PleasePrEPMe.org is an online hub for pre- and post-exposure prophylaxis (PrEP and PEP) access for the United States. PleasePrEPMe launched in 2015. In 2018 services focused on serving Californians.

Through three key online programs, available in English and Spanish, PleasePrEPMe expands access to PrEP and PEP:

1) PleasePrEPMe:Directory, a searchable, location-responsive PrEP and PEP provider directory, in collaboration with NPIN & PrEPLocator.org.

2) PleasePrEPMe:Resources, providing local HIV-prevention resources in English and Spanish for patients, navigators, and providers.

3) PleasePrEPMe:Connect, helping Californians find PrEP/PEP services in their area through chat, text, email, and telephone with experienced navigators.

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Data & Reach: Analytics update

PleasePrEPMe website visitors were provided clinically sound and consumer-friendly PrEP/PEP information and access to PrEP and PEP providers. With a focus on populations disproportionately impacted by HIV, PleasePrEPMe reached over 63,548 individuals in California through real-time Spanish and English chat navigation services, trainings and presentations, promotion, and dissemination.

PleasePrEPMe.org experienced a significant improvement in the quality of website traffic in 2018 as compared to 2017, despite the fact that overall numbers of sessions (the group of interactions a single user takes within a given time frame on a website) dropped 40%.

- Average duration of each session increased in length by 33%
- Number of pages per session increased by 7%
- The bounce rate (the percentage of visitors who navigate away from the site after only viewing one page) decreased by 17%

Chart 1: Website sessions in 2017 (orange) compared to 2018 (blue).

Chart 2: Changes in website visitor metrics from 2017 to 2018.
PleasePrEPMe:Connect, our live, online navigation service saw 642 completed interactions in 2017, increasing to 775 in 2018. More details on these interactions is available in the section on PleasePrEPMe:Connect, below.

Chart 3: PleasePrEPMe:Connect interactions in 2017 compared to 2018 (from Charlie Romero’s presentation at the PleasePrEPMe Team Annual Meeting, January 31, 2019).

We ascribe these improvements (#glowup) to increased knowledge of and experience with paid promotional tools such as Facebook Ads and Google Adwords, plus deepened partnerships and collaborations.

- Skills gained over the course of the year allowed us to improve targeting on paid platforms. Tools such as negative keywords and A/B testing greatly increased the number of relevant visitors reached by PleasePrEPMe’s messaging.
- Some of the highest-quality traffic (i.e., most time spent on the site, lowest bounce rate) came via referrals from partner websites, or “people who know us”. These included HiveOnline.org, Cumunion.com, and GetPrePLa.com. Visitors from these sources spent the most time on the site and visited more pages, indicating motivation to explore the resources and information on offer.
Activities & Outcomes

PleasePrEPMe: Directory

With 458 clinics listed statewide, PleasePrEPMe serves as the comprehensive California PrEP provider directory. Eighty-six providers were submitted, vetted, and approved in 2018.

In 2018 we added two buttons to our Find a Provider page in order to expand access to PrEP nationwide:

- The first links Californians to PleasePrEPMe.org/CA-PrEP-AP, which hosts links to the CDPH resource pages and an explanatory infographic about the program, access, and eligibility. We built this in collaboration with the CDPH.
  - We have also added a note on relevant provider detail pages to highlight locations which are PrEP-AP clinical provider sites.
- The second links all US-based visitors to a listing of online provider/teleprep options.

Directory update:
Since PleasePrEPMe’s inception, Emory University has been an important partner in maintaining an up-to-date and accurate national database of providers through PrEPLocator.org. In March 2018, Emory transferred the PrEPLocator database to the CDC’s National Prevention Information Network/NPIN. Continued collaboration with the NPIN has revealed PleasePrEPMe’s role as the main database manager for California to be less necessary, and the development of a new database-sharing relationship and management role is ongoing. PleasePrEPMe is committed to ensuring the searchable fields (PEP, under 18, Spanish-speaking, navigation onsite) for California providers remains up to date so we can support real-time PrEP navigation services. We also retain administrative notes on the back end of California-based listings, such as information about service quality and specialty services, to support our online navigation work.

Read more about our new data sharing relationship with NPIN/PrEPLocator at PleasePrEPMe.org/directory-data.
PleasePrEPMe: Resources

With renewed focus on integrated prevention strategies such as increased highlights of Post-Exposure Prophylaxis (PEP) and undetectable = untransmittable (U=U), we revamped each resource page to include introductory text about all three prevention options.

In addition, new resource pages with vanity URLs were created in collaboration with partners. These vanity URL pages are used for outreach and promotion to specific populations and help with tracking data and metrics on campaigns and reach.

~~ Highlights for 2018 ~~

\[\Rightarrow \Rightarrow \text{U=U} \]

With a goal of integrating treatment as prevention (TasP) and U=U into the HIV-prevention cascade, in collaboration with Prevention Access Campaign's Bruce Richman, PleasePrEPMe created two separate pages highlighting the power of U=U.

\textbf{undetectable.love}: redirects to PleasePrEPMe.org/undetectable
- Offers basic information about how U=U can work for you
- Explains the terminology
- Distills the scientific evidence
- Promoted via public service announcements in partnership with Building Healthy Online Communities

\textbf{U=U for Advocates:} PleasePrEPMe.org/uu-advocates
- Higher-level information to assist advocates and frontline workers already familiar with HIV-prevention terminology
- Created in partnership with Prevention Access Campaign
- Promoted via a link from PleasePrEPMe.org/undetectable
We are excited to have built out a comprehensive compendium of youth-friendly HIV-prevention resources explaining PrEP, PEP, and U=U at PleasePrEPMe.org/youth. We collaborated with Oakland’s La Clínica de La Raza to get detailed feedback and insight from individuals ages 20 to 24. Their insight was essential to ensuring we included the most current, understandable, and non-boring tools and essentials for adolescents and young adults.

In partnership with the CDPH, PleasePrEPMe sought to simplify the newly launched PrEP-AP program for navigators, enrollment workers, and their clients. Our approach:

- Promote PleasePrEPMe.org/CA-PrEP-AP via an additional button on PleasePrEPMe’s Find a Provider page (explained above).
- Conduct a targeted e-campaign after launch. Screenshots explained how to access the page and highlighted the resources it contains for both eligible and non-eligible clients.
Sexual Health Coaching Model

Realizing the true uniqueness of our approach to online interactions with health and information-seeking visitors, we sought to formalize our ethos and process, developing the PleasePrEPMe sexual health coaching model. Centering the user at the core of everything we do, we have been able to conduct deeply meaningful and productive conversations with visitors who may not have realized what it was they came to us to seek.

PleasePrEPMe.org/now

PleasePrEPMe wanted a fresh way to showcase fun, funny, important, and not-always-PrEP related things we love. Enter: PleasePrEPMe.org/now!

Inspired by Derek Sivers’ “/now page” movement, we have featured artists who are energizing us (check out the phenomenal Shea Diamond), people who are speaking truth to power (Zea Malawa), bits and bobs from our travels (hi, Korea’s iSHAP!) and general things that we are loving at any given time.
PleasePrEPMe Web Content Style Guide
Or: How we talk about people. PleasePrEPMe strives to use and regularly update language that reflects our values as an organization and respects and honors the bodies, experiences, and choices of all the people we serve. To that end, this year we created a Web Content Style Guide, outlining the guidelines that govern our content creation. For example:

**Person-first language**
As a general rule, use person-first language to acknowledge that people and communities are more than their HIV, their substance use, etc.

- Use: People living with HIV
- Avoid: HIV-positive people, HIV-infected people, HIV patients
- Use: Person who uses drugs, people who inject drugs
- Avoid: Drug users, injection drug users
PleasePrEPMe:Connect

PleasePrEPMe:Connect is our service which helps Californians find PrEP/PEP services in their area through online chat, text, email, and telephone with experienced navigators.

In 2018, PleasePrEPMe:Connect served 934 visitors:
- 159 were “non-connects”: irrelevant or inappropriate interactions

Of the remaining 775 interactions:
- 65% occurred via our chat widget while online; 9.8% via chat widget during offline hours
- 19% via email
- 2.2% via telephone call or text
- 4% via social media or in-person events such as conferences
- 5% of all interactions were in Spanish
- 28% required additional research and follow-up outside the initial interaction

Visitors who used PleasePrEPMe:Connect’s services comprised of:
- Community members or potential PrEP users: 60%
- Non-clinical staff members (Health educators, public health workers): 33%
- Clinicians: 7%

Conversations ranged in complexity of need and topic(s) discussed. On average, chats lasted 12.1 minutes. Topics discussed*:
- Navigation (explaining the healthcare and coverage systems): 45% of chats
- PrEP (safety, effectiveness, side effects, dosing, adherence): 35% of chats
- PEP (safety, effectiveness, window, dosing): 8% of chats
- TasP/U=U: 6% of chats
- Other items related to PleasePrEPMe, such as directory updates or our PrEP navigator manual: 18% of chats

*We have become adept at learning to look for the “question behind the question,” allowing the visitor to lead but providing them guidance, information, and resources. This often leads to more than one topic being discussed per chat interaction, and many more questions being answered than just the initial one that led the visitor to start chatting in the first place.
~~ The Top English and Spanish Connect Themes for 2018 ~~

**English**
1. Cost of PrEP/How to pay for PrEP
2. Where to get PrEP
3. Free PrEP
4. What is PrEP?
5. Find a local provider
6. Will insurance pay for PrEP?/High copays and/or deductibles.
7. Keeping PrEP services confidential
8. Side effects of PrEP
9. Navigators looking for PrEP providers/resources for their patients
10. U=U

**Spanish**
1. HIV 101/HIV transmission
2. PrEP for uninsured/undocumented individuals
3. PrEP for Spanish-speaking visitors
4. PrEP for serodiscordant couples
5. U=U
6. Free HIV/STI testing services
7. PrEP education/information in Spanish
8. Cost of PrEP
9. PrEP services in Mexico
10. What is PleasePrEPMe.org?

~~ Chat Highlights ~~

We wanted to share with you some condensed examples of chats we have had in order to showcase the complexity and range of the support we are able to provide. We ♡ every one of our visitors and want to leave them with not only information but with the sense that we are their partner in whatever it is they or their loved one(s) are going through.

**Concerned parent:**

**Visitor** I am writing to find out my son's options for PreP. He has been exposed to HIV and as of now, he is testing negative for the virus. He is currently in South Carolina and will soon be moving to CA. Does CA have assistance for individuals that are unable to pay out of pocket for PrEP? He is currently covered under his Father's insurance but, is still having to come up with the remaining amount of 250+ to get the prescription.

**Navigator** Happy to help.

**Navigator** I’m glad to hear that he is getting the care he needs.

**Visitor** He has been prescribed Truvada.

**Navigator** Do you know what type of insurance is he currently using?

**Visitor** [redacted]

**Navigator** He may be eligible for different patient assistance programs to help cover some or all of your medical costs for PrEP. For info on these 3 programs, go to: tinyurl.com/FPCprep. For specific information on each: 1) Gilead Copay Program (gileadadvancingaccess.com), 2) PAN (Medicare only, tinyurl.com/PANapply), and 3) PAF (tinyurl.com/PAFpap). These programs can help with co-pays depending on annual income.

**Visitor** I have a question. Will he have to be on medication indefinitely?

**Navigator** Just to clarify, he was exposed to HIV and is currently on PrEP or PEP?

**Visitor** Yes. He has been prescribed Truvada. His partner was diagnosed back on September 15th 2018

**Visitor** The length of time that his partner has been a carrier is unknown at this time.
**Navigator** prep is very effective when it comes to preventing hiv infection.
**Navigator** It his partner is undetectable and is under treatment it would be virtually impossible to pass hiv to an hiv negative person,
**Visitor** I believe he has received the medication he is needing (his partner). I was just wondering if my son would have to be on PrEP forever.
**Navigator** So if your son is negative and continues to take prep as an extra layer of protection, that will help him stay negative.
**Navigator** But he can stop taking it anytime as long as he talk to his provider before stopping.
**Visitor** Thank you Navigator. I truly appreciate you speaking to me.
**Visitor** I feel fortunate to have come across this website.
**Navigator** Your son is very lucky to have such a supportive parent!

**211 dosing:**

**Visitor** Hi, I have a question about discontinuing daily prep
**Navigator** Please go ahead. Also, would you be willing to share your email address in case I need to follow up with more resources from my team?
**Visitor** I've read that it is advisable to stop taking the medication 10 days after the last time you had sex (UK's i-base), but my local LGBT center said 28 days (which I think is just standard PEP guidelines outlined by the CDC).
**Visitor** sure. [redacted]
**Visitor** not sure how long it actually takes HIV to die in the rectum after being blocked by Truvada
**Navigator** Awesome, thank you for sharing that, and this is a great question.
**Navigator** You are correct in that most guidelines indicate 28 days after exposure, to be extra certain
**Navigator** One study (Ipergay) seems to suggest that for men with rectal exposures, less time may be enough but that is with really high levels of adherence to the daily regimen.
**Visitor** yeah, I noticed event-based dosing is highly effective and that only requires two days of pill adherence, so 1 week sounds like it should be plenty
**Visitor** I'm getting some mild side effects from the medication, so the sooner I can stop, the better
**Navigator** I'm sorry to hear that. If it helps, people tend to find that side effects dissipate after the first 4 weeks.
**Navigator** I am going to ask my team to clarify this for you and will respond shortly via email
**Navigator** is there anything else we can help you with today?
**Visitor** been on the medication for over 3 months at this point
**Visitor** no, that's all. thank you.
**Navigator** well the good news is that the evidence around event-based dosing is looking pretty great!
**Navigator** Excellent. thanks for stopping by and I will be in touch shortly. Come back any time!
**Visitor** indeed! thank you. much appreciated.
Undetectable = Untransmittable:

Visitor Quick question... I'm a little confused with all the info on undetectable... so if a person is undetectable for 6 or more months they cannot transmit the virus? the negative person should be on PrEP or does not need to? This is on man to man anal sex

Navigator happy to help answer your question.

Visitor I have been with this guy for over a year and every time we have sex we do it with condoms and I want to try without it.. but don't want to do it unless I know what I’m getting into.. just want to make sure there are no chances of me getting the virus..

Navigator Just to be sure I understand. You are wondering how effective an undetectable viral load is in preventing HIV transmission. it sounds like you are an HIV negative man. Who is wanting to have sex with a man living with HIV.

Visitor Correct... so I’ve been with this guy for over a year and every time we have anal sex there is always a condom but lately I’ve been thinking of not using.. but want to make sure there is no chance of transmission.. i’m the incentive party

Navigator I understand. Great question, btw. Three international studies showed no HIV transmissions among mixed-status couples when the partner with HIV was undetectable for 6 months or longer. This included more than 126,000 acts of reported condomless sex among mixed-status heterosexual and gay male couples. The studies were HPTN 052 (tinyurl.com/aidsmap052), PARTNER (tinyurl.com/aidsmapPARTNER) and Opposites Attract (tinyurl.com/aidsmapOAstudy). To date worldwide, there are no verified reports of someone getting HIV from a partner who is undetectable.

Visitor Yes, I read that.. thank you for sharing again :).. but I read somewhere else that most of these studies were done by male/female couples that more information is required on man to man... or did I misunderstand?

Navigator You are both right and wrong. :) First, where you are right....the first studies were mostly of male/female couples. But the studies have now been done with male/male couples as well.

Visitor oh... got it.

Navigator And in all the studies....tens of thousands of sex acts with no condoms where one partner is living with HIV and has an undetectable viral load......NO TRANSMISSIONS. So, we are very confident now that regardless of your gender and what kind of sex you like, the undetectable viral load works as a prevention for HIV.

Visitor great... that is what I heard as well... but then where i got confused is where i read that if you want to be extra safe you can use PrEP.. so that confuses me

Navigator I get why it is confusing. PrEP is also highly effective. Navigator And in some couples where one is living with HIV, the HIV negative partner also takes PrEP.

Visitor But not required to be on PrEP, right? Visitor i mean the negative person (me)

Navigator You are correct. It's a choice, depending on how the couple feels most comfortable.

Visitor ok.. see that is where I get a bit confused.. so if I don't take PrEP then I should be ok, right? one is not required for the other to work? did I get that righ?

Navigator TasP or treatment as prevention (also called Undetectable=Untransmittable) works on its own. PrEP works on its own. They can be used together. But not required. Just like you can also use a condom. But not required.

Navigator one thing for you to consider, is treatment as prevention works with this
partner. if you have sex with other partners, it is good to think of your HIV prevention method there.

Visitor Not having anything to do with anybody else.. just this one guy.... don't need more than him

Navigator Basically, you have options and can choose what is best for you. And your partner.

Visitor ok.. I guess as long as I know that I don't need to be on PrEP, then I'm good..

Visitor See the thing is I went to my doctor and I explained that I had unprotected sex with someone that is hiv undetectable and he said, that that was good but still too risky.. I'm in the USA though.. not sure if things are different here than in Europ

Navigator Unfortunately, not all providers are up to date on the research.

Visitor Yes I talked to him about this and he is concerned that he might transmit it..

Navigator That has been a challenge, is making sure providers are telling the truth to their patients. That is part of the Undetectable=Untransmittable campaign - holding providers and departments of health accountable.

Visitor yes.. problem is people go to them for advise and if not up to date on all these researches they frighten people... i guess I'm lucky i like to do my own research.

Navigator You are on the right path. You have found the right info. May I share another webpage with you? https://www.preventionaccess.org/

Visitor yes, i'm on it right now.. i've visited I-base and other websites.. i've also looked at CDC but couldn't find anything on it regarding HIV and transmission

Navigator wow.. you are really helpful.. thank you.

Visitor I feel very passionate about this topic. :) And I want you to feel comfortable with whatever decision you make.

Visitor you know what? for some reason, so do I..

Navigator Here is NY Dept of Health:
https://docs.wixstatic.com/ugd/de0404_9953eed1181949618d205be7e368635f.pdf

Navigator Here is the CDC statement:
https://docs.wixstatic.com/ugd/de0404_fab89a3aaeeb406b7d7898d0e90d5dac.pdf

Visitor I had never been with anyone that was HIV positive before so when I learned about his condition I was devastated to say the least.. my heart ached for him... i could not believe how someone so young could have such virus.. but then i learned that the virus does not discriminate... Since I've been with him I've done a lot of research.. i want to understand what he goes thru and all of that stuff.. also, one thing I've been wondering is are there any side effects to the medication he is taking to stay undetectable?

Navigator Wow, thank you for sharing with me. This is a beautiful story—you have an expansive heart and mind.

Visitor I guess that is what happens when you care for somebody..

Navigator Have you met his provider or thought about talking with his provider to learn more?

Navigator I wonder if that provider would be more supportive than yours?

Visitor difficult but all I care about is him.. not his family - it would be great if his family was on-board with this but as long as he is in it with me, that's what I care about.

Navigator Bravo.

Visitor I have talked to his provider and been with him to a couple of his appointments.. I don't go more often because I want him to feel comfortable talking to his provider and not sure if me being there will make him hold things back.. so I only go with him when he asks me to.. Unfortunately his provider also tell us that i need to be on PrEP. that the fact that I'm not circumcised makes me more prone to catching
the virus

**Navigator** I understand about your going sometimes and also not going. Makes sense.

**Navigator** In good news, his provider was supportive of PrEP! Not all are.

**Navigator** But, agree with this research you are doing that the undetectable viral load alone is enough.

**Visitor** yes, he was.. but the thing is, and this is one other thing that got me confused, he is supposed to be an expert in HIV and for what he said he does not feel like Undetectable means not transmissible.

**Navigator** Agree with you. Navigator Not all providers have been able to integrate PrEP and U=U into their practices as quickly as they should. Navigator Providers can still be hung up about people have sex without a condom. They can't get passed that because for so long all they talked about was condoms. The conversations are shifting now.

**Visitor** yeah, that's what I think about this provider. I hope people and doctors here in the US get more familiar and learn more about this.. unfortunately in my culture - Mexican here. there is a lot of stigma regarding HIV. People hear of this and they try to steer away from people with the virus..

**Navigator** Yes, this is actually tragic and wrong. Lots of folks are trying to change that....but it is not happening quickly enough. The US has been slow on some levels to embrace the U=U widely. But it is happening bit by bit.

**Visitor** it sure is.. but you know what it is? lack of information... I got to tell you the truth, before I learned that he had the virus I did not know much about the virus.. but since he came into my life (or I into his? I dont know :) ) i wanted to learn and understand what was going on.. and how to be informed.

**Navigator** You are right. Navigator I'm so glad you decided to dive in and learn more.

**Visitor** Indeed... trust me, so am I....

**Navigator** We are here for you. You can come back and ask questions anytime. Your partner, as well.

**Navigator** Is there any other way I can be helpful today?

**Visitor** no.. that is it.. thank you again for all the great work you guys are doing..

**Navigator** Awwww. That is our pleasure, truly.

**Navigator** So glad you found someone and you are happy. That is what life is all about!

**Visitor** indeed... Thank you Sharon.

**Visitor** have a great day ..

**Navigator** You, too!
What Else Have We Been Up To?

Highlights from the calendar year in (somewhat) chronological order:

**March 2018**: Launched PleasePrEPMe on Drupal platform - chosen for its capacity for SEO optimization

**April 2018**: Launched P-E-P! rap video in English and Spanish, written, directed by, and starring PrEP Navigator Charlie Romero: tinyurl.com/PPMPEPRap

**May 2018**: Created and launched PleasePrEPMe:Local showcasing support avenues for local clinics and staff: tinyurl.com/PPMLocal

**June 2018**: Updated PrEP Navigator manual to include information on copay accumulators: PleasePrEPMe.org/prepnavigatormanual

**July 2018**: Presented the PleasePrEPMe:Connect experience at 22nd International AIDS Conference in Amsterdam: tinyurl.com/PPMIAS2018

**January 2018**: Began Marketing Basics course to grow paid and organic social media traffic

**May 2018**: Made pertinent digital slides and downloadable materials available for presenters, clinics, and staff on PleasePrEPMe.org/slides

**July 2018**: Presented the PleasePrEPMe:Connect experience at 22nd International AIDS Conference in Amsterdam: tinyurl.com/PPMIAS2018

**July 2018**: Updated PrEP Navigator Manual to include information on Gilead’s updated copay limit

**September 2018**: Updated PrEP Navigator Manual to include FDA’s new weight-based guidelines for PrEP eligibility

**January 2019**: Completed 2,000th chat interaction!
Other Collaborations

We are proud of the collaborative spirit that drives most everything we do! It’s led us to some fantastic places. To celebrate, please enjoy some images from our 2018 collaborations.

PleasePrEPMe presence in the 2018 AIDS/Lifecycle swag bag

AIDS/LifeCycle is a seven-day cycling tour through California that starts in San Francisco and ends in Los Angeles. Including up to 2,500 bicyclists and more than 500 support-crew participants, funds raised are dedicated to HIV/AIDS awareness and services. Each cyclist gets a swag bag at the start of the tour, and we were able to include chapstick, sunscreen, and prepaid postcard for the journey.

PleasePrEPMe/SOA self-care mailing to frontline staff at California-based clinics

PleasePrEPMe recognizes that frontline staff members (receptionists, other first point-of-contact staff) are essential participants in the fight against HIV. Too often though their importance goes overlooked. To reach out to them specifically to let them know we see them and want to be a source of support to their work, this year we sent self-care packages filled with buttons, chapsticks, lapel pins, window clings, and love notes, addressed to the wonderful front desk staff at the 400+ clinics in our directory.

PleasePrEPMe presence at the 2018 CA PrEP Summit: Navigating the Future of HIV Prevention

We were thrilled to be included at the inaugural California PrEP Summit hosted by the State Office of AIDS in sunny Long Beach this summer. It is our hope that these necessary gatherings continue to bring together innovators in the PrEP space and go on to be even bigger, better, and even more fruitful in the future.
PleasePrEPMe presence at the 2018 Biomedical HIV Prevention Summit, Los Angeles, CA

The 2018 Biomedical HIV Prevention Summit aimed to highlight the role that biomedical prevention tools such as PrEP, PEP, Treatment as Prevention (TasP), and U=U have in ending the epidemic. PleasePrEPMe was able to share resources at the event (including PrEPñata selfie opportunities) and Director and Founder, Shannon Weber was featured on panels themed around 2-1-1 /intermittent dosing and PrEP programs for women.

Article series published in partnership with online birth control support network Bedsider.org

Aimed at Bedsider’s youthful demographic, we produced a series of articles which debunked any PrEP and PEP myths, expressing who we feel PrEP is for (anyone who wants it!), and sharing the perspective of three young people who currently use and love PrEP.

Is PrEP Right for you?
Let's Talk About (Safer) Sex
3 People Talk About Their Decision to Use PrEP
Public service announcement about U=U from Daddyhunt

Daddyhunt, “the largest gay personals site for daddies, bears, and guys that love them,” included our U=U resources in their PSA featuring actors from their well-known mini-series, Daddyhunt: The Series. See the video, currently with 275,000 views, at https://www.youtube.com/watch?v=-Av34_SgsNA.
**What's Next?**

**PleasePrEPMe:Connect Expansion**

PleasePrEPMe:Connect is soon to launch in Arizona!

Working with local PrEP navigation sites in the state, we will bring our model of sexual health coaching to PrEP consumers and support staff via chat on PleasePrEPMe.org, HIVAZ.org, and VIIHAZ.org.

**Even more PrEP-AP**

In 2019, we will begin an expanded collaboration with California’s PrEP-AP program. PleasePrEPMe will provide technical support and training to local partners, in addition to online navigation, to support the wider dissemination of PREP-AP throughout the state. We will also collect and analyze data in order to pinpoint emerging needs and gaps in coverage which may affect PrEP-AP uptake or indicate disparities in PrEP implementation, and identify additional resources that need to be developed to ensure HIV prevention access.

**Online PrEP navigation training**

Supported by the National Library of Medicine, PleasePrEPMe is creating a nationally-applicable, free online PrEP navigation training. Our target audiences are frontline staff, case managers, PrEP navigators, administrators, and other non-clinician staff at public health departments, organizations, and clinics.

Based on our almost 2 years of comprehensive online navigation experience, modules will include cultural competency and adherence support, as well as the bigger basics such as PrEP 101 and PrEP science. We plan to launch the full course in September 2019. We hope this will prove helpful to your work!
Website refresh

Towards the end of 2018, the PleasePrEPMe team workshopped internally to identify what our various visitors’ specific goals may be when visiting the website. Those discussions helped create a digital prototype to share and test directly with two identified groups of end users: Providers/Navigators & PrEP/PEP “candidates”. Unsurprisingly the motivations of each group differed from one another. This difference was addressed by creating a ‘split’ site mockup to allow for a different user journey depending on from what context the visitor is coming to PleasePrEPMe.

The prototype testing feedback allowed iteration on layout and final recommendations to create an improved user experience. The team anticipates the web developer implementing these changes, which include an update to the homepage, in 2019.

Our ability to spread the PleasePrEPMe love: An update on our outreach

Through multiple tests of various online marketing outlets, we have seen the positive relationship of promotion to website and chat conversions. In short, advertising equals visitors and chats. Limitations in promotion budget directly impact the volume of website visitors and chat interactions. We remain optimistic in 2019 we will secure funding to conduct high-impact outreach to an even wider online audience.
As our team expands in number and scope, we are committed to thoughtful development of our individual and group resources. We continue to learn how to be inclusive in our work and create the thriving, virtual frontline team we have always dreamed of being!

From left to right:
Alan McCord Director of Education, Project Inform
Shannon Weber Founder & Director, PleasePrEPMe
Yamini Oseguera-Bhatnagar Special Projects Coordinator, PleasePrEPMe
Charlie Romero Bilingual Online Navigator for PrEP and Sexual Health, PleasePrEPMe
Reilly O'Neal Editor and Special Projects Coordinator, PleasePrEPMe
Laura Lazar Coordinator, PleasePrEPMe
With special thanks to the California Department of Public Health, State Office of AIDS for making our work possible.

[and thanks to YOU for your collaboration, ideas, and wholehearted service to our communities]

Questions? Feedback? Want to work with us?
Contact laura@pleaseprepme.org