

PRESCRIPTION FOR A HEALTHY NYC: LEARNING FROM COLLABORATIVE HIV TESTING WITHIN NYC PHARMACIES

AMANDA PHI, MPH

PATRICK PADGEN, MSW MPH

NOVEMBER 14TH, 2019

Facilitators

- Amanda Phi, MPH
- Patrick Padgen, MSW, MPH

#BEHIVSURE



Objectives

- Discuss how a group of interdisciplinary partners can work together to bring a prevention service into a setting that was not previously providing that service
- Develop frameworks for establishing and maintaining cross-sector partnerships
- Identify gaps, opportunities, and resources, as well as potential partnerships which can be leveraged to improve the public's health

Agenda

- History of HIV in NYC
- New York Knows Introduction
- HIV Testing in NYC Pharmacies
- Developing and Maintaining Partnerships
- Activity
- Questions?



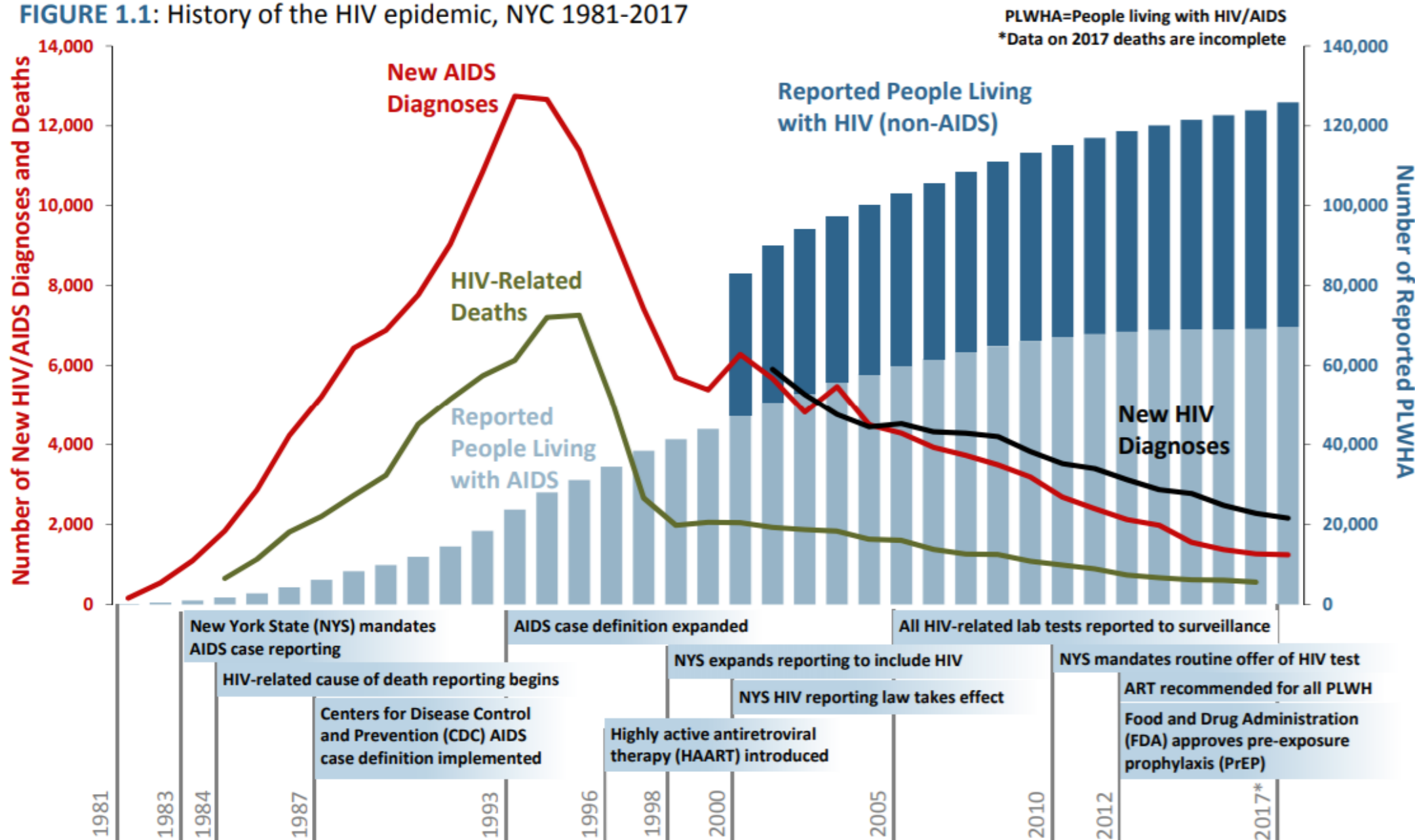
#BEHIVSURE

#BEHIVSURE

NYCTM
Health

HISTORY OF THE EPIDEMIC

FIGURE 1.1: History of the HIV epidemic, NYC 1981-2017



PRESCRIPTION FOR A HEALTHY NYC

New York Knows Introduction

#BEHIVSURE



New York Knows

New York Knows is one of the largest HIV testing and prevention initiatives in the nation.

It aims to help all New York City residents learn their HIV status and take full advantage of the city's care and prevention services.



#BEHIVSURE

NYC
Health

New York Knows Goals



Provide a voluntary HIV test for every New Yorker who has never been tested.



Make HIV testing a routine part of health care.



Identify undiagnosed persons living with HIV and link them to medical care.






Connect people who test negative for HIV to prevention services, including Pre-Exposure Prophylaxis (PrEP).

#BEHIVSURE

NYCTM
Health

Guiding Principles

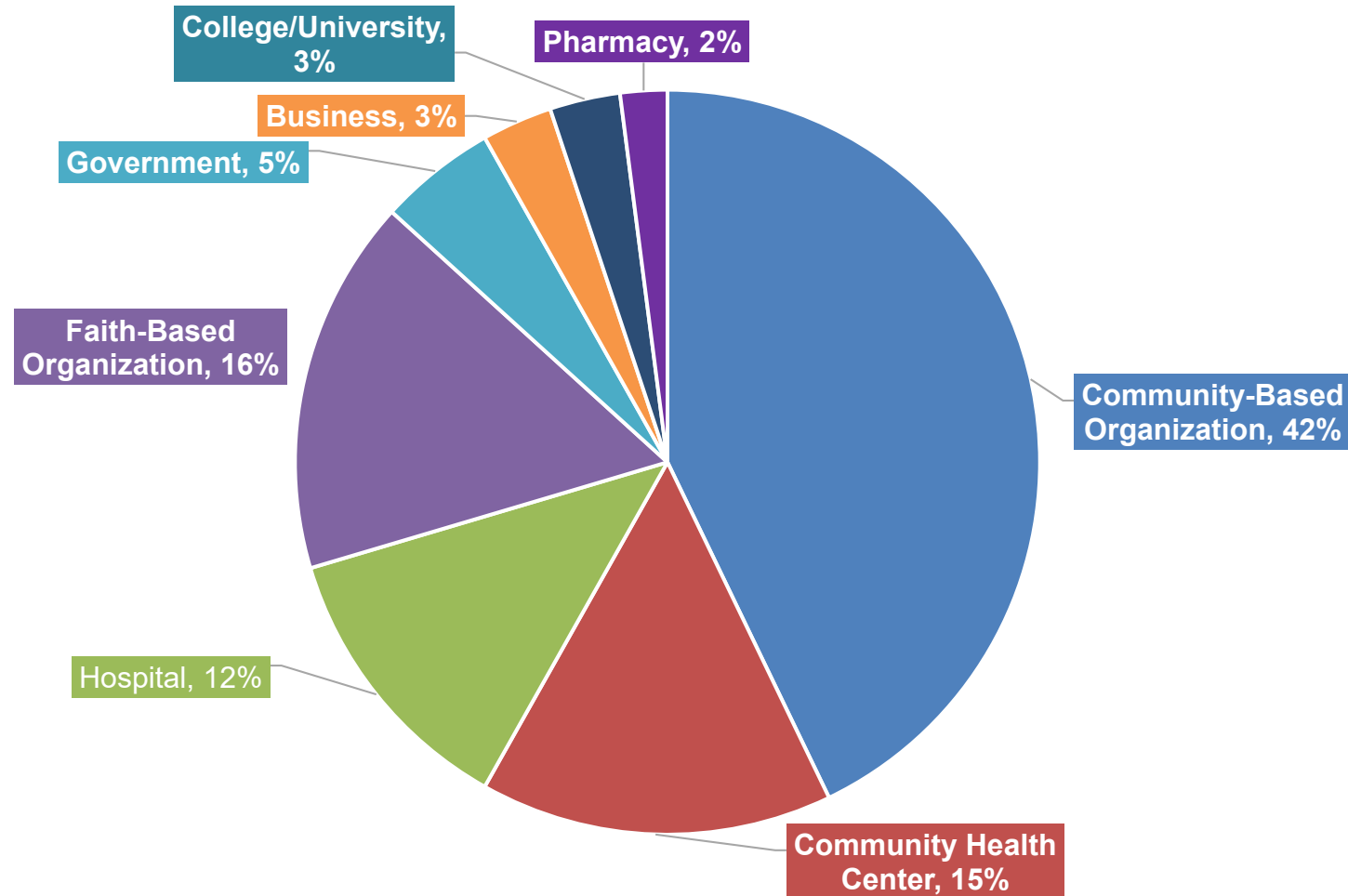
- 
- Community engagement harnesses community voices and interests for better outcomes
- 
- Together we can achieve more than alone
- 
- HIV testing is the gateway to HIV treatment and prevention and is also a vital step in ending the epidemic

#BEHIVSURE

NYCTM
Health

New York Knows Partners

NYK Partner Type
Over 200 partners

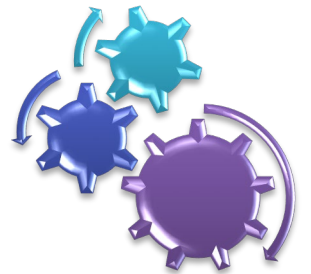


#BEHIVSURE

NYC
Health

Collective Impact Model

- Complex social or health problems cannot be solved by a single agency, department, or program
- Multiple, diverse organizations or partners from different sectors (government, business, community) are necessary
- Partners must align with common goals, indicators and efforts



Kania, J. & Kramer, M. (2011).

#BEHIVSURE

NYCTM
Health

Core Tenets of Collective Impact



Common Agenda

Shared Measurement

Mutually Reinforcing Activities

Continuous Communication

Backbone Support

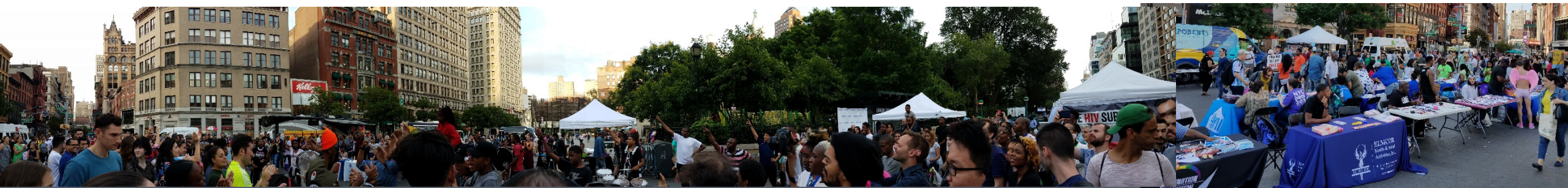
Hanleybrown, F. Kania, J., Kramer, M. (2012).

#BEHIVSURE

NYCTM
Health

Successes

- Tested over 4 million people in NYC since 2008
- Sustained engagement for over 11 years
- Coordinated successful community events
- Conducted citywide and online campaigns
- Innovated pilot programs and projects (pharmacy testing)



#BEHIVSURE

NYCTM
Health

PRESCRIPTION FOR A HEALTHY NYC

HIV Testing in NYC Pharmacies: A Pilot Project

#BEHIVSURE



Origin Story

Getting testing outside of traditional settings

- 2013 Pilot in the Bronx
- 2014 National HIV Testing Day Citywide
- 2015 Planning for Pilot in Manhattan



#BEHIVSURE

NYCTM
Health

Objectives

- To increase access to HIV testing outside of a traditional clinical or community based organization setting
- To decrease stigma for HIV and HIV testing
- To increase awareness on HIV and PrEP

Roles

- NYC Health Department
 - Coordinated project
 - Monitored progress
- Pharmacy
 - Hosted HIV testers
 - Promoted testing
- Testing Agencies
 - Promoted/provided HIV testing
 - Reported data

HIV Testing Pilot Survey

Agency Name:

Data Contact Name, Email and Phone:

Testing Date:

Location (circle one): Hell's Kitchen/Inwood

Data Reporting Indicators:

Number of HIV Tests Conducted:

Number of Reactive HIV Tests:

Did you use outreach volunteers to promote HIV Testing at the event (s)? Yes ☐ No ☐

Did you do your own social media promotion? Yes ☐ No ☐

If yes, check all that apply:

<input type="checkbox"/> Grindr	<input type="checkbox"/> Twitter	<input type="checkbox"/> Instagram
<input type="checkbox"/> Scruff	<input type="checkbox"/> Tumblr	<input type="checkbox"/> Own website
<input type="checkbox"/> Facebook	<input type="checkbox"/> Email	<input type="checkbox"/> Other: <input type="text"/>

Aggregate demographics summary:

Orientation	Gender	Race/Ethnicity	Age
MSM: <input type="text"/>	Female: <input type="text"/>	Asian: <input type="text"/>	13-17: <input type="text"/>
Non-MSM: <input type="text"/>	Male: <input type="text"/>	Black: <input type="text"/>	18-24: <input type="text"/>
	Transgender: <input type="text"/>	Latino: <input type="text"/>	25-44: <input type="text"/>
	Other: <input type="text"/>	White: <input type="text"/>	45-64: <input type="text"/>
		Other: <input type="text"/>	65+: <input type="text"/>

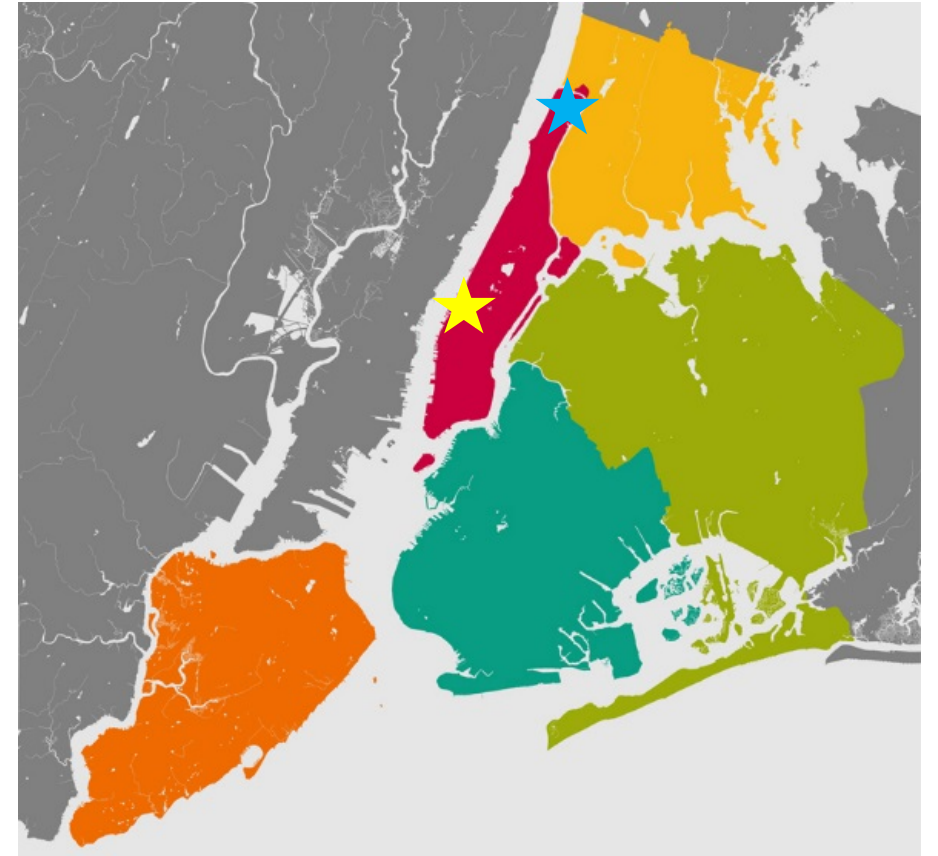
Comments:

#BEHIVSURE

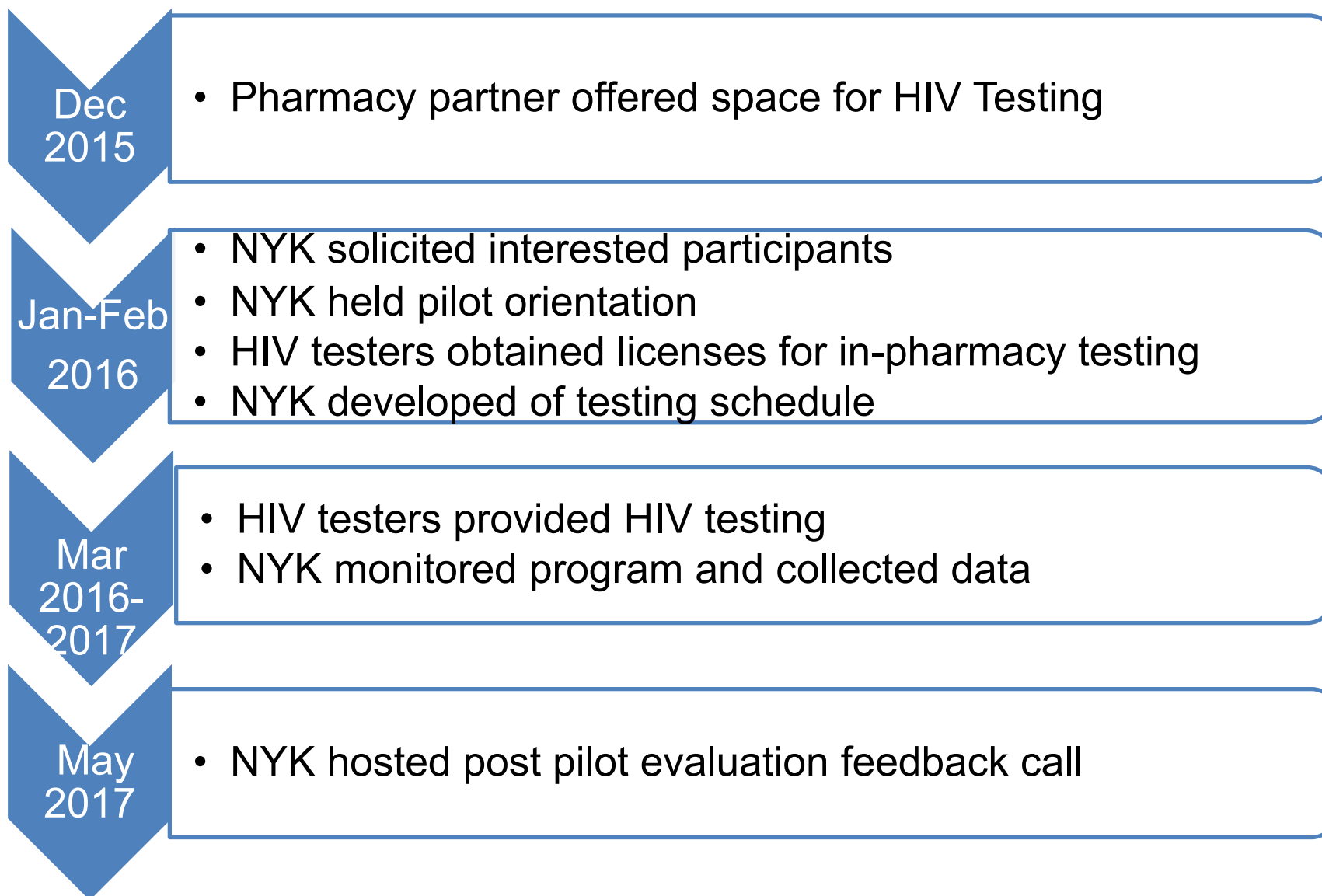
NYC
Health

Details

- Duration: One Year
 - March 2016 to March 2017
- Locations: Two Pharmacies in Manhattan
 - Hell's Kitchen and Inwood
- Participants: Nine community partners
 - Pharmacy chain with two locations
 - Eight HIV service organizations
 - 5 Community-Based Organizations
 - 2 Community Health Centers
 - 1 Hospital



Timeline



Testing Agency Requirements

- NY State Requirement
 - Approval for off-site HIV testing
- Pharmacy Requirement
 - Certificates of Insurance
 - Limited Use License Agreement
- NYC Health Department Requirement
 - Pilot Orientation attendance
 - Expectations Agreement



#BEHIVSURE

NYCTM
Health

Overall Results

Between March 2016 – March 2017

- 191 total HIV tests conducted
- 5 preliminary positive tests
- More than 60% of individuals tested identified as Black and/or Latinx



#BEHIVSURE

NYC
Health

Pilot Results

Demographics		Inwood (n=112)	Hell's Kitchen (n=83)
Orientation	MSM	26, 23%	44, 53%
Gender	Female	51, 46%	18, 22%
	Male	59, 53%	64, 77%
	Other	2, 1%	1, 1%
Race/Ethnicity	Asian	3, 2%	8, 10%
	Black	33, 30%	20, 24%
	Latinx	60, 54%	11, 13%
	White	16, 14%	41, 49%
	Other	0	3, 4%
Age	18-24	23, 21%	15, 52%
	25-44	56, 50%	13, 45%
	45-64	26, 23%	1, 3%

#BEHIVSURE

NYC
Health

Challenges

- Communication
 - Between testing agencies
 - Within pharmacy
- Progress/process monitoring
- Planning for continuation of partnerships post-pilot



Successes



- Pharmacy and testing agency satisfaction
- High positivity rate
- Regular and consistent provision of a preventative health service in a non-traditional setting for the community
- Shared responsibility of work without overburdening agencies

Next Steps

- Relaunch Pharmacy Testing in Bronx (2018) and Manhattan (TBD)
- Continue collaborative testing model for events
- Tailor model based on partner feedback



#BEHIVSURE

NYCTM
Health

PRESCRIPTION FOR A HEALTHY NYC

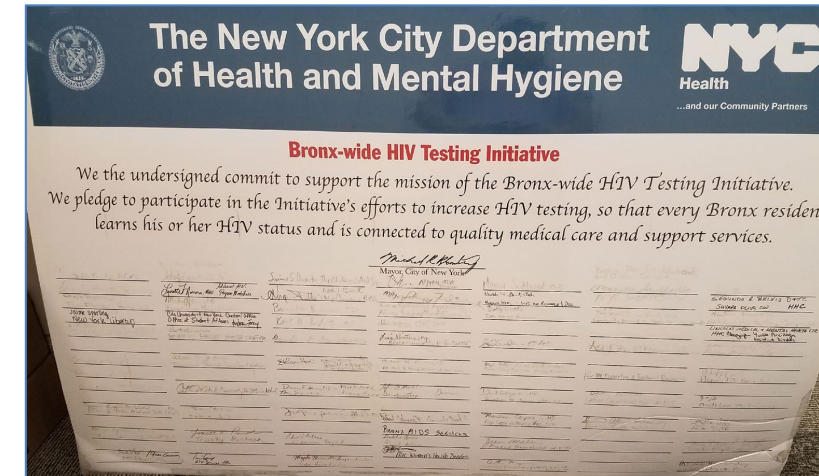
Developing and Maintaining Partnerships

#BEHIVSURE



New York Knows Partners

- NYK has over 200 partners



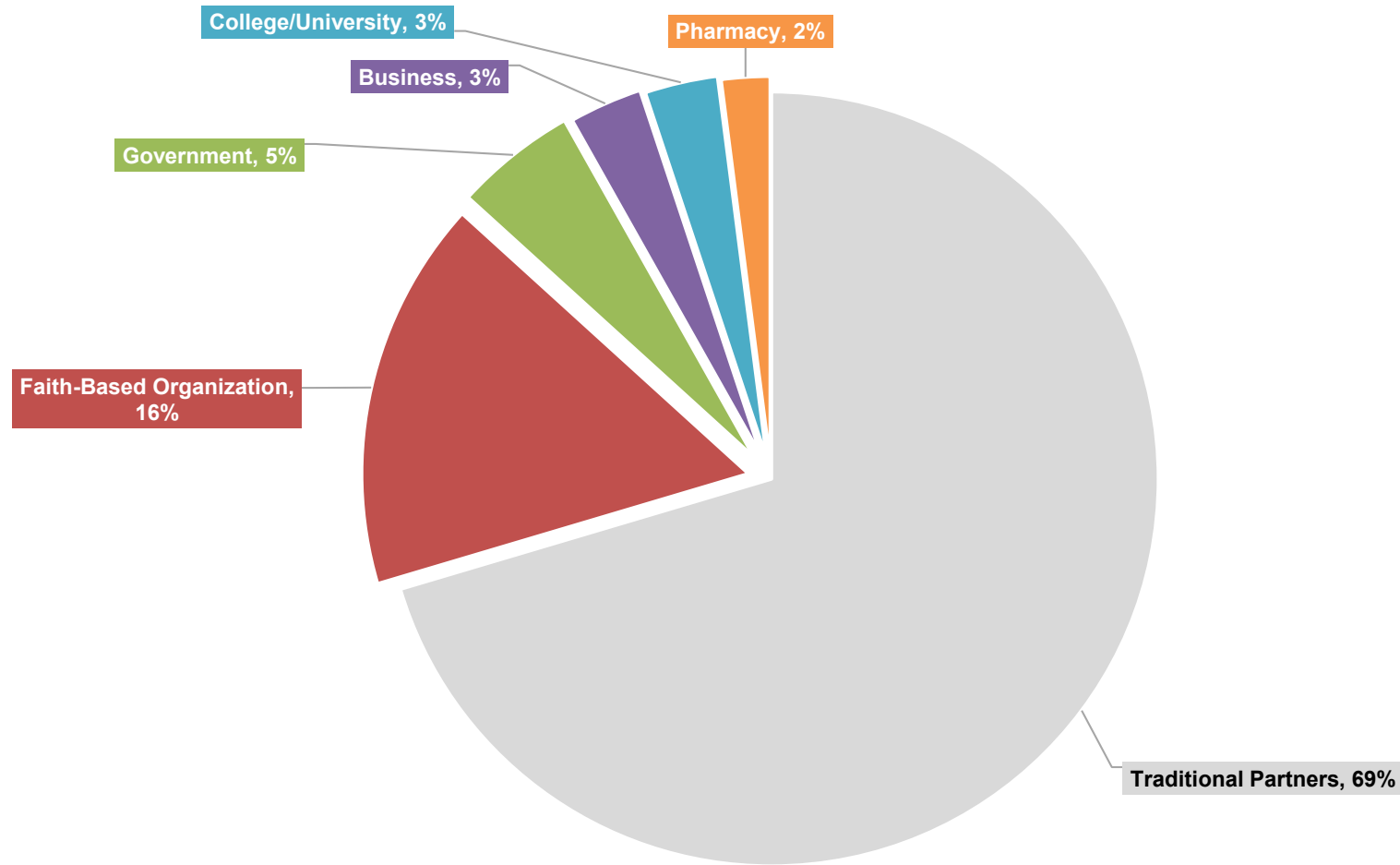
- Partners must align with common goals, indicators and efforts

#BEHIVSURE

NYCTM
Health

Collaborating Across Sectors

**Nontraditional
Partners (31%)**
Over 60 partners

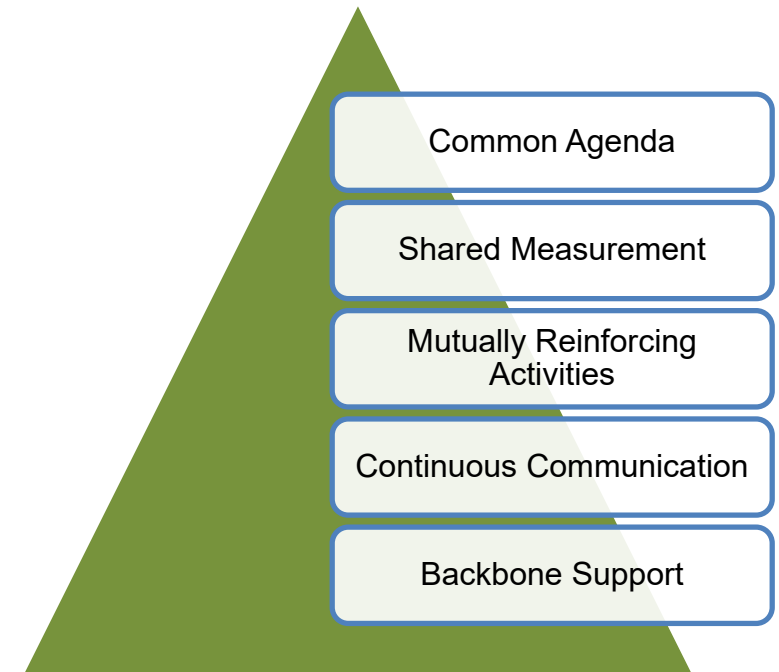


#BEHIVSURE

NYC
Health

Tips

- Clearly defined responsibilities and benefits
- Building relationships and trust
- Shared ownership
- Communication

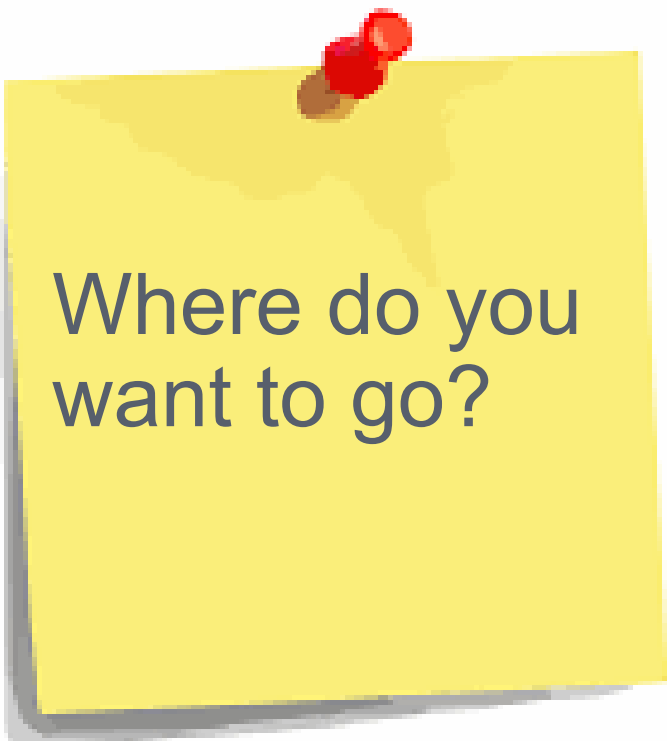


Challenges

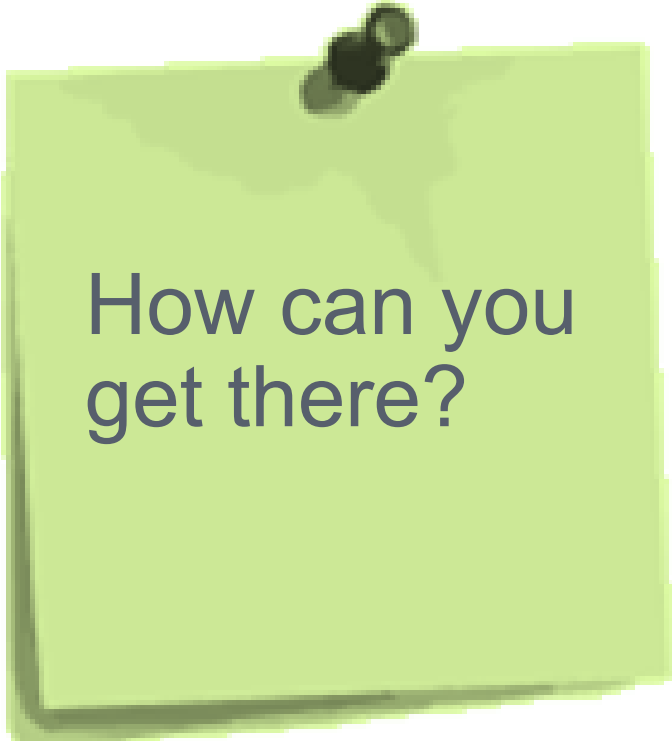
- Fostering collaboration
- Sustained engagement
- Capacity/Resources
- Leadership (backbone agency)



Next Steps



Where do you
want to go?



How can you
get there?



Who can help
you there?

#BEHIVSURE

NYC[™]
Health

PRESCRIPTION FOR A HEALTHY NYC

Activity

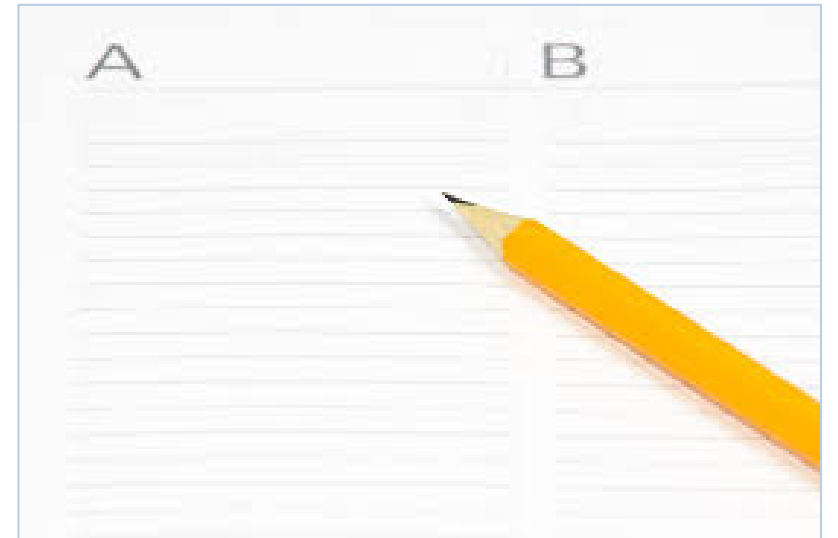
#BEHIVSURE



Logic Models

Road map for achieving outcomes that can help:

- Plan program
- Coordinate activities
- Communicate effectively
- Measure your success



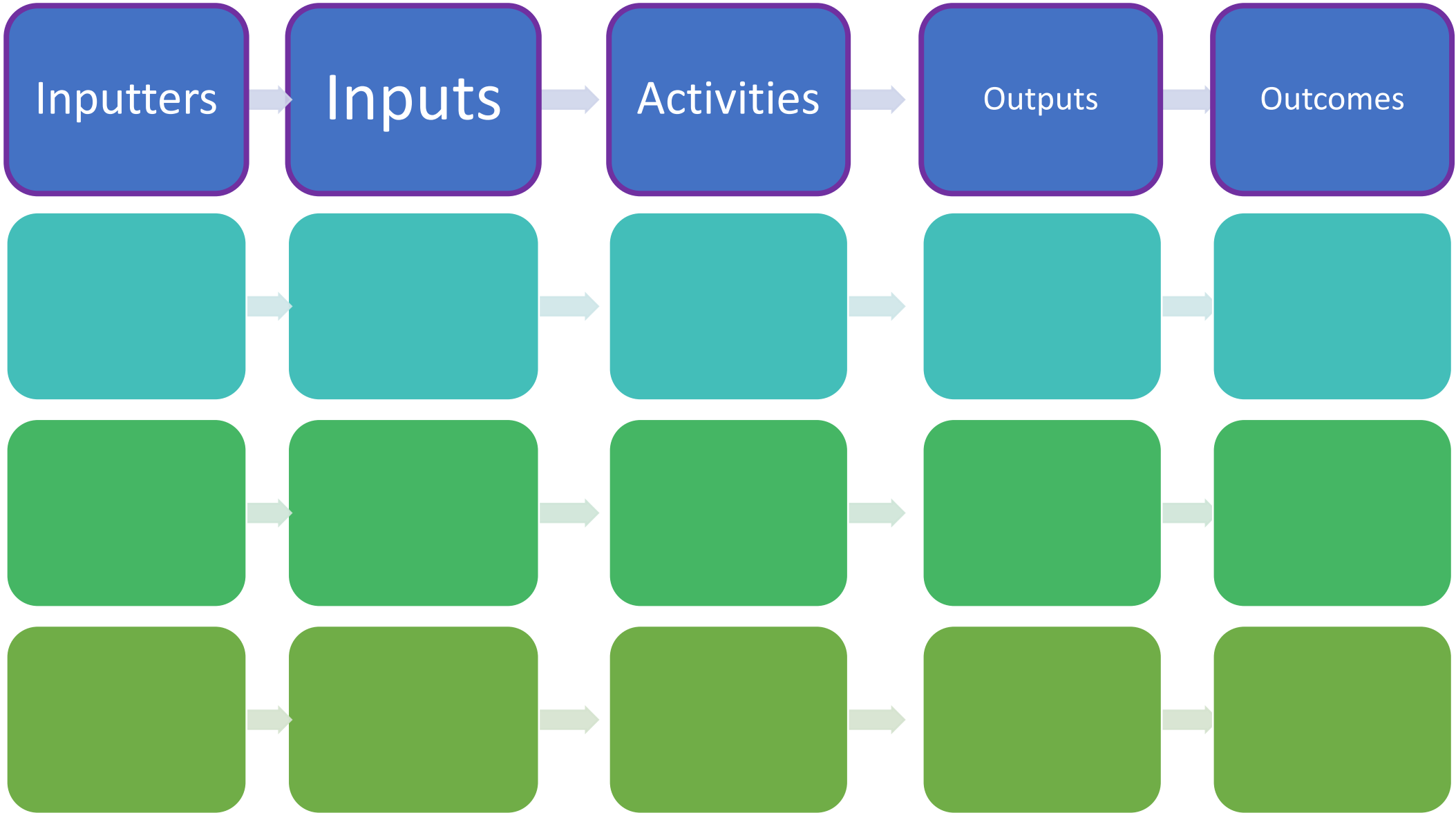
Tips for Logic Modeling

Work backwards, start with intended outcomes. Process is iterative and collaborative

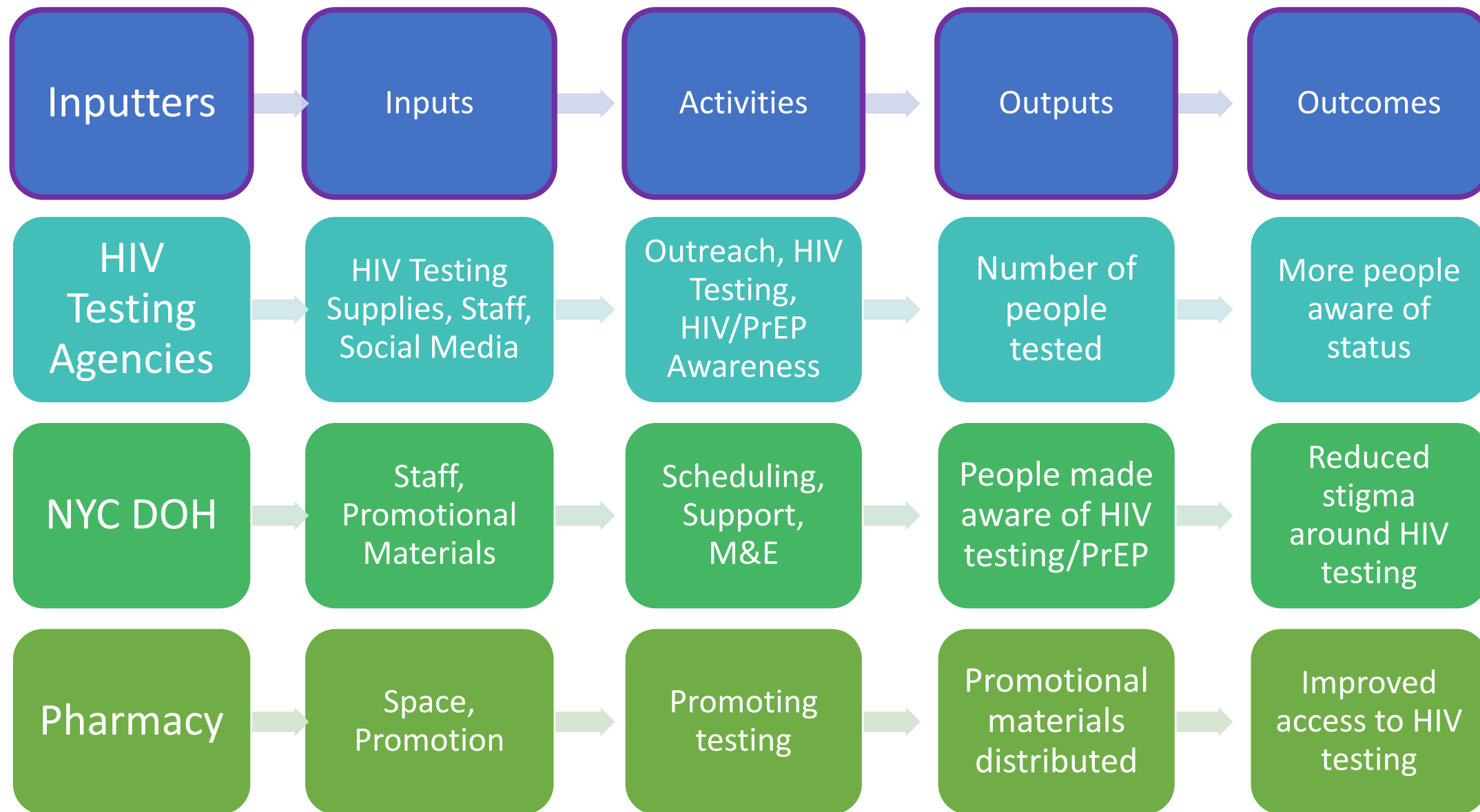
- Outcomes/impact should be SMART
 - Specific
 - Measurable
 - Achievable
 - Realistic
 - Time-bound



Logic Model:



New York Knows: Manhattan Pharmacy Pilot Project



PRESCRIPTION FOR A HEALTHY NYC

Discussion

#BEHIVSURE



New York Knows Team

- Shanell Brackett
- Thierry Ekon
- Yanoh Jalloh
- Donovan Jones
- Patrick Padgen
- Amanda Phi
- Yusyin Hsin



#BEHIVSURE

NYCTM
Health

Acknowledgements

- NYK Community Co-Chairs
- NYK Team
- Benjamin Tsoi
- Julie Myers
- Oni Blackstock
- Demetre Daskalakis

- NYK Partners

There are far too many partners to list on one slide, but the New York Knows partner agencies are vital to the success of the initiative

References

Centers for Disease Control and Prevention, Heart Disease and Stroke Prevention Program Evaluation Guides: Developing and Using a Logic Model https://www.cdc.gov/dhds/docs/logic_model.pdf

Centers for Disease Control and Prevention, *CDC-Funded HIV Testing, United States, Puerto Rico, and the U.S. Virgin Islands*, 2017; 2018. <https://www.kff.org/hivaids/fact-sheet/hiv-testing-in-the-united-states/#footnote-410458-50>

Hanleybrown, F. Kania, J., Kramer, M. (2012). "Channeling Change: Making Collective Impact Work." *Stanford Social Innovation Review*. Retrieved January 15th, 2018. https://ssir.org/articles/entry/channeling_change_making_collective_impact_work

Innovation Network: Logic Model Workbook https://www.innonet.org/media/logic_model_workbook_0.pdf

Kania, J. & Kramer, M. (2011). "Collective Impact." *Stanford Social Innovation Review*. Retrieved January 15th, 2018. https://ssir.org/articles/entry/collective_impact

W.K. Kellogg Foundation Logic Model Development Guide
<https://www.bttop.org/sites/default/files/public/W.K.%20Kellogg%20LogicModel.pdf>

#BEHIVSURE

NYC
Health

Questions?



#BEHIVSURE

NYCTM
Health