

Background:

In February 2015, Gilead Sciences awarded HIVE a grant to launch a program for HIV-negative women in serodifferent partnerships integrating HIV prevention with sexual and reproductive health. The result is a gender-responsive sexual wellness and reproductive health portfolio for women: **Positive Outcomes for Women Engaged in Reproductive Health.**

Successes:

POWER Health provided women, their partners, and their medical providers with clinically accurate, non-stigmatizing resources on reproductive and sexual health topics.

- ⇒ 47 unique POWER Health educational “pieces” were developed with consumer input and posted online
- ⇒ These were viewed 4,079 times across 5 continents (North & South America, Africa, Australia, Europe)
- ⇒ POWER Health brought researchers, experts and consumers together:
 - >Project Inform: focus group in Alameda County informing PrEP for women video and tools.
 - >AIDS Foundation of Chicago: professionally filmed videos on patient-provider interactions.
 - >Together, we championed the inclusion of PrEP use during pregnancy and infant feeding.
- ⇒ POWER Health’s social media impact:
 - >HIVE’s [Facebook](#) page gained 1,504 likes.
 - >[@HIVE Online](#) gained 340 Twitter followers.
- ⇒ Launch of Hangouts with HIVE: Google+ Hangouts for video discussions on topics such as safer conception and PrEP for women.
- ⇒ High-energy Twitter Chats on family building and reproductive health.
- ⇒ Providers across the nation used POWER Health materials for patient education and care.
- ⇒ We hosted 19 blogs by 16 bloggers on our website during the grant period.

Program Objectives:

- ⇒ Develop a search-engine optimized website with patient materials and patient videos.
- ⇒ Create clinically sound, **women-focused prevention portfolio** to include integrated information on reproductive and sexual health, including HIV prevention and family planning.
- ⇒ Launch a **POWER Health blog** providing a forum for consumers to interact with topic experts and a platform to rapidly inform stakeholders as new information regarding HIV prevention and family planning emerges.

Challenges:

In our pilot year, our challenges included:

- ⇒ HIV-affected serodifferent couples faced significant stigma.
- ⇒ Finding women and their partners to share their sexual and reproductive health goals, experiences with disclosure, and interactions with providers. We now have a growing number of stories featured on our blog.
- ⇒ PrEP largely being advertised as a prevention method for men who have sex with men. We worked hard to keep women in the PrEP implementation conversation locally, nationally, and globally.



Source: HIVE

POWER Health User Feedback:

“HIVE has been an indispensable resource for Kaiser Permanente Northern California, providing content expertise, clinical consultation, and sharing best practices...KPNC has extensively utilized HIVE online physician resources like inpatient order sets. HIV patient educational materials have been an invaluable resource to KPNC providers as well as members affected by HIV...and [have been] widely disseminated throughout the Kaiser system.” — Dr. Sally B. Slome, Director of HIV Services for Kaiser Permanente East Bay

“This gives me hope and makes me feel that I will no longer limit myself.”
— Naimah on [‘My TasP Conception Story’](#)

“Wow, I’m really happy to read about this because I’m learning more about our type of relationship. I also admire your comfort level because though I feel some comfort with prep, I can’t honestly say my fears were not present...” — Nichola on [‘My Battle to have a PrEP Baby’](#)

“As a proud sexworker and PrEP Ambassador in Kenya, totally support my sisters in Nigeria and support ur campaign 100%... #whereisMYPREP.”
— Melody on [‘Sex Workers in Nigeria Need PrEP’](#)

