

A dark orange silhouette of the San Francisco skyline and the Golden Gate Bridge is positioned at the top of the slide, spanning the width of the page.

PrEPfacts.org Overview

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Disclosure

PrEP Facts was funded by an unrestricted education grant from Gilead Sciences and Be The Generation Bridge.

San Francisco AIDS Foundation

Vision

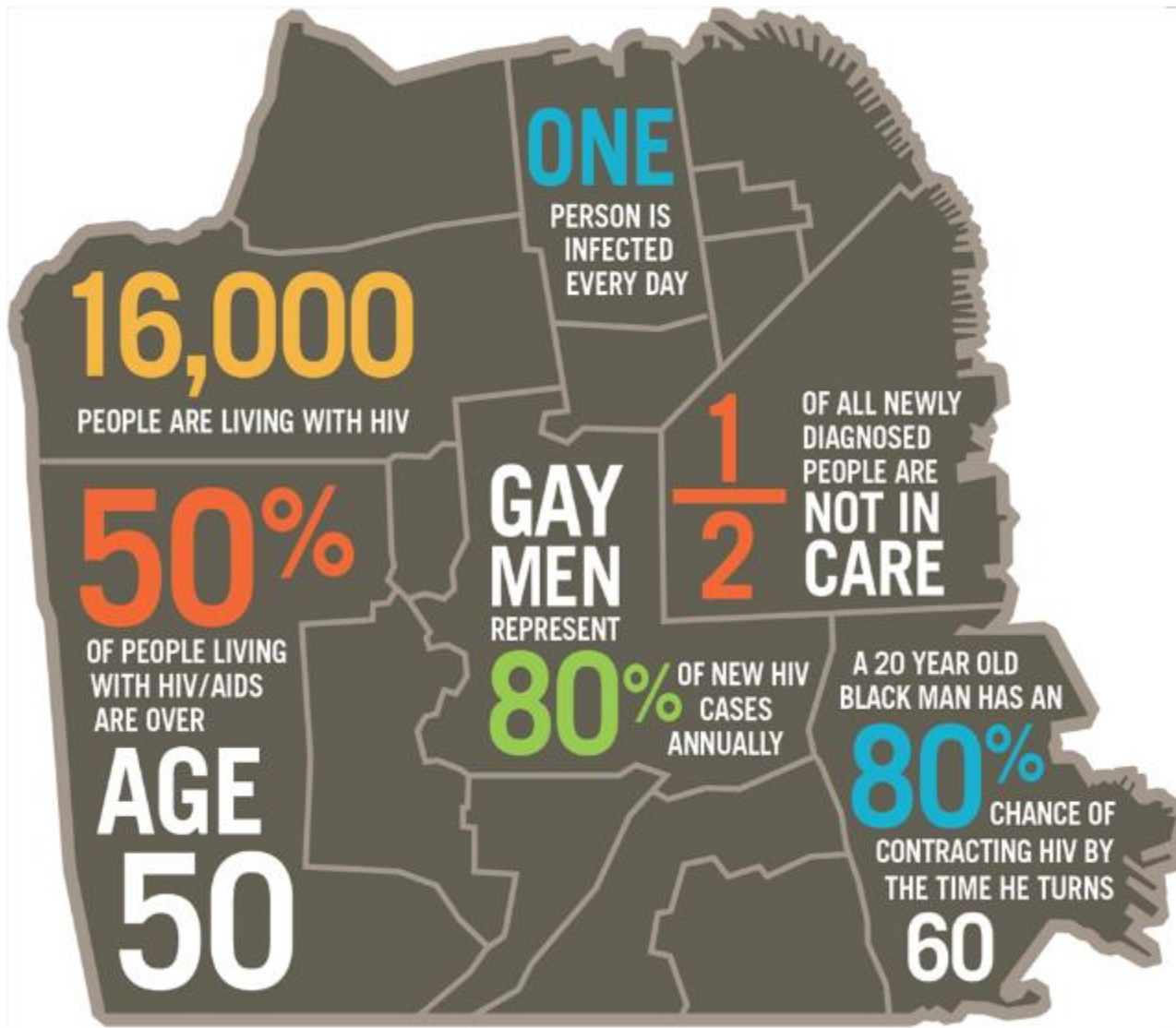
We envision the day when San Franciscans beat HIV.

Mission

The mission of San Francisco AIDS Foundation is the radical reduction of new HIV infections in San Francisco. We are guided by a strategic plan with three goals for 2015:

- Reduce by half the number of annual new HIV infections in San Francisco
- Ensure all San Franciscans know their current HIV status
- Ensure access to proper HIV care for all who need it

HIV Landscape



1

Background

2

Process

3

Website

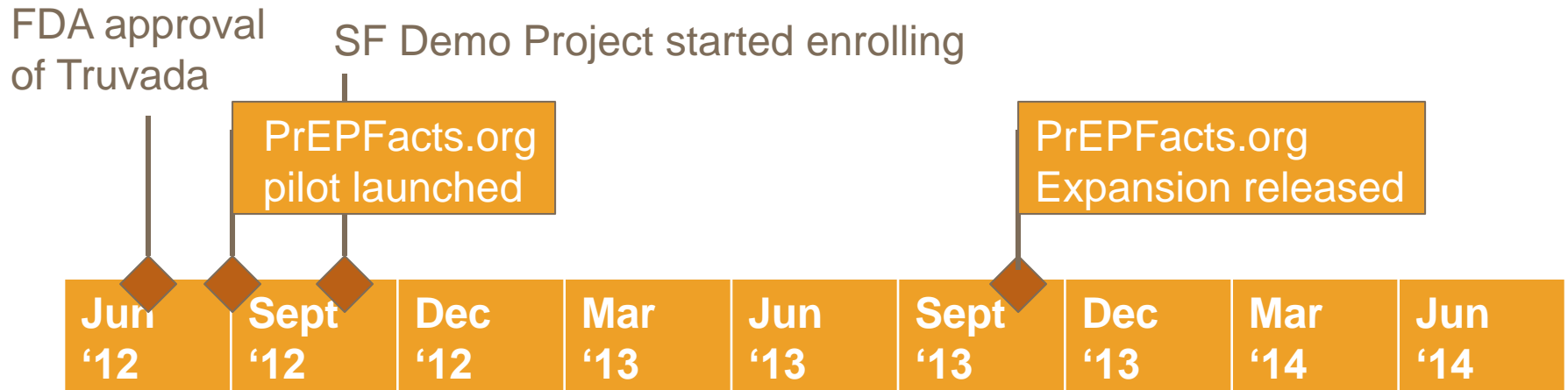
4

Evaluation

5

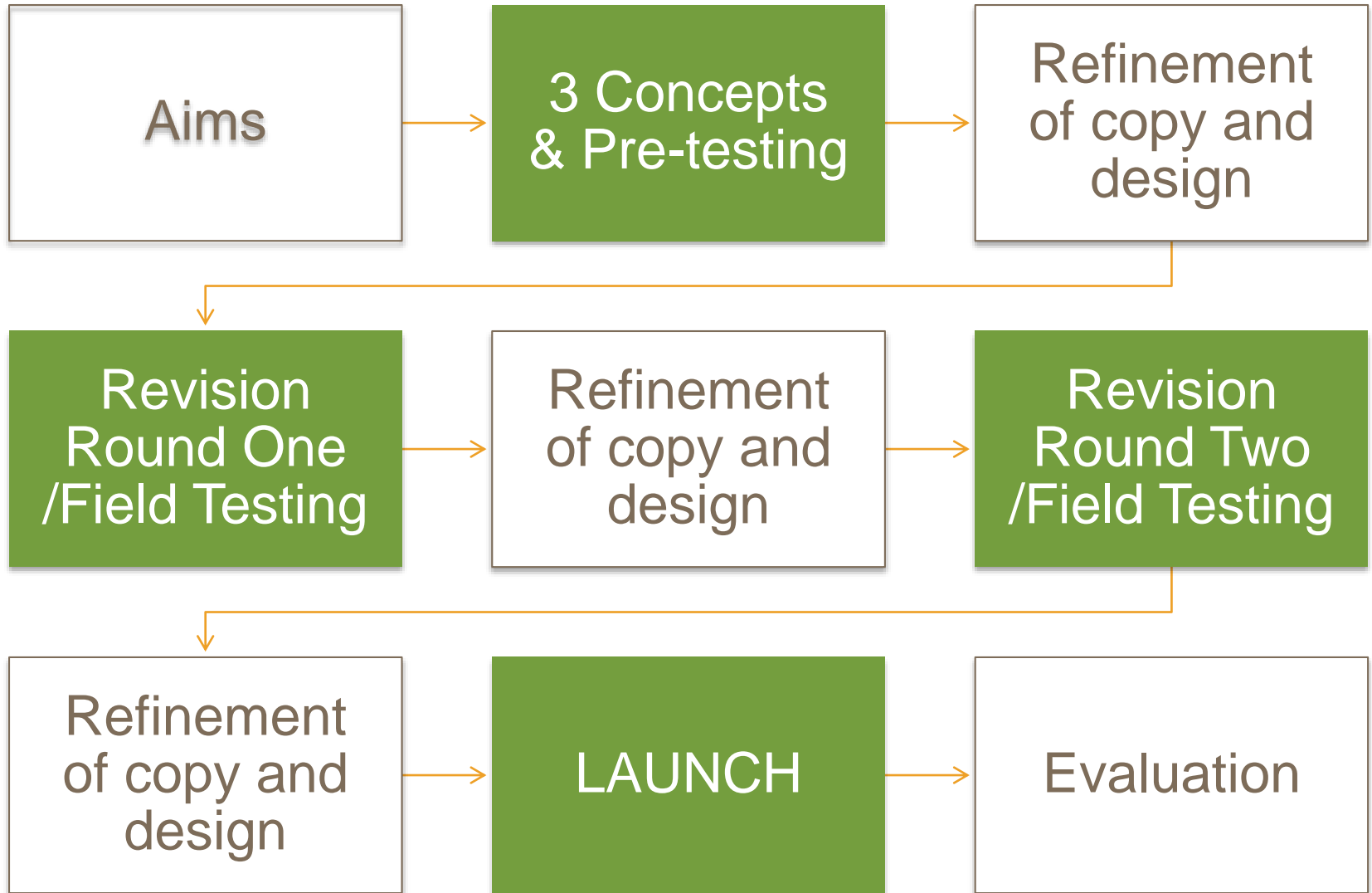
Lessons Learned

Background



- Consumer friendly online resource for gay and bi men, African-Americans and Spanish-speaking Latinos, both gay and straight, and heterosexual women to learn more about PrEP
- Key partnerships with Be The Generation Bridge, San Francisco Department of Public Health, San Francisco City Clinic, Project Inform, Jake Sobo

Process



PrEP Facts Website

Where do you fit in?



**Are you a guy who has
sex with guys?**



**Are you a woman who
has sex with guys?**



¿Habla usted español?

PrEP Facts – gay men (pilot)



PrEP Facts – gay men



PrEP Facts – Spanish-speaking Latinos



PrEP Facts – heterosexual women



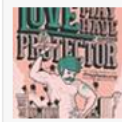
Outdoor / online / print campaign



San Francisco AIDS Foundation · 21,970 like this
September 17 at 9:27am · 🌐

✓ Liked

Getting reliable, easy-to-understand information about pre-exposure prophylaxis, or PrEP, a groundbreaking new HIV prevention strategy just got easier. Today we launched www.PrePfacts.org! Please share widely.



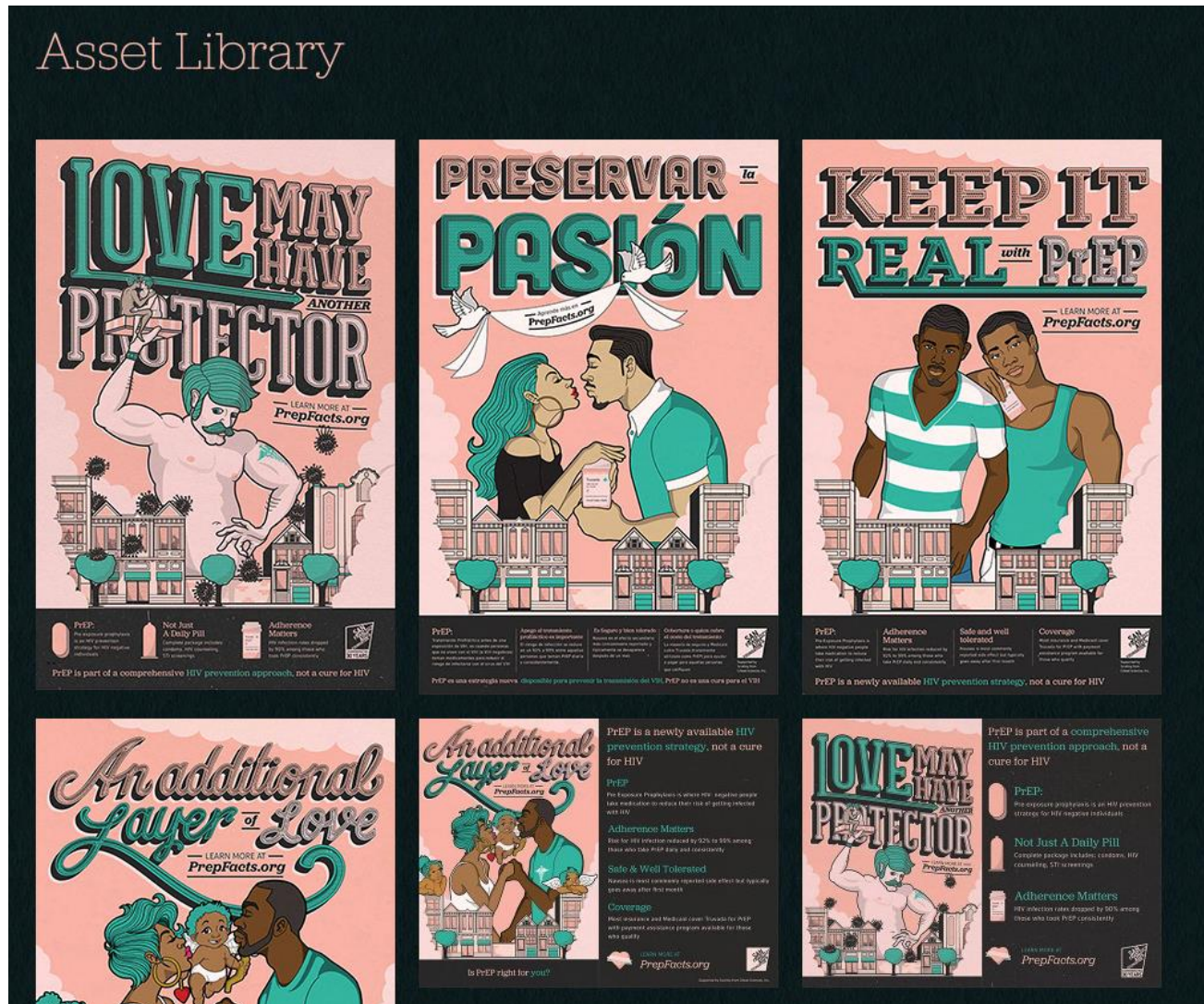
PrEP - Love May Have Another Protector
prepfacts.org

Pre-exposure prophylaxis, or PrEP, is an HIV prevention approach being studied where HIV negative individuals take anti-HIV medications to reduce their risk of HIV

Like · Comment · Share

14

Downloadable print materials



**Over 30,000 print materials distributed*

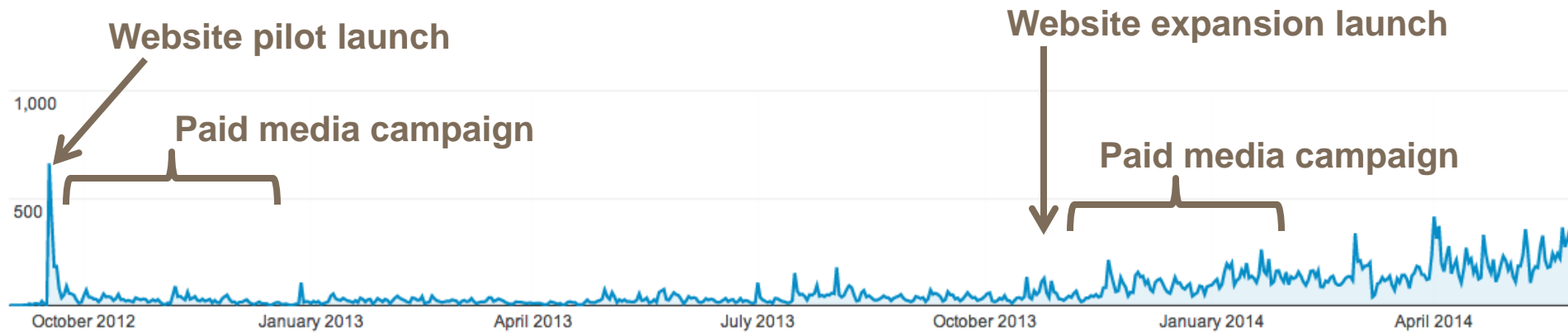
Provider-patient brochure



Common PrEP-Related Billing Codes

ICD-9	Description
V69.2	High-risk sexual behavior
V01.79	Exposure to other viral diseases
ICD-10	Description
Z72.5	High-risk sexual behavior
Z20.82	Contact with and (suspected) exposure to other viral communicable diseases
CPT	Description
99401	Preventive counseling (15 minutes)
99402	Preventive counseling (30 minutes)
99403	Preventive counseling (45 minutes)
99404	Preventive counseling (60 minutes)

Evaluation



Visitors by the numbers:

- Total sessions: 46,433
- Total users: 35,356
- Mobile visitors: 31.74%
- Bay Area Visitors: 26.97%
- Avg. visit time: 00:03:37

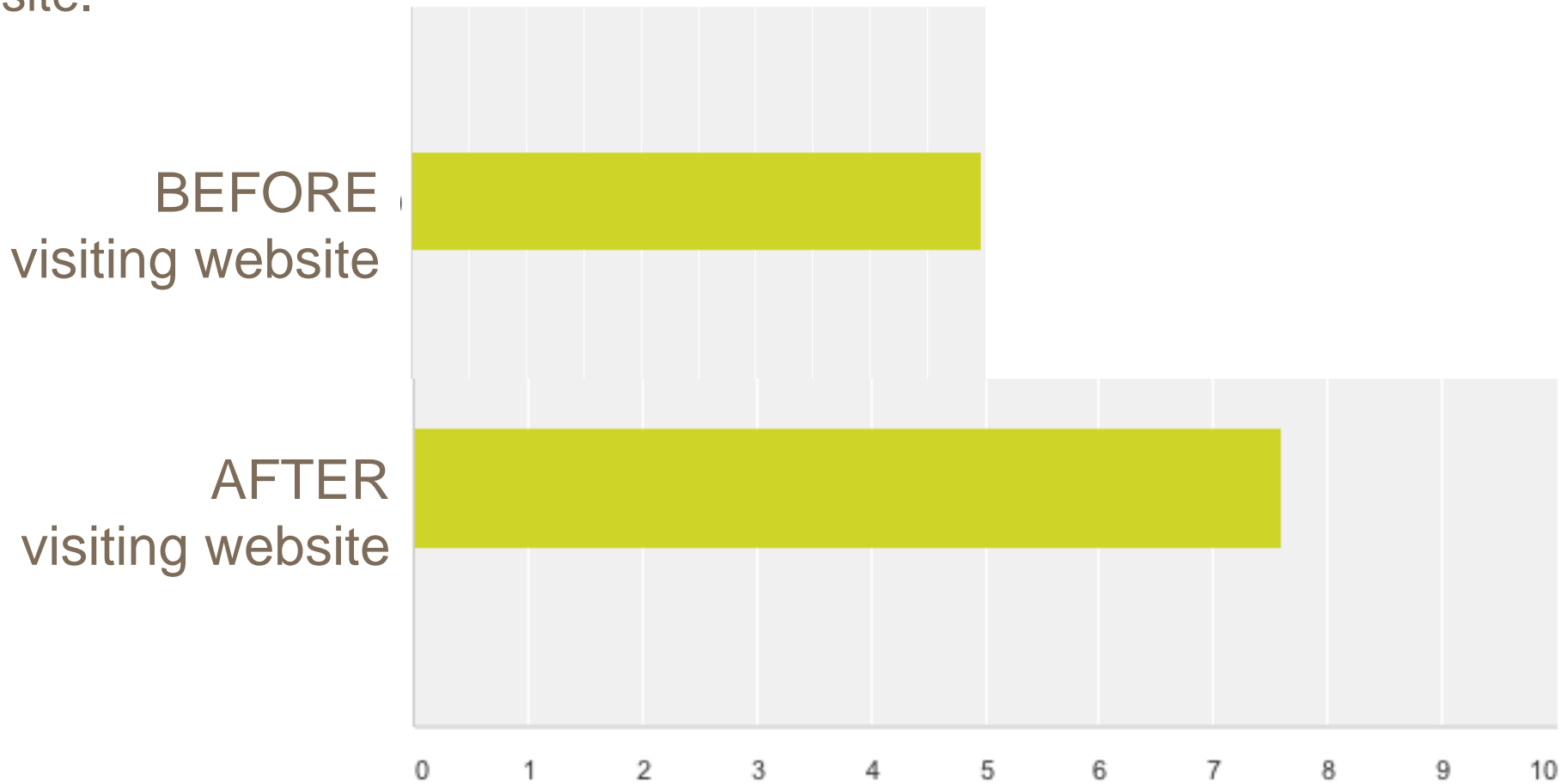
Top 10 Questions (last month)

1.	How soon does PrEP become effective after you start it? How long does it take for PrEP to become protective?	905
2.	What are the long-term effects of taking Truvada for PrEP?	589
3.	Will I experience fat redistribution?	589
4.	Will PrEP give people the excuse to not use condoms? Are people who don't use condoms irresponsible?	587
5.	If I use PrEP, do I have to use condoms?	579
6.	I have private health insurance. Will my health insurance coverage cover PrEP?	572
7.	I have private health insurance. How much does PrEP cost?	561
8.	Aren't condoms enough?	557
9.	Does PrEP work differently for "tops" or "bottoms"?	553
10.	If I drink alcohol and/or use recreational drugs, is it safe for me to take Truvada for PrEP?	536

**83 Questions; Total Events: 22,738*

Online survey

On a scale of 1 to 10 (1 is no knowledge and 10 is expert knowledge), my knowledge of PrEP BEFORE/AFTER visiting this site.



Lessons Learned

- Collaborations with internal/external community stakeholders are key and take time to foster and maintain
- Social marketing campaigns drive web traffic
- Target audiences need different types of info
- PrEP is a moving target
- Shift in community PrEP discourse
 - Awareness/understanding
 - Access and cost
- Need to include more general/national-friendly information around access and cost

Learn more and visit **PrEPfacts.org**



sfaf.org

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