

Potential doxy PEP users need info about **cost, side effects, effectiveness, drug interactions, and how to get doxy PEP, and clearer messages on when to take doxy PEP.**

## Methods

NCSD used the online, AI-based platform Remesh to conduct **two virtual focus groups with a total of 102 cisgender men or transgender women with >1 male sex partner in the past 6 months.**

In February 2024, **50 participants read and reacted to common messages about doxy PEP** pulled from clinic and community-facing websites. NCSD and partners used findings to develop new messages and clarify existing messages. In July 2024, **52 participants read and reacted to new and revised messages** on doxy PEP. NCSD analyzed key themes from participant feedback.

## Recommendations

- Continue using existing basic descriptions of doxy PEP
- Update doxy PEP materials to include information on:
  - Side effects
  - Effectiveness
  - Drug interactions
  - How and when to get doxy PEP
  - Cost
- Consider ways to communicate when to take doxy PEP
- Providers may need to talk with patients in depth about **when to take doxy PEP** in relation to sex



Scan to learn more and view tested messages

## Message Testing Results from Two Virtual Focus Groups

Session 1: February 22-23, 2024

Participants read commonly used messages about doxy PEP, including:

- What doxy PEP is and how to use it
- Effectiveness against bacterial STIs but not viruses
- Proposed CDC eligibility guidelines



Participants understood common messages.

Participants wanted more information about **cost, side effects, how to get doxy PEP, effectiveness, and drug interactions.**

Participants were confused about **the right time to get and take doxy PEP.**

Session 2: July 11-13, 2024

Participants read a series of new and revised messages about doxy PEP effectiveness, common side effects, drug interactions, how and when to get doxy PEP, and when to take doxy PEP.



Participants understood new and revised messages about effectiveness, side effects, drug interactions, and when and how to get doxy PEP.

Participants wanted more information about **cost.**

Participants had additional detailed questions about **the best time to take doxy PEP in relation to sex.**