



## Overcoming Stigma: Innovative Strategies to Implement HIV Prevention Programs Through social media and Stigma Reduction

Family Health Centers at NYU Langone

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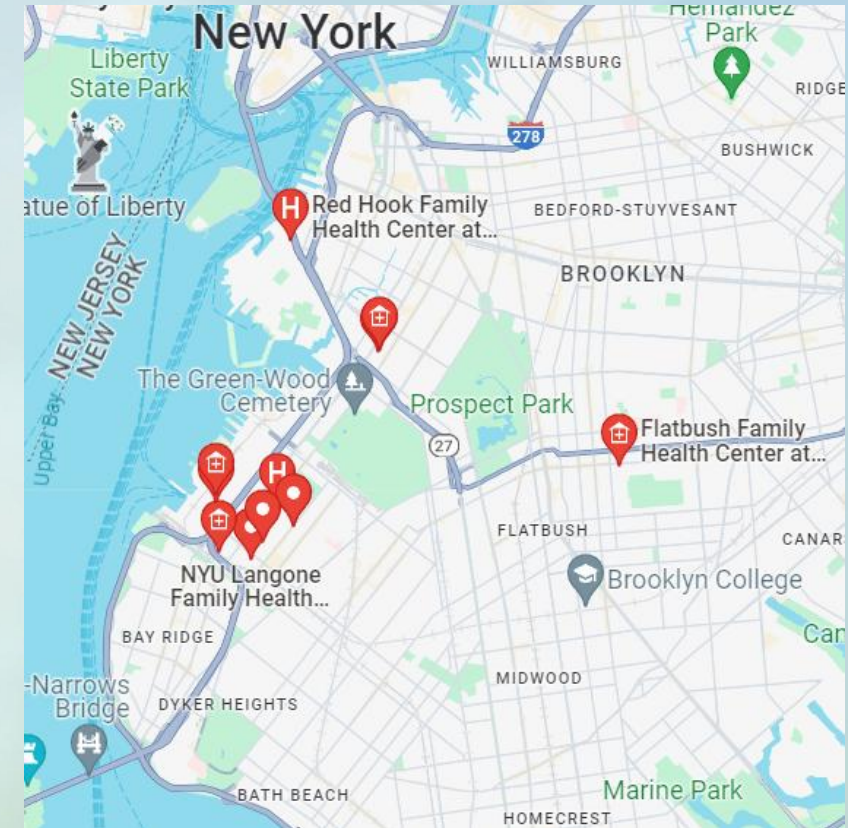
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# About Family Health Centers at NYU Langone

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- The Family Health Centers at NYU Langone (FHC) is a FQHC network, established in 1967
- Primarily serves Sunset Park, Red Hook, Park Slope, and Flatbush neighborhoods of Brooklyn
- the FHC provided care for over 112,000 patients, with 52% being on Medicaid or Medicare and 28% being uninsured.
- Since 2016, the number of patients on pre-exposure prophylaxis (PrEP) has increased from 50 to more than 600 in 2025. In that same time period, the FHC has been able to identify and provide HIV care to over 100 newly diagnosed patients, and about 800 clients currently active in HIV care



# In NYC, Ending the Epidemic Efforts are Working

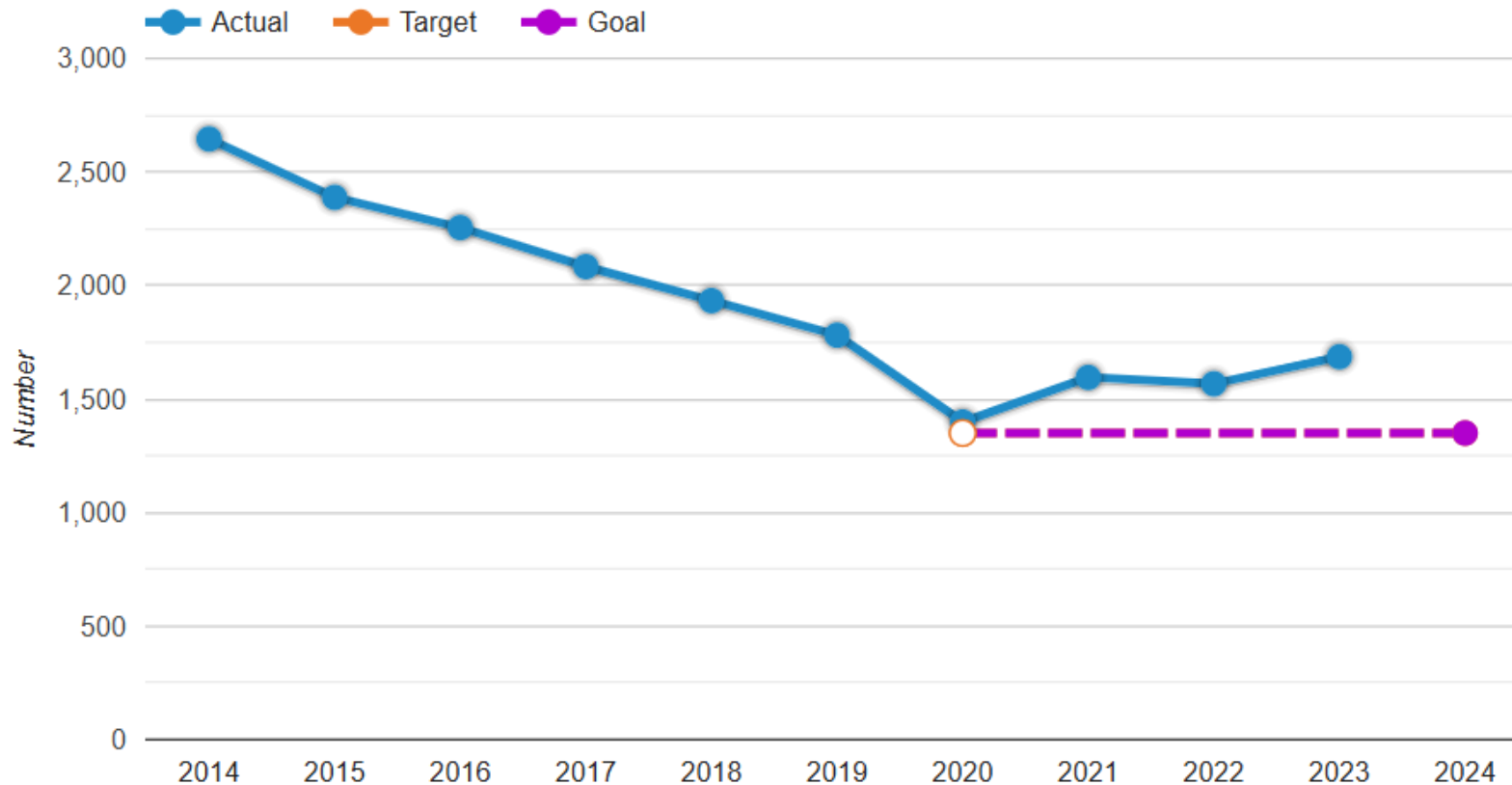
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## New HIV Diagnoses (NYC)

Reduce the number of new HIV diagnoses by **55% to 1,515**

2023 Actual **1,686** (NYC) | Goal **1,350**





# Continued Disparities in New Diagnoses and PrEP Uptake by Race/Ethnicity

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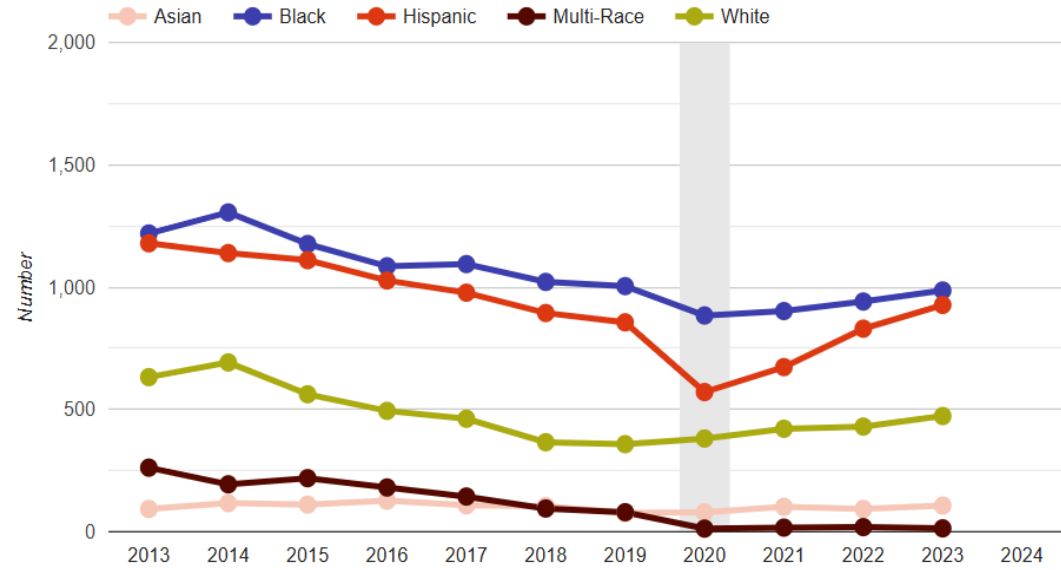


## New Diagnoses

### New HIV Diagnoses

Reduce the number of new HIV diagnoses by 55% to 1,515

2023 Actual 2,517 | Goal 1,515

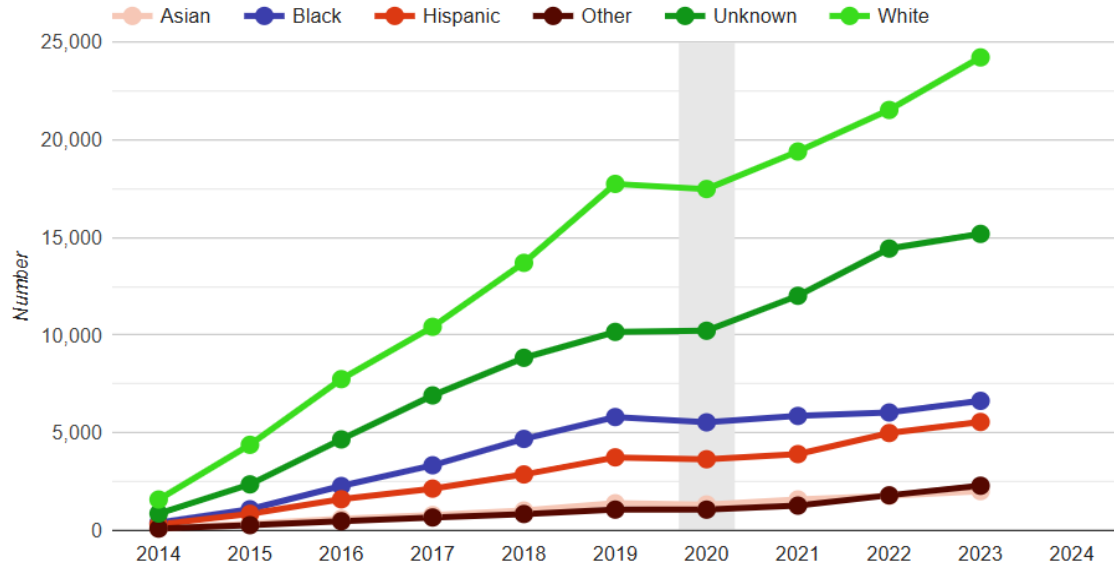


## PrEP Uptake

### PrEP Utilization

Increase the number of individuals filling prescriptions for PrEP to 65,000

2023 Actual 55,891 | Goal 65,000



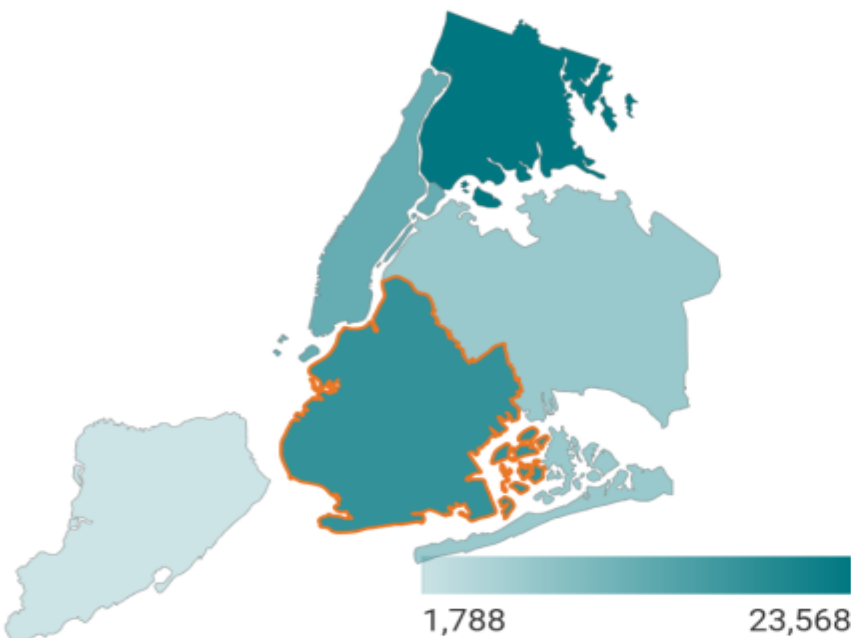
# Brooklyn Community Snapshot

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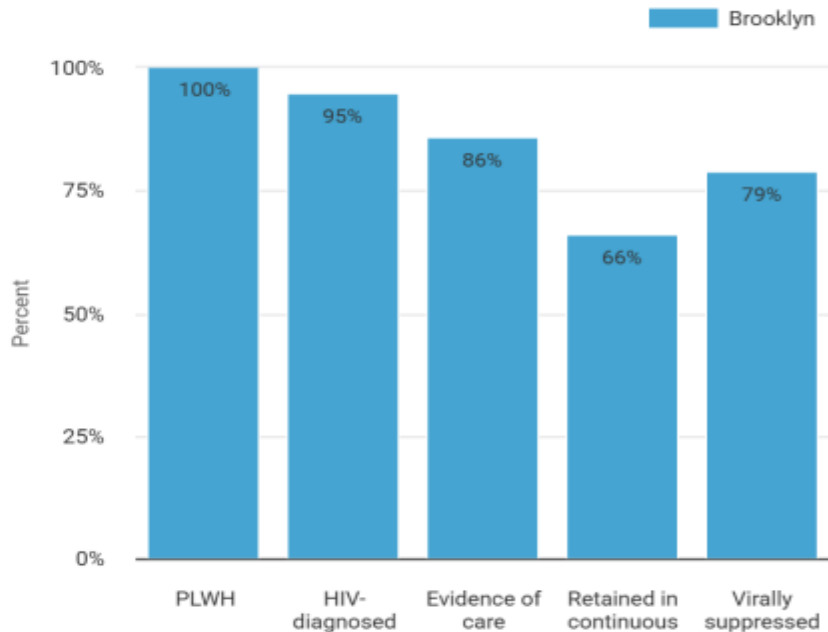


21,763	People living with diagnosed HIV	468	People newly diagnosed with HIV	80%	Linked to care within 30 days of diagnosis	55%	Virally suppressed within 3 months of diagnosis
282	People newly diagnosed with AIDS	29	Hospitalizations per 100,000 pop.	21.5%	Tested in the last 12 months	11,351	PrEP users

People living with diagnosed HIV  
New York City · 2023



HIV care continuum  
Brooklyn · 2023



Brooklyn estimated PLWH = 22,910



# FHC Red Hook

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# About Family Health Centers at NYU Langone – Red Hook Location

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The FHC Red Hook Location was opened in July 2023



This location was new in the area



FHC got a grant for HIV prevention services from NYS AIDS Institute, this grant started in July 2023



Full implementation of this program started in September 2023



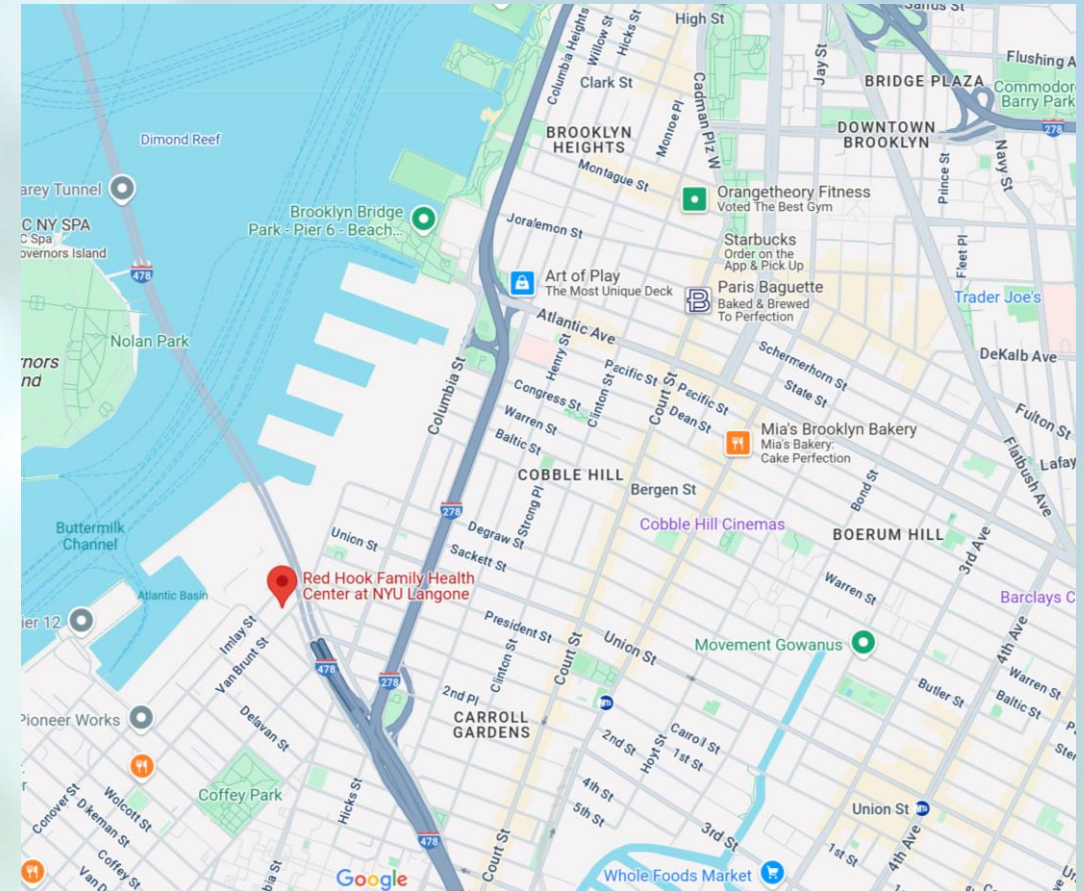


# Program Challenges

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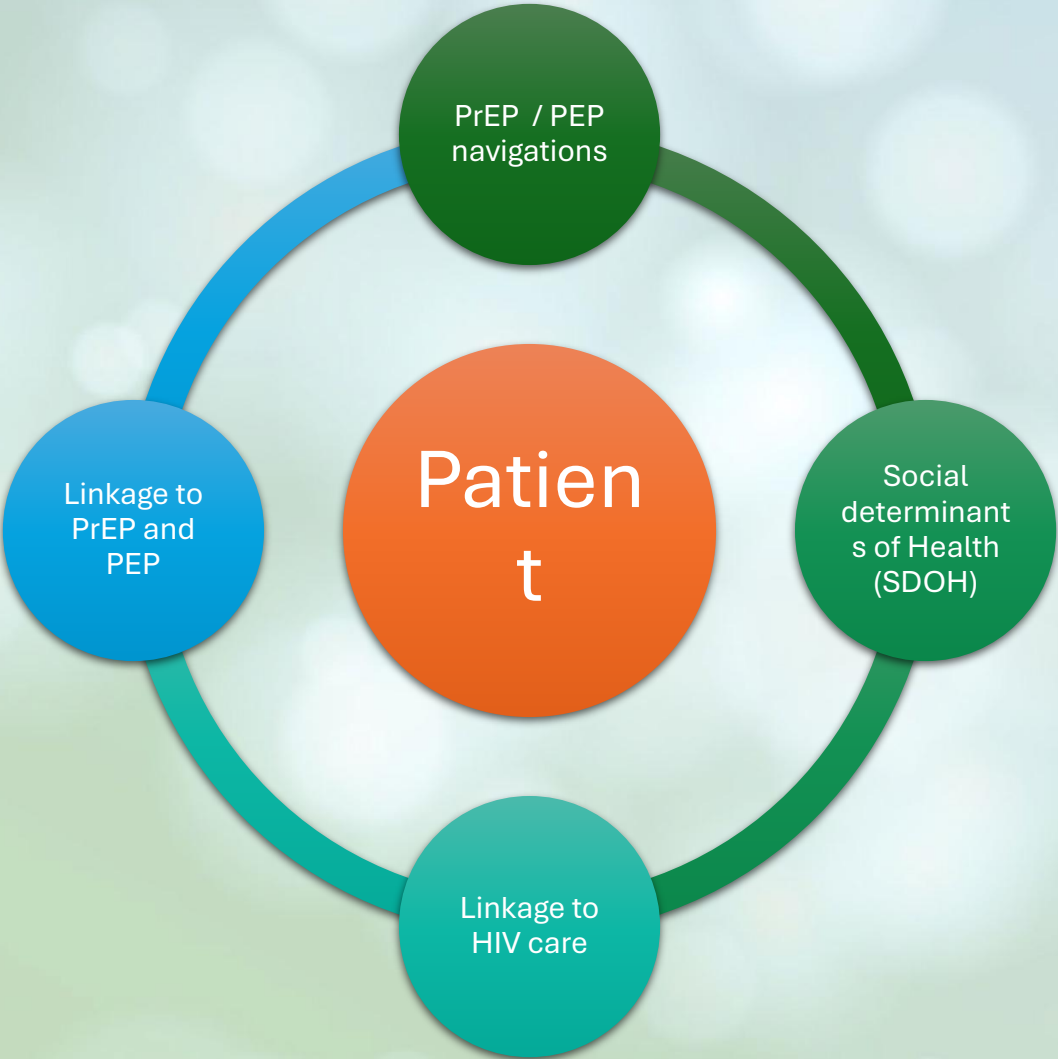
- Clinic Location
- Patient navigators were hired in January 2024.
- Brand new clinic – not establish patients.
- POCT - HIV rapid testing wasn't available during the contract year.
- Not all providers and nurses were familiar with the PrEP / PEP workflow.
- Community was not aware about PrEP and PEP services
- High stigma in the community





# Program Focus

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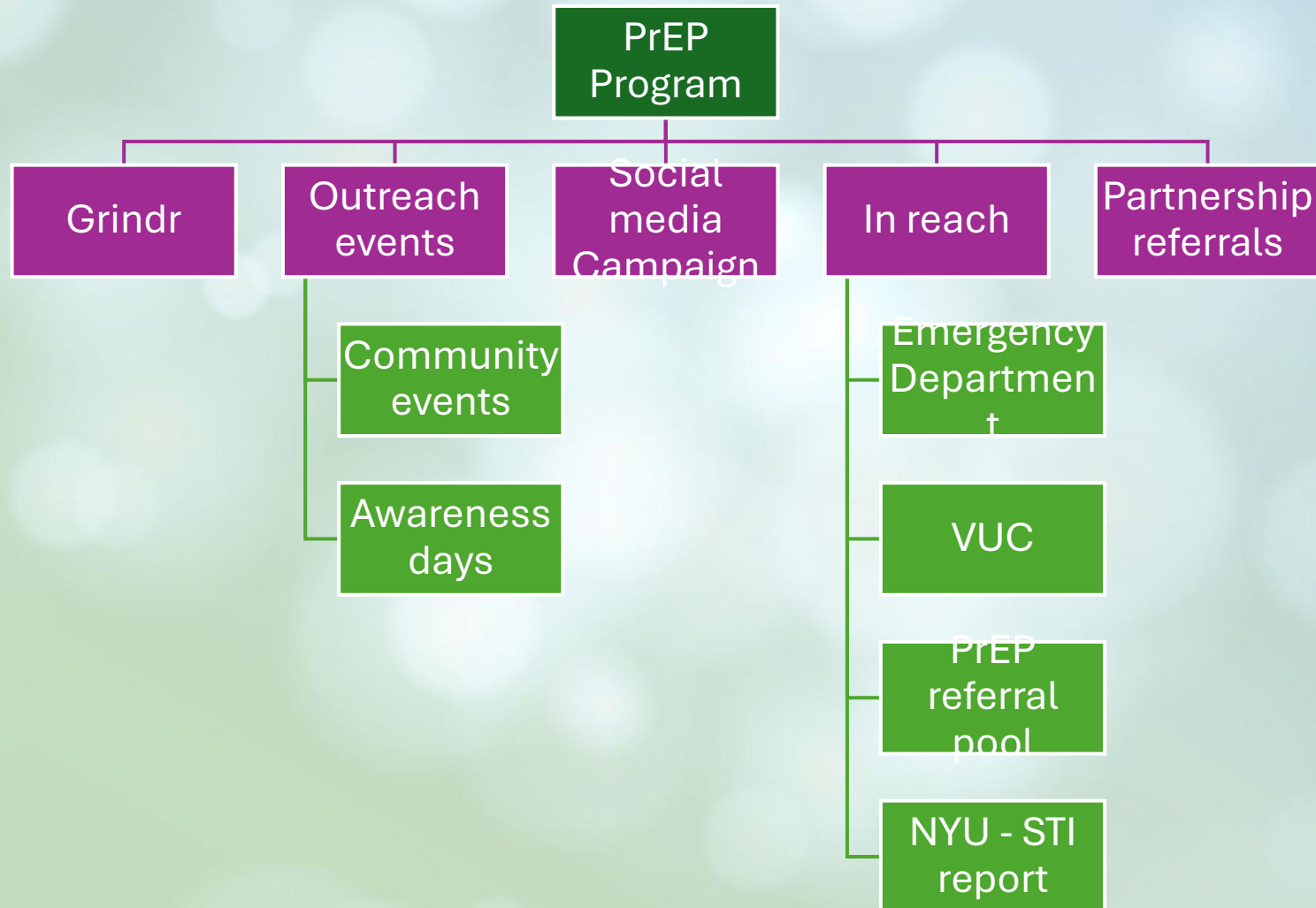
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# Program Implementation

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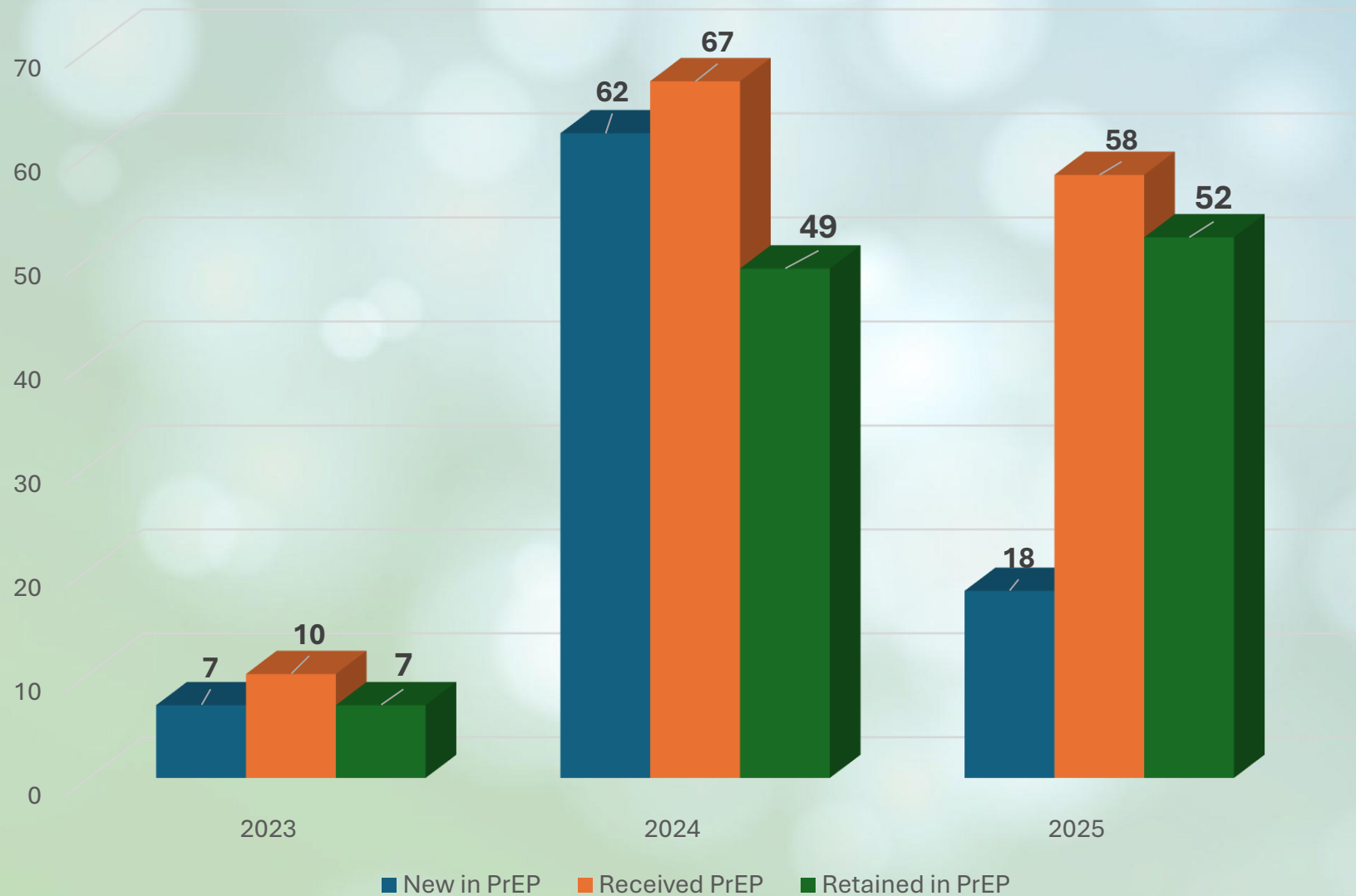


## Patient identification



# Program Outcomes

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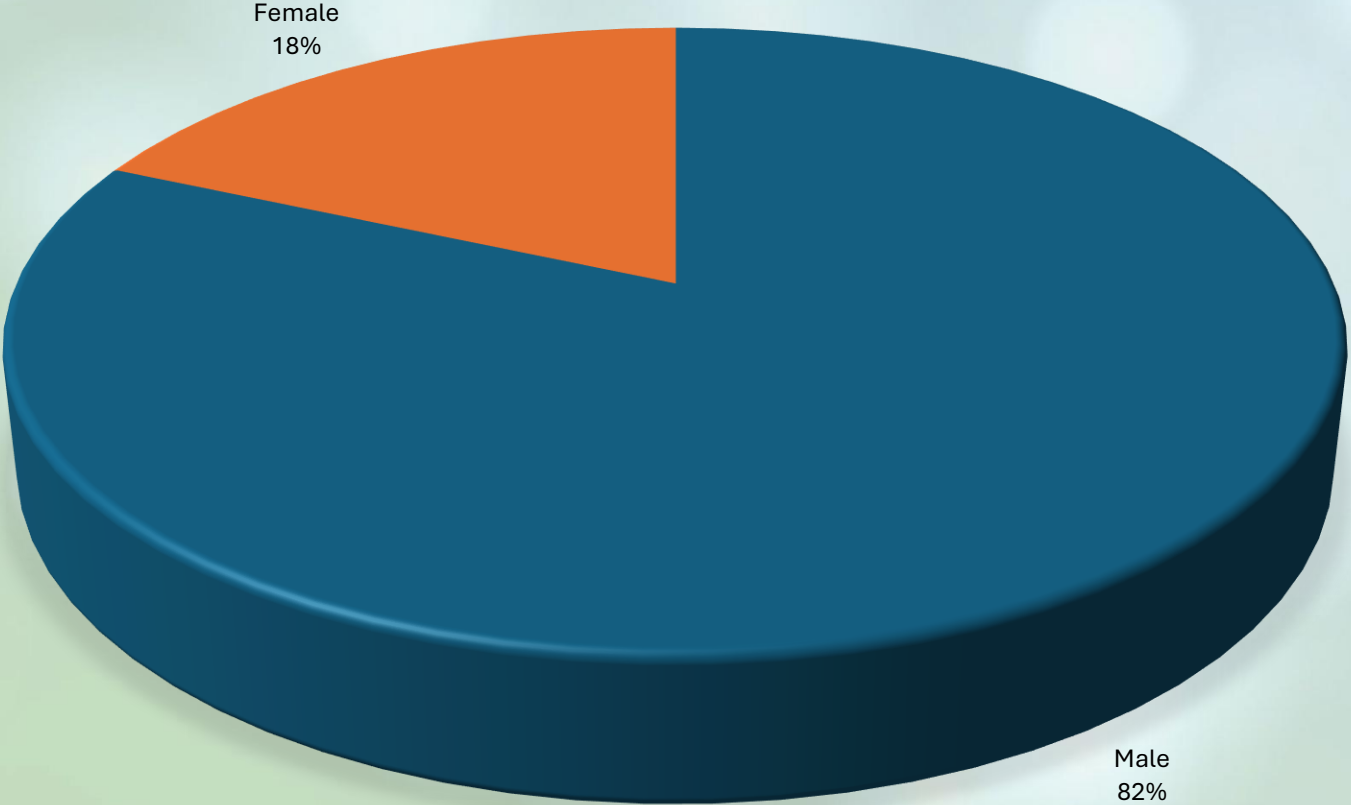


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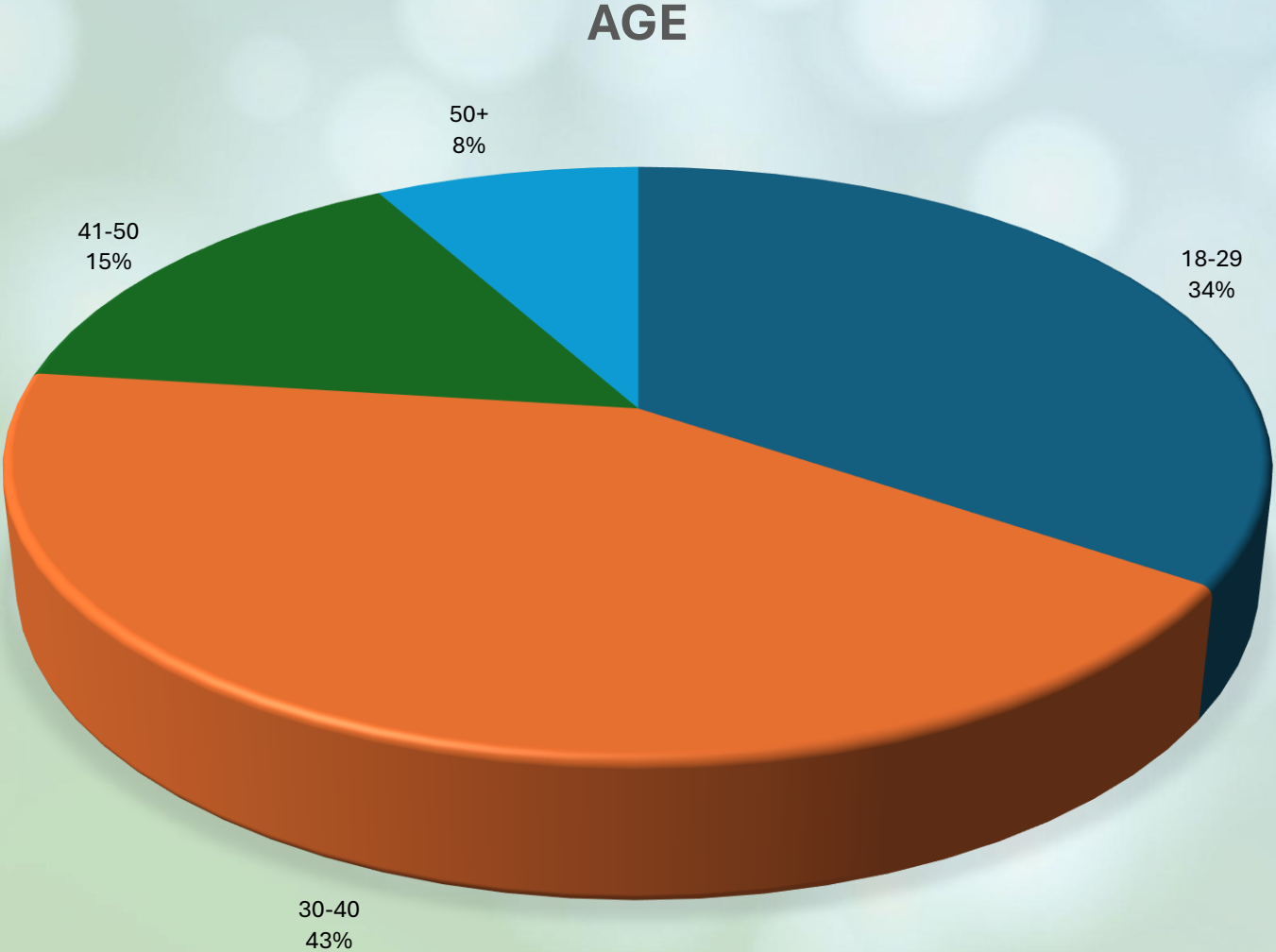


SEX ASSIGNED AT BIRTH



Program Outcomes  
Patient Demographics 2023-2025

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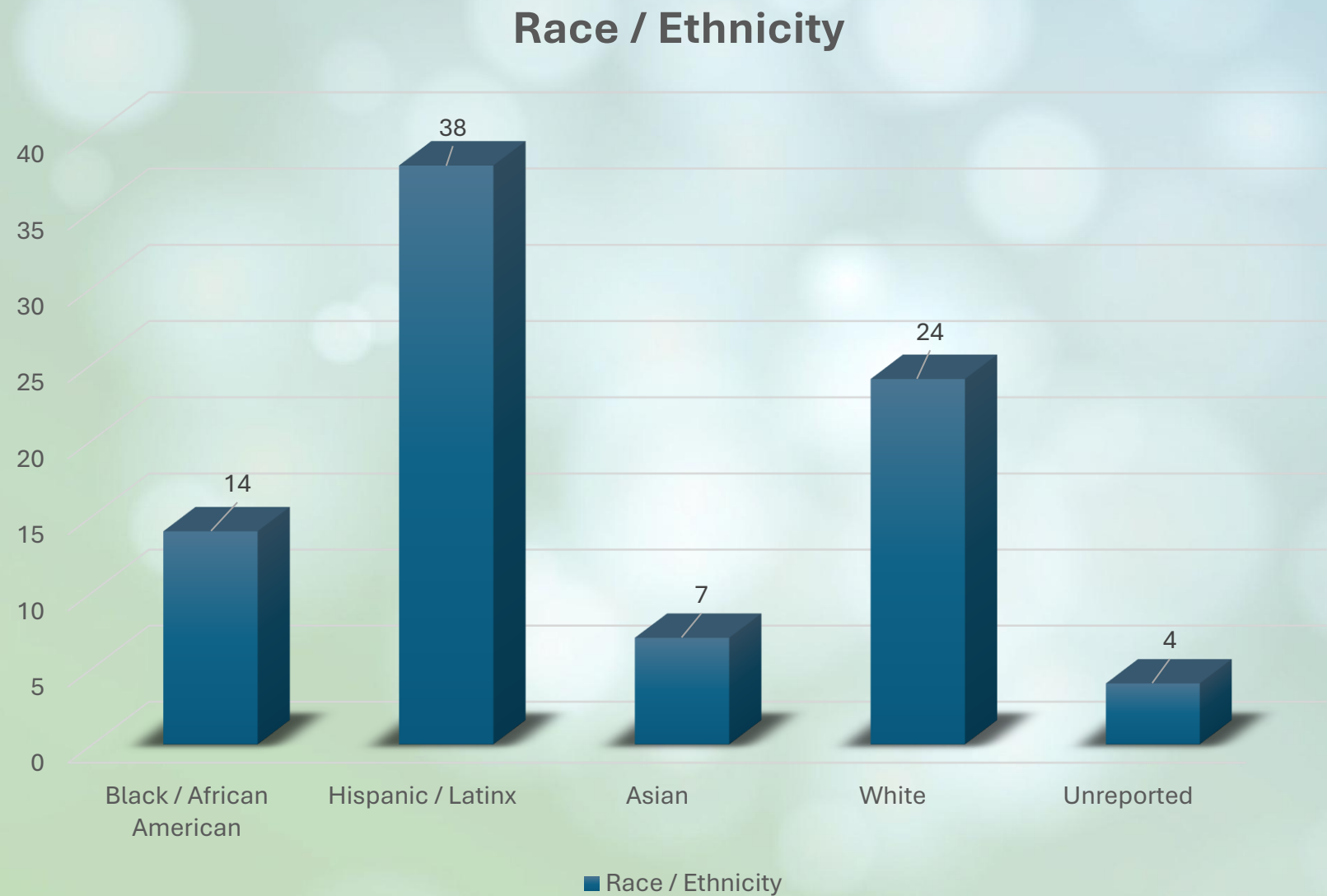


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# Program Outcomes

## Patient Demographics 2023-2025

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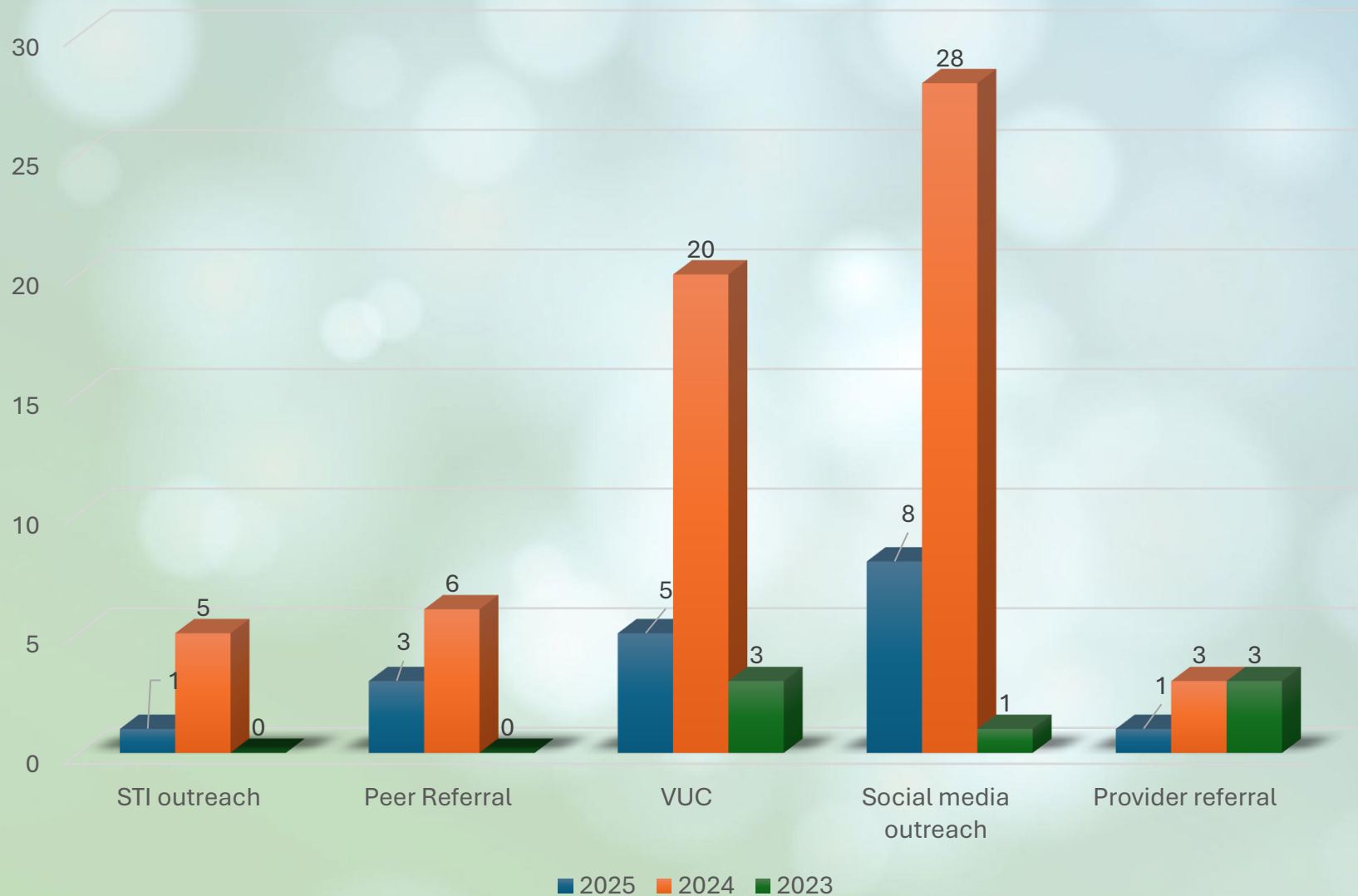
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# Program Outcomes

## Patient Source 2023-2025

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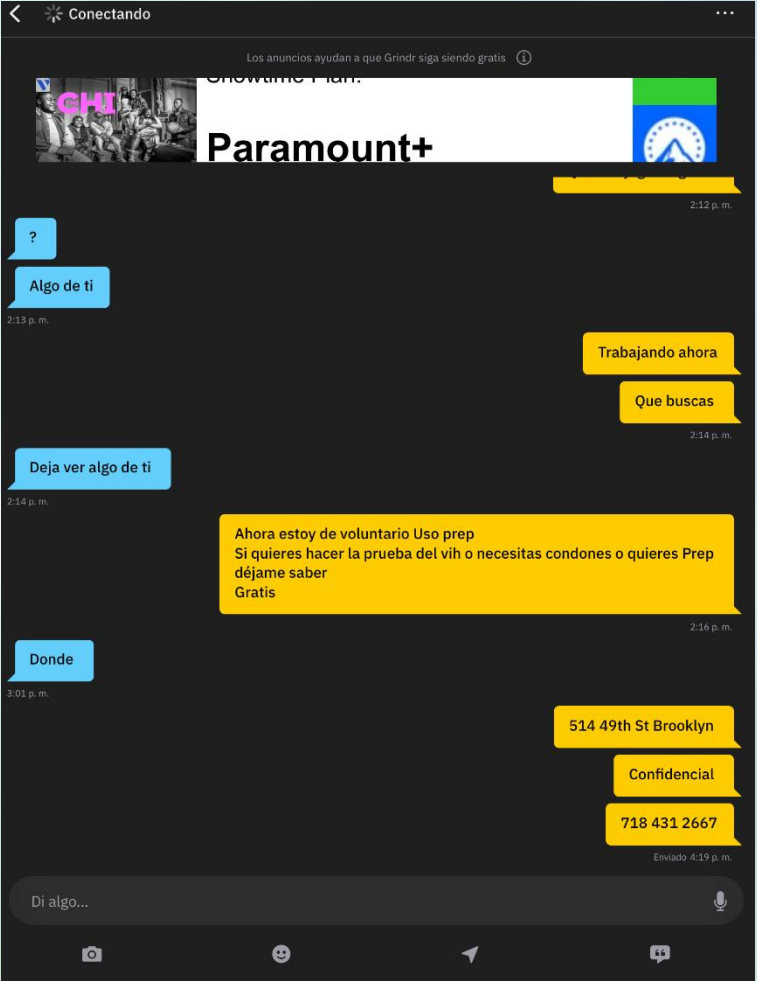
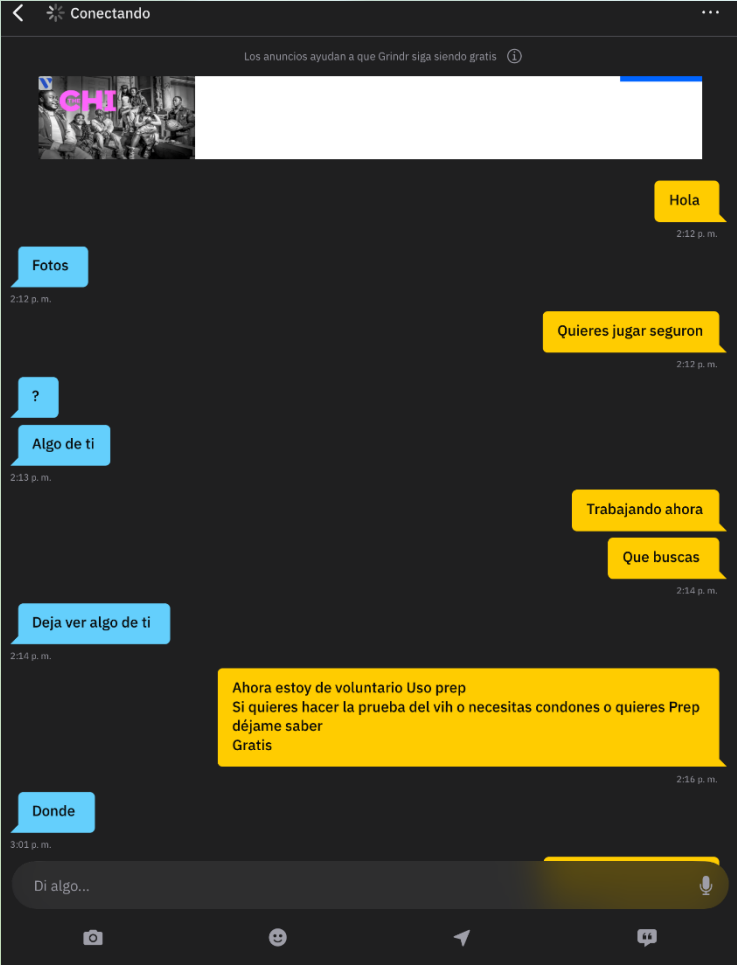
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# Program Implementation

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## Patient identification - Grindr



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## Patient identification – Outreach events



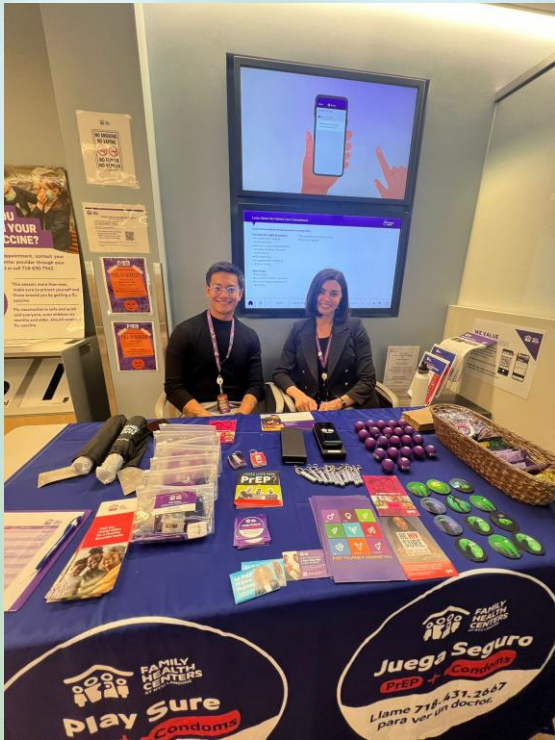


# Program Implementation

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## Patient identification – Outreach events



# Program Implementation

## Patient identification – Social Media

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¡Averigüe cómo puede apoyar Family Health  
Centers at NYU Langone y Turning Point, Brooklyn  
en su salud y bienestar!







Patient identification – Social Media


# What is PrEP?


Pre-exposure prophylaxis (PrEP) is safe and effective medicine that can lower your chances of contracting HIV by taking 1 pill per day **OR** 1 shot administered by your healthcare provider every 2 months

People of any gender or sexual orientation can take PrEP! Consider taking PrEP if you:



- Have unprotected sex
- Have multiple sexual partners
- Are worried you may be exposed to HIV
- Recently had a sexually transmitted infection (STI)
- Have a partner who is living with HIV
- Having sex with someone whose HIV status you do not know
- Inject any substance and share injection equipment

Contact our partners at Family Health Centers at NYU Langone (718) 431-2667 to speak with a trained patient navigator to see if PrEP is right for you. \*It does not matter if you have insurance or your immigration status

 Igbtbrooklyn • Follow

 Igbtbrooklyn Learn about PrEP to keep our community safe!

#PrEP #sex #safesex #sexed #HIV #HIVeducation #HIVreduction #endHIV #prevention #education #sexeducation #lgbt #lgbtq #queer #trans #lgbtqhealth #queerhealth #transhealth

 east\_west.46 Send pic on  @prideoflgbtq

10w Reply

19 likes


MAY 19

Add a comment...

Post

## CALL US TO GET STARTED


(718)-431-2667  
www.nyulangone.org/prep  
514 49th street, Brooklyn, NY, 11220



THE NEW OPTION FOR PREP

## THE FIRST INJECTABLE PREP IS HERE


To further reduce your risk of contracting HIV 1 through sex, it is important to know your HIV status, get tested regularly for other sexually transmitted infections (STIs), and practice safer sex by using condoms.




FAMILY HEALTH CENTERS AT NYU LANGONE

LET'S TALK ABOUT PREP

WWW.NYULANGONE.ORG/PREP

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 Igbtbrooklyn Did you know that injectable PrEP is available! If your eligible and interested in taking PrEP call 718-431-2667 for more information on how to get started!

#PrEP #PrEPeducation #safesex #sexeducation #sexualhealth

11w

15 likes

MAY 15

Add a comment...

Post





Patient identification – in-reach

### Sexual Health and Wellness Screen

For an upcoming appointment with **Odai Sinokrot, MD** on 4/20/2023

**This information will not be reviewed if your appointment is cancelled.**

At NYU Langone, your health is our main priority. Please complete this brief sexual health and wellness survey prior to your medical visit to help us provide you the best quality of care.

\*Indicates a required field.

\*1) In the past 12 months what type(s) of sex have you had?  
Select all that apply.

☐ Vaginal

☐ Anal

☐ Oral

☐ None

\*2) Have you had more than one sexual partner in the past 12 months?

☐ Yes

☐ No

\*3) In the past 12 months have you had sex without a condom (including oral sex)?

☒ Yes

☐ No

\*3b) Are you interested in PrEP (Pre Exposure Prophylaxis) to help prevent HIV?

☐ Yes

☐ No

\*4) Have you had sex without a condom (not oral sex) in the past 72 hours?

☒ Yes

☐ No

\*4b) Are you interested in PEP (Post Exposure Prophylaxis) medications to help prevent HIV?

☐ Yes

☐ No

\*5) In the past 12 months have you had sex with anyone you know to be HIV positive?

☐ Yes

☐ No

\*6) Have you ever tested positive for any STI (Gonorrhea, Chlamydia, or Syphilis)?

☐ Yes

☐ No

\*7) Are you interested in starting or receiving more information on PrEP (pre-exposure prophylaxis) medication to help prevent HIV?

☐ Yes

☐ No

\*8) Have you lived with or had sex with anyone you know to be Hepatitis (B or C) positive?

☐ Yes

☐ No

\*9) Have you ever injected any drugs?

☐ Yes

☐ No

\*10) Have you ever been in prison/jail?

☐ Yes

☐ No

\*11) Were you born in any of these countries?

None of the above

▼

\*12) Were your parents born in any of these countries?

[Choose]

▼

Continue

Cancel

# Stigma reduction strategies

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## Takeaways

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- Outreach is essential to connect to potential patients
- Clinic support is essential.
- Support staff, nursing staff, and provider rolls are key for opening the PrEP and PEP conversation.
- Appointment availability is crucial for new enrollments, and provider flexibility to support availability.
- Counseling patients on PrEP who are at high risk (positive STI, history of STI, significant sexual history, or drug use) is necessary to increase provider and peer referrals.
- PrEP and PEP services are for everybody. Reducing stigma and having an open conversation with patients could increase PrEP intake.
- Clinic leadership buy-in is necessary to increase PrEP and PEP services.

# Contact Us

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