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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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
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.
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

ERIC Strategies
DiversiPrEP Components

1. Outreach
   - Community activities
   - Social media and marketing

2. Targeted HIV Testing
   - 4th generation HIV testing
   - Integrated STD and HCV screening

3. DiversiSAFE
   - Promote Adaptability

   - No Charge for the Visit
   - Free Testing: HBV antibodies, HBV surface antigen, and full metabolic panel including Cr/Ci

5. PrEP Services
   - Free Testing: HBV antibodies, HBV surface antigen, and full metabolic panel including Cr/Ci
   - PrEP Adherence Telemedicine Coaching
   - Tailored PrEP Delivery

6. Tailor Strategies
   - Increase Demand

Negative (-)
HIV TEST
Positive (+)

Diagnosed
   - Confirmatory test
   - Automatic partner services

Linkage to Care and Re-Engagement in Care
   - Personal linkage (translation, advocacy, accompany client)
   - Referral to test and treat

Retained in Care (Medication and Treatment Adherence)
   - Adherence coaching 3 months
   - EDED app or similar

ViraLly Suppressed (Risk Reduction for PLWH)
   - Risk assessment

RE-TESTING
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

Ending the HIV Epidemic
### Study Aims and Implementation Science Frameworks

| Implementation | 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.  
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). |
| --- | --- |
Theory-based modifiers (e.g., recruitment venue) and social network mediators of intervention effects will be identified.  
We will also assess how friendship network structural evolution contributes to increasing PrEP initiation. |
Study Design

Penetration at Pharmacies And Latinos Salud Social Events (N=168x2)

Informed Consent and Screening (N=336)

Randomization (N=336)

FINISHING HIV (N=12x2)

24 Seeds

Responding-Driven Sampling is used to create groups of 13 friends (24 groups)

One-Stop-Shop PrEP Component, after baseline

One-Stop-Shop PrEP Component, after baseline

Social Network Support Component, 3 and 9 months after baseline

Assessments at Baseline, 6- and 12- Month Follow-ups (N=312)

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Standard Health Promotion (N=156x2)
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