



METRO HIV

Learnings from METRO's Latin American e-PrEP Programme

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Charity



About METRO Charity

- Equality and diversity charity providing health, community and youth services across **London** and the **South East England**
- Work across 5 domains including: **Sexual & Reproductive Health** and **HIV**
- Over 5 year's experience working with the **Latino community** in England.



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Why are Programmes for Latinos needed?

- Latinos are **growing community** in the UK
- Higher **HIV prevalence**, however, not perceived a priority
- Unlike the national trend, HIV infection rates among Latinos in England has **doubled from 3% to 6%** in 10 years
- 50% of migrants are contracting **HIV in the UK**, not in their home country
- **PrEP barriers**: health care literacy, language barriers, lack of knowledge, low perceived risk (assuming HIV is a “gay” issue), stigmatisation and social exclusion, migration journey
- **Low uptake** of PrEP amongst heterosexual Latinos in England. e.g. 98% of the National PrEP trial places assigned to MSM



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What is the National E-PrEP Program?



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- On-line PrEP awareness programme for **Latinos** in England
- 3 Major Components: **Video Series, Live Chat and Real Life Interventions**
- Delivered in Spanish and Portuguese
- **Community-based:** Volunteer co-designed and co-delivered ensuring **language and culturally specific** content and approach



- **Funded by**



Public Health
England

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Component 1 – Video Series

Approach for 24 videos

- 1. Vox Pop Videos:** give Latino's in England a chance to voice their experiences and questions about sexual health and HIV.
- 2. Core Series Videos:** A 3-part series which addresses questions such as “What is PrEP”, “How to Access PrEP”, and “How to Take PrEP”.
- 3. Expert Video:** experts in the field address questions and comment on specifics of sexual health and HIV prevention.
- 4. Testimonials:** experiences from PrEP users



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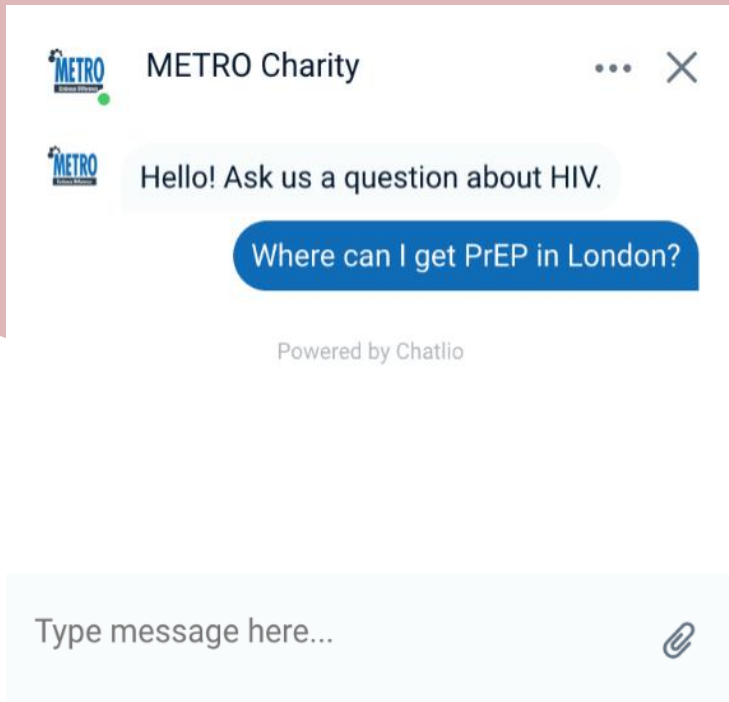


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Component 2&3 – Chat Function and Real Life Interventions



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In Person Interventions

- Sourced via our chat and social media channels
- Referrals from clinicians
- Referrals from other organisations



<https://metrocharity.org.uk/hiv/e-prep-programme>

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Video Example: Do Latin Americans Talk About Sex?

- <https://youtu.be/GUZNOss2m4Q>



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Challenges and What Worked



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Challenges

- Sexual health knowledge focus on pregnancy avoidance not HIV or STI's
- Lack of knowledge about HIV and HIV Prevention
- Lack of UK Ethnicity monitoring data on Latin American community
- HIV Prevention is a low priority for migrants
- People put off when talking about HIV

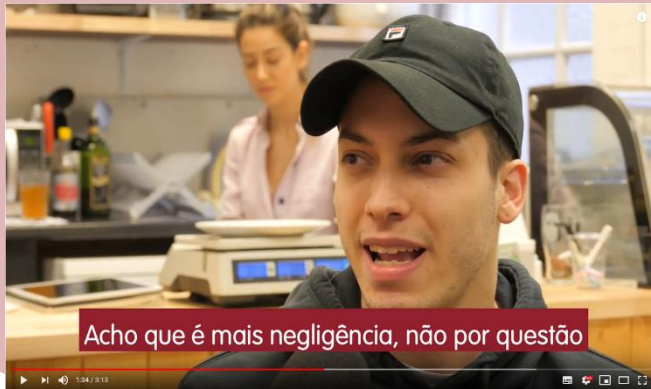


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Challenges and What Worked



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What Worked

- Community ownership – volunteers and participants provided direction for programme
- A diverse mix of volunteers
- Back to basics approach – talk about sexual health and lead into HIV prevention
- Giving people a voice – a platform to share and voice concerns
- Video-based approach works!

Thank You

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VIDEO SERIES

YouTube METROCHARITY E-PrEP

CHAT FUNCTION

<https://metrocharity.org.uk/hiv/e-prep-programme>



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