

Panod

PrEP

PrEP campaign

with local impact

Łukasz Sabat | PrEP in Europe Summit
Warsaw | October 2019

SEX

MONEY

POWER



credit: aidsmap

NO SEX ED

**NO FREE
STI CHECK**

**NO MORNING
AFTER PILL**

OTC





#YouAreIncluded



Denmark's AIDS-Fondet campaign about HIV stigma

PrEP action list



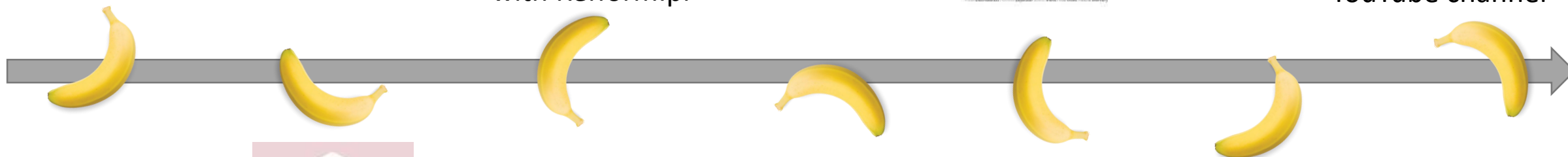
Polish subtitles



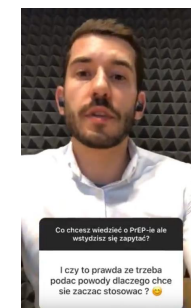
PrEP fetish campaign
with Refform.pl



YouTube channel



Queer May – Krakow Pride 2017
PrEP talk



PrEP Q&A
IG and FB



The PrEP project – polish subtitles

US based YouTube videos on PrEP, great concept good cooperation



Nie lubisz gumek? Okazuje się, że nie ty jeden. Czy ich używasz, czy nie nadal pozostają metodą zapobiegania HIV - wytłumaczmy Ci to! Prosimy przeczytaj najczęściej zadawane pytania (FAQ) zanim zaczniesz komentować: www.thepreproject.tv/faq



- Informative and good concept
- It has what is needed



- Didn't reach polish audience
- Just not Polish enough



Queer May – Krakow Pride 2017

PrEP talk during pride events hosted in local Gay bar



- Well-advertised
- Good attendance around 40 people in a small bar
- Good discussions (divided opinions)
- Same dynamics as similar events in Copenhagen



- Time consuming
- Difficult to scale up
- “discrediting panel” from HIV test point

Fetish and sex-shop blogs

Articles on my experiences on PrEP for the fetish community



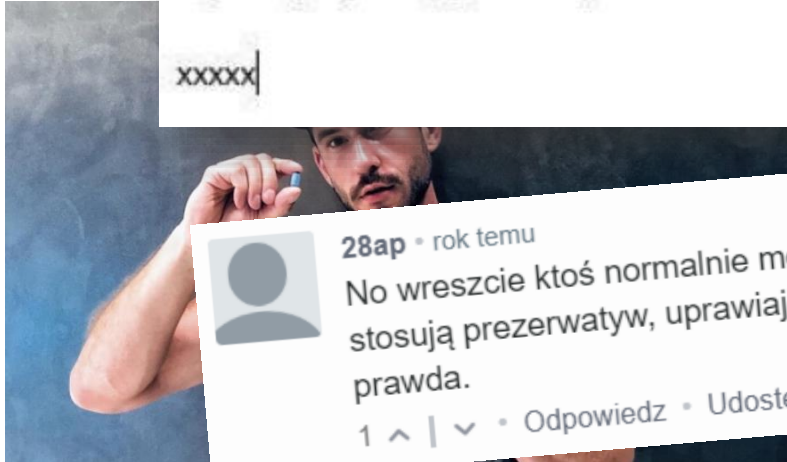
From: xx
Sent: Monday, July 23, 2018 10:48 AM
To: PLAYROOM Biuro <info@playroom.pl>
Subject: wywiad

Zajebisty wywiad, gościu wymiata.

xxxxx|



- Perfect target audience for PrEP
- Existing subscriber base (couple thousand)
- SLM Copenhagen and non-profit photoshoots
- 886 displays within 6 days (top performing article)
- Positive feedback – trustworthy information



28ap • rok temu

No wreszcie ktoś normalnie mówi o PREP-ie. Podoba mi się to: "Ponieważ w czasach, gdy ludzie nie stosują prezerwatyw, uprawiają chem sex, to jedyne zabezpieczenie, które może pomóc." Cała prawda.

1 ^ | v • Odpowiedz • Udostępnij ›

ut difficult

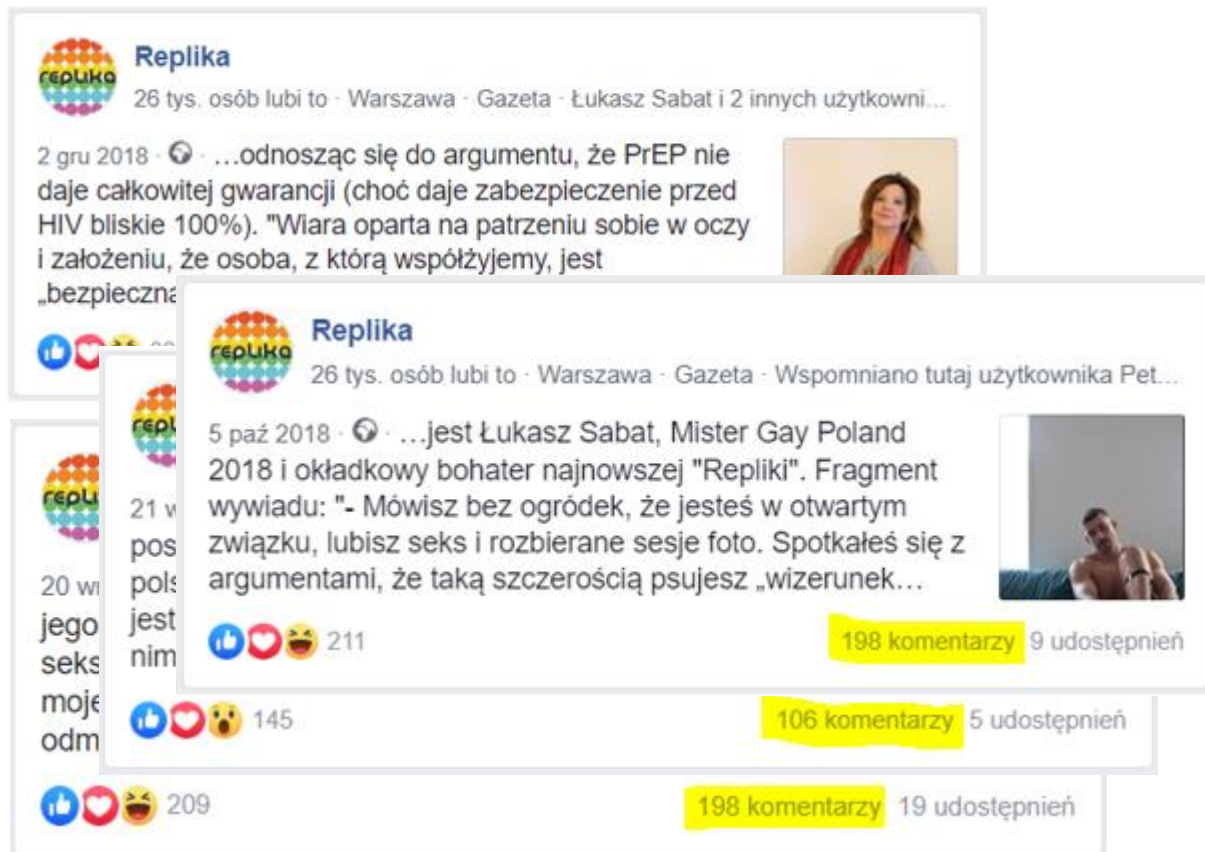
campaign

pictures in the fetish



Replika – printed LGBTQ+ magazine

Few pages of Interview on PrEP, calendar and on-line FB info



- Giving PrEP a face
- Viral attention
- Shared personal story on sex, HIV scare and PrEP
- Several repostings –heated discussions
- Radio interview follow-up
- More personal stories shared by readers
- More stories on HIV and health



- Poles are not used to talking about sex openly
- A lot of misconceptions and prejudice
- Internet haters - nasty
- Grow some thick skin



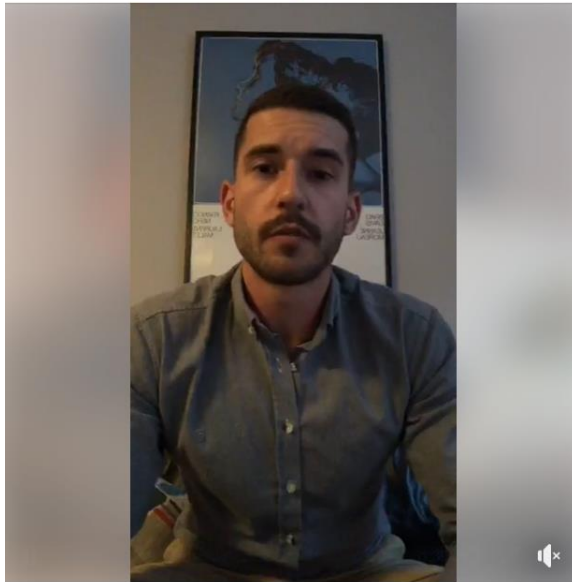
Social media Q&A videos

Facebook live and IG Q&A videos



 **Łukasz Sabat** prowadził transmisję na żywo w grupie Trzeba wiedzieć - forum LGBTQ.
19 kwietnia 2018 · 🌐

Wszystko co chcesz wiedzieć o PrEP 😊



   98

233 komentarze



- LGBTQ+ FB groups with 9k users
- Easy to organise (make a plan for the talk)
- Interactive
- Personal and direct
- Repeated several times
- Recording can be shared (available on the group)



- Specially FB live vid can be long (1h)
- Can't be shared outside the group
- Difficult to navigate in the video
- Constant repetition



Pan od PrEP-u

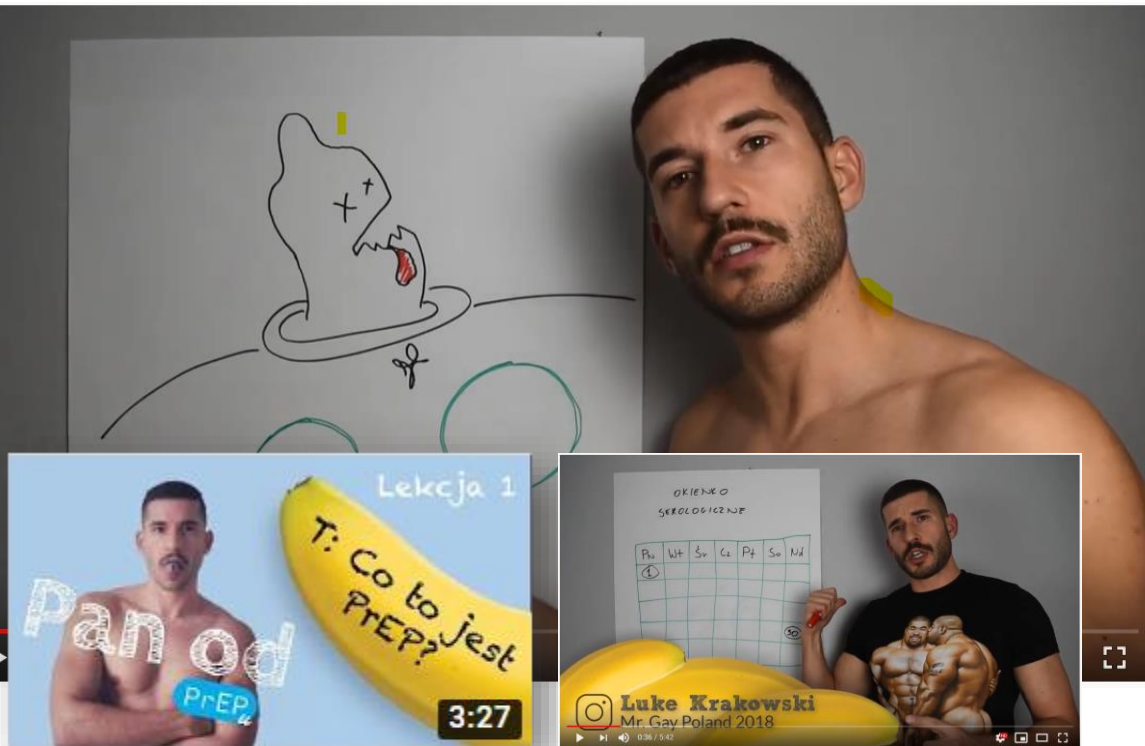
YouTube channel for PrEP and sex health topics



- Very well received
- Simple explanations of complex topics
- Light and humorous (no-shirt at the start)
- 40k views
- Meeting people IRL, “thank you” at the parties
- Short, short, short!



- Take a lot of time (recording, editing)



Lekcja 1 - Temat: Co to jest PrEP i dlaczego muszę o ni...

5,2 tys. wyświetleń • 1 rok temu

Basically, I made a loop...



Polish subtitles



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Key learnings

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