



FINISHING HIV: An EHE Model for Latinos Integrating One-Stop-Shop PrEP Services, a Social Network Support Program and a National Pharmacy Chain



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Ending
the
HIV
Epidemic

Miami Dade County

-home to beautiful beaches



Miami Dade County

-a vibrant Latino community



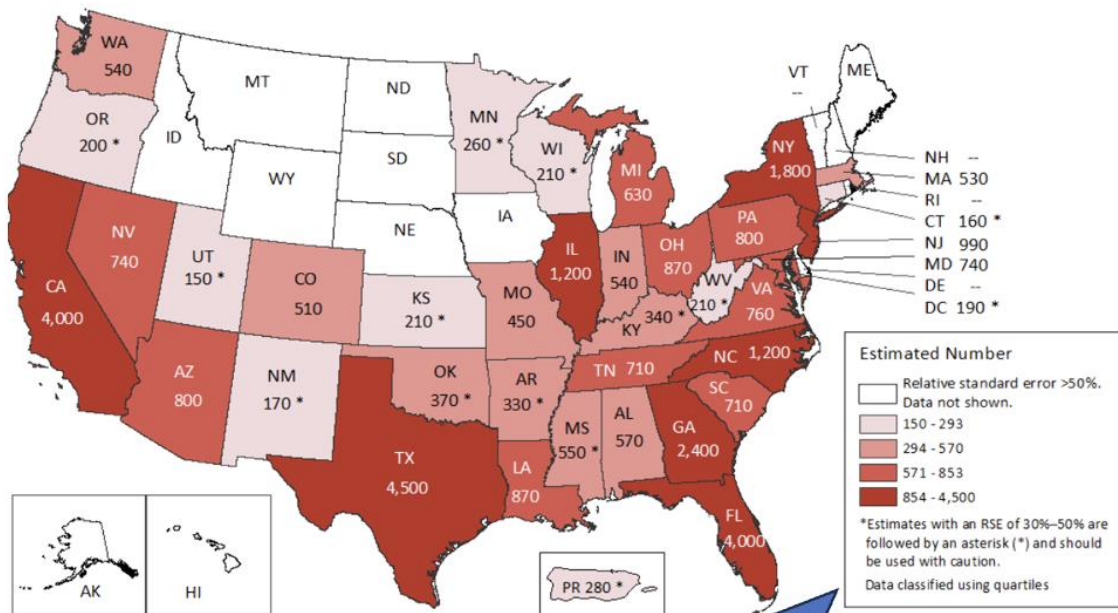
Miami Dade County

-warm sunny environment



However....

Miami Dade County is the epicenter of the HIV epidemic in the US.



Population

Inclusion criteria:

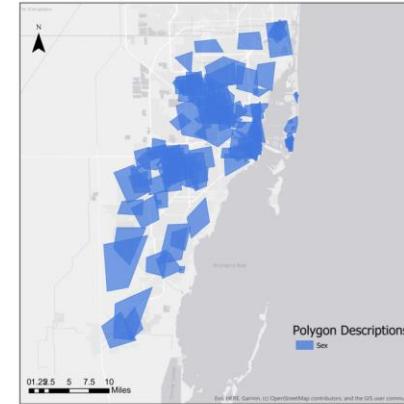
- cisgender Latino MSM
- at least 18 years of age
- PrEP eligible (CDC guidelines)

Geographic Area

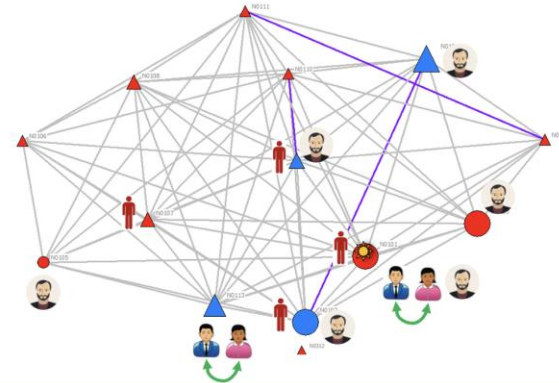
Miami-Dade County Florida, where:

- the rate of newly diagnosed HIV per 100,000 population is four times the national rate (55 vs. 14)
- 64% of those newly diagnosed with HIV are Latinos
- 82% is due to male-to-male sex

Latino MSM sexual risk areas in Miami



Blue polygons represent sexual risk areas. LMSM are finding sexual partners or having sex all over Miami



Sexual networks include Latino MSM who self-identify as gay and Latino MSM who do not self-identify as gay

Settings of Study

Our EHE pilots developed methods to engage Latino MSM based on sexual self-identity

Setting 1: Latino MSM who self-identify as gay

-Latino Salud's gay-oriented social events are effective settings to reach Latino MSM who self-identify as gay

-Activities include yoga at the beach, movie nights, gaming nights, art events, sport events, etc



**LATINOS
SALUD**
PRIDE · COMMUNITY · SUPPORT



Ending
the
HIV
Epidemic

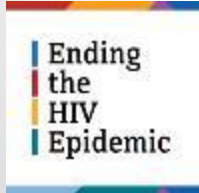
Setting 2: Latino MSM not engaged in the gay scene

-Pharmacy chains provide neutral environments where PrEP service information can reach Latino MSM not engaged in the gay scene

-In-store information provided at:

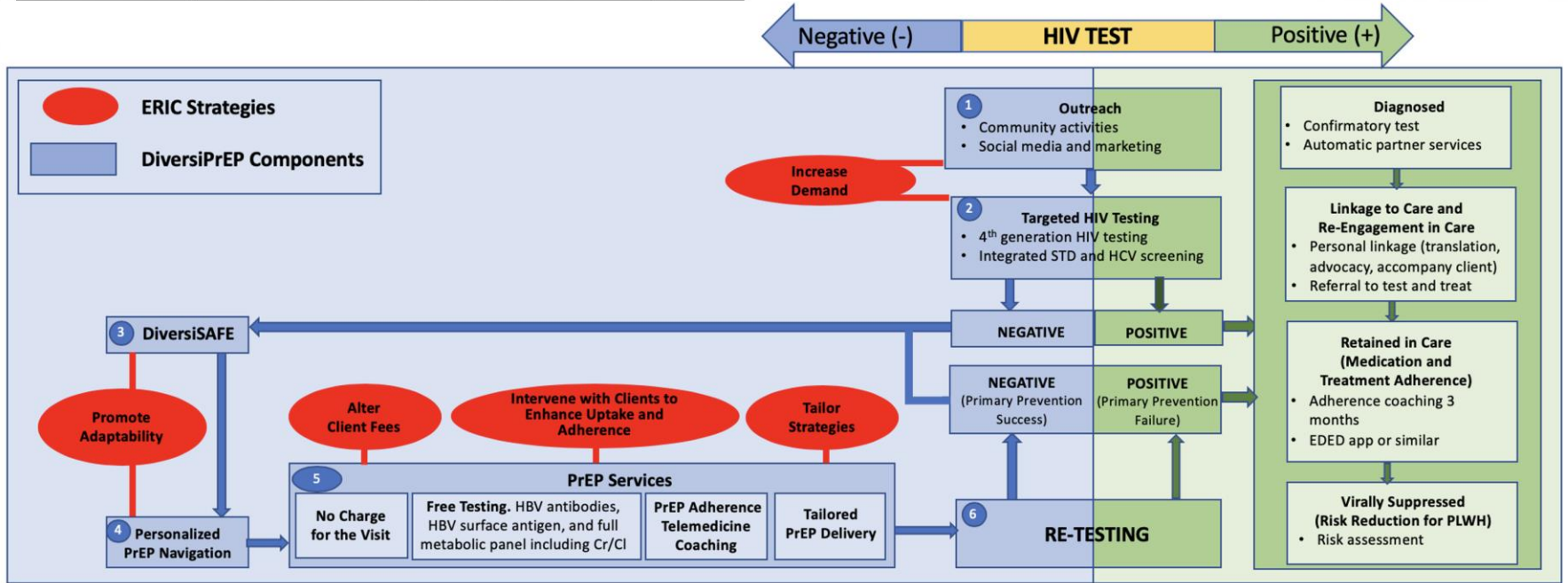
Current: COVID-19 testing sites, waiting rooms, photo machines, pharmacies, doors, cashiers, wellness clinics, etc

Coming: On the air in store messages, coupons, television screens, etc



Intervention

The culturally-tailored one-stop-shop PrEP component

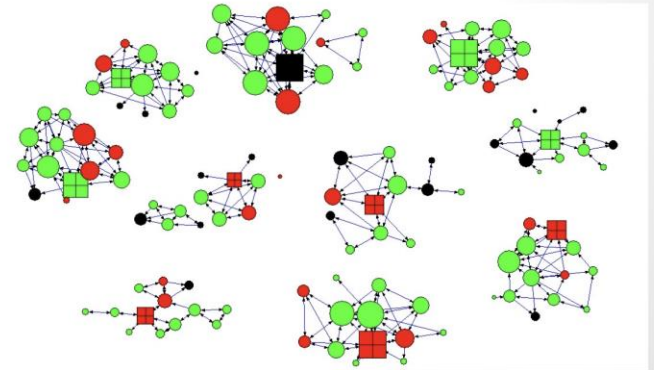


Intervention

The Social Network Support Component Will Promote Friendship Support and Advocacy

PrEP navigators:

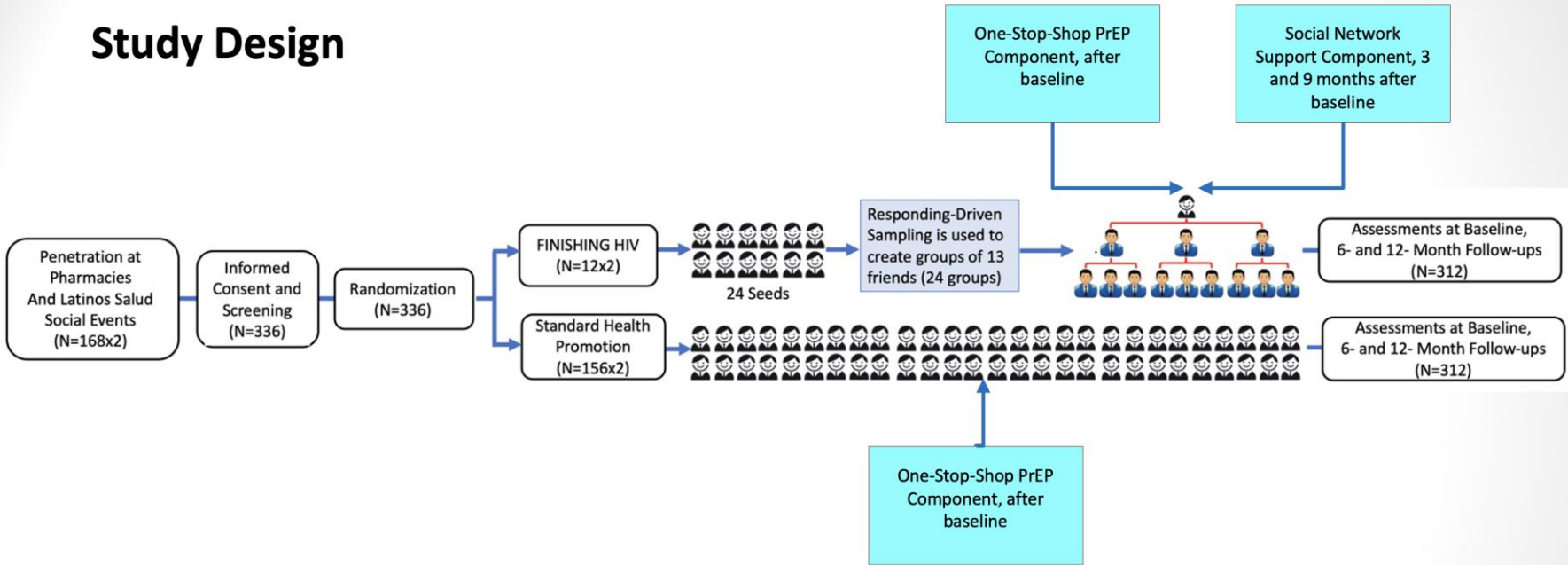
- characterize each network based on participants' PrEP initiation, knowledge and intention
- chart each network's structure and dynamics
- identify participants who are popular (high centrality)
- If a popular individual has negative perceptions regarding PrEP, identify other individuals connected to this popular person using eigenvector centrality measurement
- ensure that popular participants are not disseminating negative information in the network
- identify individuals in the network who are most likely to be successful in promoting PrEP



Study Aims and Implementation Science Frameworks

Implementation	<p>Aim 1a: Use the RE-AIM framework to evaluate Reach (the extent to which high risk persons initiate participation in the program), and Implementation (extent to which implementation strategies are delivered as designed) of FINISHING HIV.</p> <p>Aim 1b: Use the Consolidated Framework for Implementation Science Research (CIFR) to examine contextual factors associated with Reach and Implementation (e.g., facilitators and challenges/barriers to reach and implementation; participants' reaction to these strategies).</p>
Effectiveness	<p>Aim 2. Evaluate effectiveness of the FINISHING HIV strategy on PrEP initiation (primary outcome), PrEP knowledge, retention in PrEP care, and PrEP adherence (secondary outcomes) over 12 months compared to standard health promotion.</p> <p>Theory-based modifiers (e.g., recruitment venue) and social network mediators of intervention effects will be identified.</p> <p>We will also assess how friendship network structural evolution contributes to increasing PrEP initiation.</p>

Study Design





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