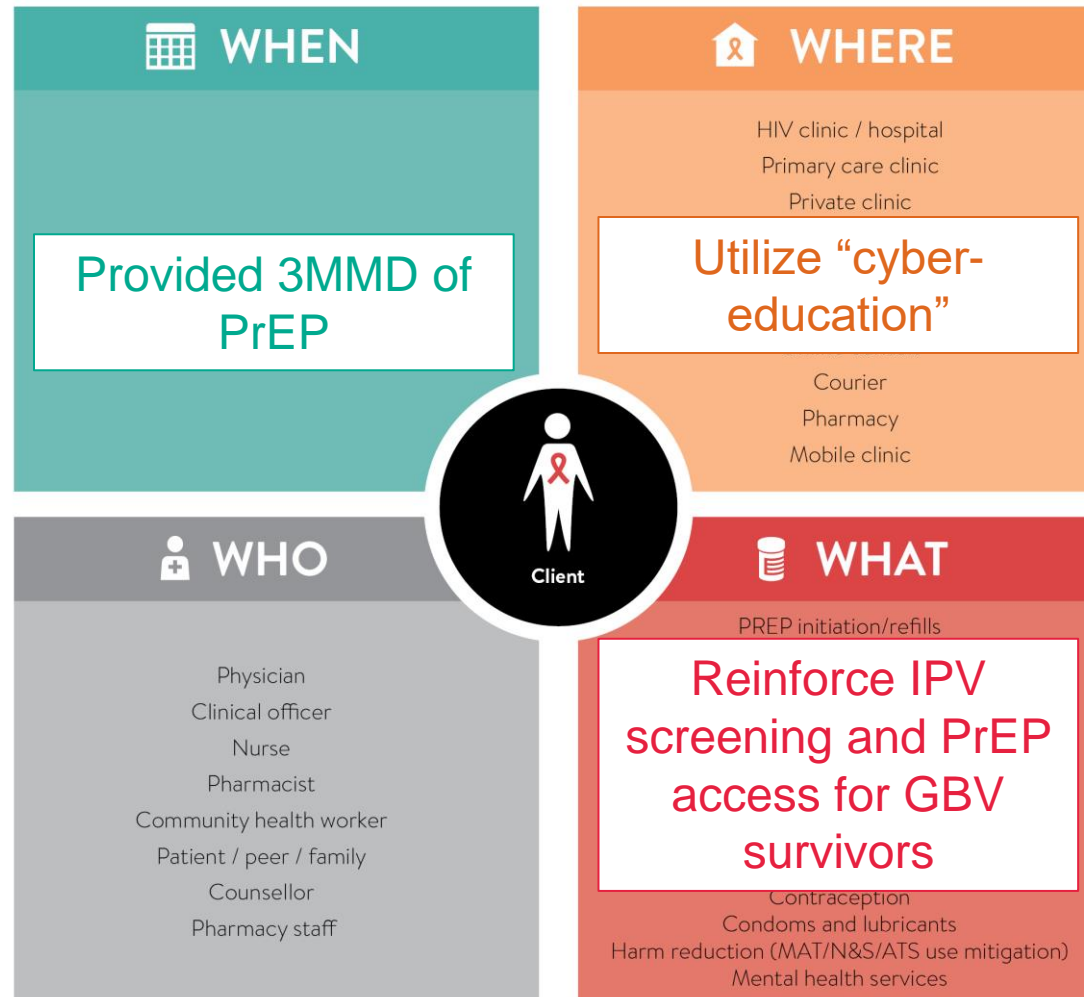


Decentralized and closer to home (e.g. drop-in centers, community-led)

Support by peers, experts clients, nurses

PrEP refills and comprehensive health services

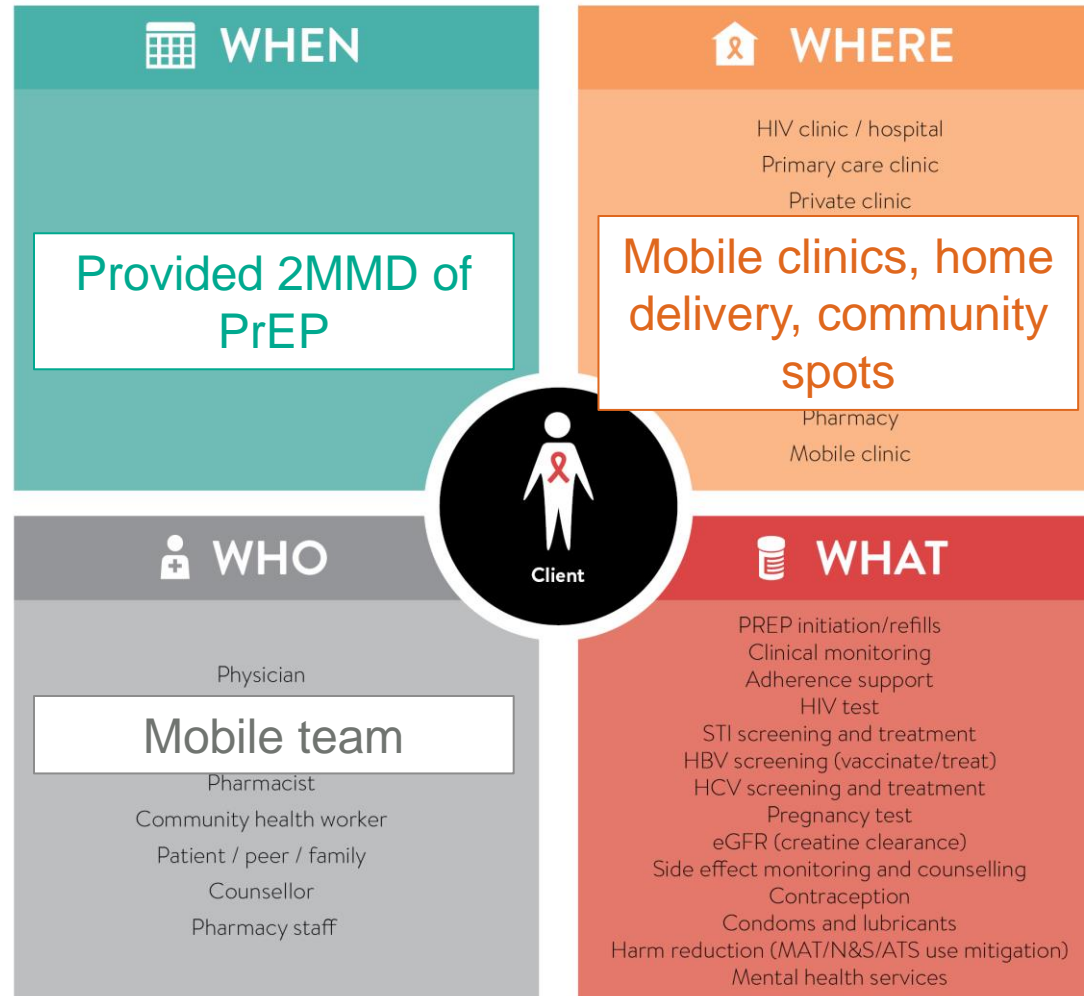
# PSI – Female sex workers in Ethiopia



# IHRI – Princess PrEP in Thailand

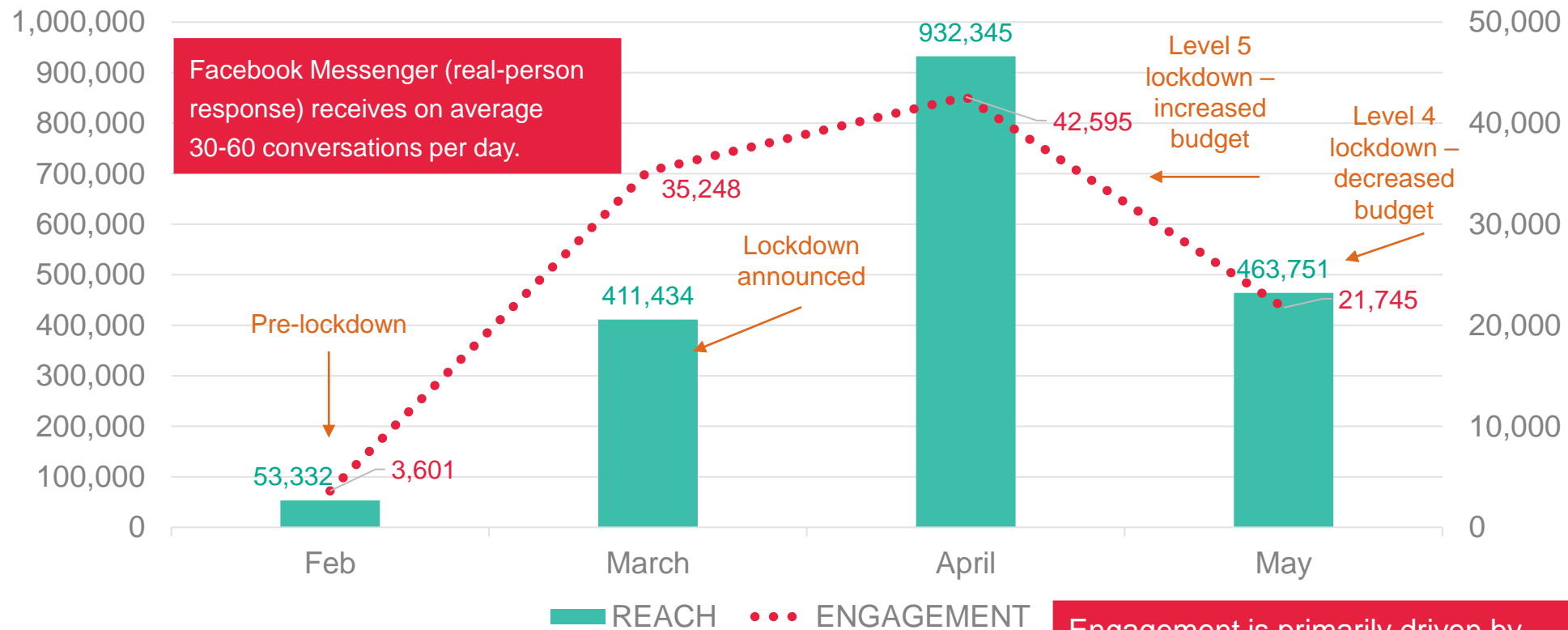


# Wits RHI – Project PrEP in South Africa



# Doubled social media efforts, innovations across different platforms

MyPrEP Social media: Facebook, Twitter, Instagram



Currently, the chat bot living on MyPrEP Facebook page and website has approx. 5 000 conversations per month with a 85% positive feedback rate – dependent on boosting budget!

Engagement is primarily driven by users reaching out to the project which demonstrates online interest:

Slide courtesy of Saiqa Mullick's pre-record

**In the rush to return to normal,  
use this time to consider which  
parts of normal are worth  
rushing back to.**

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**Thank you**