



Investigating the influence of healthcare provider communication and language reframing on PrEP uptake among Black African and Caribbean women

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Conflict of Interest

There are no conflicts of interest to declare.



Background & Justification



- Women comprise over one-third of new HIV diagnoses in England, yet Black women—who comprise nearly 65% of these cases—represent **only 0.2%** of PrEP initiations (UKHSA, 2024)
- Inspired by impactful research on the perception of using risk-based language in sexual health settings
- **PositiveEast** – East London’s largest and most tenured community-based HIV charity
 - **Women4Women** project in partnership with Queen Mary University of London and Barts NHS Trust
 - Asset-based approach to raising awareness of PrEP to women of African & Caribbean descent

Aims & Objectives

Aim:

To identify existing literature on how **health consultations and language** used by health service providers influence PrEP engagement among Black African and Caribbean (BAC) women.

Objectives

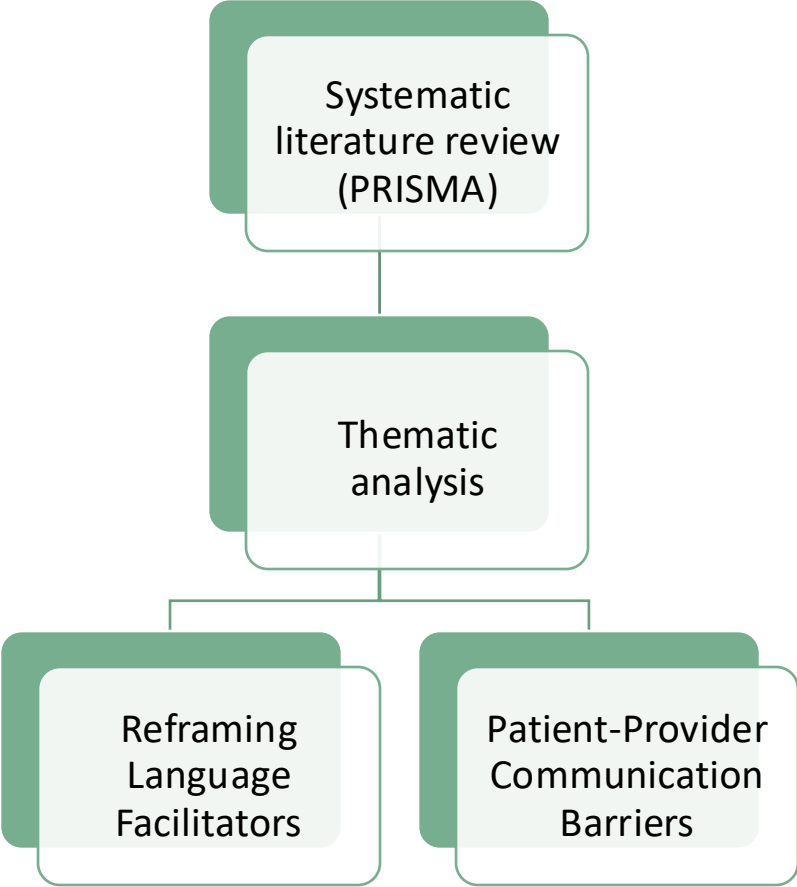
To examine how the **language and communication strategies** employed by health service providers, alongside cultural and contextual influences, shape BAC women's perceptions of PrEP.

To explore potential interventions and training programmes for health service providers aimed at reframing **risk-based, stigmatising language** and strengthening patient-provider relationships.

Methods

Study Characteristics (n = 31):

- 26: USA
- 3: UK
- 1: Kenya & South Africa
- 1: Brussels & Belgium
- 21 qualitative, 5 quantitative, 1 experimental, 4 mixed-methods



Population	HIV-seronegative, PrEP-eligible cisgender women of Black African or Caribbean descent
Intervention	Engagement with PrEP via patient-tailored provider communication and language reframing efforts
Comparison	Standard PrEP communication engagement practices, without regard to patient-related variables
Outcomes of interest	Communication-related themes observed in consultations between PrEP service providers and BAC women that serve as barriers or facilitators to PrEP uptake

Figure 1. Study PICO criteria

Results: (1) Role of Provider Communication in PrEP Engagement

- **22 studies examined barriers related to provider communication when engaging with BAC women about PrEP**

- Lack of provider-led conversations (17)
- Lack of adequate knowledge (14)
- Perceived lack of empathy (10)
- Hesitant to engage for preconceived reasons (4)
- Inadequate healthcare staffing (4)

- **28 studies examined how dynamics of provider trust and medical mistrust influence communication with BAC women regarding PrEP**

- Perceived judgment from providers (20)
- Medical mistrust (18)
- Provider stigma (11)
- Racial bias or racism (10)
- Emphasis on establishing a safe space for discussion (2)
- Patient-provider power dynamics (1)

Results: (2) Role of Reframing Language in PrEP Engagement

- **23 studies examined overall impact of modifying and reframing language to be culturally-congruent and destigmatized**
 - Reframing PrEP as a tool to emphasize women's autonomy & empowerment (9)
 - Normalizing PrEP in general women's sexual health conversation (6)
 - Using a sex-positive lens approach (6)
 - Emphasis on removing risk-based language (2)
- **9 studies examined cultural awareness and sensitivity in provider consultations**
 - Tailoring PrEP education specifically to BAC women increased engagement (9)
 - Tailoring PrEP education to religious beliefs increased engagement (1)

Recommendations

- Being mindful that a consultation is a **therapeutic relationship** – address bias.
- A shift in language from **risk-based to reason-based**, therefore enhancing prevention & care.
- **Normalise PrEP** conversations within women's general health settings.
- Advocate for improved **PrEP accessibility** outside of SHS, in trusted venues.
- Strengthen PrEP promotion and allow **equitable access to PrEP information** for women.
- Build & invest in ongoing **community conversations** about PrEP & women's sexual health.

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*How will reframing language
shift the conversation?*



Thank You!

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