HIV Community Planning Council
2017 SF PrEP Initiatives

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Community Health Equity & Promotion
OVERVIEW

- Current PrEP Use in San Francisco
- Public Health Goals: New SF PrEP Initiatives
- Local PrEP Resources
- Questions
Racial Distribution of PrEP Users 2016
Compared to Newly Diagnosed HIV Cases 2015
San Francisco

- Black: 17%
- Latino: 26%
- API: 12%
- White: 42%

New HIV infections
Kaiser SF
SFDPH PC Clinics
STD clinic
Strut
CBO Testing Sites
Gender Distribution of PrEP Users 2016
Compared to Newly Diagnosed HIV Cases 2015
San Francisco

- Male: 88%
- Female: 9%
- Transfemale: 2%

New HIV infections
- Kaiser SF
- SFDPH PC Clinics
- STD clinic
- Strut
- CBO Testing Sites
Public Health Goals

Public health impact:
• Increase the number of Black/Latino MSM and trans women who access PrEP
• Increase access to sexual health services at primary care sites

Program impact:
• Increase the number of providers who prescribe PrEP to Black/Latino MSM and trans women

Adapted from Alyson Decker Academic Detailing ppt.2016
POSSIBLE CHALLENGES TO CLIENTS

• Lack of knowledge by health care providers
• Uncomfortable asking health care provider about PrEP
• Adherence concerns
• Distrust in medical system
• Alternative dosing. Not taking all the time
• Doctor won’t prescribe
• Length of time for an appointment
• Perceived Risk
• Men who do not identify as Gay (or partners)
• Cost
# 2017 New PrEP Initiatives & Priorities

## User
- Expand PrEP ambassador program, increase diversity to include African-American and Latino MSM, youth, and trans women-Project PrIDE (CDC)
- Launch targeted PrEP social media awareness campaign-PrEP RFP
- Address PrEP and HIV Related Stigma.
- Navigation Program
- Trans PrEP Demo Project- STAY Study

## Provider
- Ensure PrEP capacity in clinics serving prioritized populations through academic detailing
- Establish Truvada medication access program for youth
- Launch pharmacy delivered PrEP program in Mission
- Data To PrEP Pilot SFCC

## Measurement
- Establish comprehensive PrEP cascade and trends for MSM and transgender women in SF
- Evaluate reasons for poor retention in PrEP programs
- Align PrEP Program Metrics City Wide

**GTZ PrEP RFP in 2016-2017**
PrEP social marketing and digital stories

[Image: OUR SEXUAL REVOLUTION.org]

PrEP is a pill for people who are HIV negative. It protects you from HIV.

PrEP is safe and effective. Condoms prevent other STDs.

www.apiwellness.org/prep

[Image: GETTING TO ZERO SAN FRANCISCO]
PrEP Care Continuum

Proposed Model for PrEP Services to be RFP’d: Black/African American MSM, Latino MSM, Young MSM (<25 and <18), and Trans females

Goals
- Increase community knowledge and awareness of, and interest in, PrEP

Interventions
- Community Engagement
  - Examples: Outreach, events, opinion leader interventions
- Bridge to PrEP
  - Warm handoff
  - Examples: Counseling, risk assessment, HIV/STD/HCV prevention education
- PrEP Initiation
  - Examples: Benefits navigation, eligibility assessment, provider selection, case management
- PrEP Maintenance
  - Examples: Adherence support, ongoing case management, reminders for labwork

Outcomes
- TBD by applicant
- TBD by applicant
- # of PrEP starts
- >=70% at 6 months
- Also track new insurance enrollments, PAP use, demographics
- Time to initiation <3 months
- Client satisfaction
2017 Key Outcomes

• Reduce disparities in PrEP access & Increase PrEP Knowledge/Awareness
  – new PrEP initiations among African American MSM
  – new PrEP initiations among Latino MSM
  – new PrEP initiations among young MSM (under 25)
  – new PrEP initiations among older MSM (>50)
  – new PrEP initiations among transgender people
  – new PrEP initiations among cis-women

• Current estimate: 12,500 San Franciscans on PrEP
• Goal: 15,000 on PrEP by 2017; ~2500 new PrEP starts in 2017
PrEP Resources
- SF City Clinic PrEP navigation team: 415-487-5537
- SFAF PrEP support: 415-581-1600
- PrEP Directory (private doctors)-PleasePrEPMe.org
- Miranda Nordell (PrEP Coordinator)-Specialize in PrEP
  Youth Access: Mobile Phone (with texting): 415-985-PREP (7737)
- Montica Levy (City Wide PrEP Coordinator) 628-206-7631
- http://www.pleaseprepme.org/
- Project Inform International
  http://www.projectinform.org/prep/
- Greaterthan.org
- https://www.hiveonline.org/for-you/hiv-women-2/
- HIVEonline.org-Yamini Oseguera-Bhatnagar 510.289.1662
Thank you

- For additional PrEP information or resources: please contact:
  
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