Press announcement

An information campaign in support of a new way of HIV prevention - PrEP - is being launched in Kazakhstan

On December 18, at 10.00 in Almaty, in the UN building (303 Baizakova Street), the Kazakh Scientific Center for Dermatology and Infectious Diseases (KNCDIZ) and the EpiC Project "Achieving Goals and maintaining Epidemic Control" (USAID) with the support of UNAIDS are launching an information campaign "PrEP. Be in the rhythm of life in Your Hands", aimed at raising awareness of PrEP (PREP).

PrEP or pre-exposure prophylaxis is an effective way to prevent HIV transmission, provided it is regularly used by people without HIV. The choice of pre–term prophylaxis is a right that anyone who has a risk of infection can use. PrEP consists of taking the drug tenofovir/emtricitabine daily, which is provided free of charge. Worldwide studies show that PrEP drugs reduce the risk of HIV transmission by 99%.

The purpose of the information campaign, which is aimed at people over the age of 18, is to normalize PrEP as part of everyday life and to form an informed attitude to HIV prevention. The initiative aims to raise awareness, encourage people to make responsible decisions and minimize barriers associated with stigma.

The key points of the information campaign, which will last throughout the year, will be: awareness of the audience about the benefits and accessibility of PrEP, popularization with the participation of bloggers, comprehensive promotion on social networks.

Accreditation is required.

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