



STATE OF MICHIGAN

DEPARTMENT OF HEALTH AND HUMAN SERVICES
LANSING

GRETCHEN WHITMER
GOVERNOR

ELIZABETH HERTEL
DIRECTOR

FOR IMMEDIATE RELEASE
Jan. 16, 2024

CONTACT: Chelsea Wuth
517-241-2112
WuthC@michigan.gov

MDHHS launches “MIPrEP. MIChoice.” campaign to prevent spread of HIV and share prevention information

LANSING, Mich. – The Michigan Department of Health and Human Services (MDHHS) is launching a campaign targeted at sharing information to Michigan residents about [pre-exposure prophylaxis](#) (PrEP) which can prevent the spread of HIV. This initiative, titled [“MIPrEP. MIChoice.”](#) shines a spotlight on authentic stories from real people across Michigan who use PrEP to prevent the spread of HIV.

“PrEP is a medication that, when taken as prescribed, helps prevent a person from getting HIV,” said Dr. Natasha Bagdasarian, chief medical executive. “Taking PrEP can reduce the chance of getting HIV by up to 99% for sexual encounters and 74% for injection drug use. PrEP can be taken as a daily pill or a bimonthly injection.”

The campaign highlights nine individuals from diverse backgrounds who share their own reasons for using PrEP. Each personal story represents a step towards ending the stigma around HIV and promoting a healthier future for all.

Although in recent years MDHHS has seen increases in PrEP utilization, Michigan currently ranks [41st in the nation](#) in terms of PrEP coverage based on Centers for Disease Control and Prevention estimates providing a significant opportunity to improve coverage. Between 2013 and 2022, the estimated number of PrEP users grew from 136 to 7,290 with most of the growth among white men ages 25 to 44.

Black and Latino communities have been affected significantly by HIV with new diagnosis rates 9 times higher for Black residents than white residents, and Latinos diagnosed at three times the rate of white residents. PrEP utilization in these communities remains far lower than among whites for a number of reasons including stigma, low perception of risk, medical mistrust, lack of awareness about PrEP and insurance status. The “MIPrEP. MIChoice.” campaign will work to close these gaps; people from these communities who have chosen to take PrEP are featured in the campaign.

Most insurance plans cover PrEP, and [programs are available](#) for those who don't have coverage.

To learn more about PrEP and the “MIPrEP. MIChoice.” campaign, visit Michigan.gov/MIPrEP.

###