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An information campaign has been launched in Kazakhstan in support of a new method of HIV prevention - PrEP

On December 18, in Almaty, 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, launched the 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%.

- "As it is known, HIV in the country is spread mainly in key population groups. Therefore, PrEP is relevant primarily for people who use drugs, men who have sex with men, sex workers, trans people, discordant couples (one of the partners with HIV). Drugs can be obtained free of charge and confidentially from regional HIV prevention centers and non-governmental public organizations. Migrants can buy in pharmacies according to the prescription of doctors of HIV prevention centers or private medical centers," Ulugbek Medeubekov, Acting Director of the National Center for the Prevention of HIV Infection, said at the opening of the event.

 The purpose of the information campaign is to normalize PrEP as a part of everyday life and to form an informed attitude towards HIV prevention. The initiative aims to raise awareness and encourage people to make responsible decisions to minimize barriers associated with stigma. The campaign is aimed at people over the age of 18 and aims to reduce the stigma around using PrEP, positioning it as a familiar and affordable choice to protect their health. The visual concept of the campaign emphasizes the simplicity and convenience of using PrEP, complementing it with vivid photo and video content.

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.

Information campaign "PrEP. Being in the rhythm of life in Your Hands" supports efforts aimed at implementing the national HIV strategy in Kazakhstan for an effective response to HIV, ensuring the availability and acceptability of innovative preventive methods such as PrEP.

KNCDIZ Press Service