

Evaluation of a communication strategy to increase awareness and appropriate use of NPEP for the prevention of HIV infection

Byron Minas¹, Sue Laing¹, Helen Jordan² and Donna Mak¹
¹Communicable Disease Control Directorate, WA Health
²Melbourne School of Population Health, The University of Melbourne

What is Non-occupational Post-exposure Prophylaxis (NPEP)?

- Prompt antiretroviral therapy after non-occupational exposure to HIV (e.g. unsafe sexual contact or sharing injecting equipment)
- Aims to interrupt HIV replication and thus prevent establishment of infection
- 28 day course of 2 or more antiretroviral drugs commenced as soon as possible and definitely within 72 hours of exposure

Background

- WA NPEP Guidelines, *Protocol for non-occupational post exposure prophylaxis (NPEP) to prevent HIV in Western Australia*
 - Released in 2002 (revised in 2005 & 2007)
 - Eligibility criteria for NPEP
 - HIV tests – Initial visit and 1 month, 3 month & 6 month follow-up tests
- WA Health Department NPEP Database established 2002

Research on NPEP in WA

- Perth Gay Community Periodic Survey, 2002 & 2004
- Low awareness of NPEP

Data from WA NPEP Database

- Many not meeting eligibility criteria
- Most did not complete NPEP treatment
- Most did not attend follow-up testing

NPEP Awareness Campaign developed in response to research findings

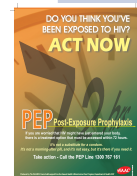
NPEP Awareness Campaign

- Commenced May 2005
- WA Health Department Sexual Health & Blood Borne Virus Program, WA AIDS Council and other stakeholders
- Aims
 - Raise awareness
 - Reduce inappropriate use
 - Improve follow up testing
- Target Groups
 - Men who have sex with men
 - People in sero-discordant relationships
 - Injecting drug users
 - Health care providers who see patients at high risk of infection

NPEP Awareness Campaign

Campaign Activities

- NPEP pamphlet, FAQ sheet & poster
- 24 hour PEP phone line
- NPEP promotion at sexual health clinics
- Print advertising - 'Out in Perth'
- Banner advertisement on 'Gaydar' website
- Update of WA NPEP Guidelines for health professionals
- Professional development events for health professionals



Improvements in NPEP awareness and use in WA

- 2008 Perth Gay Community Periodic Survey
 - Post-campaign increase in NPEP awareness among gay men in Perth
- WA NPEP Database
 - May 2002-April 2005 (pre-campaign) vs May 2005-April 2008 (post-campaign)
 - Post-campaign increase in proportion of NPEP recipients meeting WA NPEP guidelines
 - No change in follow-up HIV testing

*Bangor-Jones, Mak, Laing & Brown (2009) Social marketing strategy to increase awareness of non-occupational post-exposure prophylaxis followed by increased NPEP awareness and more appropriate use
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Evaluation of NPEP awareness campaign

Immediate Outcomes – Awareness

- Increase in NPEP awareness among gay men and health care providers with at-risk patients

Ultimate Outcomes – Improved Treatment Practices and Behaviours

- Increase in prescription of NPEP in accordance with WA NPEP guidelines
- Increase in completion of NPEP treatment
- Increase in HIV testing of NPEP recipients at one, three and six months after commencement of treatment

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Data sources

- Survey of WA AIDS Council list of sexuality sensitive doctors
- WA NPEP Surveillance Data – three reporting periods
 - May 2002 to April 2005 (pre-campaign)
 - May 2005 to April 2008 (post-campaign)
 - April 2008 to December 2010 (post-campaign)
- Perth Gay Community Periodic Surveys 2002 – 2010

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Results

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Awareness

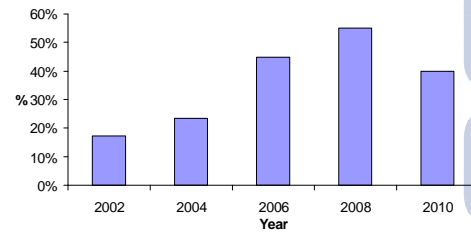
NPEP awareness among health professionals

- Survey of sexuality sensitive doctors
 - Low response rate (28%, n=10)
 - Seven doctors (70%) were aware NPEP was available
 - Five (50%) knew about WA NPEP guidelines

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Awareness

Proportion (%) of Perth Gay Community Periodic Survey respondents who were aware that NPEP was available



In 2010, significantly lower proportion of respondents aware NPEP readily available compared with 2008 (χ^2 test $p < .001$)
Ref: Hull et al (2011), Gay Community Periodic Survey: Perth 2010

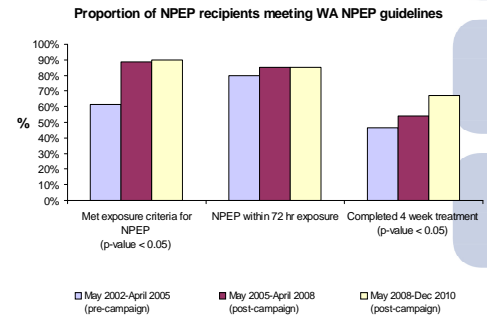
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NPEP Treatment Practices

	May 2002-April 2005 (pre-campaign)	May 2005-April 2008 (post-campaign)	May 2008-Dec 2010 (post-campaign)
Number of NPEP recipients	103	130	160
Sex			
Male	36.9%	77.7%	75.6%
Female	61.2%	22.3%	23.8%
Transgender	1.9%	-	0.6%
Sexual exposure only	88.3%	96.9%	93.1%
Sexual assault	54.4% (50 female, 5 male, 1 transgender)	22.3% (20 female, 9 male)	15.6% (18 female, 6 male, 1 transgender)
Men who have sex with men	28.2%	63.8%	62.5%
Taken NPEP previously	4.9%	9.2%	13.8%
Positive HIV test result	-	-	1.25% (2 cases - unlikely the result of NPEP failure)

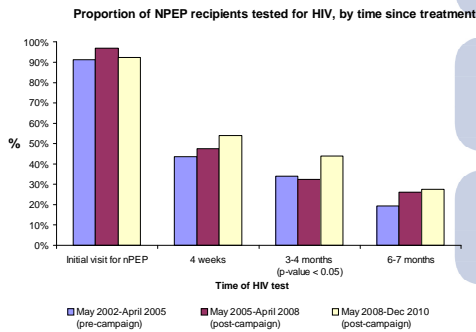
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NPEP Treatment Practices



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NPEP Treatment Practices



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Summary of results

- Decrease in NPEP awareness among gay men in 2010
- Improvement in prescription of NPEP in accordance with WA guidelines
- Recent improvement in follow-up testing at 3-4 months after commencement of NPEP, testing at 6 months unchanged

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Interpretation of results

- Younger respondents to the 2010 Perth Gay Community Periodic Survey compared to previous surveys
- Which campaign activity/activities were responsible for the results? Other factors? E.g. Hearing about NPEP through peers
- Overall the results show improved practices by clinicians prescribing NPEP and increased access to NPEP therapy among gay men

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