

Scaling Up PrEP in NYC

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Presentation Overview

1. NYC Landscape for PrEP Implementation
2. CDC Demonstration Projects: PrIDE and THRIVE
3. Strategies for Scale Up
4. Impact

NYC Landscape for PrEP Implementation

The New York Times

Cuomo Plan Seeks to End New York's AIDS Epidemic

By ANEMONA HARTOCOLLIS JUNE 28, 2014



Governor Andrew Cuomo announcing his new initiative to combat the city's AIDS epidemic before the Gay Pride Parade. Michael Appleton for The New York Times

NY State's Ending the Epidemic

- Three-Point Plan
 1. Identify persons with HIV who remain undiagnosed and link them to health care
 2. Link and retain persons with HIV in health care to maximize viral suppression so they remain healthy and prevent further transmission
 3. Facilitate access to Pre-Exposure Prophylaxis (PrEP) for high-risk persons to keep them HIV negative

NYC Landscape for PrEP Scale Up

NYC environment includes:

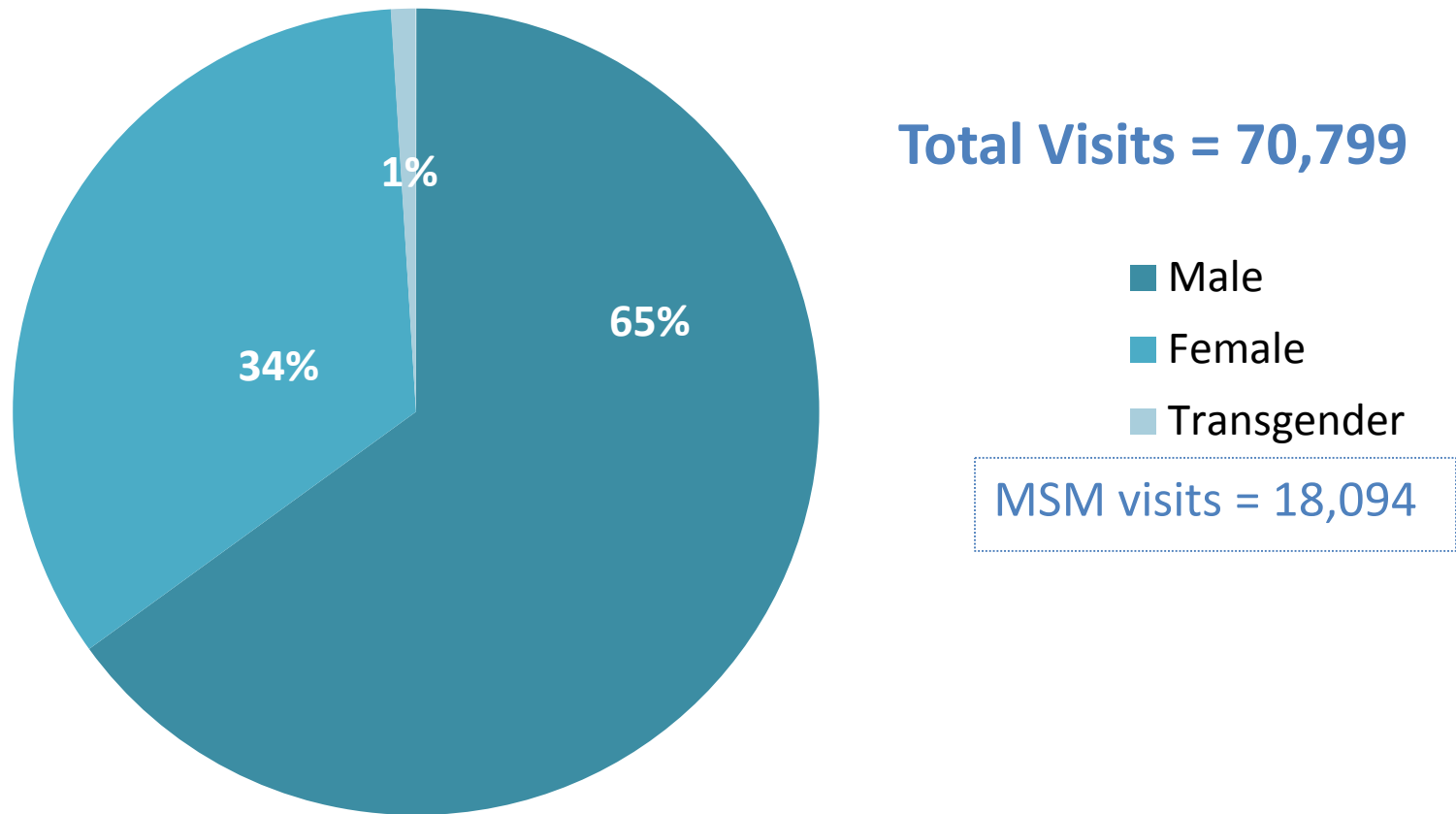
- CBOs' strong relationships with priority populations
- CBOs' longstanding experience providing HIV prevention services
- NYC's experience with social marketing
- NYC's comprehensive approach to increasing PrEP supply/demand
- STD clinics' existing contact with priority populations
- STD clinic's expansion of services

STD Clinics' Transformation

- HIV-negative patients
 - Offer full 28-day course of PEP
 - Start PrEP and navigate to PrEP provider
- HIV-positive patients
 - Offer immediate ART initiation
 - Navigate to HIV primary care provider
- Client-centered care
 - Expand hours/services
 - Renovate clinics
 - Increase community engagement

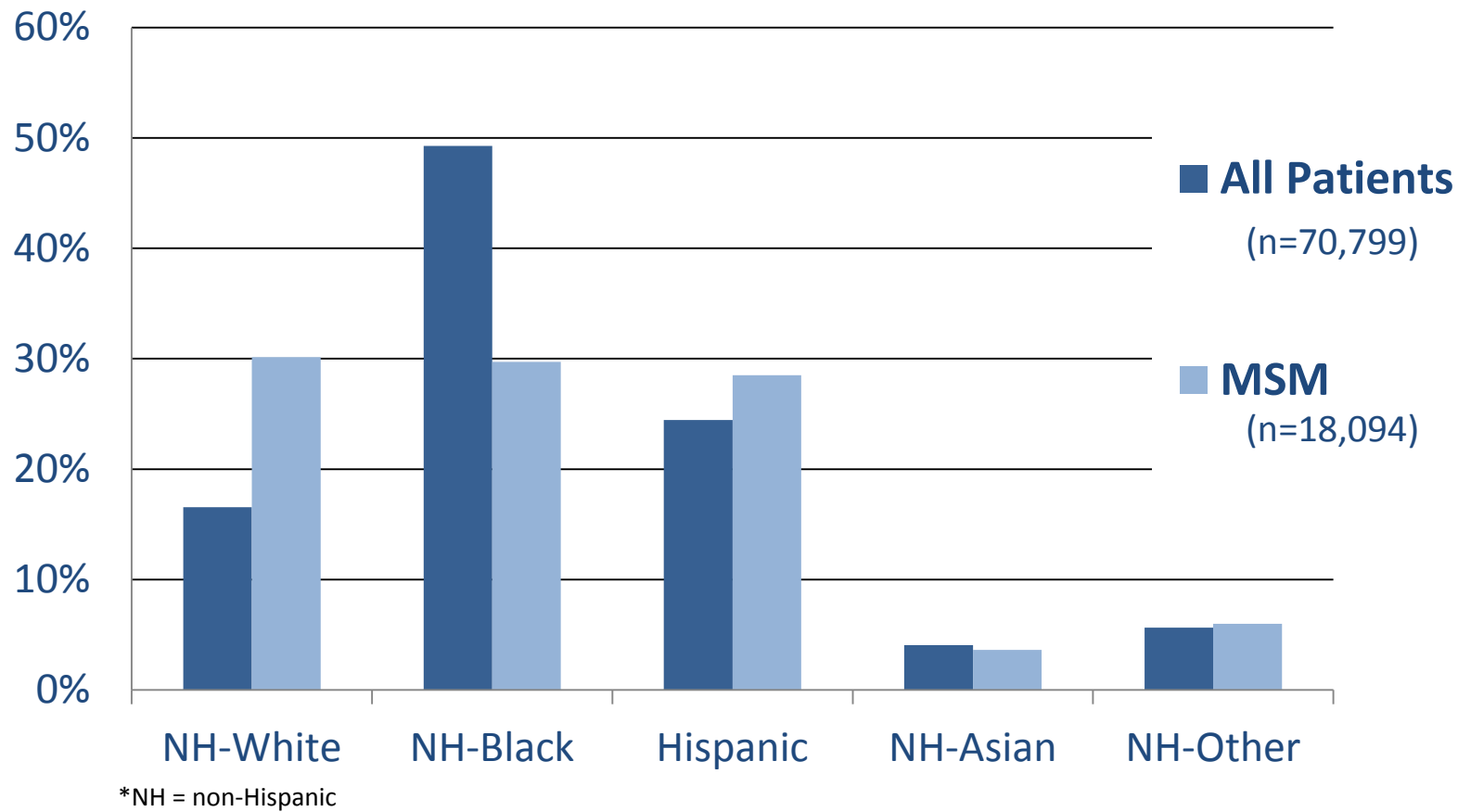


Patient Visits by Gender, NYC STD Clinics, 2015



*MSM visits account for 26% of all patient visits (10,346 unique patients)

Race/Ethnicity of NYC STD Patient Visits, 2015



***74% of all visits are from patients who identify as Black or Hispanic;
58% of MSM visits are from patients who are Black or Hispanic**

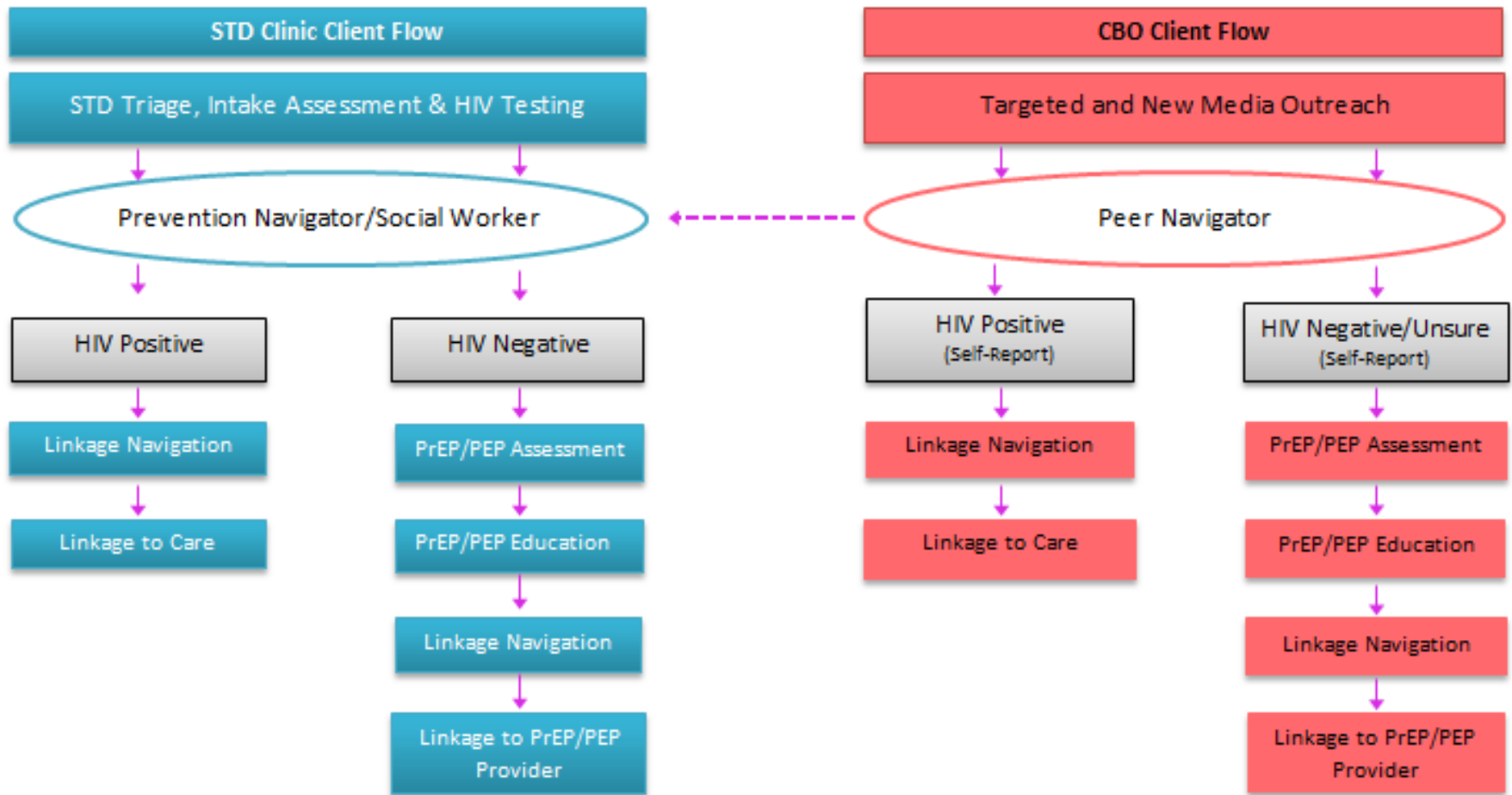
CDC Demonstration Projects: PrIDE and THRIVE

Project PrIDE

PrEP • Implementation • Data2Care • Evaluation

- **Prevention navigation**
 - STD clinic
 - CBO outreach
- **Social marketing campaign**
 - Increase awareness/use of PrEP
 - Drive consumers to STD clinics

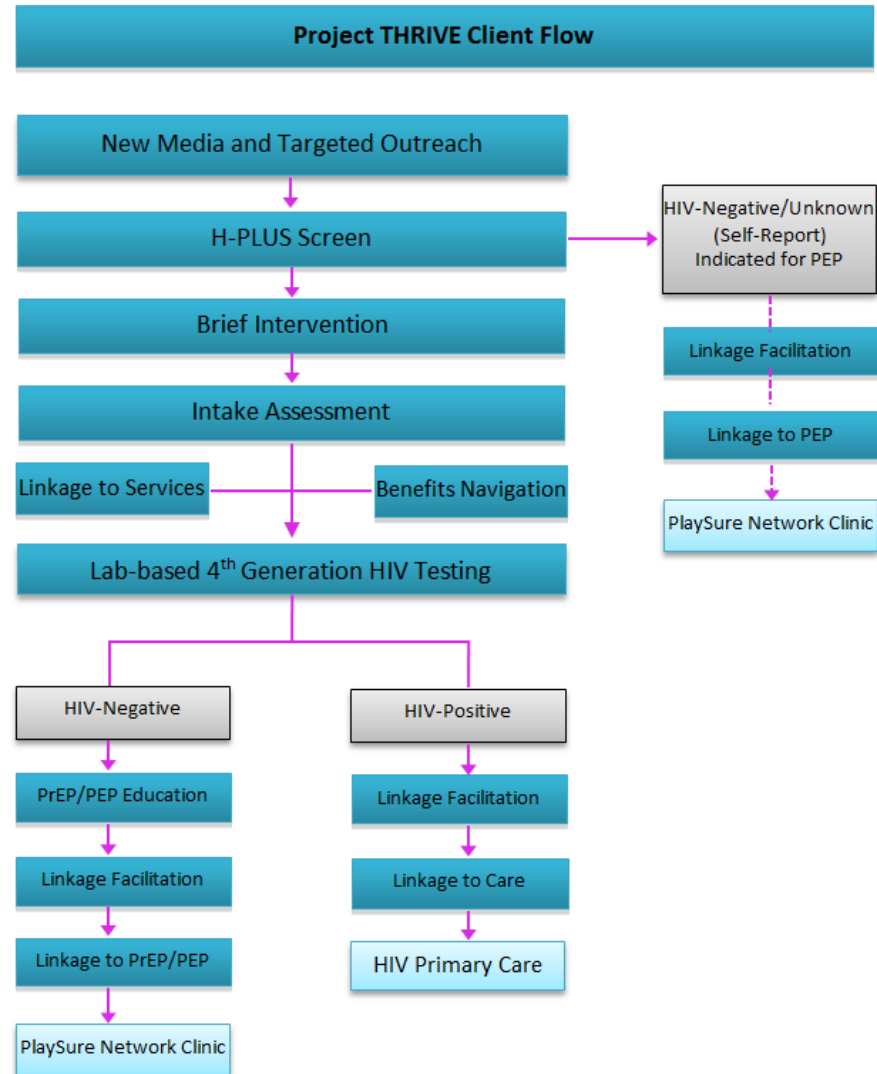
NYC Project PrIDE Flow Chart





- **Prevention & Care navigation**
 - Lab-based 4th generation HIV testing at CBO sites
 - Linkage to PrEP/PEP
 - Linkage to Care
- **Leveraging *Brooklyn Knows* Collaborative**
 - Increase coordination between HIV prevention and care services in Brooklyn
 - Increase capacity for behavioral health and social services for HIV-negative and HIV-positive

NYC Project THRIVE Flow Chart



Strategies for Scale Up

Prevention Navigation

Prevention Navigation

- Modeled after patient navigation
- Leverages success of patient navigation utilized for HIV care and treatment (*Irvine, MK; et al, 2015*)
 - Adapts the strengths of the Ryan White Part A-funded Care Coordination model for HIV prevention purposes
- Defined as a client-centered approach for HIV-negative individuals who would most benefit from PrEP, PEP and other HIV prevention services



Prevention Navigation Implementation Model, New York City, 2016



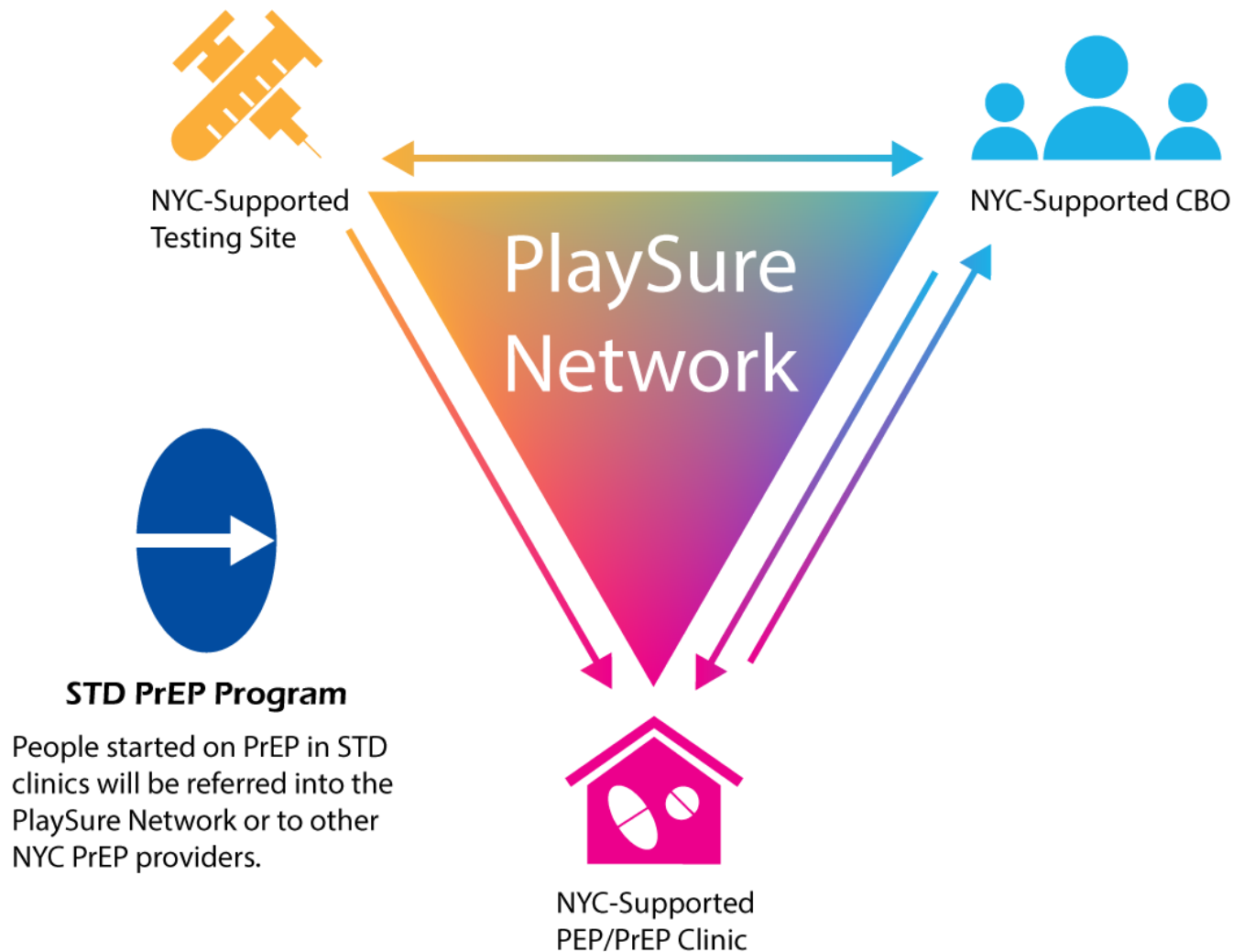
Prevention Navigation

Objectives

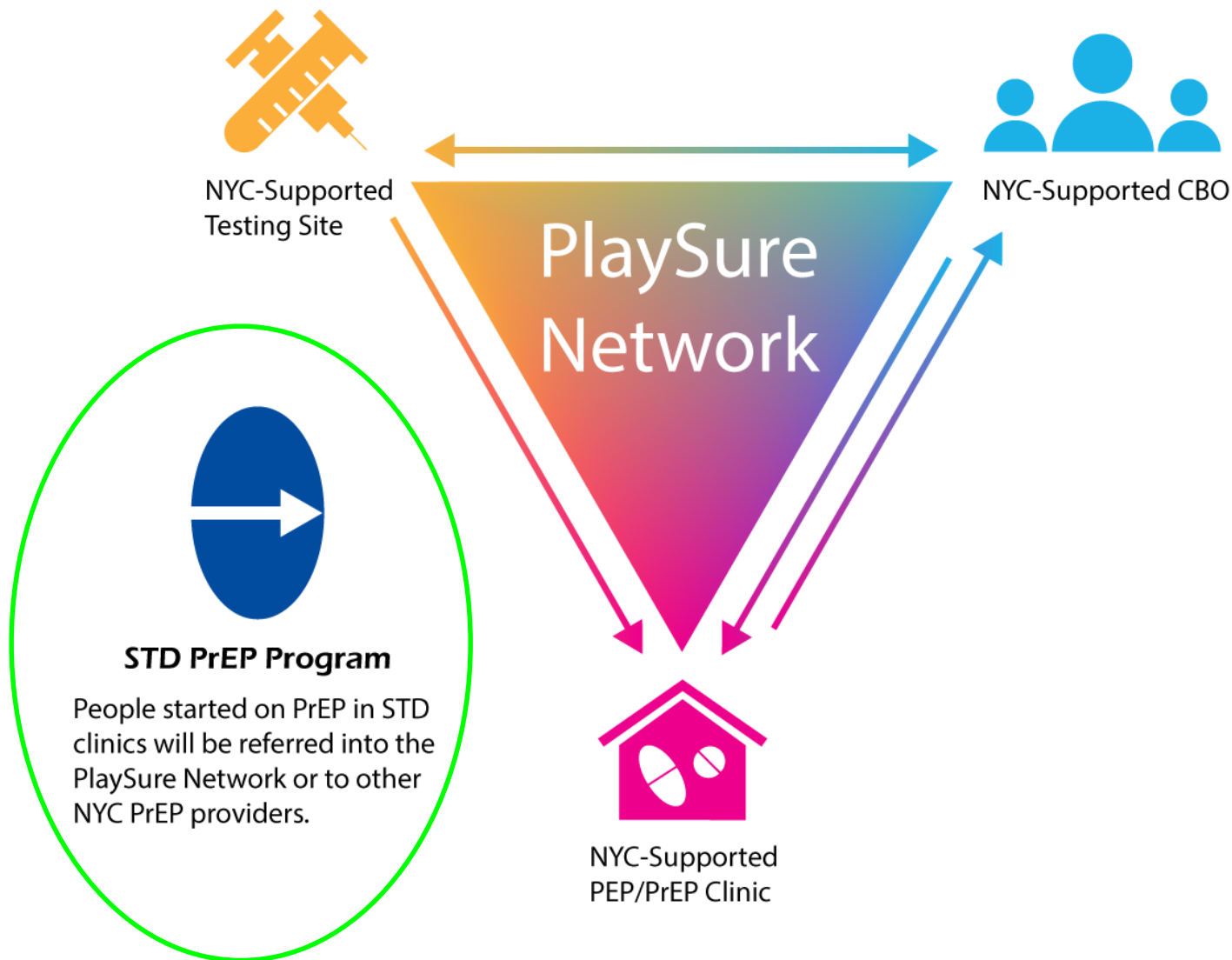
1. Identify HIV-negative individuals who would benefit most from PrEP, PEP and other HIV prevention services.
2. Assist clients in navigating the healthcare system to access HIV prevention services.
3. Support clients to avoid infection through coordination of HIV prevention services.
4. Assist clients to build knowledge and skills to maintain HIV-negative status.



#PlaySure Network



#PlaySure Network



Training



Training Plan

- Leverage **existing trainings** offered through our **Training and Technical Assistance Program**
- **Target Audience: Frontline Staff**, i.e., Navigators, Social Workers and Supervisors
- Develop **new and innovative trainings** to address PrEP/PEP-specific training needs
 - Best Practices in PrEP/PEP Counseling
 - Prevention Navigation
 - Benefits Navigation



Prevention Navigation Training

- Aims:
 - Provide Prevention Navigation Overview
 - Focus on the role of the navigator to helping clients move through the health care system to access PrEP or PEP services
 - Leverage knowledge and skills acquired from pre-requisite/core trainings



Navigation Coaching

- Designed to complement Prevention Navigation training and address specific challenges encountered by the agency
- Delivered by a clinical psychologist with expertise in performance enhancement coaching
- Coaching sessions with navigators, social workers, supervisors
- Leverage experience from Care Coordination navigators for PLWH



Social Marketing



#PlaySure Message Development

#PLAYSURE

NYC
Health

Developing #PlaySure

- Aim: to create a **fun, sex positive** combination prevention campaign for
 - Anyone citywide who might benefit from PrEP
 - Partners of those who might benefit from PrEP
- Summer 2015 – focus groups with priority populations
 - MSM (18-29)
 - Transgender women (18-35)
 - Transgender men (18-35)
 - Young women of color (18-35)
 - MSM (30-45)
 - Each group contained a mix of education, socio-economic status and borough of residence

#PLAYSURE

One Message Regardless of Status



#PLAYSURE

#PlaySure sightings!

CTIONS



HOME



SEARCH

The New York Times

N.Y. / REGION

New York Revamps Safe Sex

Big City

By GINIA BELLAFANTE DEC. 18, 2015



A "Play Sure" ad on a subway train, part of a larger

In summer 2014, a 22-year-old black man who had recently been diagnosed with [H.I.V.](#) walked into a clinic at Mount Sinai Hospital where he was seen by Demetre Daskalakis, an infectious disease specialist, who would soon become the assistant commissioner of New York City's H.I.V. and AIDS prevention unit. The patient was vigilant about his own care. He carried a container that looked like a slightly oversize cosmetics compact. It neatly held [condoms](#) issued by the city, lubricant and his H.I.V. medications.

"I thought, you know, this is

brilliant," Dr. Daskalakis



#PLAYSURE

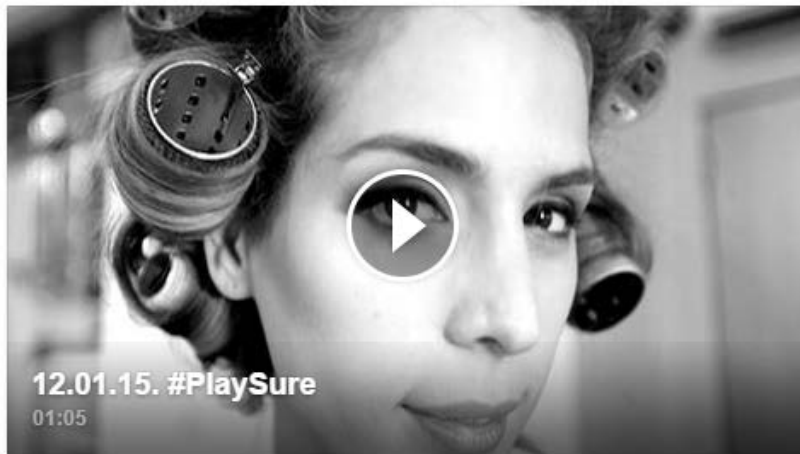
#PlaySure—Teaser Video



NYC Condom - Get Some!

Published by New York City Department of Health and Mental Hygiene [?] · November 20, 2015 ·

Get ready, NYC. This World AIDS Day, sex changes. Forever.



78,409 people reached

Boost Post



565

27 Comments 188 Shares



Like



Comment



Share

Total Reach
159K+


Video Views
25K+

Engagement Rate
15.8%

#PLAYSURE

Leveraging Existing Collaborations

Utilizing Existing Collaborations

The logo for Brooklyn Knows is displayed on a black rectangular background. The word "BROOKLYN" is in white, bold, uppercase letters. The letter "O" is replaced by a red circle containing a white plus sign. The letter "K" is replaced by a red circle containing a white minus sign. Below "BROOKLYN" is the word "KNOWS" in white, bold, uppercase letters. A red horizontal line is positioned below the word "KNOWS".

**BROOKLYN
KNOWS**

Total of 93 agency partners

Goal 4: Link HIV negative individuals to prevention services, including PrEP

Brooklyn Knows

Role in Project THRIVE

- *Brooklyn Knows* has expanded its work to include improving coordination of both HIV prevention and care services for Brooklyn's Black and Latino MSM
- Brooklyn-based CBOs were solicited to conduct prevention navigation and linkage to care
- Providers in Brooklyn who are not currently *Brooklyn Knows* partners have been asked to join the initiative as part of Project THRIVE collaborative

Impact

Project PRIDE & THRIVE

Evaluation

- Capacity building:
 - Pre/post tests of staff trainings
 - Pre/post clinic assessment
- Prevention Navigation:
 - STD clinic electronic medical records
 - Performance data from contracted programs
- Social marketing
 - Local behavioral surveillance survey data
 - STD clinic visit volume and patient characteristics

Long Term PrEP Outcomes

Project PrIDE

- Increased awareness and use of PrEP among PrEP-eligible MSM of color and transgender persons
- Increased number of MSM of color and transgender persons seeking PrEP at STD clinics

Project THRIVE

- Increased awareness of PrEP among MSM of color in Brooklyn
- Increased access to PrEP among PrEP-eligible MSM of color in Brooklyn

Acknowledgements

BHIV

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- Contracted agencies
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Thank you!