

The Social Network use on understanding of PrEP as a prevention intervention among Black MSM.

Social Network use in the public health domain has been adequately explained in the last few years. Reports on social networks have been adopted to communicate on public health messaging that includes dissemination of peer to peer messaging, provide advice and information that can be adopted by the end users. Social Network could provide a platform where individuals can identify with each other through common values, life styles, gender and sexual identities. However, it is not so clear how social network would influence change of behavior and how the role of social network could influence use of HIV prevention intervention. Men who have sex with men (MSM), a key community A potential major contribution to HIV prevention strategies is PrEP, a term used to refer to antiretroviral drugs taken systemically, topically or intramuscularly to prevent HIV acquisition. This intervention have a heard a lot of debates and deliberation on its effectiveness at conferences, in meetings and face to face clinic discussions. PrEP use and adherence depends on multiple band of influences emanating from variables like access to information, accurate assessment of personal risk, individual acceptability, social acceptance and structural and community support. Understanding these variables could be ideal on a social network platform. Therefore, this proposal tackles social understanding of PrEP as a prevention intervention among Black MSM.

Methods

This analysis will use data from qualitative reviews from Facebook social media. The data was filtered using Black MSM and PrEP. This was sorted by top posts, related to the groups the author's facebook account, all posts posted in the groups, located anywhere in the world and posted within the period from 2015 to December 2018. More than 120 posts and comments were reviewed from PrEP: Rethinking HIV prevention and sex, The man cave, The black gay research group, and PrEP awareness campaign. Data was analyzed by developing codes and the coding process conducted according to the objective of the study.

Results

The most posts and comments were posted on the PrEP: Rethinking HIV prevention and sex. This facebook page provided overarching discussion on PrEP use and uptake, whether PrEP was tailored for MSM, how different centres of health address issues around health care, black MSM and PrEP and use of PrEP and risk compensation.

Conclusion

Facebook is an ideal platform to create social Understanding of PrEP as a prevention intervention among Black MSM. Relevant questions and answers are immediately provided in form of facts through scientific journals, medical experts

and advocates. Further analysis of the facebook investigations are needed to find out on the coverage, use the information and how that information is trnafered into use and uptake of PrEP.