

# STRATEGIES TO ENGAGE CIS-BLACK WOMEN IN PrEP

**MY RECOMMENDATIONS AS A COMMUNITY  
HEALTH WORKER (...and cis-black woman)**

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# ABOUT SISTERLOVE, INC



- Established in 1989
- 2 locations: Atlanta, GA and Johannesburg, South Africa
- The oldest women-centered HIV and sexual & reproductive justice advocacy organization in Atlanta and the Southeast
- We provide free HIV/STI/Pregnancy testing and prevention counseling, peer-led support groups, community-based research, advocate for reproductive justice, and engage in policy, advocacy, and mobilization efforts
- [www.sisterlove.org](http://www.sisterlove.org)





# THE TRIBULATIONS OF BEING A BLACK WOMAN

 **01** 

**LACK OF ACCESS**

 **03** 

**PROVIDER MISTRUST**

 **05** 

**OTHER OBLIGATIONS**

 **02** 

**(STRUCTURAL) RACISM**

 **04** 

**LACK OF REPRESENTATION**



▲▼▲ 01 ▲▼▲

# LACK OF ACCESS





# **LACK OF ACCESS**

**No facilities in the area**

**Insurance issues**

**Limited/no transportation**



**Lack of  
awareness/availability**

**Limited office hours**

**Limited finances**



# STRATEGY 1



- Ensure central location or multiple locations
- Provide free transportation to and from PrEP related appointments
- Have a PrEP navigator(s)
- Consider mobile clinic/house visits
- Ensure visit is coded correctly
- TelePrEP
- PrEP outreach (social media, billboards, radio, churches, “black” events, awareness events, community testing)
- Offer same day PrEP, if possible
- Offer medication delivery
- Extend hours/weekend availability
- Only request labs that are absolutely needed (stay current with PrEP guidelines); utilize free testing services when possible
- Intentional advertisement of PrEP availability at health center



▲▼▲ 02 ▲▼▲

# **(STRUCTURAL) RACISM**





# **(STRUCTURAL) RACISM**

**Subpar facilities**

**Inadequate insurance**

**Racist/prejudiced  
staff**

**Burdensome  
policies**



# STRATEGY 2

- Uphold the same quality of care and standards as any other medical office
- Appearance and safety of your facility matters
- Be mindful of your policies within your center; advocate for fair and just policies outside of your center
- Suggest SFS, even if insured, to cover any uncovered service
- Culture sensitivity training for staff



▲▼▲ 03 ▲▼▲

# PROVIDER MISTRUST





# **PROVIDER MISTRUST**



**Personal experience**

**Historical abuse**

**Not enough  
information about  
PrEP**

**No black  
staff/unfriendly staff**



# STRATEGY 3



- The patient is the expert of their health. Utilize motivational interviewing.
  - Take advantage of HIV/STI testing and family planning appts
  - Listen
- Build trust/rapport
- Employ black, relatable staff (front desk, clinical, leadership)
- Ensure PrEP information is available in waiting/exam rooms
- Be willing and able to answer questions (provider/PrEP navigator)
- Providers need to participate in community events
- Just enough cultural competency and a big heap of cultural humility
- Check your implicit biases
- Practice patience. Offer alternatives for safer sex if PrEP is not of interest.





04



# LACK OF REPRESENTATION





# **LACK OF REPRESENTATION**





**Staff**

**Advertisements**

**PrEP users**



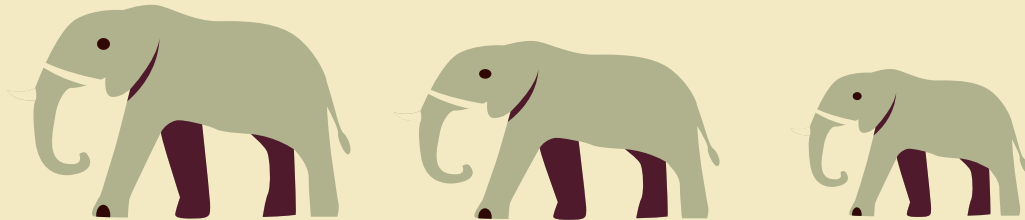
# STRATEGY 4


- 
- Utilize PrEP materials that showcase black women
  - Check your facility's advertisements
  - Peer specialist?
  - Employ black, relatable staff (front desk, clinical, leadership)
  - If you are already prescribing a black woman PrEP, empower her to attend community events/influential spaces and provide compensation for her time and expertise
- 




▲▼▲ 05 ▲▼▲

# COMPETING OBLIGATIONS





**"Prevention is expensive. I mean...not preventing is more expensive. But you know preventative care just seems like a luxury when you don't have any money, because it's like you know, I can put that off for six months, because you know that copay might be like \$35, \$50" (Georgia, focus-group discussion, mixed age group).**



# COMPETING OBLIGATIONS



**Tight budget**



**Caregiving**

**Work**

**School**



# STRATEGY 5

- 
- Have unconventional office hours (before or after typical hours & weekends)
  - Childcare during appointment
  - Education about PrEP assistance/ACA laws
  - Home visits/mobile clinic
  - TelePrEP/virtual appointment
  - Utilize free testing services when available/only order necessary labs
  - Utilize online PrEP resources (ex. Sistr)
- 



# CONCLUSION



- Cultural humility is of absolute importance when engaging black women.
- Acceptance does not equal inclusion and inclusion does not mean exclusion.
- Don't target us...include us.



What?

This event is to raise awareness of PrEP (pre-exposure prophylaxis), a pill to prevent people at risk from getting HIV from sex or injection drug use...and of course to also take selfies and eat free Chick-fil-A.

When?

Tuesday, November 2, 6-9 pm

Where?

321 Selfie | 170 W. Evans St.

Free Ride?

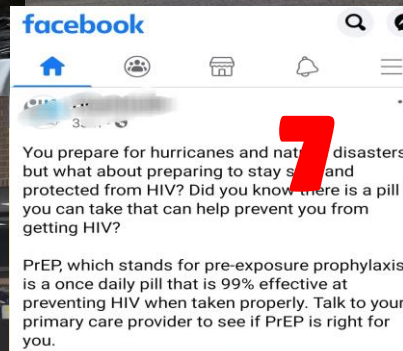
Free transportation will be provided through the PDRTA from FMU's housing office  
Be at the housing office by 5:30 pm

Free Food?

Free Chick-fil-A boxes

Partners

## COMMUNITY AWARENESS



# PICTURE CONTEXT

1. Flyer for PrEP awareness event at 3-2-1 Selfie. At that time (2021), selfie museums were really popular. Free: transportation, food, entry. **Target population:** teens/young adults
2. PrEP table at First Friday at Francis Marion University (FMU). First Friday is a party for students the first Friday of each semester; food trucks/vendors & music. Campus groups & community orgs are represented along the sidewalk. **Target population:** young adults
3. PrEP table at one of our service facilities. Free HIV testing. **Target population:** community
4. My favorite pic! My former manager engaging with youth at Claflin and South Carolina State while we had a PrEP table there. **Target population:** young adults & community
5. Our station at our PrEP week awareness event. Other stations included information about: mental health, sex trafficking, young adult clinic, ovarian cancer, new patients, voter registration. Free HIV/Hep C testing. Free food and giveaways. **Target population:** community
6. Provider talking with student about PrEP and diabetes during our game night at FMU. Free food. **Target population:** young adults
7. Facebook ad about PrEP. **Target population:** 18-40 y.o. in all service areas
8. Banner-up in one of our facilities. A banner-up was present at every satellite office. **Target population:** patients



# Thanks!

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