

2-FUN-1-1: Turning confusion into clarity about on-demand PrEP for GBMSM

Authors:

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Background/Purpose:

ACON Health delivered the 2-FUN-1-1 campaign as part of the Ending HIV initiative. Evidence from the PrEPARE project showed a need to improve knowledge and confidence in on-demand PrEP as a dosing strategy for gay, bisexual and other men who have sex with men (GBMSM). The target audience for the campaign was HIV-negative GBMSM who were not currently using PrEP but having condomless casual sex. Consistent with the on-demand PrEP guidelines, the campaign was primarily aimed at cisgender men.

Approach:

The campaign was developed in consultation with community, research partners, and the NSW Ministry of Health. The concept was independently focus-tested at various stages with 29 members of the target audience. It ran for six weeks, coinciding with Mardi Gras to maximise reach within Sydney. Campaign effectiveness was measured through digital analytics alongside an evaluation survey measuring sentiment, engagement and recall.

Outcomes/Impact:

This campaign directly addresses a critical knowledge gap contributing to uptake of PrEP among GBMSM having casual condomless sex. Digitally, the campaign amassed 550,000 video views and over two million impressions, with almost 30,000 unique users visiting the Ending HIV website over a six-week period. Early evaluation survey results indicate above-average recall compared with Ending HIV's previous five campaigns, with a high proportion of respondents reporting real-world actions after exposure, such as talking to a doctor or a peer.

Innovation and Significance:

This is one of the only campaigns in Australia to solely focus on on-demand PrEP. It addressed specific implementation barriers, including low awareness, and limited confidence in correct on-demand PrEP dosing. The addition of "FUN" reframed the 2-1-1 regimen in a more memorable way, translating clinical guidance into a simple and shareable prevention message. Overall, the campaign offers a simple and practical model for increasing awareness and acceptability of on-demand PrEP and HIV prevention choices.

Disclosure of Interest Statement (example):

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