

# PrEP Awareness Week 2022

Chelsea & Westminster Hospital NHS Foundation Trust and CW+

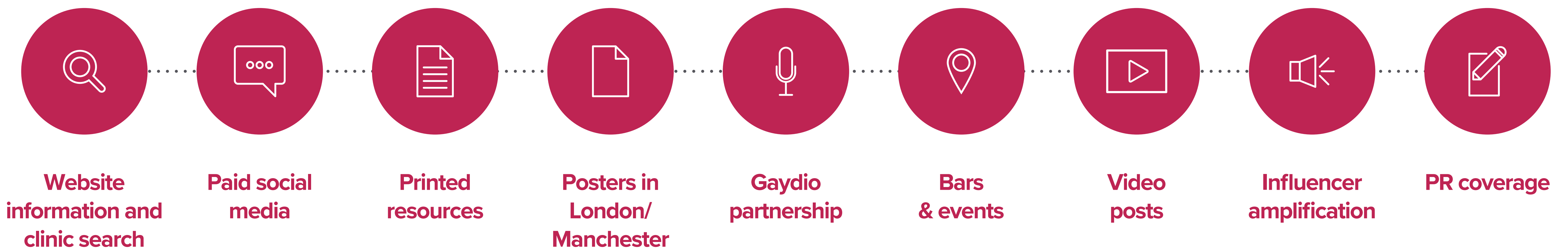
## Objective

- > To increase **awareness and uptake of HIV Pre-Exposure Prophylaxis (PrEP)**

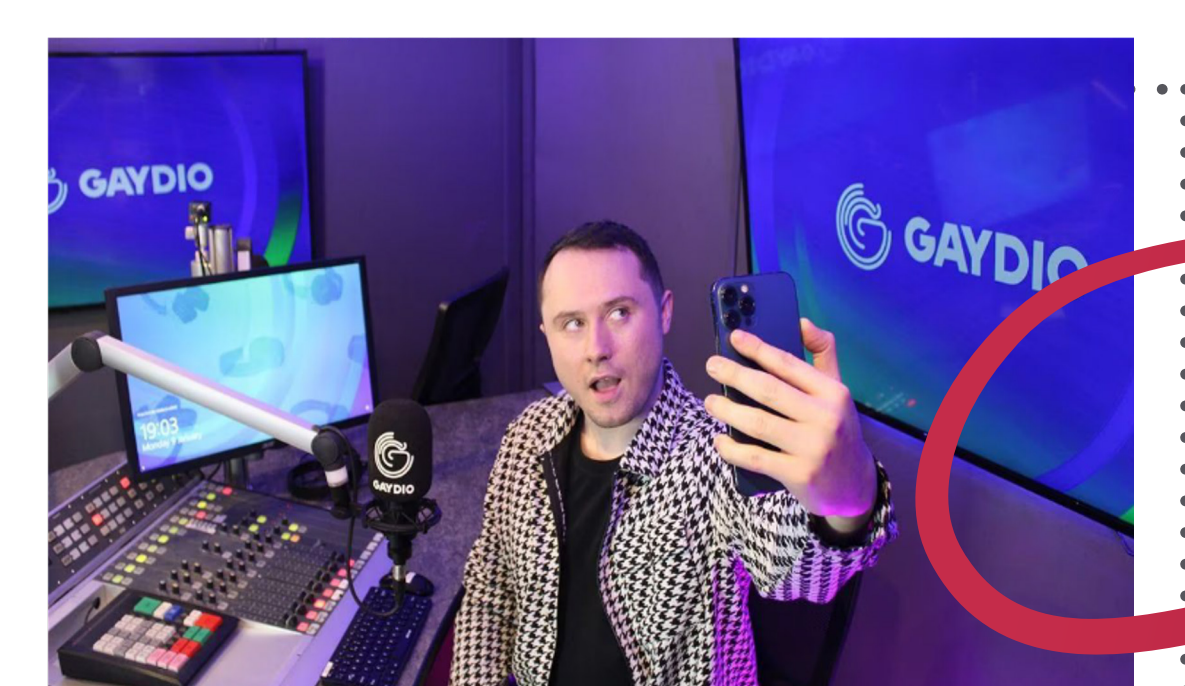
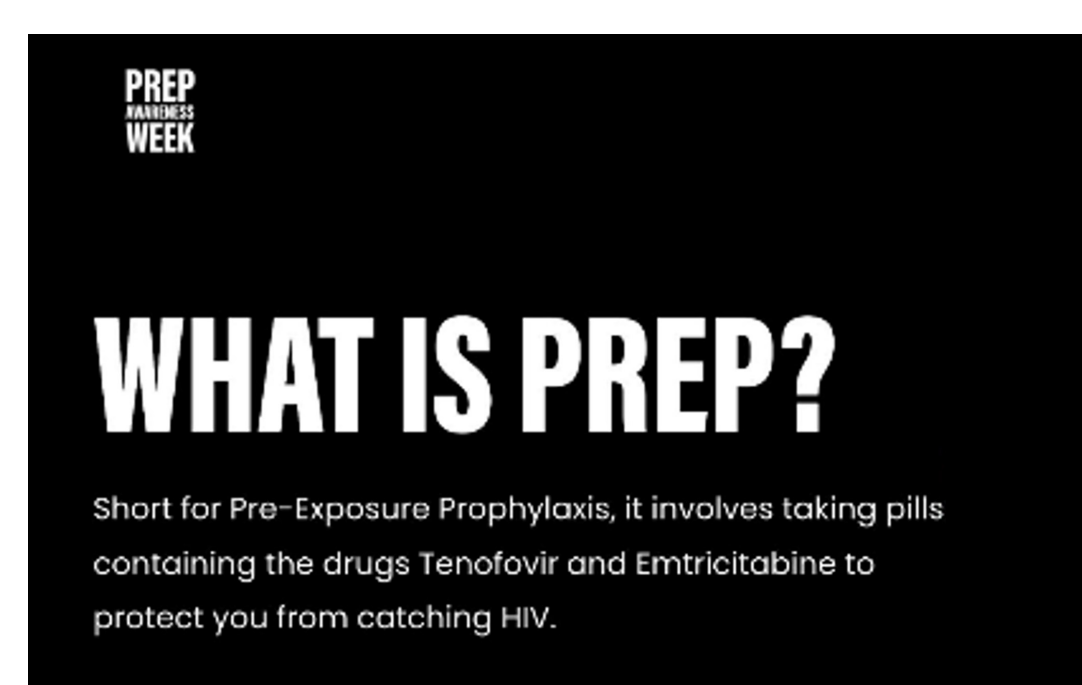
## Need/s addressed

- > **Significant falls in HIV diagnoses** had not been seen in heterosexuals or younger gay men

## Actions taken



- > Updated website and checked booking links for every area of the UK
- > Had difficulties with paid adverts on Google/TikTok so switched to **Facebook/Instagram**
- > Used **social media engagement** to optimise campaign during the week
- > Demand for **printed resources** was low
- > Amplified the campaign by utilising **influencers such as Olly Alexander**



## Outcomes

- > Campaign reached an estimated **10 million people**
- > **19,000 unique visitors** to www.getonprep.co.uk
- > **10,100 visits** to booking page
- > **4,300 appointment clicks**
- > Switch to **Google/YouTube/TikTok** from Meta
- > **Competition with Mpox** for media coverage

### Impact towards the shared ambition of 'Getting to Zero'

- > **Increased** population awareness of PrEP
- > **4,300** people clicked to make an appointment to start PrEP