

Funded Categories

Category 1: PrEP (Preexposure Prophylaxis)

Background

Approximately 21% of persons living with HIV in the U.S. reside in the New York Metropolitan area.¹ While new HIV diagnoses overall decreased by 50% and some populations experienced declines from 2001-2013, new diagnoses only decreased by 5% among MSM during this period.² Less is known about the HIV and STI burden among NYC transgender persons, although an observational study in NYC has found extremely high prevalence of HIV among transgender women.³ There are approximately 40 new diagnoses per year among transgender-identified New Yorkers, the vast majority of whom are African American/black or Latina transgender women who have sex with men.² Pre-exposure prophylaxis (PrEP) remains underutilized in NYC due to patient- and provider-level barriers. In a 2014 online survey of MSM aged 18-40 (n=347) in NYC, only 7% of HIV-negative respondents had taken PrEP in the past 6 months. In this same year, only 19% of 878 HIV-reporting providers visited by public health detailers had ever prescribed PrEP.⁴ However, survey data from the Bureau of HIV/AIDS Prevention and Control (BHIV) show high interest/demand for PrEP. Although PrEP awareness appears to be increasing among MSM, disparities in awareness persist. Although providers have expressed optimism about PrEP as an HIV prevention strategy, research has identified logistical challenges, limited prescribing intentions, misunderstanding of the published literature, and the need for further education.^{5,6,7,8} Current levels of PrEP use do not meet the needs of African American/black and Hispanic/Latino persons at risk for HIV in NYC.

Overview of New York's Project PrIDE Plan

The New York City Department of Health and Mental Hygiene PrIDE project will focus on increasing the capacity of health departments to implement PrEP linkage navigation in STD clinics and increase awareness and use of PrEP among NYC MSM of color and transgender persons at risk for HIV infection.

¹ Centers for Disease Control and Prevention. Diagnosed HIV infection among adults and adolescents in metropolitan statistical areas—United States and Puerto Rico, 2011. *HIV Surveillance Supplemental Report 2013*. March 2014 2013;18(8).

² HIV Epidemiology Field Services Program, New York City Department of Health and Mental Hygiene. HIV Surveillance Data, as reported by June 30, 2014.

³ Nuttbrock L, Hwahng S, Bockting W, et al. Lifetime risk factors for HIV/sexually transmitted infections among male-to-female transgender persons. *J Acquir Immune Defic Syndr*. Nov 1 2009;52(3):417-421.

⁴ HIV Prevention Program, New York City Department of Health and Mental Hygiene. Sexual Health Survey, unpublished data.

⁵ Karris MY, Beekmann SE, Mehta SR, Anderson CM, Polgreen PM. Are we prepped for preexposure prophylaxis (PrEP)? Provider opinions on the real-world use of PrEP in the United States and Canada. *Clinical infectious diseases: an official publication of the Infectious Diseases Society of America*. Mar 2014; 58(5):704-712.

⁶ Krakower D, Ware N, Mitty JA, Maloney K, Mayer KH. HIV providers' perceived barriers and facilitators to implementing pre-exposure prophylaxis in care settings: a qualitative study. *AIDS and behavior*. Sep 2014; 18(9):1712-1721.

⁷ Mimiaga MJ, White JM, Krakower DS, Biello KB, Mayer KH. Suboptimal awareness and comprehension of published preexposure prophylaxis efficacy results among physicians in Massachusetts. *AIDS care*. 2014;26(6):684-693.

⁸ Arnold EA, Hazelton P, Lane T, et al. A qualitative study of provider thoughts on implementing pre-exposure prophylaxis (PrEP) in clinical settings to prevent HIV infection. *PLoS one*. 2012;7(7):e40603.

Programmatic Activities

NYC plans to implement two main activities to increase access to PrEP, including PrEP Navigation within their STD clinics and social marketing to increase awareness/use of PrEP and to drive appropriate consumers to STD clinics:

Activities involved in PrEP Navigation in STD clinics include:

- Building capacity of the NYC DOHMH STD clinics to provide comprehensive, culturally competent care to MSM of color and transgender persons
- Training new and existing PrEP navigation and clinical staff based in STD clinics in core components of PrEP navigation
- Implementing HIV prevention navigation services to all MSM of color and transgender persons at high risk for HIV in STD clinic sites
- Providing linkage navigation

Social marketing activities include:

- Launching both new and an existing citywide PrEP social marketing campaign
- Soliciting, analyzing and utilizing stakeholder feedback to inform the development of new citywide PrEP social marketing campaign materials
- Evaluating the impact of citywide PrEP social marketing campaign on PrEP awareness, literacy and stigma using the Sexual Health Survey
- Launching NYC DOHMH STD Clinics' social marketing campaign
- Evaluating the impact of the social marketing campaign on awareness of PrEP/PEP services at NYC DOHMH STD Clinics

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