Pre-Exposure Prophylaxis (PrEP): NYC Implementation Strategy

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NYC DOHMH PrEP/nPEP
Activities and Programs

• Promoting PrEP to potential users
  – Media and Social Marketing
  – Provider Directory

• Promoting PrEP to potential providers
  – Public Health Detailing Program
  – Technical assistance with PrEP Programing
  – Implementation Workshop
  – Training for Front-Line Staff

• Supporting PrEP in diverse service models
  – Municipal Sexual Health Clinics
  – Non-governmental organizations
  – NY State PrEP Assistance Program

• Monitoring awareness and uptake
Promoting PrEP to Potential Users
Increasing PrEP & PEP Awareness

Share the Night, Not HIV

PrEP is preventive medication that can help you stay negative, even if he might be positive.

PEP Kept Me HIV-

If you think you’ve been exposed to HIV, go immediately to a clinic or ER and ask for PEP.

We Share Everything but HIV

PrEP is preventive medication that can help you stay negative, even if your partner is positive.

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Progress, Risks, and Opportunities | 13-14 October 2018
Combination Prevention HIV Neutral Social Marketing Campaign

- Launched a new combination prevention social marketing campaign on World AIDS Day 2015
- NYC Ending the Epidemic funds to support expansion of placement and social marketing
NYC PLAYS SURE

Whatever your pleasure, wherever you are, always be ready to protect yourself from HIV and STIs.

NYC BRINGS YOU THE NYC PLAY SURE KIT

An easy way to carry the right protection combination that works for you.

Play Sure: Call 311 or visit nyc.gov/health to design the right HIV and STI prevention combination for you.

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The #PlaySure Kit: Find the Combination for You
Promoting PrEP to Providers
PrEP/PEP Detailing Campaign

- 5 trained DOHMH representatives visited clinical facilities citywide to promote PrEP and PEP
- Facilities chosen via data-driven approach, primarily through HIV Surveillance
- Preference was given to facilities that:
  - Diagnosed at least one man who had sex with men (MSM) of color or
  - Were located in a designated high-need neighborhoods
    - South Bronx, East and Central Harlem, Central Brooklyn
Change in Key Practices

PrEP-Related Knowledge and Practices Among Detailed Providers with Initial and Follow-up Visits, October 2014-April 2015

Percentage of respondents

* p < 0.05

** Edelstein et al. NHPC 2015 Abstract #1344; Edelstein et al, CROI 2016. Abstract #892

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PrEP Implementation Workshop

Description and Evaluation

- Full-day work session for clinic administrators & medical directors
- Developed with academic partner Dr. Sarit Golub
- Covers components of optimal PrEP program; sample protocols and implementation tools
- Multiple workshops held since October 2014
- Attendees rated confidence in PrEP implementations skills before vs. after workshop; significant increases in all skills measured
- Follow-up survey planned; will evaluate successes and challenges to PrEP implementation
Supporting PrEP in Diverse Service Models
Transforming STD Clinics to Hubs of HIV Care and Prevention

Biomedical Evaluation and Intervention:
Instant Starts of ARV Treatment and Prevention

Social Work Assessment for Social Determinants of Risk or Disease Progression + Insurance Connection

Navigation to Longitudinal Care for Both HIV Negative and Positive Clients
NY State PrEP- Assistance Program
NYC #PlaySure PrEP Triads

NYC-Supported Testing Site

STD PrEP ONE STOP
People started on PrEP in STD clinics will be referred into triad or to other NYC PrEP providers

PrEP TRIAD

NYC-Supported PEP/PrEP Clinic

NYC-Supported CBO

PrEP referrals for the insured

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Monitoring PrEP
Awareness and Uptake
PrEP Awareness and Use among MSM*,
NYC Sexual Health Survey, Online Sample, 2012-2014

*Sexually active MSM, HIV-negative/unknown status and aged 18-40

Survey Cycle

- PrEP Awareness
- PrEP Use (past 6 mos.)

Percentage of respondents

- FDA Approval, July 2012
  - 34.2%
  - Spring 2012 (N=311)
  - Fall 2012 (N=347)
  - Spring 2013 (N=274)
  - Fall 2013 (N=371)
  - Spring 2014 (N=218)
  - Fall 2014 (N=348)
  - Spring 2015 (N=263)
  - Fall 2015 (N=222)

- PrEP Use (past 6 mos.)
  - 1.6%
  - Spring 2012 (N=311)
  - 3.5%
  - Fall 2012 (N=347)
  - 1.8%
  - Spring 2013 (N=274)
  - 2.8%
  - Fall 2013 (N=371)
  - 1.6%
  - Spring 2014 (N=218)
  - 6.6%
  - Fall 2014 (N=348)
  - 16.0%
  - Spring 2015 (N=263)
  - 14.0%
  - Fall 2015 (N=222)

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HIV Prevention Continuum in NYC

Prevention Continuum among PrEP Candidates, NYC Sexual Health Survey (SHS) among MSM, Spring 2015, (Sample: aggregate in-person and online; N=423)^†††

<table>
<thead>
<tr>
<th>Percentage of respondents</th>
<th>PrEP Candidate^‡‡‡</th>
<th>Aware of PrEP</th>
<th>Provider visit, past 6 months</th>
<th>Sexual hx and provider visit, past 6 months</th>
<th>Discussed PrEP with provider, past 6 months</th>
<th>On PrEP, past 6 months</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>100%</td>
<td>83%</td>
<td>81%</td>
<td>67%</td>
<td>38%</td>
<td>19%</td>
</tr>
</tbody>
</table>

^Sexually active MSM, HIV-negative/unknown status and aged 18-40
‡PrEP candidates defined as reporting diagnosis of an anal STI in the past year or any of the following in the previous 6 months: unprotected anal intercourse, transactional sex, use of cocaine, crack, methamphetamines, or injection drugs, using PEP or having had an HIV-positive partner. Mirrors NYS PrEP guidance.
*PrEP candidates represent 71% of all HIV-negative/unknown respondents.
PrEP Prescription per 100,000 Patients Seen at Ambulatory Care Practices (n=538), NYC, 2012-2014

Logarithmic scale

Chelsea-Village
Other NYC
All NYC

The New HIV Neutral Continuum of Care (Theoretical)

HIV CARE AND PREVENTION ARE THE SAME = GETTING TO HIV NEUTRAL

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THANK YOU!

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