

# Diffusion of Pre-Exposure Prophylaxis (PrEP) among African American MSM

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# Background

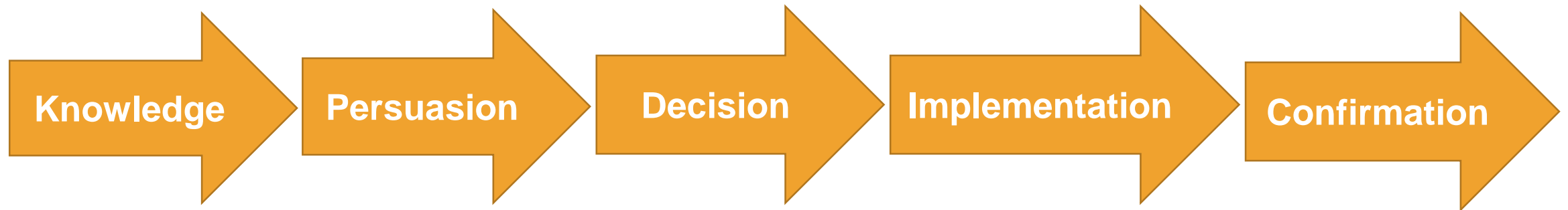
- Pre-exposure prophylaxis (PrEP) is a powerful HIV prevention tool, but is not reaching high-risk populations in the US including young African American men-who-have-sex-with-men (AAMSM)<sup>1</sup>
- PrEP use among MSM remains low (2-12%)<sup>2-7</sup>

# Background

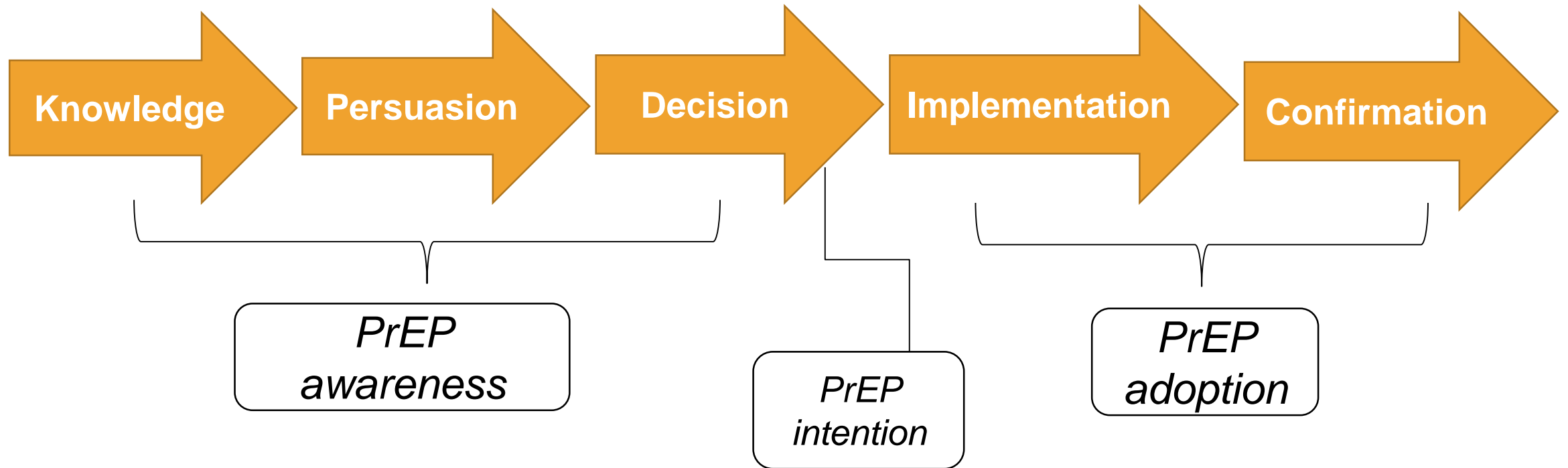
- Despite efforts to disseminate PrEP among MSM, we are still early in the diffusion process
- Lack of theoretical framework to guide improvement of PrEP adoption among AAMSM

# Diffusion of Innovations Theory

**Diffusion:** process in which an innovation is communicated through certain channels over time among members of a social system<sup>8</sup>



# Diffusion of Innovations Theory







**What individual-level factors facilitate progression across stages?**

# PrEP and Stigma

- Stigma related to PrEP is multifaceted and disproportionately impacts communities of color<sup>9-15</sup>
- Young AAMSM often face particularly high levels of social stigmatization<sup>9,10</sup>
- Influence of stigma at each stage of PrEP diffusion among young AAMSM not well understood

# Current Study

1. Apply Diffusion Theory to examine the process of PrEP diffusion among a sample of young AAMSM in Chicago
2. Identify correlates of PrEP awareness (  )  
and PrEP adoption (   )
3. Examine factors related to different levels of readiness for PrEP among men who are aware but haven't adopted (  )

# Methods – Dependent Variables

	PrEP Awareness	PrEP Adoption
<i>Item</i>	“Have you heard about PrEP, a medication that will help prevent you from getting HIV?”	“Are you currently taking PrEP?”
<i>Coding</i>	0 = Unaware 1 = Aware	0 = Not adopted 1 = Adopted



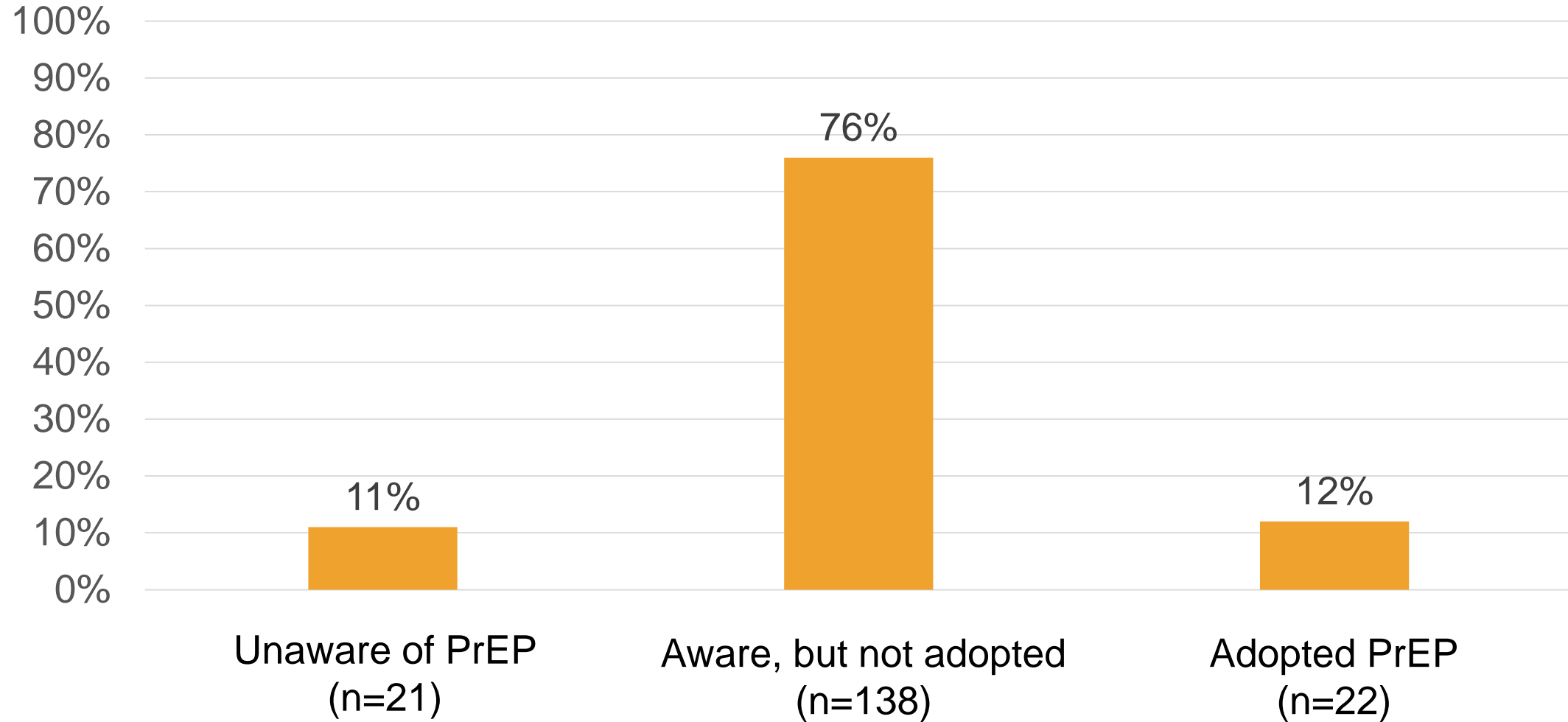
# Methods – Independent Variables

- **HIV Testing Stigma:** composite scale of 4 items (Fortenberry adapted;  $\alpha = .71$ )
  1. *“Getting tested for HIV would make me feel ashamed.”*
  2. *“I would feel embarrassed if a doctor asked me if I needed an HIV test.”*
  3. *“Getting tested for HIV would make me feel like I failed to take care of myself.”*
  4. *“I would find it embarrassing to ask for an HIV test.”*
- **HIV health literacy** (e.g. *“If a man has some risk for getting HIV from sex or drug use, how often should he get tested [in a year]?”*)
- **Sexual risk:** URAI last year
- **HIV testing history** (*“Have you ever been tested for HIV?”*)
- **Socio-demographics:** education, employment, insurance coverage

# Methods - Analyses

1. Multivariate logistic regression models to identify correlates of PrEP awareness and adoption
2. Descriptive coding for perceptions of PrEP's key characteristics → used to stratify men in the Persuasion stage by level of readiness to adopt PrEP
  - Bivariate analyses to identify correlates

# Results



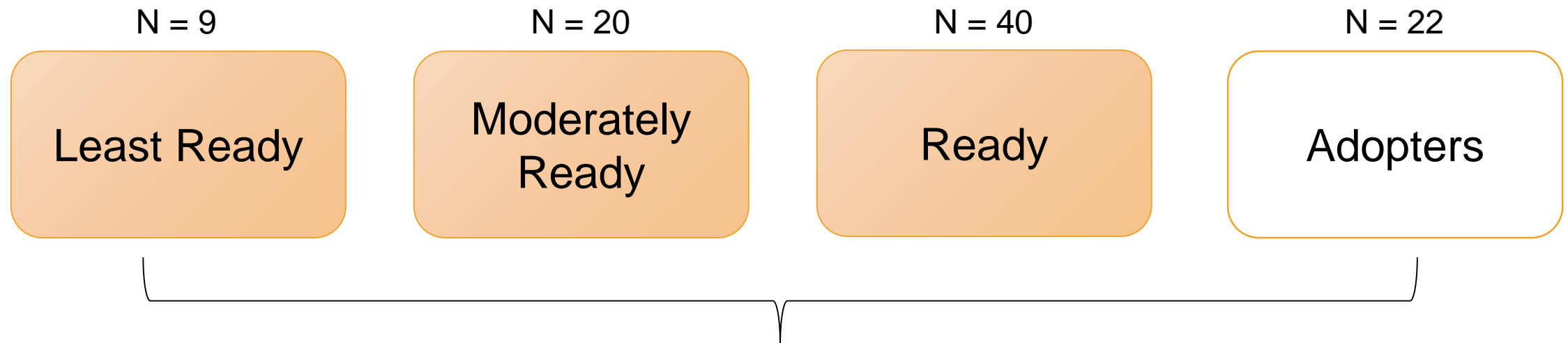
# Results

<i>Independent variables</i>	<b>PrEP Awareness</b>		<b>PrEP Adoption</b>	
	<i>Bivariate p-value</i>	<i>Regression OR (SE)</i>	<i>Bivariate p-value</i>	<i>Regression OR (SE)</i>
<b>Social stigma</b>	.03	.49 (.18)*	ns	--
<b>HIV health literacy</b>	.02	1.35 (.25)*	ns	--
<b>Education</b>	ns	--	.05	2.43 (1.18)*
<b>Insurance coverage</b>	ns	--	.05	.25 (.18)*
<b>Sexual risk</b>	ns	--	.10	2.89 (1.61)*

\*p < .05

# Results

## Persuasion stage analysis



Significant correlates:

- Sexual risk
- Education

**HIV testing stigma did not differentiate men in the Persuasion stage**

# Discussion

- Majority of the sample is in the Persuasion stage (aware but not adopted). Approximately 1 in 8 AAMSM report current PrEP use.
- Greater levels of social stigma are associated with less PrEP awareness, controlling for HIV health literacy.
- Stigma does not differentiate men in the Persuasion stage, or adopters from non-adopters.

# Discussion

- Diffusion theory can be tailored to fit the unique dynamics of different innovations.
- The influence of HIV- or sexuality-related social stigma may be most salient in earlier stages of PrEP diffusion.
- Interventions must include uniquely targeted strategies to mitigate stigma and facilitate retention of PrEP-related information among young AAMSM.

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# Questions?

Thank you!

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