



PrEP Campaign in Ukraine

PrEP IN UKRAINE
prep.com.ua



#prepuia #prepcomua

About me

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Pilot project in Kyiv

- 100 annual courses for MSM and TG women
- Daily use for 12 months
- Customer age is 18 years and older
- Project duration: December 2017 – March 2019
- Local protocol based on Kyiv AIDS center

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Main results of the project

- As a whole, the project were involve: **148 MSM**, among them positive results for: **HIV - 8**; HVB - 5; HVC - 4; Syphilis - 21 (antibodies, 6 newly); Gonorrhea and Chlamydia - 19.
- Already received PrEP (at least 1 time): **124**
- The number of HIV infections when receiving PrEP: 1 (the "window" period).
- The number of refusals from PrEP after joining the program (at least 1 time already received a month course PrEP): **24**.

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During the 12 months of the project 24 clients stopped participating in the project:

- change of sexual behavior –12 clients;
- changed the place of residence - 6 clients;
- no connection with social worker and healthcare professionals - 4 clients;
- medical contraindications (chronic diseases) - 1 client;
- HIV positive status - 1 client.

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OF THE MOH OF UKRAINE

National PrEP program

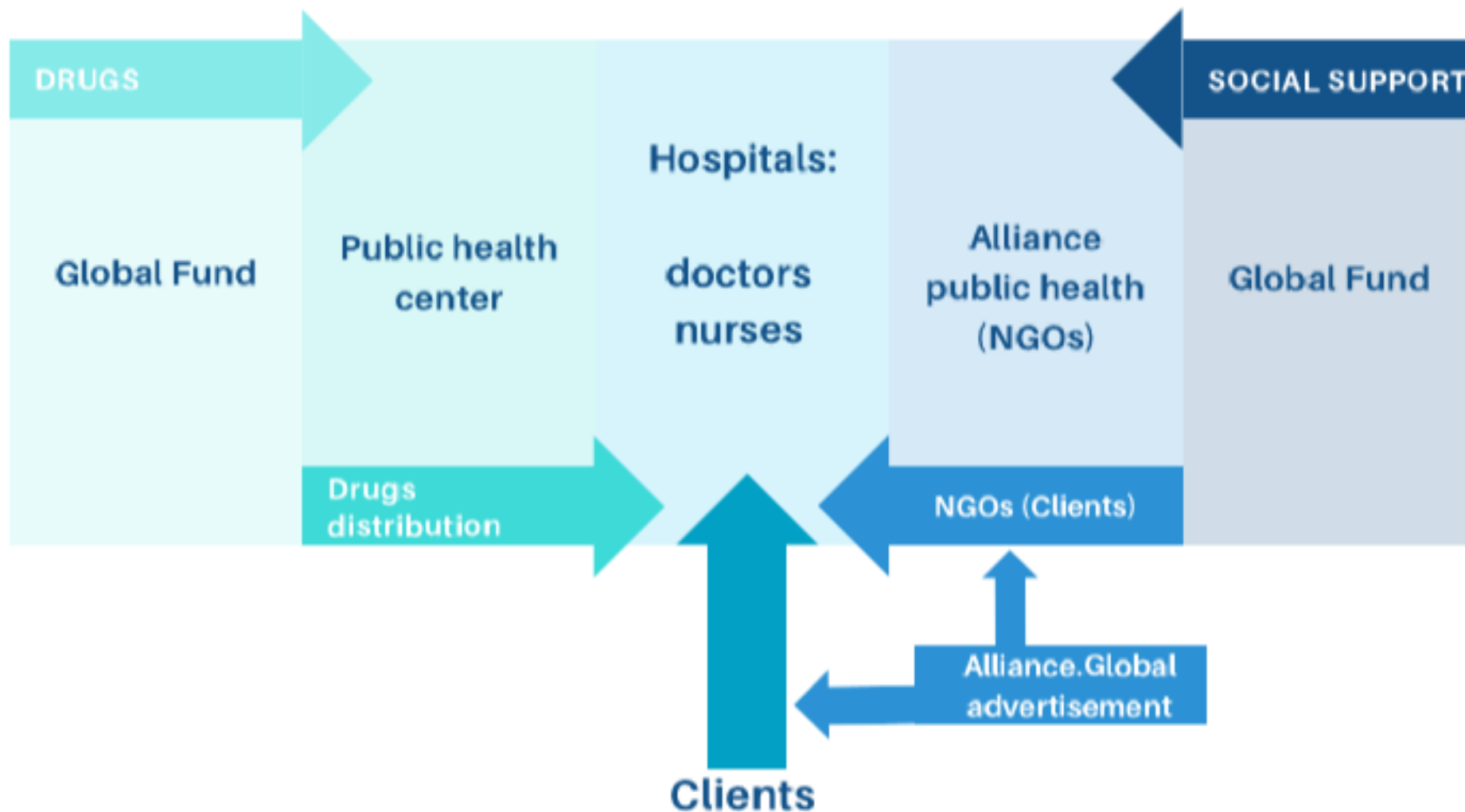
Ukraine 2019-2020

Andres Vilaliy,
medical doctor

General information



Project r E P



Implementation parts



distribution

- HIV-prevalence
- **estimated numbers**
(KP, PLWH)
- readiness (NGO,
experience)



legal framework

- local's protocols till
June 2019
- **National protocol
based on WHO
guidelines 2016 (only
daily PrEP)**



demand

- Kyiv's demand 2018
- NGO (clients
consultation)
- social networks
- **www.prep.com.ua**
- PRIDE-week/ LGBTI
- print materials
- individual advert.



education

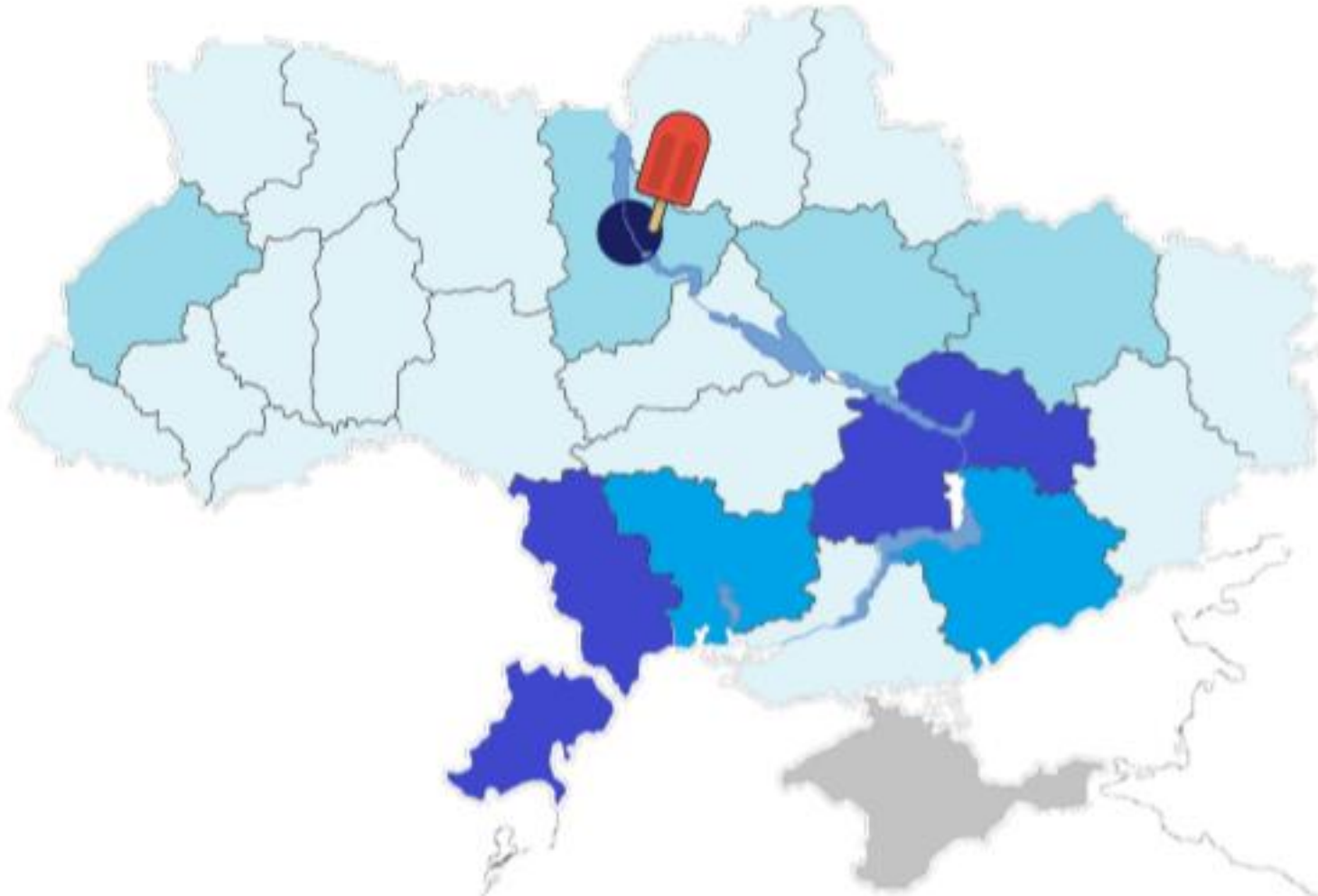
- **PrEP-trainings (~70
social workers, ~ 30
m.d.)**
- PrEP-workshop (50
m.d., 15 s.w.)
- PrEP-round table (70
medical providers)
- Other (meetings, ...)



monitoring

- skype-call
- **MIS-HIV**
- Technical monitoring
(email, call)

PrEP distribution in regions:



Numbers of
courses:



Demand



KYIV PRIDE

- 1th government organisation that officially support Pride



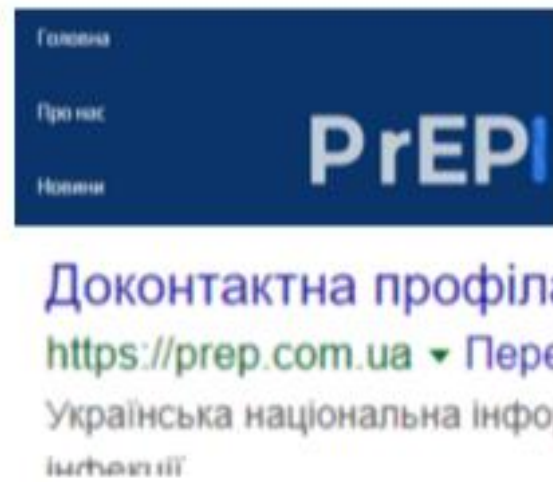
PAPERS, LOGOS

- flyers (U=U, PrEP, test)
- covers on conferences
- banners



INTERNET

- Public health center website
- facebook targets
- internet page



WWW.PREP.COM.UA

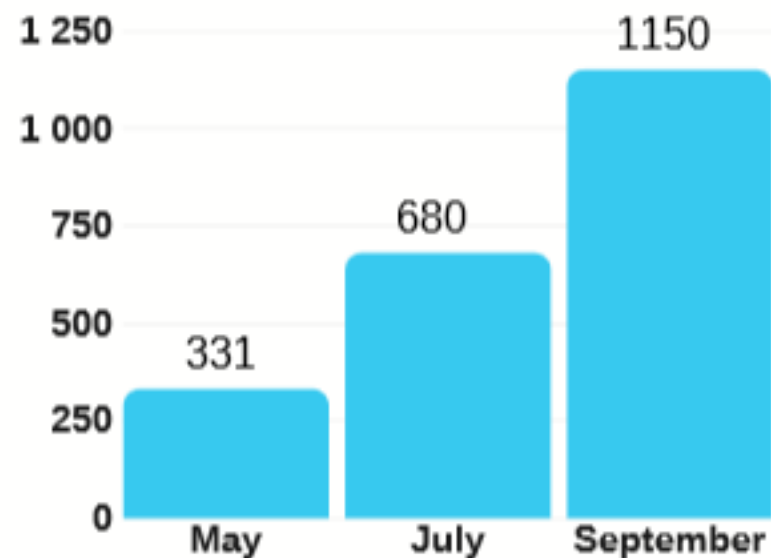
- Information
- registration
- PrEP points

WHAT'S GOING ON

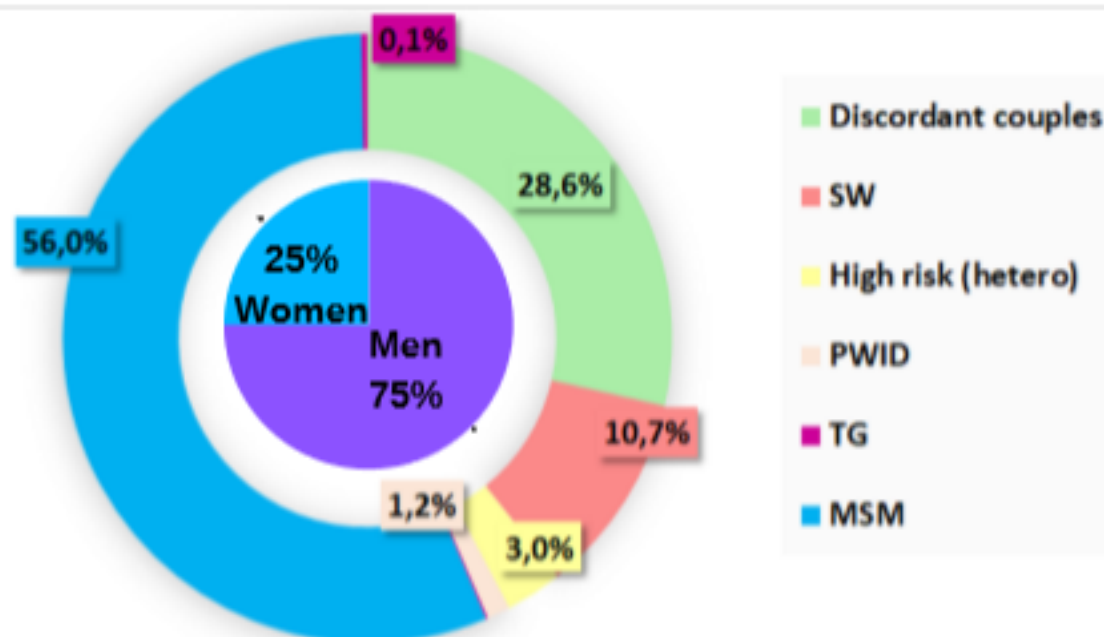
41%
1150 clients

56%
MSM

75%
Men



**DYNAMIC OF
CUSTOMERS
RECRUITMENT**





PUBLIC HEALTH CENTER
OF THE MOH OF UKRAINE

Dziękuję! Дякую! Thank you!



ANDRES VITALII



andresvitalii@gmail.com
v.andres@phc.org.ua

We invite you to Kyiv, Ukraine

National platform for PrEP - prep.com.ua

- Creating design of campaign website - prep.com.ua
- Forming FAQ on the website
- Actual news source about PrEP in Ukrainian and Russian languages
- Create 3 promoting videos
- Participation in first Ukrainian LGBT movie with promoting our web site



Website data from January 1 to September 30, 2019

- Number of site visits – 59 319
- Number of site users (unique IP) – 40 937
- Average Session Duration - 01:07
- Number of registrations on PrEP – 970



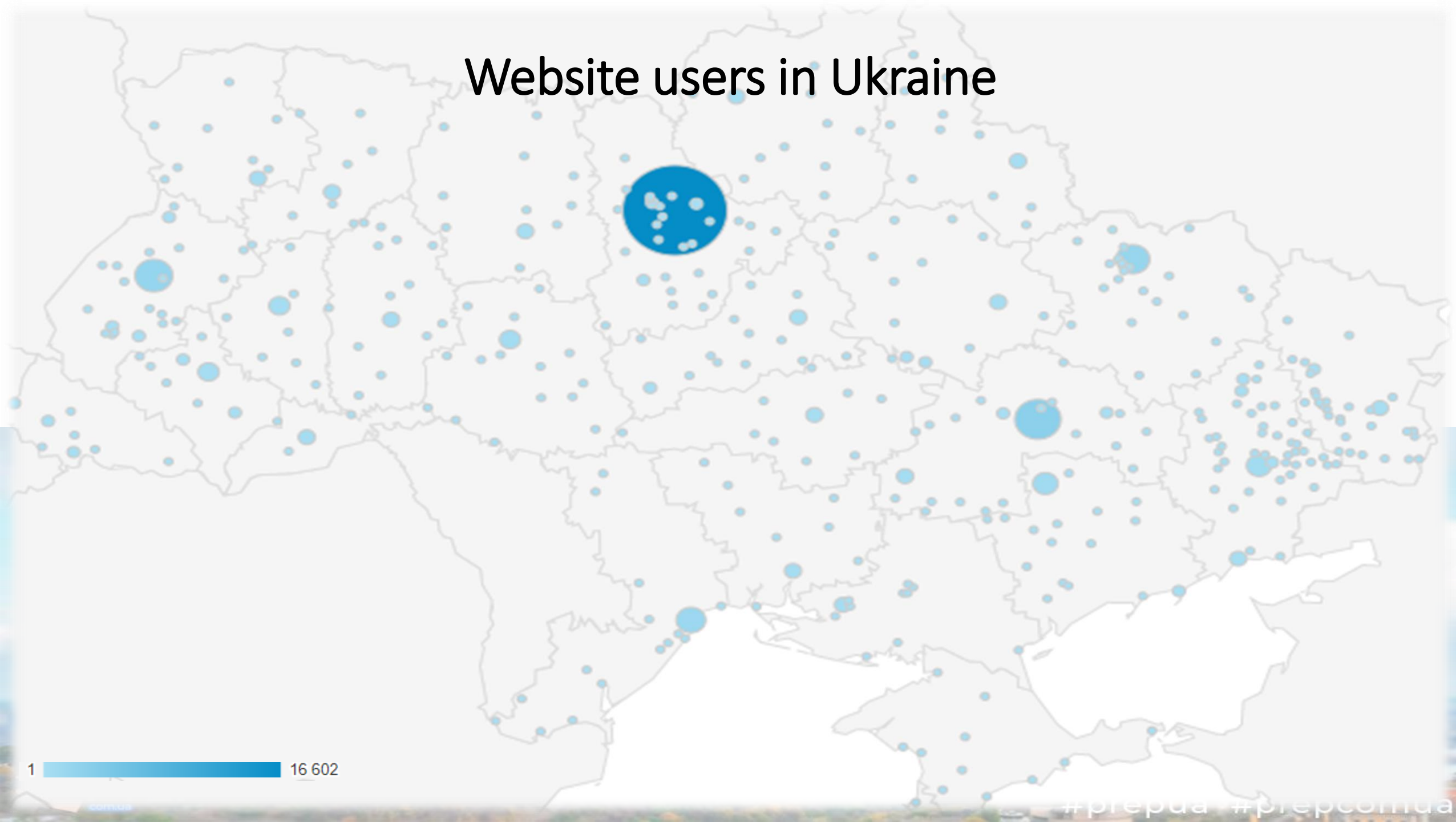
Our web-site visitors (top 10)

1. Ukraine 38 800
2. United States 638
3. Russia 286
4. Germany 242
5. Poland 218
6. Netherlands 205
7. United Kingdom 158
8. Belarus 63
9. India 55
10. Czech republic 47



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Website users in Ukraine

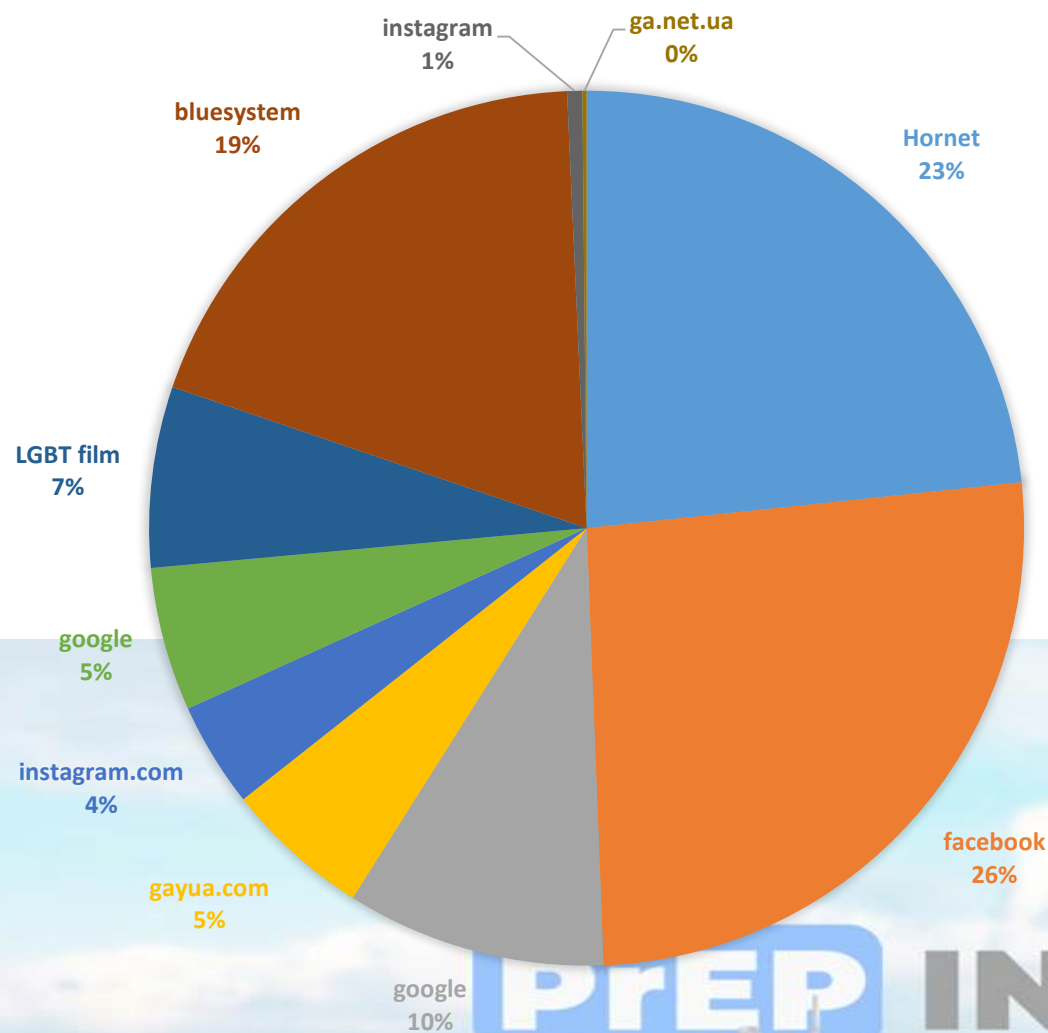


Advertising campaign is in

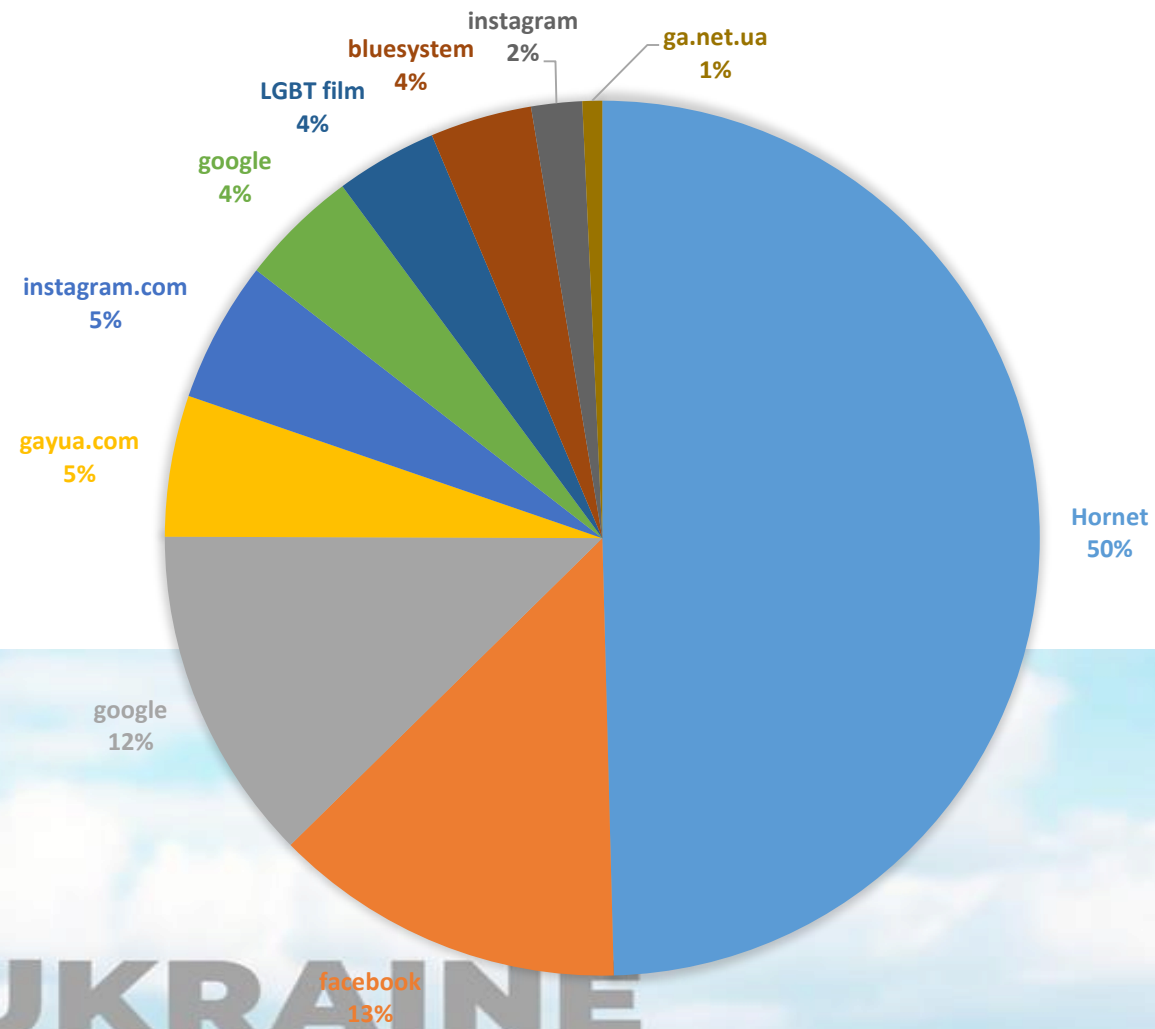
1. Hornet.app
2. Facebook/Facebook stories
3. Instagram/Instagram stories
4. Google AdWords
5. Bluesystem.world
6. Gayua.com
7. Advertising in the LGBT film.

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SITE USERS

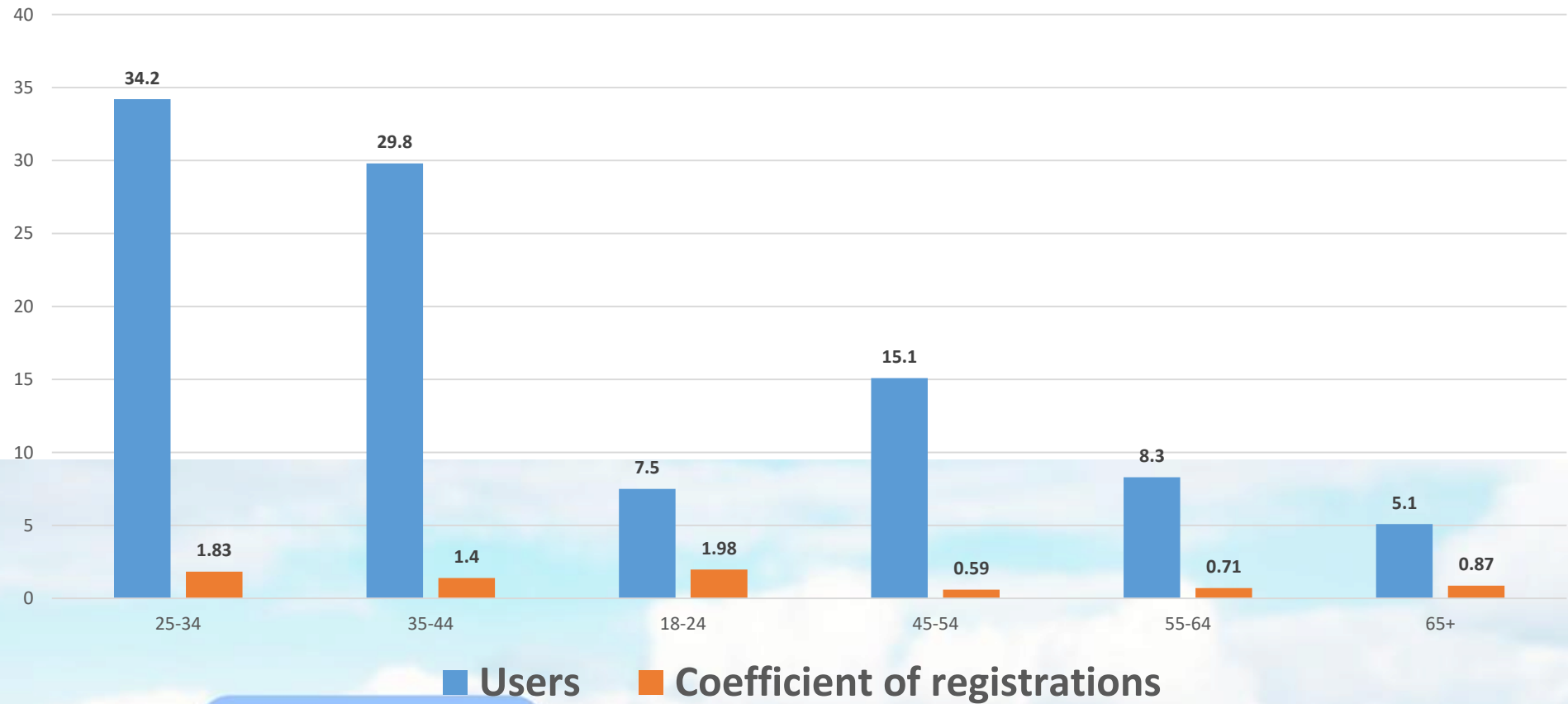


REGISTRATIONS SOURCE



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Users age



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LGBT movie



ВИСЛОВЛЮЄМО ПОДЯКУ:

КАТЕРИНІ МИКИТЮК,
ГО «АЛЬЯНС ГЛОБАЛ»

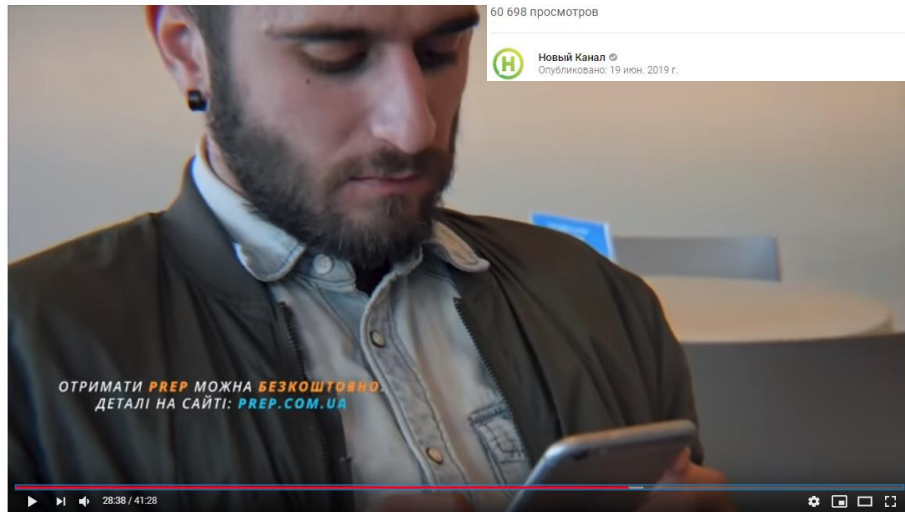
ALLIANCE
GLOBAL

#НеХовайОчей #ЛГБТ
НЕ ХОВАЙ ОЧЕЙ-2. Наші в США: фільм про українських ЛГБТ-емігрантів
60 698 просмотров

2,9 ТЫС. 156 ПОДЕЛИТЬСЯ СОХРАНИТЬ

Новый Канал
Опубликовано: 19 июн, 2019 г.

ПОДПИСАТЬСЯ 2,7 МЛН



ОТРИМАТИ **PREP** МОЖНА **БЕЗКОШТОВНО**.
ДЕТАЛІ НА САЙТІ: PREP.COM.UA

#НеХовайОчей #ЛГБТ
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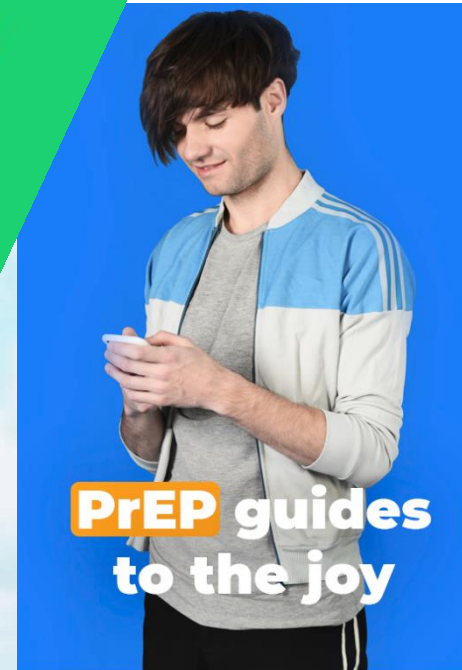
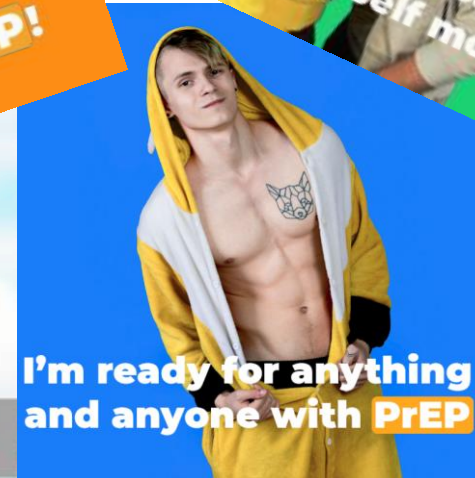
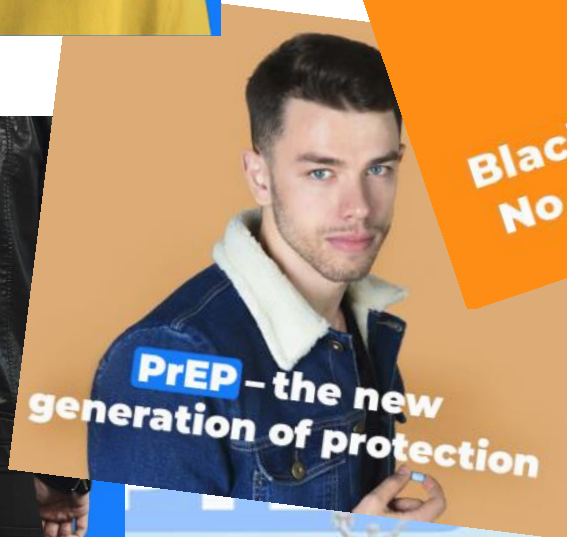
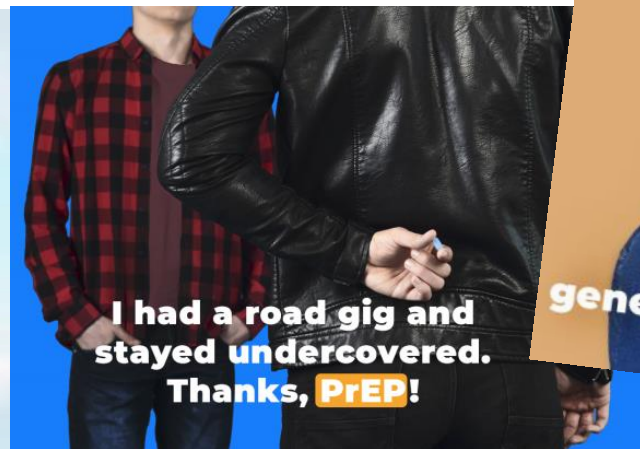
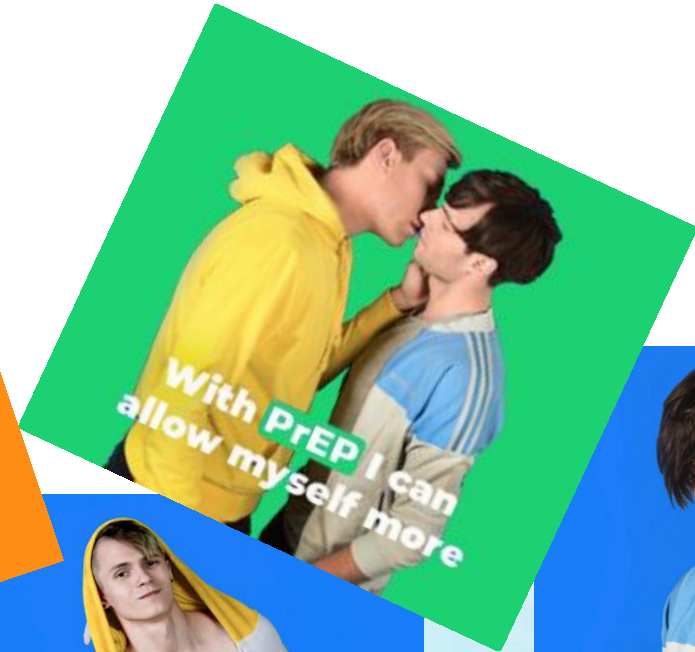
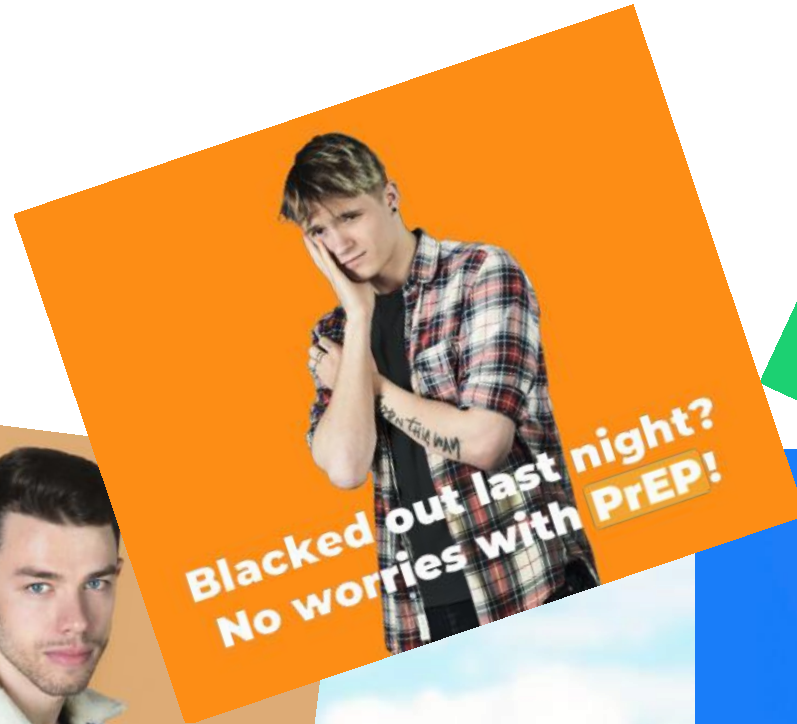
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ПОДПИСАТЬСЯ 2,7 МЛН



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Design advertising campaign



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Design advertising campaign

15:58 74%

Меню Хочу PrEP EN RU

PrEP допоможе знайти вітиху

Форма реєстрації для отримання PrEP

Крок 1. Заповніть дані:

Ім'я*

Місто*

Адреса*

Телефон*

Зручний час для зворотнього дзвінка*

ВАЖЛИВА ТВОЯ ДУМКА

00:20 93%

www.hornetadvertiser.com

З PrEP я готовий до всього і до кожного

prep.com.ua

PrEP

Отакої! Ось і час відпустки! Підготуйся по повній - отримай PrEP, аби відпочинок не став фатальним.

Отримати

lifecell 12:44 96%

Edit Chats

The Hornet Guy Jun 20, 2019

PrEP! PrEP! PrEP! Sponsored

Sergio Jun 17, 2019

BASKETBALL SHOOT

prep.com.ua Sponsored

З PrEP я можу дозволити собі більше

Новий рівень захисту від ВІЛ. Реєструйтеся на сайті для отримання PrEP безкоштовно.

Sign Up

prep.com.ua

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Main barriers on client`s way for PrEP

- Getting services (pills, diagnostic, medical counseling) in medical centers (AIDS center) only in working hours
- AIDS Centers - Disclosing the HIV+ Status of Other Clients
- “About me will think that I'm HIV+”
- Low level of knowledge about PrEP in rural areas and in **Medical system**

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Main task of PrEP prevention -
**PrEP (like condoms) can be easily
received by clients in NGO**

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THANK YOU!



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