

# Pre-Exposure Prophylaxis (PrEP): NYC Implementation Strategy

**Demetre Daskalakis, MD, MPH**

Assistant Commissioner, Bureau of HIV/AIDS Prevention and Control  
New York City Department of Health & Mental Hygiene (DOHMH)



CONTROLLING THE HIV EPIDEMIC WITH ANTIRETROVIRALS  
Progress, Risks, and Opportunities | 13-14 October 2016

# 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



CONTROLLING THE HIV EPIDEMIC WITH ANTIRETROVIRALS  
Progress, Risks, and Opportunities | 13-14 October 2016

# 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.

Condoms provide additional protection.  
For more information on PrEP, talk to your doctor,  
call 311 or visit [nyc.gov](http://nyc.gov) and search "HIV PrEP and PEP."

**NYC**  
Health

**PEP**  
Kept Me  
**HIV-**

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

For more information, call 311 or visit  
[nyc.gov](http://nyc.gov) and search "HIV PrEP and PEP."

**NYC**  
Health

**We Share  
Everything  
but HIV**

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

Condoms provide additional protection.  
For more information on PrEP, talk to your doctor,  
call 311 or visit [nyc.gov](http://nyc.gov) and search "HIV PrEP and PEP."

**NYC**  
Health

# 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



CONTROLLING THE HIV EPIDEMIC WITH ANTIRETROVIRALS  
Progress, Risks, and Opportunities | 13-14 October 2016



# NYC PLAYS SURE

WHATEVER YOUR PLEASURE, WHEREVER YOU ARE, ALWAYS BE READY TO PROTECT YOURSELF FROM HIV AND STIs

#PLAYSURE

## NYC BRINGS YOU THE NYC PLAY SURE KIT

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

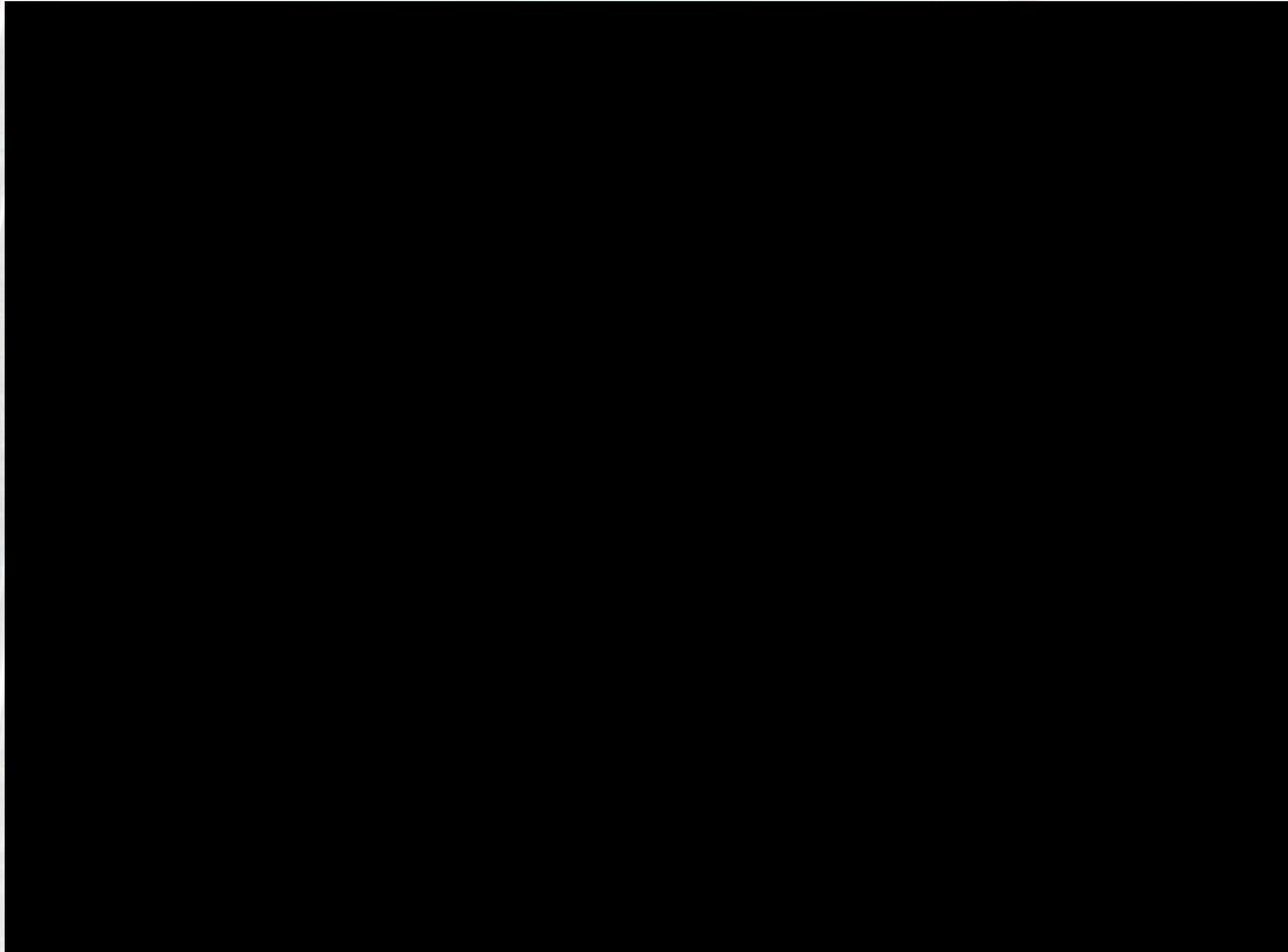
PLAY SURE: Call 311 or visit [nyc.gov/health](http://nyc.gov/health) to design the right HIV and STI prevention combination for you.



CONTROLLING THE HIV EPIDEMIC WITH ANTIRETROVIRALS  
 Progress, Risks, and Opportunities | 13-14 October 2016



# The #PlaySure Kit: Find the Combination for You



CONTROLLING THE HIV EPIDEMIC WITH ANTIRETROVIRALS  
Progress, Risks, and Opportunities | 13-14 October 2016

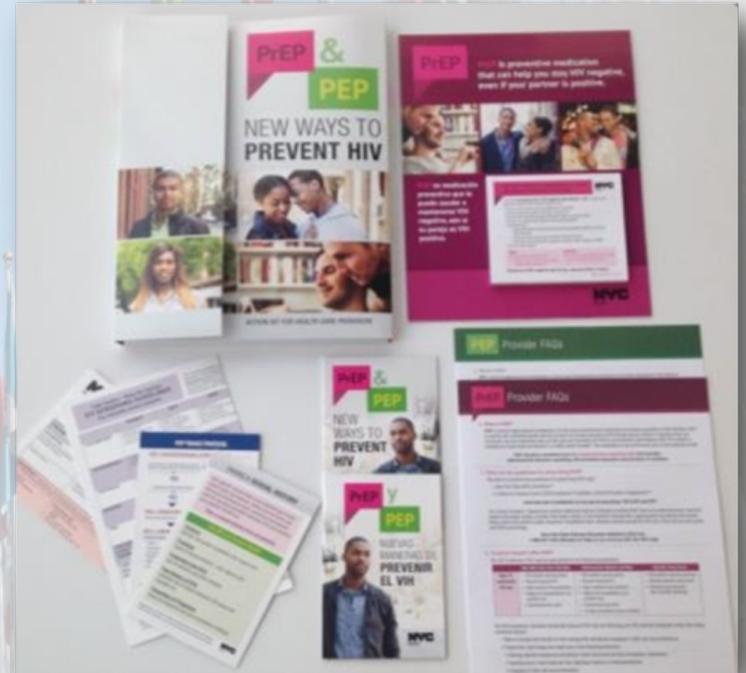
# Promoting PrEP to Providers



CONTROLLING THE HIV EPIDEMIC WITH ANTIRETROVIRALS  
Progress, Risks, and Opportunities | 13-14 October 2016

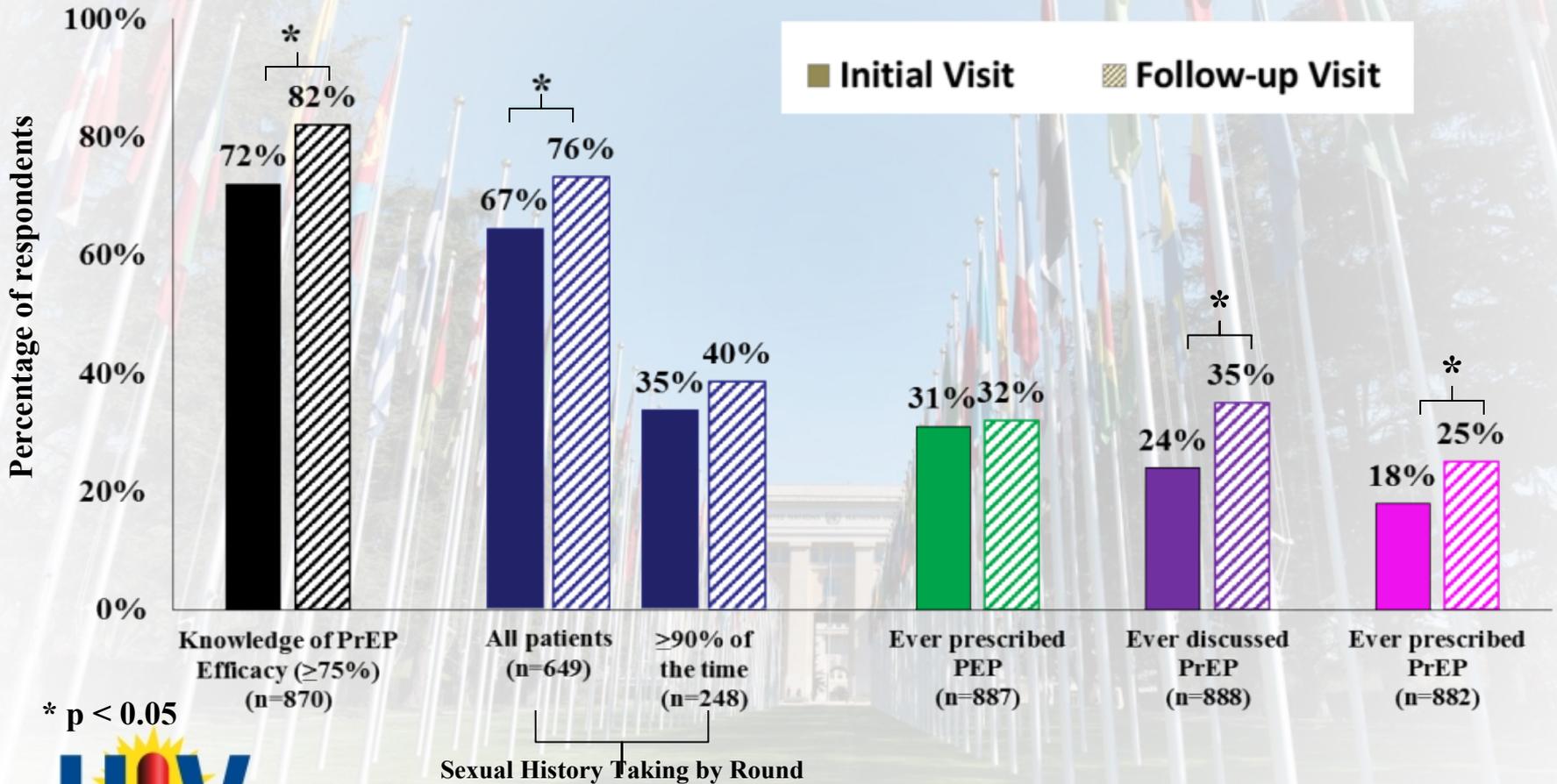
# PrEP/PEP Detailing Campaign

- 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



CONTROLLING THE HIV EPIDEMIC WITH ANTIRETROVIRALS  
 Progress, Risks, and Opportunities | 13-14 October 2016

# 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



CONTROLLING THE HIV EPIDEMIC WITH ANTIRETROVIRALS  
Progress, Risks, and Opportunities | 13-14 October 2016



# Supporting PrEP in Diverse Service Models



CONTROLLING THE HIV EPIDEMIC WITH ANTIRETROVIRALS  
Progress, Risks, and Opportunities | 13-14 October 2016

# Transforming STD Clinics to Hubs of HIV Care and Prevention

**BIOMEDICAL EVALUATION AND INTERVENTION:  
INSTANT STARTS OF ARV TREATMENT AND PREVENTION**

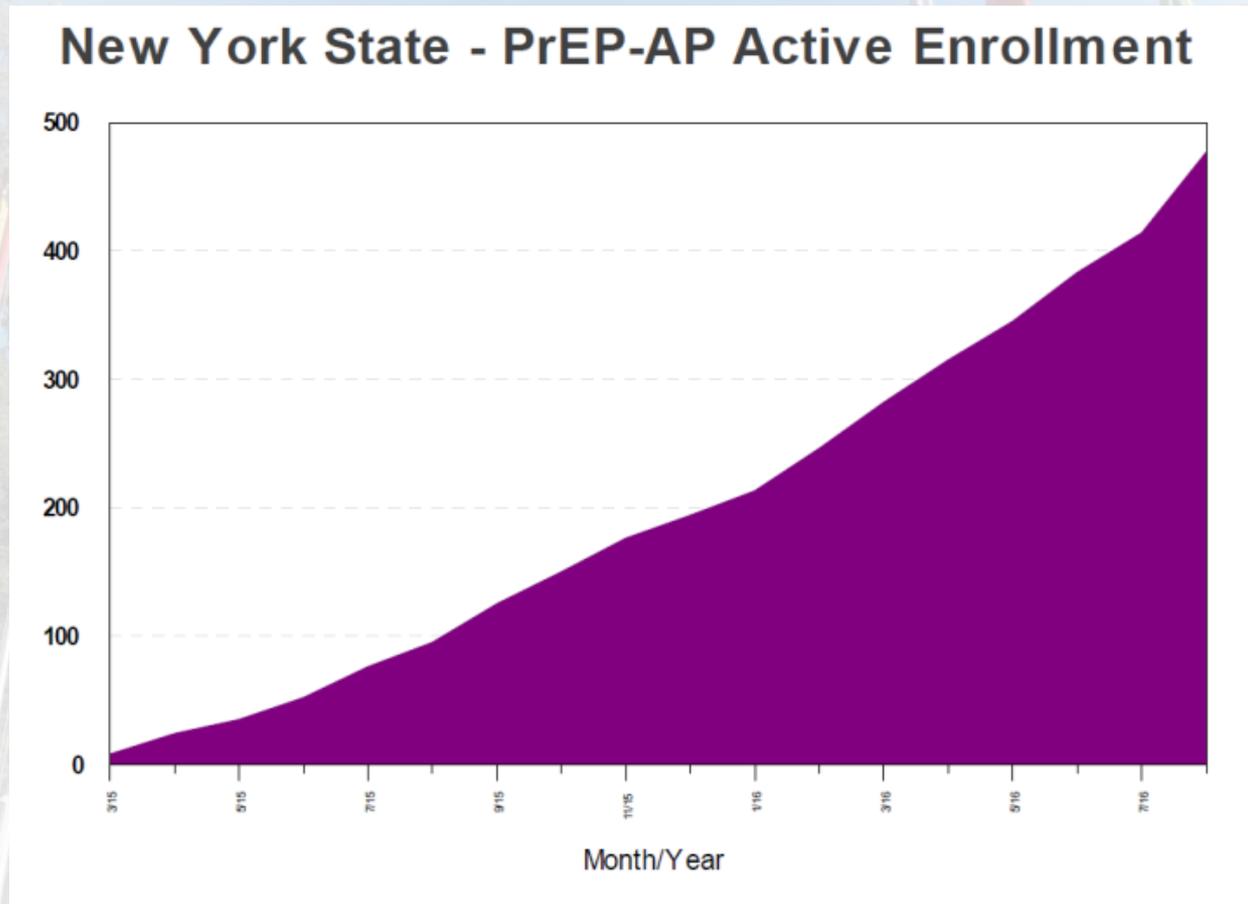
**SOCIAL WORK ASSESSMENT FOR SOCIAL DETERMINANTS OF  
RISK OR DISEASE PROGRESSION + INSURANCE CONNECTION**

**NAVIGATION TO LONGITUDINAL CARE FOR  
BOTH HIV NEGATIVE AND POSITIVE CLIENTS**



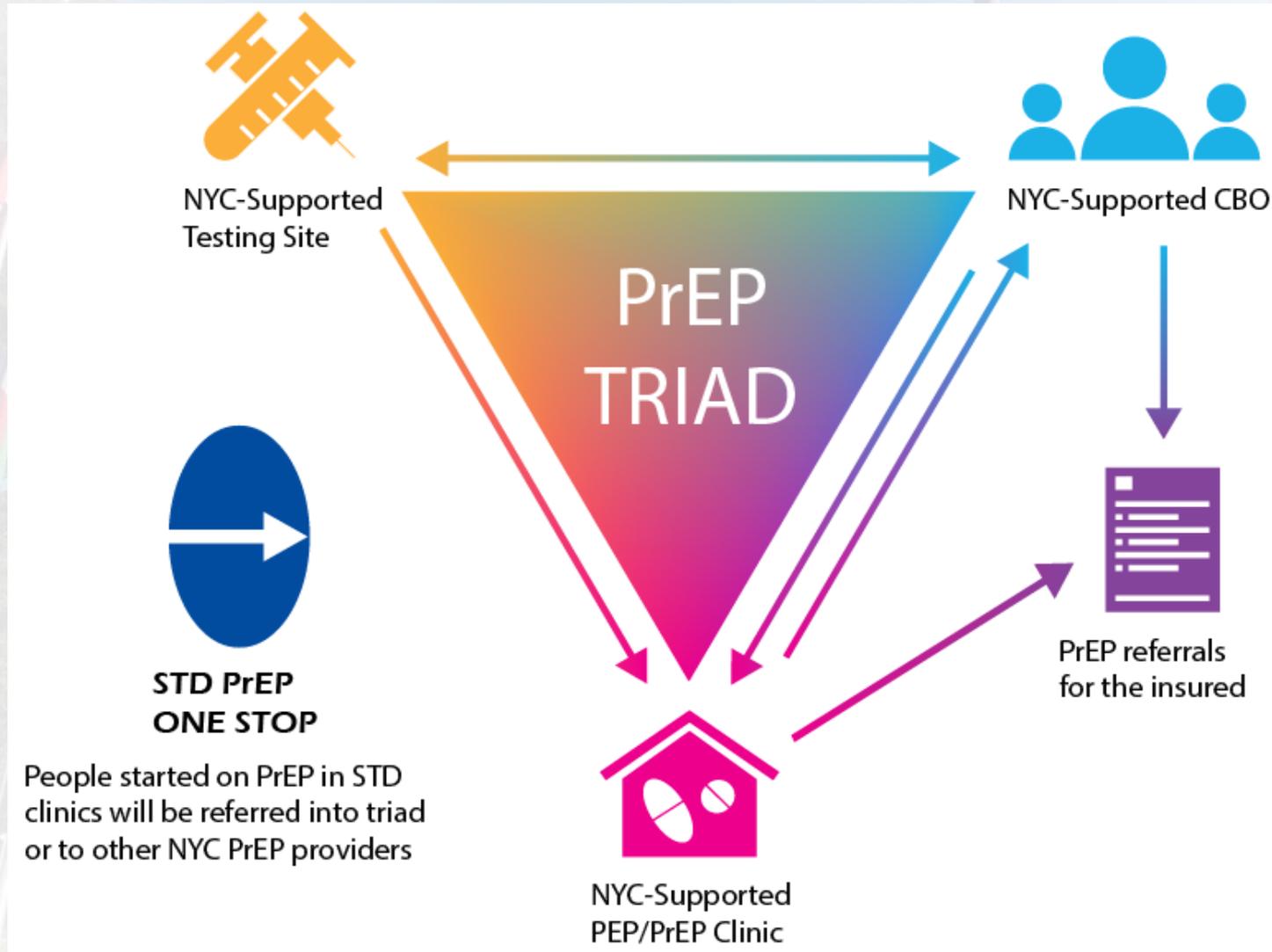
CONTROLLING THE HIV EPIDEMIC WITH ANTIRETROVIRALS  
Progress, Risks, and Opportunities | 13-14 October 2016

# NY State PrEP- Assistance Program



**CONTROLLING THE HIV EPIDEMIC WITH ANTIRETROVIRALS**  
Progress, Risks, and Opportunities | 13-14 October 2016

# NYC #PlaySure PrEP Triads



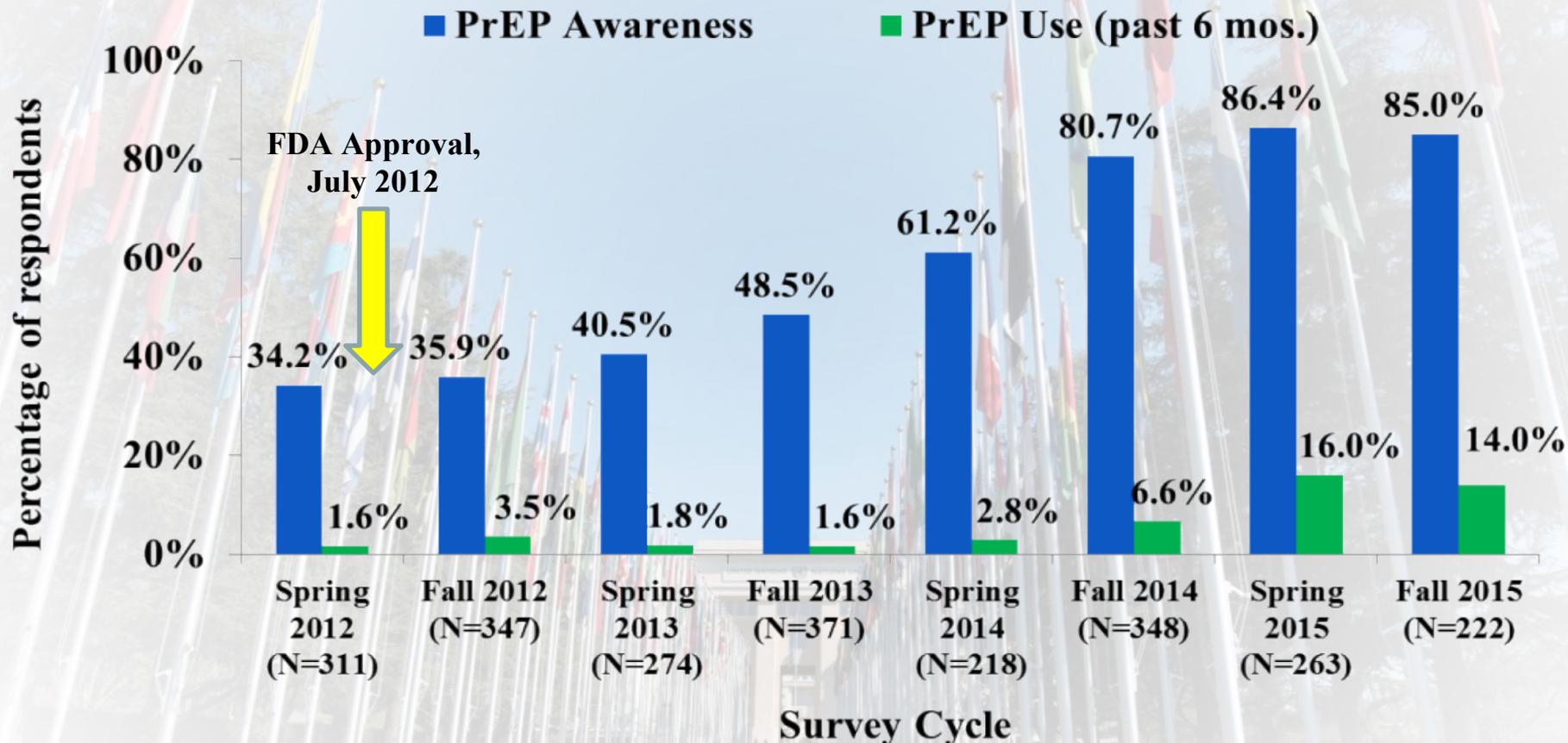
CONTROLLING THE HIV EPIDEMIC WITH ANTIRETROVIRALS  
Progress, Risks, and Opportunities | 13-14 October 2016

# Monitoring PrEP Awareness and Uptake



CONTROLLING THE HIV EPIDEMIC WITH ANTIRETROVIRALS  
Progress, Risks, and Opportunities | 13-14 October 2016

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



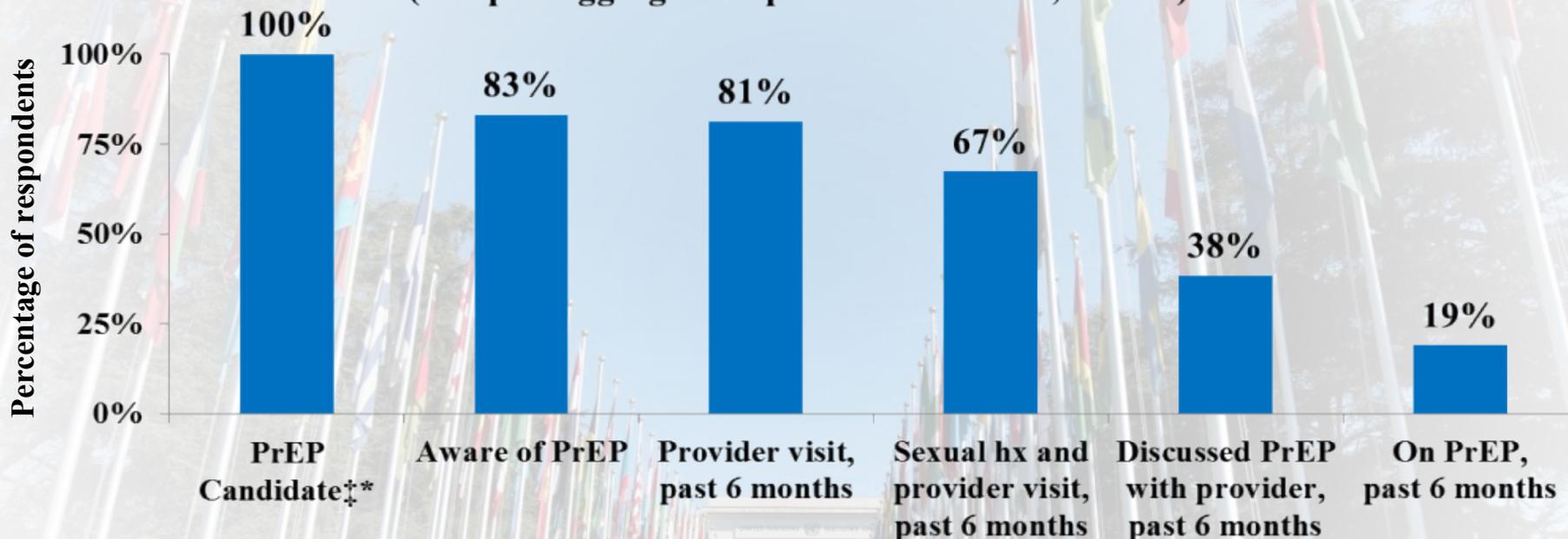
\*Sexually active MSM, HIV-negative/unknown status and aged 18-40



CONTROLLING THE HIV EPIDEMIC WITH ANTIRETROVIRALS  
 Progress, Risks, and Opportunities | 13-14 October 2016

# 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)<sup>†‡\*</sup>**



<sup>†</sup>Sexually active MSM, HIV-negative/unknown status and aged 18-40

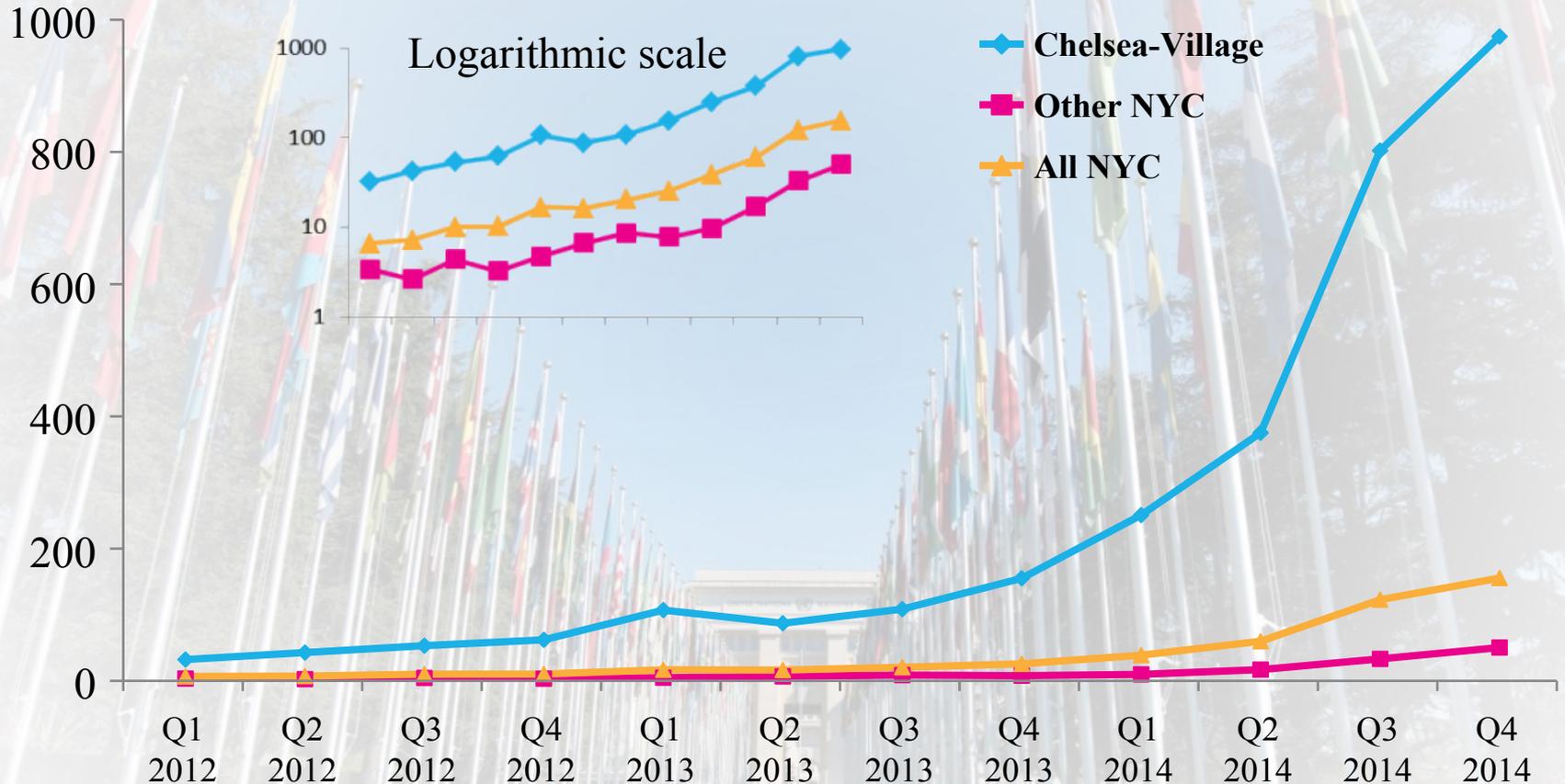
<sup>‡</sup>PrEP candidates defined as reporting diagnosis of an anal STI in the past year or any of the following in the previous 6 months: unprotected anal intercourse, transactional sex, use of cocaine, crack, methamphetamines, or injection drugs, using PEP or having had an HIV-positive partner. Mirrors NYS PrEP guidance.

\*PrEP candidates represent 71 % of all HIV-negative/unknown respondents.



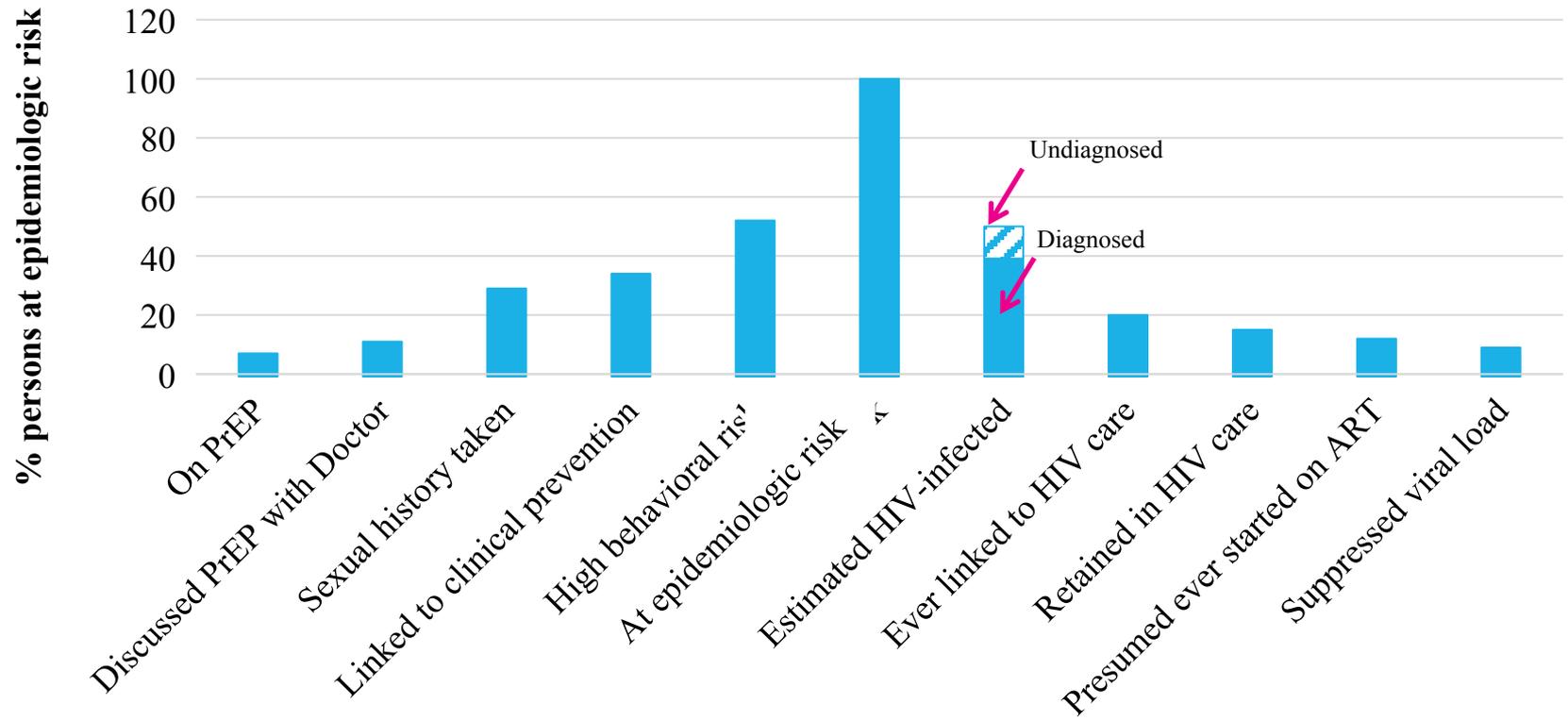
**CONTROLLING THE HIV EPIDEMIC WITH ANTIRETROVIRALS**  
Progress, Risks, and Opportunities | 13-14 October 2016

# PrEP Prescription per 100,000 Patients Seen at Ambulatory Care Practices (n=538), NYC, 2012-2014



CONTROLLING THE HIV EPIDEMIC WITH ANTIRETROVIRALS  
 Progress, Risks, and Opportunities | 13-14 October 2016

# The New HIV Neutral Continuum of Care (Theoretical)



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



CONTROLLING THE HIV EPIDEMIC WITH ANTIRETROVIRALS  
Progress, Risks, and Opportunities | 13-14 October 2016



# THANK YOU!

[ddaskalakis@health.nyc.gov](mailto:ddaskalakis@health.nyc.gov)



CONTROLLING THE HIV EPIDEMIC WITH ANTIRETROVIRALS  
Progress, Risks, and Opportunities | 13-14 October 2016