



# INCREASE PREP UTILIZATION, AWARENESS, AND EDUCATION AMONG UNDERSERVED POPULATIONS IN DALLAS COUNTY

GRACE B. PENARANDA,  
MSN, AGNP-C  
2024 DR. DAWN K. SMITH HIV PREVENTION  
CLINICAL FELLOW  
DALLAS COUNTY  
HEALTH AND HUMAN SERVICES -  
SEXUAL HEALTH CLINIC

DIGITAL AND COMMUNITY-BASED INTERVENTIONS—INCLUDING BILINGUAL VIDEOS, CENTRALIZED RESOURCE PLATFORMS, AND TARGETED OUTREACH— IMPROVED PREP KNOWLEDGE AND ENROLLMENT AMONG UNDERSERVED POPULATIONS IN DALLAS COUNTY.

## BACKGROUND

- PrEP (pre-exposure prophylaxis) is a proven, effective HIV prevention strategy, yet its uptake and sustained use remain low among underserved populations in Dallas County.
- African American adults aged 18–35 in Dallas County experience disproportionately higher HIV rates but have lower PrEP awareness and utilization<sup>1</sup>.
- Dallas County is a priority area under the national "Ending the HIV Epidemic" initiative, highlighting the urgent need for targeted PrEP interventions.
- This initiative, as part of the Dr. Dawn K. Smith HIV Prevention Clinical Fellowship, aimed to increase PrEP awareness, education, and access at the **Dallas County Health and Human Services (DCHHS) Sexual Health Clinic** and **Abounding Prosperity**.

## METHODOLOGY

- Initiative timeline: December 16, 2024 – March 31, 2025.
- Developed and implemented several educational and engagement tools<sup>2</sup>:
  - Created a Linktree platform to centralize access to PrEP surveys and educational videos, accessible via Bitly URL or QR code.
  - Produced a concise, bilingual (English/Spanish) PrEP educational video for patients and healthcare workers.
  - Distributed "Let's Fight HIV" flyers to promote PrEP resources.
  - Administered brief pre- and post-video surveys to assess knowledge change among patients and healthcare workers.
  - Uploaded PrEP videos to DCHHS website and YouTube channel for broader outreach.
  - Conducted community outreach events across Dallas County, distributing goodie bags and holding a gift card raffle to boost engagement.

## RESULTS

- PrEP Enrollment: 21 new enrollments during the initiative period.
  - 19 male, 2 female participants; majority (18) identified as Black/African American, with 3 Hispanic participants.
  - Most new enrollees were aged 18–34, the key target demographic.
  - SHC PrEP enrollment more than doubled during the initiative, rising to 11 compared to 5 in the prior three months, while Abounding Prosperity recorded 10 new enrollments.
- Educational Impact:
  - Healthcare Workers: Pre-video survey—29% answered all knowledge questions correctly; post-video—89% correct, showing a 60-point improvement.
  - Patients: Pre-video survey—48% answered all questions correctly; post-video—79% correct, a 31-point improvement.
  - Total reached onsite: 33 healthcare workers, 115 patients.
- Engagement: High engagement with digital resources and at outreach events, indicating strong community interest when barriers to access are reduced.

## CONCLUSION

- Integrating digital tools (social media, online platforms), providing incentives, and offering in-person engagement significantly improved PrEP outreach, awareness, and utilization in underserved Dallas County populations.
- Bilingual resources and tailored educational strategies are crucial for effective community engagement and knowledge improvement.
- The project demonstrates the value of multifaceted, accessible approaches to PrEP education and linkage to care.
- Recommendations: Ongoing analysis of patient retention, continued collaboration with local clinics, and expansion of digital and in-person outreach to further increase PrEP uptake and sustained use.

References

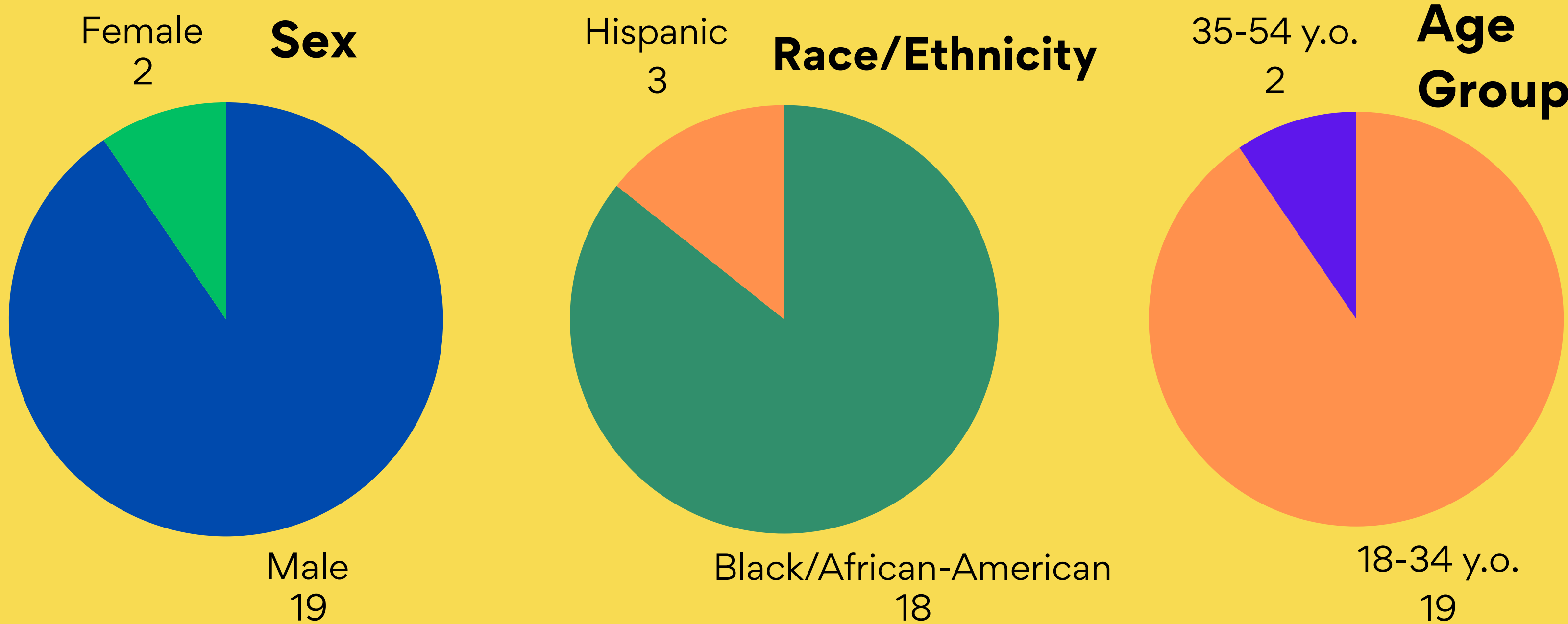
1. Abbas, Ume L et al. "Human Immunodeficiency Virus in the State of Texas of the United States: Past Reflections, Present Shortcomings, and Future Needs of the Public Health Response." Open forum infectious diseases vol. 7,10 ofaa348. 27 Aug. 2020, doi:10.1093/ofid/ofaa348

2. Shao, Ying et al. "Effectiveness of onsite and online education in enhancing knowledge and use of human immunodeficiency virus pre- and post-exposure prophylaxis." World journal of clinical cases vol. 12,22 (2024): 5042-5050. doi:10.12998/wjcc.v12.i22.5042

Perplexity AI was utilized to check grammar and usage in this abstract. All content and data have been reviewed, verified, and edited by the researcher.



PrEP Enrollment during the Initiative: 21 (16 in-person, 5 online)



Educational Video Engagements

