



Final Report

Please answer all sections below and **ensure the application is type written**. If you have any questions about the final report form, please email grants@gilead.com

Section A	Organization & Project Information
Organization Name	AIDS Foundation Houston, Inc.
Gilead Grant Number	GPR-55415
Email Address	PatelisM@afhouston.org
Project Title	Pre-Exposure Prophylaxis (PrEP) Education
Grant Implementation Period	February 1, 2015 – December 31, 2015
Budget Status (Were all Gilead grant funds expended? If no, please indicate the reason/s?)	Yes
Section B	Final Report Information

1. Were all of the project goals and objectives, as described in the grant proposal submitted to Gilead, achieved? Please provide a detailed description including examples.

Microsite & Advertising Via Smartphone Applications

AFH is pleased to report that its PrEP digital marketing campaign was an overwhelming success. Through focused, relevant digital marketing deployed via in-app advertising, over a 1,000,000 individuals were exposed to PrEP through advertising impressions, exceeding the grant's original expectations 25,000 impressions. Additionally, over 4,000 were directed to a microsite dedicated to PrEP awareness and education.

Campaign Design & Concept

AIDS Foundation Houston, Inc. (AFH) engaged a communications firm that was culturally competent and well versed in HIV/AIDS work for this initiative. Courtenay Siegfried, Vice President of the Houston communications agency 20K Group, was chosen to work directly on the campaign with AFH because of her extensive work in HIV/AIDS, which includes prevention and stigma reduction. Her communications expertise and added experience in the HIV/AIDS field made her an effective partner in developing and executing an innovative and integrated digital marketing campaign.

To begin this process, market research was conducted through in-depth, one-on-one interviews with MSMs within the aforementioned age group. Based on feedback during the interviews, three campaign concepts were designed to communicate the program's messages and presented to AFH. Market research suggested that relatability and sexually appealing imagery were key factors in attracting viewers' attention. Therefore, a campaign concept ("Get in bed with PrEP") featuring two African American MSM in bed was selected, staged, photographed, and designed to be suggestive enough to compete with in-app imagery, while peaking interest in PrEP and linking to the program microsite (www.whyprep.org). Since MSMs of color are difficult to find among stock photo suppliers, AFH organized its own photo shoot with award-winning photographer Trish Badger and models who reflect the campaign's target audience.

Campaign Platforms

Market research revealed that the most popular and heavily utilized dating sites for Houston area MSMs of color were Jack'd, Grindr, and Boy Ahoy. Based on the criteria of alignment with target demographic (MSM of

colors; ages 18-29), breadth of audience reach, and affordability, it was determined that placing all program ad buys in Jack'd and Grindr would be the most effective use of resources. The initial campaign of banner and interstitial ads ran for six weeks on Grindr and four weeks on Jack'd between October and December 2015. Due to the success of the initial buy and the increased dating app traffic during the holidays, the team opted to place an additional two-week ad buy on Jack'd in late December/early January.

The geolocation function of the mobile applications added another layer of outreach to MSM of color within Strategic AIDS Focused Emergency Response (SAFER) locations and within the immediate proximity of our mobile testing unit. Through strategic outreach messages, AFH notified individuals utilizing the app of the prevention outreach team's location and encouraged them to come to the mobile unit. Once they arrived at the location, AFH's prevention team provided condoms and PrEP educational materials, as well as linked interested individuals into care at one of the many Federal Qualified Health Centers throughout Houston.

Campaign Effectiveness

The proposed goal of the PrEP marketing campaign was to bring awareness of PrEP to 25,000 individuals from target populations. After an initial testing period, results from website analytics were analyzed to adjust the campaign strategy to maximize the return on investment. Illustrated in the chart below, the projected goal of 25,000 impressions was exceeded by a factor of 47. Of the 1.2M+ ad impressions, over 4,000 individuals were motivated to click through and receive additional information about PrEP.

In-App Advertising Results

Mobile Application	Impressions	Clicks to Microsite	Click Through Rate
Grindr	287,843	1,554	.54%
Jack'd I*	465,906	1,642	.35%
Jack'd II	407,883	1,088	.27%
Total	1,161,632	4,284	Avg .39%

Microsite

AFH's internal webmaster launched a multi-page microsite (www.whyprep.org) in October. The microsite serves as an online resource for those interested in learning about PrEP. Relevant information on the microsite included locations for PrEP providers, tips for appropriate PrEP usage, and information about PrEP costs and medication assistance programs. Other pages included PrEP FAQs, scientific studies about PrEP, myth busters and basic information about the prophylaxis. Content is both original and supplemented from existing resources, such as whatisprep.org and the CDC. "Get in Bed with PrEP" original campaign photographs were utilized on the microsite to reinforce the campaign's brand.

Microsite – Google Analytics Results

www.whyprep.org

- **Page Views:** **4,028**
- **Sessions:** **7,237**
- **% of Visitors 18-34:** **48%**
- **Avg. Session Duration:** **116.23**
- **Unique Visitors:** **3,489**

Strategic Outreach

As outlined in our application, AFH has a history of outreach efforts targeting high-risk populations across multiple venues in the community. This embedding in the community provided a solid platform for the seamless introduction of PrEP education in preexisting educational programs. Via community-based outreach efforts at special events, during AFH community testing events, and outside popular Houston clubs, PrEP education tools (PrEP facts and locations for PrEP treatment) were disseminated along with condom packs. Outreach venues and events were chosen on the basis of their popularity with the target population of men who have sex with men (MSM) of color, ages 18-29 years old, as well as their proximity to areas of high HIV incidence. For example,

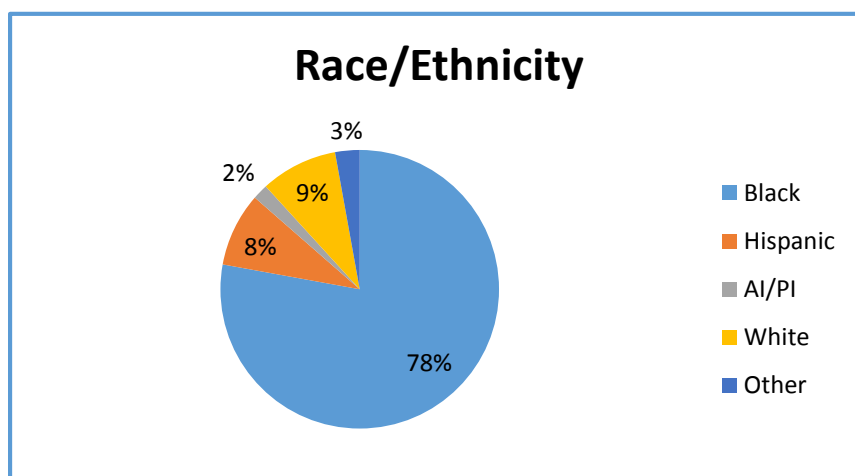
AFH participated in *Splash*– the largest urban LGBT event in the Southern United States–with the distribution of PrEP educational materials and HIV testing. Through these events, AFH distributed education to over 100 MSM.

Support Groups and Education Programs

Starting in the fall of 2015, AFH provided educational programming for local institutions, including the University of Houston (UH) and Houston Community College. PrEP education was included in campus events, health fairs, and events hosted by the LGBT Alliance at UH. PrEP education was also incorporated into AFH-organized support groups via presentations including PrEP 101, an overview of PrEP’s science, a Q&A session, and PrEP-related resources.

Through support groups, education programs, and outreach efforts, the agency promoted awareness of and distributed education about PrEP to nearly 2,200 individuals, including direct education to 1,700 clients, as well as indirect community outreach to another 500 individuals. This fell slightly short of goal of reaching 3,500 individuals through in-person PrEP education; however, this was a strategic decision made to more effectively engage the target populations via methods most comfortable to them. (See explanation below.)

The race/ethnicity for those who participated across these efforts was collected through voluntary surveys, and is reflected in the chart below. Please note that the “Other” category represents individuals who indicated multiple race/ethnicities:



PrEP Education Curriculum

The development of a peer education model did not occur due to challenges in engaging the target population with traditional support groups. (See explanation below.)

2. Were there any unexpected challenges that impacted the ability to implement the grant project? If yes, how did you overcome those challenges?

Challenges with Digital Marketing Campaign

Delays in the campaign development occurred due to difficulty finding imagery relevant to the target population of young MSMs of color. Since it was determined through focus groups that campaign effectiveness would rely on utilizing imagery that was relatable and sexually appealing, AFH and 20K Group decided to organize a photoshoot to create customized imagery for the campaign. The organization of this photoshoot with volunteers (to minimize creative development costs) took more time than originally anticipated and consequently, delayed the production of the creative materials. Given the success of the advertising and the positive feedback from the campaign, AFH would argue that the delay was well worth it.

Challenges with Strategic Outreach

Through the process of designing education and outreach efforts, AFH determined that in-person support groups may not be the most effective way to engage the target populations due to challenges with stigma and reticence to publically identify as MSM. AFH held three support groups with limited attendance and thus discontinued the

strategy. One possible reason for limited attendance is the AFH headquarters location. However, based on the results of the initial focus groups for this project, the primary reason this strategy was less effective than anticipated is because the target population of young MSM seemed to prefer engagement that was virtual, individual, and anonymous. This is also why developing a peer education model for PrEP was ultimately not possible. Naturally, this outcome could not have been determined until the project was initiated. In an effort to more effectively use resources, the AFH team discontinued the support group strategy and returned its focus to expanding outreach in the Montrose area.

Despite not quite achieving the in-person outreach goal of 3,500, we believe the undeniable success of the digital marketing campaign reveals a valuable lesson in how to best engage the target population of young MSMs of color.

3. Please describe the beneficial impact made on individuals or the community for which this grant was intended to support.

According to in-app advertising reports, 1,161,632 individuals were made aware of PrEP via ad impressions. Over 4,000 of those individuals clicked through to the website and spent more than a minute reviewing valuable information about PrEP. Additionally, another 2,200 individuals received PrEP education and informative materials in person.

A great deal of feedback was collected at the outset of the campaign through interviews and focus groups. Aside from the quantitative data (in-app advertising impressions and microsite analytics), AFH has received a great deal of feedback in response to the campaign. The ads generated phone calls and email requests for information from not only Houston, but also from around the state. AFH staff was able to assist individuals in locating PrEP resources in Houston, Dallas, San Antonio, and even Philadelphia. In some cases, emails inquiries inspired by the campaign resulted in one-on-one support and direct referrals to PrEP treatment providers like Legacy Community Health.

The short term outcomes of increasing awareness of PrEP across all genders, races, and sexual orientations, as well as increasing outlets by which individuals may receive PrEP education were both achieved. Given the interest in PrEP from the community following this campaign and AFH's referrals to AIDS service partners who offer PrEP treatment, it is reasonable to deduce that the long term outcome of increasing the number of MSM of color who use PrEP as a preventative measure was also achieved. This is a great step forward in achieving the additional long term goals of reducing the number of new HIV infections in the target populations engaging in high risk behaviors, as well as normalizing the use of PrEP as a preventative measure.

4. Please share any anecdotes or stories related to the grant project. For example, is there one memorable event or story that captures the benefits this grant had on the grant implementation team, the organization implementing the grant project, or the individuals or communities that benefited from this grant?

The men appearing in the "Get in bed with PrEP" ads have received an overwhelmingly positive response from their networks. One of the campaign models (who is active on Jack'd and Grindr) shares the ads extensively on his social media profiles and shares his experience being recognized from the campaign:

"...I've seen great responses...A lot of my friends, straight and gay, are asking about PrEP and the website."

"The ads are everywhere!!!!!"

"Sitting up here to get tested, #KNOWYOURSTSTATUS, and these boys are sitting here trying to act cool like they don't recognize me from my #PReP ad. Lol knowing I heard them say, "That's the guy from the PrEP ad" "No, it's not" "Go ask him" and I'm sitting here smirking and laughing on the inside."

Section C

Yes or No

Since Gilead awarded the grant, has your organization sought or secured additional grant funding for the on-going maintenance of this project?	No
Does your organization intend to repeat or expand the program for which funding was provided?	Yes
Do you anticipate re-applying to Gilead for a grant to support this same project?	Yes
Budget Reconciliation	
Please attach your original budget and numerically detail the expenses associated with each line item of your original budget.	
Section D	Acknowledgement Information
By entering my name below, I hereby certify that the above statements are true and correct to the best of my knowledge and agree that Gilead Sciences is able to publicly share the content included in this report.	
Name & Title	Date

AIDS Foundation Houston					
Gilead Foundation Comprehensive PrEP Education Program					
Allocation of Funds: Feb 1, 2015 - Dec 31, 2015					
<u>Budget Item</u>		<u>Proposed Allocation of Funds</u>	<u>Actual Allocation</u>	<u>Variance</u>	<u>% Variance</u>
Staff Costs					
Salary		\$51,200.00	\$51,750.14	(\$550.14)	-1%
Workshops/Training		\$0.00	\$1,199.45	(\$1,199.45)	N/A
Total Staff Costs		\$51,200.00	\$52,949.59	(\$1,749.59)	-3%
Operational Costs					
Local Social Media Marketing and Promotion of PrEP		\$25,000.00	\$24,500.00	\$500.00	2%
Travel		\$1,500.00	\$488.47	\$1,011.53	67%
Supplies and Materials		\$3,500.00	\$3,625.78	(\$125.78)	-4%
Food for Support Groups		\$1,000.00	\$1,500.00	(\$500.00)	-50%
Total Operational Costs		\$31,000.00	\$30,114.25	\$885.75	3%
Infrastructure Costs					
Netbooks and Monthly Service Costs		\$2,000.00	\$1,136.16	\$863.84	43%
Total Infrastructure Costs		\$2,000.00	\$1,136.16	\$863.84	43%
Total Program Costs		\$84,200.00	\$84,200.00	\$0.00	0%

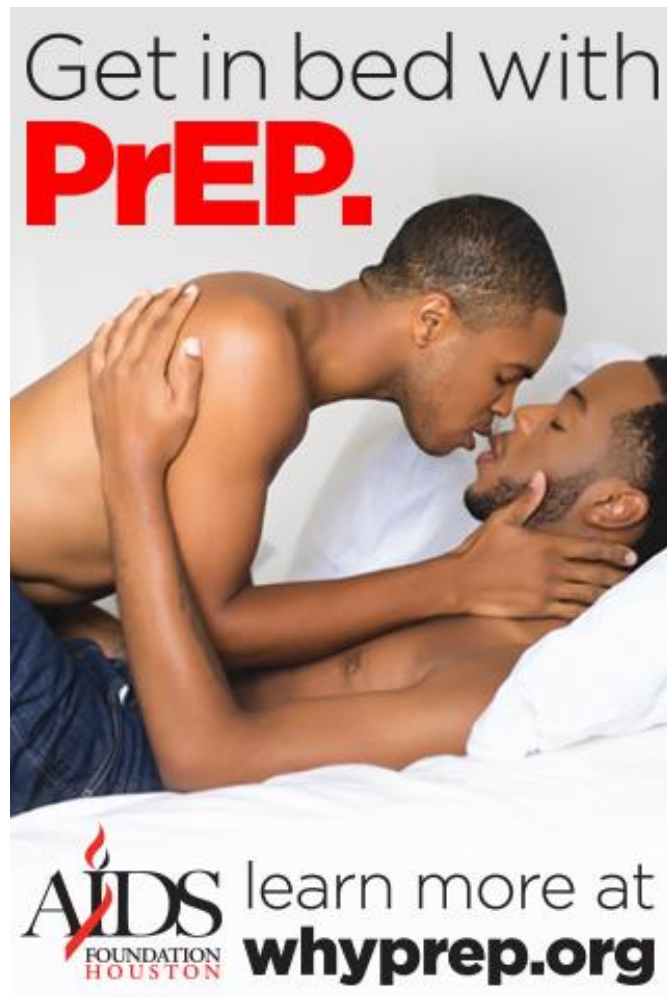
Notes on Budget

Additional staff support from an intern was not needed to run the program due to the highly engaged communications firm.

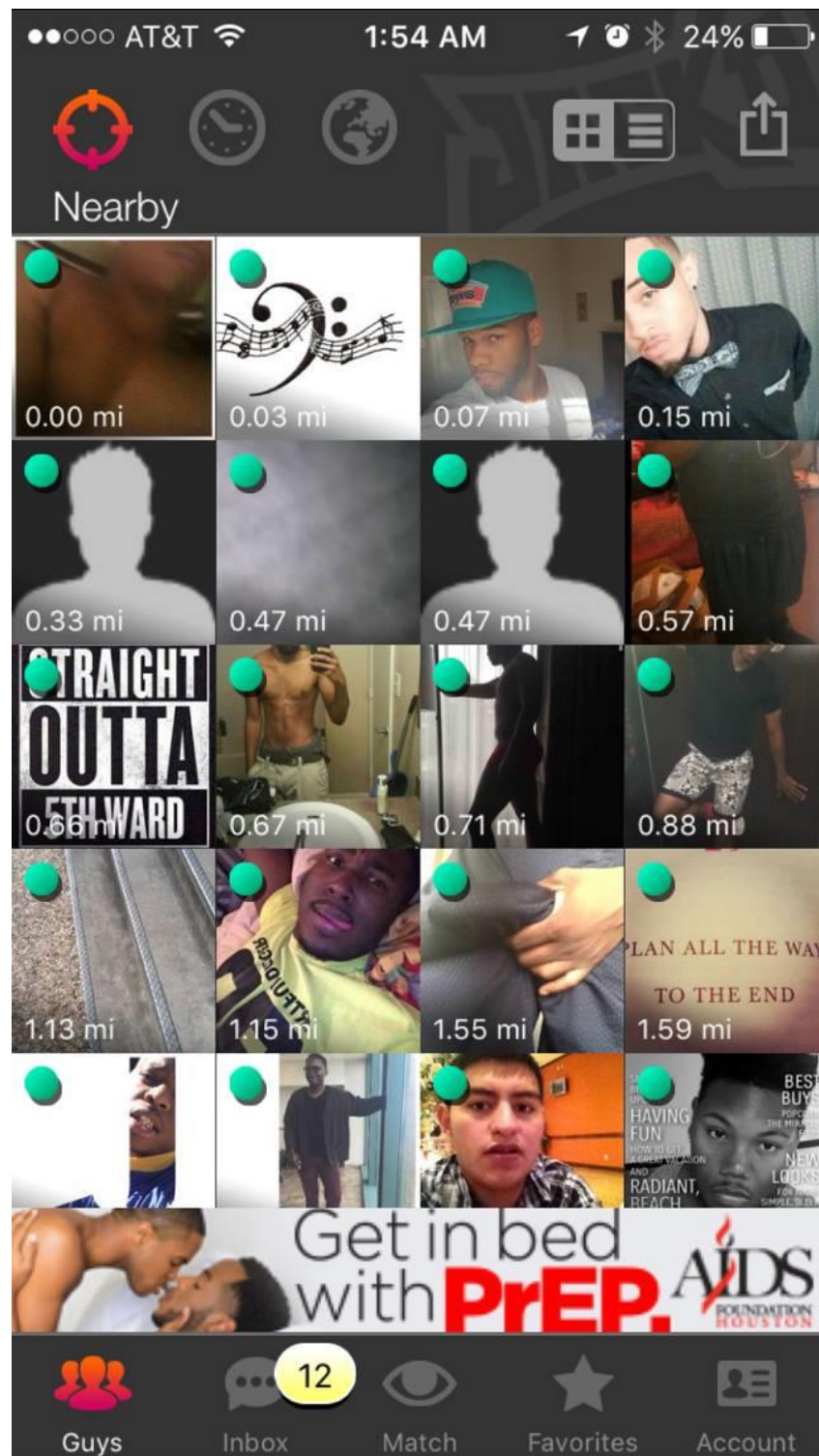
In the final accounting for funds, you will see the program under budgeted by \$500 in the "Food for Support Groups" line item. We moved funds from the "Supplies and Materials" line item to cover this cost. AFH found that the cost to provide food for the support groups cost more than planned

For the advertising campaign, the contracted marketing firm was able to secure an award-winning photographer, Trish Badger, to bring the "Get in Bed with PrEP" creative concept to life. This saved the organization approximately \$4,500.

Examples of AIDS Foundation Houston's "Get in Bed with PrEP" campaign ads:



Examples of AIDS Foundation Houston's "Get in Bed with PrEP" campaign ads in Jack'd App:



Examples of AIDS Foundation Houston's "Get in Bed with PrEP" Microsite:

← → ↻ www.aidshelp.org/index.cfm?fuseaction=cms.page&id=1117

ACCOUNT LOGIN

HOME DONATE SERVICES PREVENTION THE TRUTH EVENTS VOLUNTEER ABOUT US

GET THE WORD OUT

Facebook Like 105

Tweet

Share

Google+ 0

Fundraiser Search SEARCH

Why PrEP

Home PrEP 101 Questions & Answers Resources


WELCOME

If you've landed on this site, we know you likely have questions about PrEP (pre-exposure prophylaxis), and we're here to help.

In recent years, PrEP has emerged as a reliable HIV prevention tool for people who take it consistently and follow medical guidelines. Being informed about your choices and your health is so important, and we congratulate you for taking steps to educate yourself.

Here you can learn more about PrEP, how it works, where to get it, and other information that will help you decide if this daily pill might be right for you.

- [PrEP 101](#)
- [Questions & Answers](#)



← → ↻ www.aidshelp.org/index.cfm?fuseaction=cms.page&id=1118

Busting PrEP Myths

PrEP is not a cure or a vaccine for HIV/AIDS. But when taken correctly, it helps protect you from getting HIV.

PrEP does not protect you from getting other STD's, like syphilis, gonorrhea, or herpes.

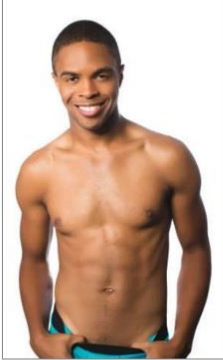
PrEP is not a replacement for condoms. PrEP is designed to work **with** condoms. Unprotected anal, oral, and vaginal sex puts you at risk for HIV and other STD's. PrEP is effective at preventing you from getting HIV when it is combined with condoms for anal, oral, and vaginal sex.

PrEP is not injected and does not work the same way as a vaccine. PrEP is a pill you take by mouth. A vaccine provides immunity from a disease by producing antibodies against that disease. PrEP is a combination of two drugs that block HIV from taking hold in your body, and it only works while you are taking the medication consistently.

PrEP is not a pill you pop right before sex. PrEP is an oral pill that must be taken **every day**. Consistency is the key to making PrEP effective.

PrEP cannot give you HIV. There is no virus in the medication.

If you have more questions, read on in the [Q&A section](#).



To talk to one of our staff members about PrEP, reach out to Dwayne Morrow at mmorrow@afhouston.org or (713) 623-0790 ext. 253. Any conversations you have with an AFH team member will be kept confidential.

AIDS Foundation Houston, Inc. does not endorse any specific manufacturer of PrEP medication. Nothing on the WhyPrEP.org or AIDSHelp.org website(s) should be construed as such an endorsement. AFH recommends PrEP for the prevention of HIV transmission based on recommendations made in the [National HIV/AIDS Strategy: Updated to 2020](#) and recently updated guidelines from the [World Health Organization](#).