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Enhancing PrEP Uptake Among African American Women- A Tailored Approach

The US healthcare system remains disadvantaged in preventing HIV in African American women, though it is one of the most advanced health systems on the planet. This initiative was intended to improve the delivery of PrEP for Black women at Kings County Hospital by filling current preventive care gaps in this vulnerable population. This pilot project developed a culturally sensitive, patient-centered model of PrEP education based on the Plan-Do-Study-Act (PDSA) model. Interventions included one-on-one counseling, outreach and collaboration with community groups. These interventions aimed to tackle three primary challenges: medical mistrust, HIV stigma and limited healthcare access. The project's goal was to boost PrEP enrollments by 20% over 12 months. The results exceeded expectations, with 14 of 26 patients (53.8%) choosing to begin PrEP, a 32% increase over hospital data. This success illustrates the importance of targeted interventions to improving PrEP adoption in vulnerable groups. The work was confined to Kings County Hospital. Its major lessons include the need to spread culturally specific interventions beyond health care and maintain them through continuous training and community collaboration. It suggests bringing PrEP training to everyday care to achieve long-term success by broadening outreach beyond the hospital setting and developing follow-up systems to ensure patient compliance. The findings will be shared through hospital reports, journal articles, public health meetings and community outreach. The work offers a model for healthcare access and outcomes for African American women that can be replicated elsewhere. Keywords: Pre-Exposure Prophylaxis, African American women, HIV Prevention, Health Disparities, Individualized Interventions, Cultural Aptitude, Kings County Hospital, PDSA model.