



Webcast 3.1


Increasing PrEP Awareness and Knowledge in Your Jurisdiction

PRESENTED BY:

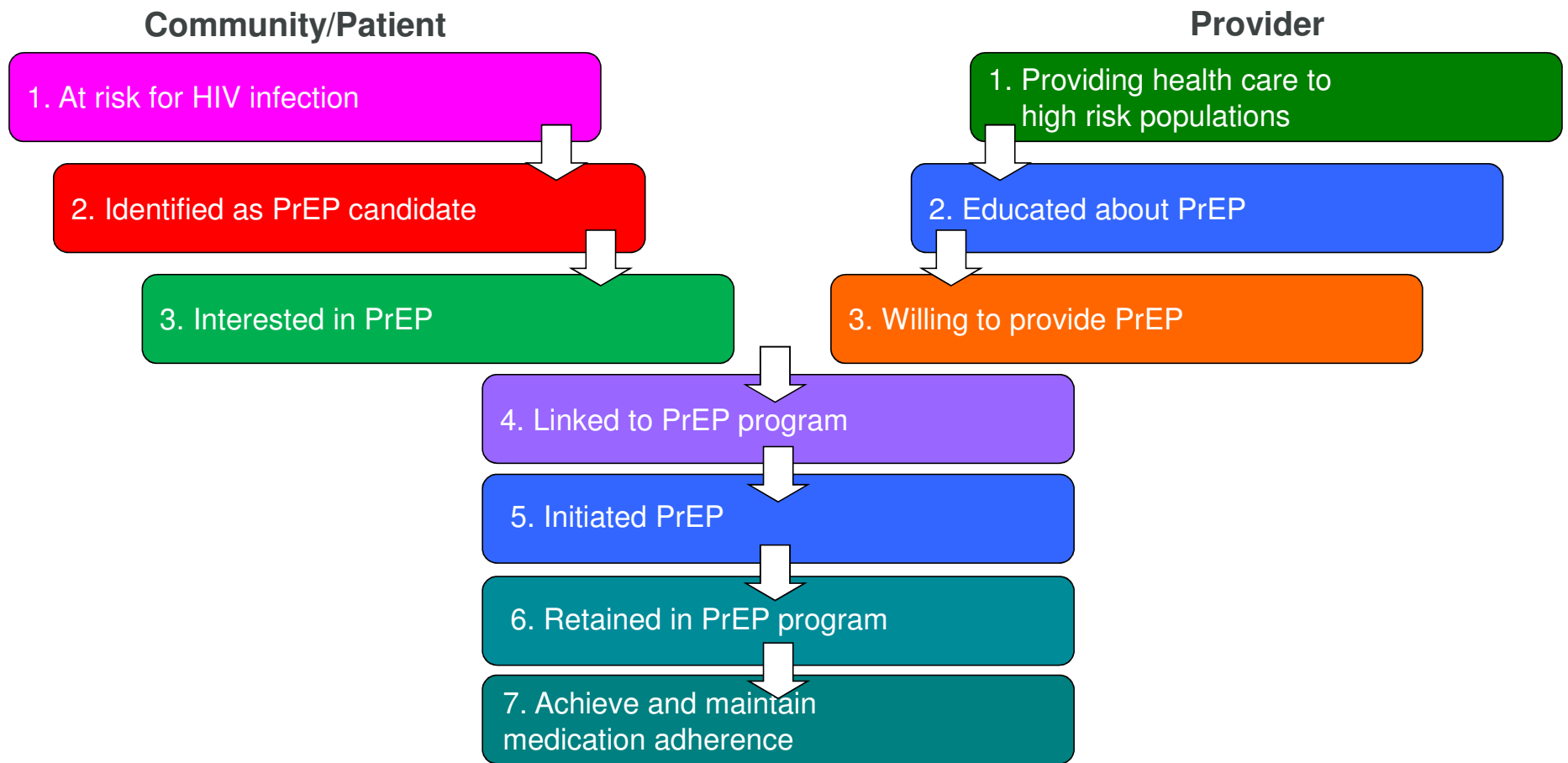
MARK THRUN, MD

ASSOCIATE PROFESSOR, UNIVERSITY OF COLORADO, DIVISION OF INFECTIOUS DISEASES
DIRECTOR, HIV/STD PREVENTION AND CONTROL, DENVER PUBLIC HEALTH
DIRECTOR, DENVER PREVENTION TRAINING CENTER


Overview

- Identifying populations and communities who might benefit from PrEP
 - Educating high-risk populations and communities about PrEP
 - Educating healthcare providers about PrEP
 - Identifying healthcare providers willing to prescribe PrEP
- 

PrEP Delivery Cascade



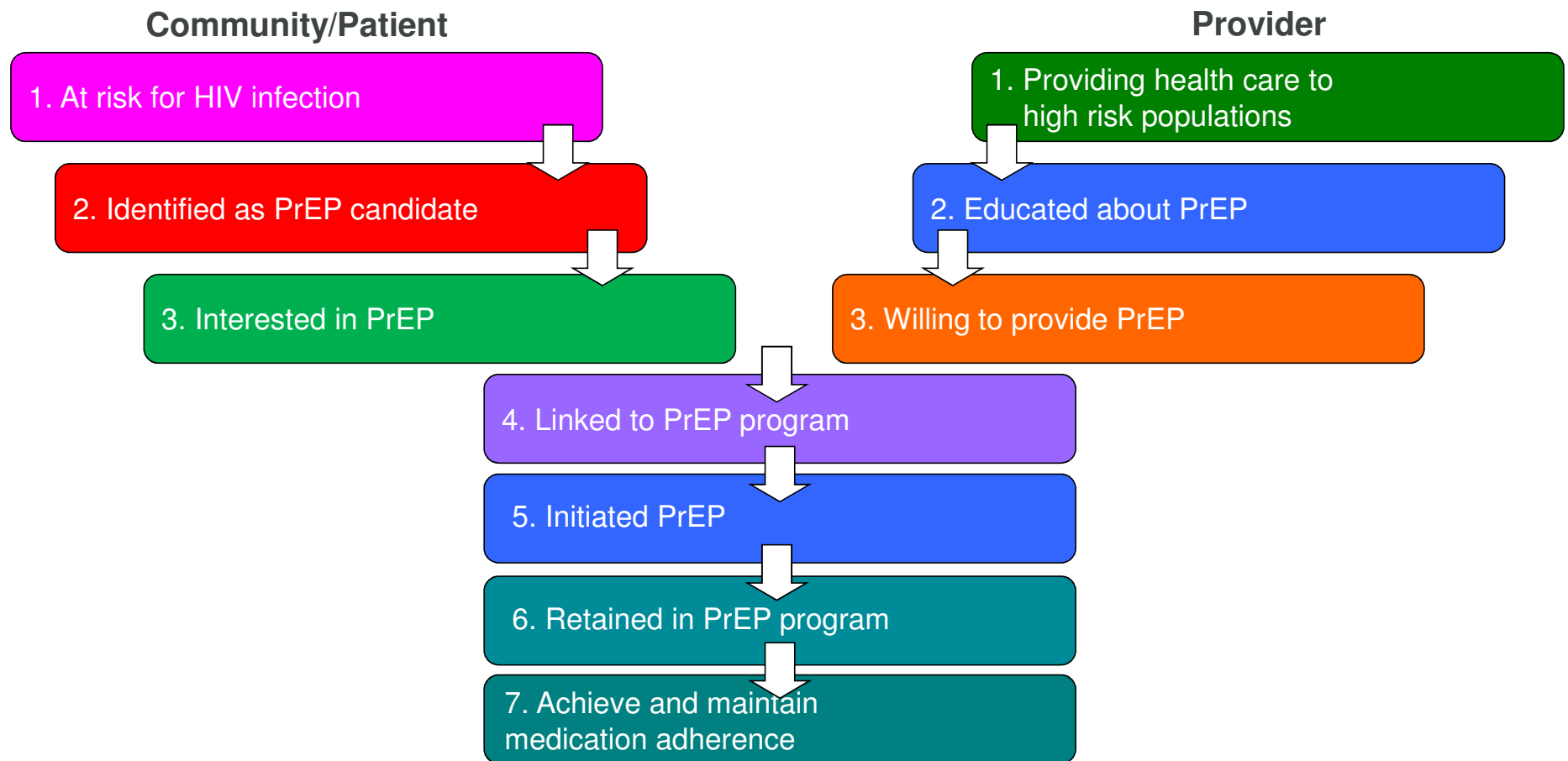
The Challenge

- **Community/Patient:** Only 26% of gay men had heard of PrEP in a nationally-representative, internet-based study of 431 men (Kaiser Family Foundation, 2014)
 - **Provider:** Though 43% of HIV clinicians had received a request for PrEP, only 19% had prescribed (Maznavi, IDSA 2011)
- 

The Challenge

- **Health department:** Only 8 of 55 reported a PrEP program; 43/55 report inadequate funding to support PrEP program (NASTAD, 2014)
- Even within health departments, support for PrEP may not be universal
 - Concerns remain regarding adherence, behavioral disinhibition, cost, and PrEP's place within the HIV prevention matrix
- Given the role of health departments as conveners or bridges between the community and providers, don't forget the need for ongoing internal education and discussions to build awareness, knowledge, and support within your health department

PrEP Delivery Cascade



Population and Individual Risk

Your jurisdiction's
population

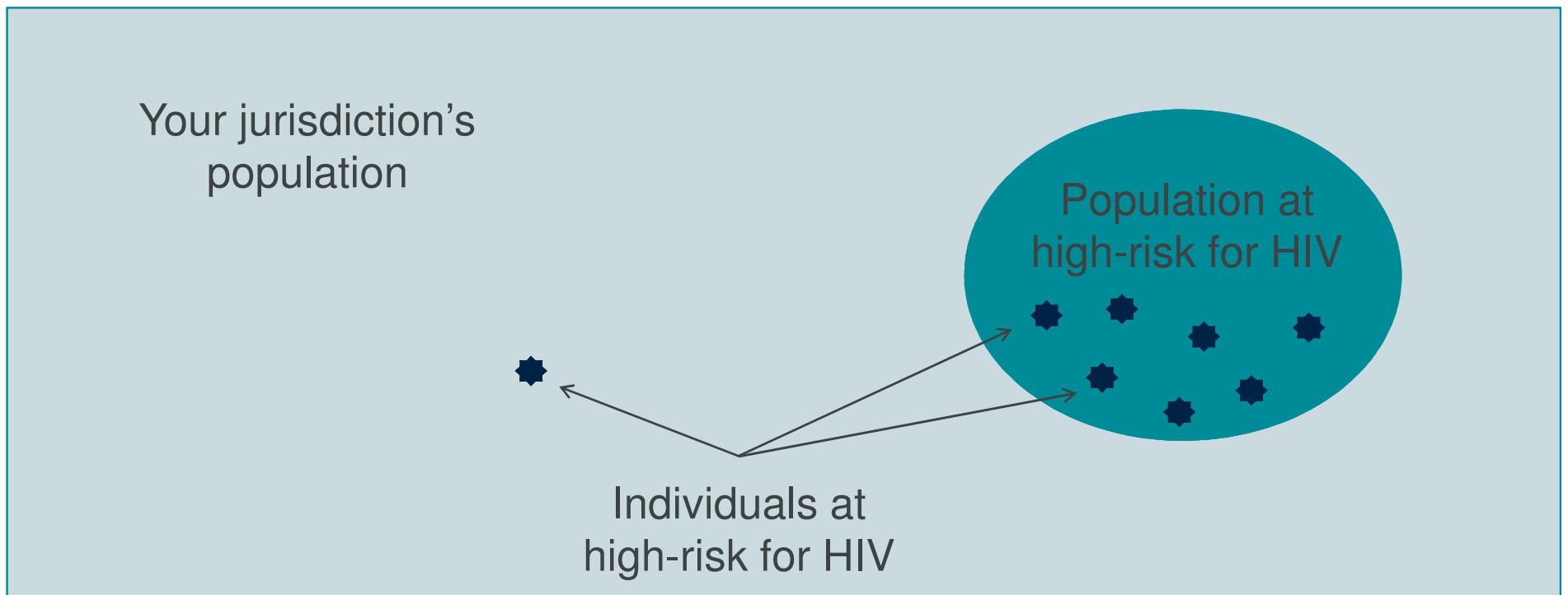
Population and Individual Risk

Your jurisdiction's
population



Population at
high-risk for HIV

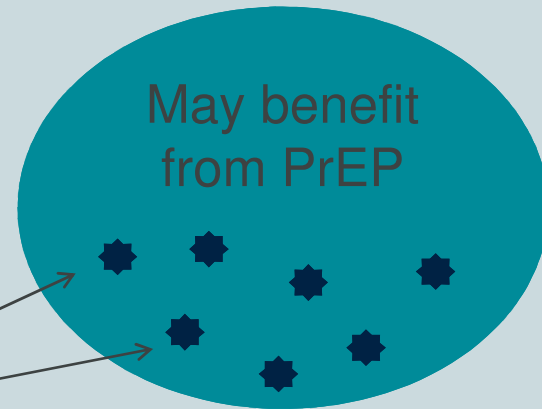
Population and Individual Risk



Putting it All Together

No need for PrEP

May benefit from PrEP



Offer PrEP



Key Messages to Community

- What PrEP is – a pill a day to help prevent HIV
- Efficacy and potential side effects – what does this really mean for someone on PrEP
- Who might benefit from PrEP – indicators that may resonate with the target population(s)
- Where to find PrEP – who to talk to about PrEP and where to get it
- Paying for PrEP – how much does it cost and what if you can't afford it or don't have insurance

Educating Populations, Communities, and Individuals

- Direct marketing (e.g., PrEP awareness-raising campaigns, banner ads – including on mobile applications like Grindr and Scruff)
- Social media and other online communities (e.g. Facebook, Instagram, Twitter, blogs)
- Earned media, especially in LGBT-focused outlets
- Editorials or letters to the editor
- HIV prevention planning groups/Ryan White councils
- Medicaid advisory boards
- Community forums
- Pride and other community events

Pre-exposure Prophylaxis (PrEP) for HIV Prevention

May 2014

Fast Facts

- Pre-exposure prophylaxis, or PrEP, is a way to help prevent HIV by taking a pill every day.
- People who are at substantial risk for HIV should talk to their doctor about PrEP.
- PrEP must be taken every day to be most effective.

Pre-exposure prophylaxis, or PrEP, is a way for people who do not have HIV to help prevent HIV infection by taking a pill every day. The pill contains two medicines that are also used, in combination with other medicines, to treat HIV. When someone is exposed to HIV through sex or injection drug use, PrEP can help stop the virus from establishing a permanent infection.

When used consistently, PrEP has been shown to greatly reduce the risk of HIV infection in people who are at substantial risk. PrEP is much less effective when it is not taken consistently.

PrEP is a powerful HIV prevention tool, and can be combined with condoms and other prevention methods to provide even greater protection than when used alone. People who use PrEP must commit to taking the drug daily and seeing their health care provider every 3 months for HIV testing and other follow-up.

PrEP Medicines

Most PrEP clinical trials have tested a combination of two antiretroviral drugs, tenofovir disoproxil fumarate (also called TDF, or tenofovir) and emtricitabine (also called FTC), taken in a single pill daily for HIV prevention. This combination pill (brand name **Truvada**) was approved by the US Food and Drug Administration (FDA) for use as an HIV treatment in 2004, and was approved as PrEP in July 2012. Some clinical studies have also evaluated the use of tenofovir on its own as a preventive drug, but this drug alone is not FDA-approved for PrEP.

Research Supporting PrEP Use

On May 14, 2014, the US Public Health Service released the first comprehensive clinical practice guidelines for PrEP (www.cdc.gov/hiv/pdf/guidelines/PrEPguidelines2014.pdf). This follows the earlier publication of brief interim guidelines that were based on findings from several large national and international clinical trials. These trials evaluated PrEP among gay and bisexual men, heterosexual men and women, and injection drug users. All participants in these trials received pills containing either PrEP or placebo, along with intensive counseling on safe-sex behavior, regular testing for sexually transmitted diseases (STDs), and a regular supply of condoms.

In all of these studies, the risk of getting HIV infection was lower—up to 92% lower—for participants who took the medicines consistently than for those who did not take the medicines. (See our PrEP web page at www.cdc.gov/hiv/prevention/research/prep/ for a brief description of the clinical trials, with links to the published studies.)

Guidelines for PrEP Use

The new federal guidelines for health care providers recommend that PrEP be considered for people who are HIV-negative and at substantial risk for HIV infection.

For sexual transmission, this includes anyone who is in an ongoing relationship with an HIV-positive partner. It also includes anyone who 1) is not in a mutually monogamous relationship with a partner who recently tested HIV-negative, and 2) is a

- gay or bisexual man who has had anal sex without a condom or been diagnosed with an STD in the past 6 months; or
- heterosexual man or woman who does not regularly use condoms during sex with partners of unknown HIV status who are at substantial risk of HIV infection (e.g., people who inject drugs or have bisexual male partners).

For people who inject drugs, this includes those who have injected illicit drugs in past 6 months and who have shared injection equipment or been in drug treatment for injection drug use in the past 6 months.

Health care providers should also discuss PrEP with heterosexual couples in which one partner is HIV-positive and the other is HIV-negative as one of several options to protect the partner who is HIV-negative during conception and pregnancy.

For a summary of clinical indications and treatment recommendations for PrEP, see the Table on the next page.



CDC
Marketing
Tools

**What if there were a pill
that could help prevent HIV?**

There is.

Ask your doctor if PrEP is right for you.

Pre-exposure prophylaxis: A daily pill to reduce risk of HIV infection

www.cdc.gov/hiv/basics/prep.html



whatisprep.org
PrEP REP Project

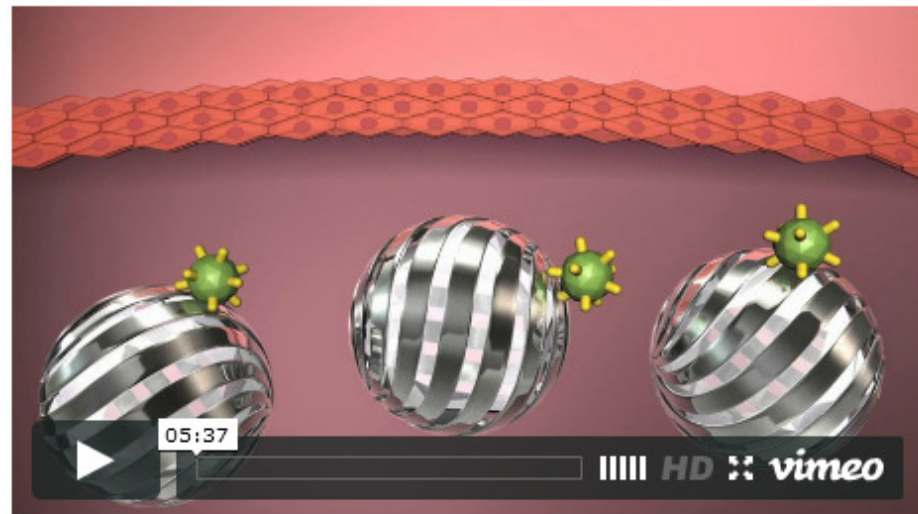
What is PrEP?

PrEP means Pre-Exposure Prophylaxis, and it's the use of anti-HIV medication that keeps HIV negative people from becoming infected. PrEP is approved by the FDA and has been shown to be safe and effective. A single pill taken once daily, it is highly effective against HIV when taken every day. The medication interferes with HIV's ability to copy itself in your body after you've been exposed. This prevents it from establishing an infection and making you sick.

Even though PrEP has been around in the U.S. for over a year, not a lot of people know about it. And, even fewer people feel like they know enough about it to be able to make an informed decision about whether or not to use it. For those who do use it, the information they have might be more focused on practical issues, like where to get it, rather than on what PrEP does in the body to prevent HIV infection.

By using animation to show PrEP in the body and why "once a day" is recommended, people can see what PrEP does and people who currently use PrEP can create an image of what happens when they take a PrEP pill every day.

View the video below to get information about PrEP and see an illustration of how it can work inside the body to prevent HIV infection.



[Like](#) [Share](#) 488 people like this. Be the first of your friends.

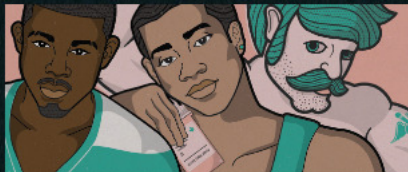
[REQUEST INFO OR A COPY OF THIS VIDEO](#)

[Learn More About PrEP](#)

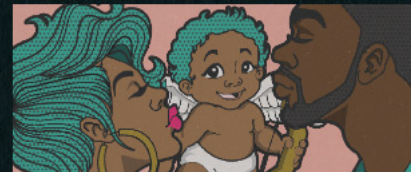
prepfacts.org

San Francisco AIDS
Foundation

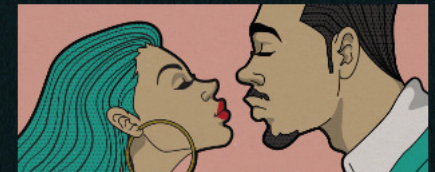
Where do you fit in?



**Are you a guy who has
sex with guys?**



**Are you a woman who
has sex with guys?**



¿Habla usted español?

1035 Market Street, Suite 400,
San Francisco, CA 94103
feedback@sfaf.org
415/487-3000

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Site design by I Shot Him

PrEPare for Life

National Minority AIDS Council



PrEPare
for Life

PrEP
(Pre Exposure Prophylaxis)
is a safe and
effective tool
used to prevent HIV.

Watch the
VIDEOS

Training
MANUAL

PrEPare for Life En Español

 **Powerpoint**

PrEPare for Life is The National Minority AIDS Council's PrEP Education and Awareness program. PrEP, or Pre-Exposure Prophylaxis, is the strategy of taking a pill every day to prevent HIV. The exciting new program intends to inform and increase awareness on PrEP, provide education about the benefits and risks of PrEP, and how to access it, and improve understanding of PrEP as part of a comprehensive HIV prevention strategy.

There are two distinct elements of the program, PrEP Community trainings and the creation of peer based educational videos. The program's target audience is young gay men, in particular Black and Latino gay men aged 18-25 years old. The PrEP Community trainings allow for community-based organizations to enhance their capacity to engage and educate their constituents. Critical issues that the trainings explore include: PrEP facts, comprehensive prevention, access, stigma, and community engagement.

These dynamic peer based educational videos are meant to increase awareness and reduce stigma. They provide an opportunity for young gay men of color to speak for themselves, openly and honestly, about issues such as, access, knowledge, stigma, community, and sexuality. These videos can also be used as educational resources to enhance to activities of community based organizations as they engage the community about the vital issues surrounding PrEP. All the activities of the program will help educate the community about PrEP and what it means for improving gay men's health and quality of life.

Information for Individuals Considering PrEP

New York State
Department of Health,
AIDS Institute

New York  State  State Agencies

Department of Health
Information for a Healthy New York

Pre-Exposure Prophylaxis (PrEP)

Information for Individuals Considering PrEP

- **New York State Department of Health**
 - [PrEP Frequently Asked Questions & Answers](#)
 - [PrEP Yourself Against HIV - Poster \(PDF\)](#)
 - [PrEP/PEP Provider Directory](#)
- **New York City Department of Health and Mental Hygiene**
 - [Daily PrEP to Prevent HIV](#)
 - [PrEP Pamphlet](#) (to order copies, call 311)
 - [PrEP y PEP Nuevas Maneras de Prevenir el VIH](#)
- **Centers for Disease Control and Prevention (CDC)**
 - [PrEP 101](#) (November 2013)
 - [Talking To Your Doctor About PrEP](#)
- **AIDS.gov**
 - [PrEP Questions and Answers](#) (September 2013)
- **Project Inform**
 - [Videos and Resource Links for Anyone Considering PrEP](#)
- **AIDS Foundation of Chicago**
 - [My PrEP Experience blog](#)
 - [Project Ready, Set PrEP Facebook page](#)
- **iPrEZ OLE (Open Label Extension)**
 - [Videos of Real Individuals Who Have Taken PrEP](#)
- **Medication Information**
 - [Truvada®](#) (tenofovir + emtricitabine)

PrEP – Protect yourself from HIV every day

New York City
Department of Health
and Mental Hygiene

The screenshot shows the top section of the NYC Health and Mental Hygiene website. At the top left is the NYC Health logo and the text 'THE NEW YORK CITY DEPARTMENT OF HEALTH AND MENTAL HYGIENE'. To the right is a navigation bar with the text 'Information and Resources For Your Health' and social media icons for LinkedIn, Facebook, YouTube, Twitter, and RSS. Below this is a banner image featuring two men, with a pink 'PrEP' callout and a green 'PEP' callout. The main content area has a navigation bar with a home icon and links for 'About PrEP', 'About PEP', 'Where to Get PrEP and PEP', and 'Information for Providers'. Below the navigation are two main content blocks: a pink one for PrEP and a green one for PEP. Each block contains a title, a brief description, and a 'Learn more' button.

NYC Health THE NEW YORK CITY DEPARTMENT OF HEALTH AND MENTAL HYGIENE

Information and Resources For Your Health

Follow us on: [in](#) [fb](#) [f](#) [yt](#) [t](#) [rss](#)

PrEP

New Ways to Prevent HIV

PEP

[Home](#) [About PrEP](#) [About PEP](#) [Where to Get PrEP and PEP](#) [Information for Providers](#)

PrEP

Protect yourself from HIV every day

PrEP is a daily pill that can protect HIV-negative people if taken every day.

[Learn more](#)

PEP


Prevent HIV after exposure

PEP is an emergency medicine that can stop HIV infection if taken right after being exposed.

[Learn more](#)

Denver Public Health Fact Sheet

Nationally Ranked. Locally Trusted.



Pre-Exposure Prophylaxis (PrEP) for HIV

Pre-exposure Prophylaxis (PrEP) is one way to help prevent HIV infection. Prophylaxis means disease prevention. In this approach, people who do not have HIV infection take one pill once a day to reduce the risk of becoming infected. The pill includes two of the same medications used to treat HIV infection.

How does PrEP work to prevent HIV?

PrEP medicines limit HIV's ability to enter into and grow in the body.

- These medications are typically used to treat people living with HIV. They are very effective in keeping the virus under control by preventing it from dividing and spreading in the body.
- By stopping HIV virus from dividing and spreading, these medications also prevent new infection.
- Truvada® is the only current FDA-approved medication to be used for PrEP.

Who should use PrEP for HIV?

PrEP is recommended for people who do not have HIV infection and who are at increased risk for HIV. This includes, but is not limited to:

- Gay, bisexual, and other men who have sex with men who engage in unprotected sex.
- HIV-negative individuals (men and women) who have an HIV-positive sexual partner.
- Injection drug users.

How well does PrEP work?

- Several studies have shown PrEP to be more than 90% effective in preventing HIV when used daily. The level of protection will decrease if doses are missed.
- PrEP is most effective when combined with other prevention efforts, including using condoms and engaging in counseling.

Does PrEP prevent other sexually transmitted diseases (STDs)?

No, PrEP does not prevent other STDs. However, using safer sex practices, such as condoms, will prevent STDs and pregnancy while also adding more protection from HIV.

What should an individual expect if they use PrEP?

Taking PrEP for HIV requires a commitment to:

- Intake interview and counseling.
- Testing for HIV and STDs, hepatitis B, and kidney function before starting PrEP.
- Taking a pill every day.
- Regular medical visits every three months after starting PrEP for follow-up HIV tests and evaluation.

Are there side effects to taking PrEP?

- People living with HIV have used Truvada® and other similar medications for several years. They are generally easy and safe to take.
- Some people experience nausea, headaches, and loss of appetite. These can be treated and are not life threatening.
- Rare long-term side effects include loss of bone density and kidney problems.

Is PrEP covered by insurance?

Yes, most insurance and Colorado Medicaid cover the cost minus a co-pay or deductible.

Who can individuals contact to talk about using PrEP?

Individuals who think they are at increased risk for HIV should talk with the Linkage to Care team at Denver Public Health by calling (303) 602-3652 for information, questions about insurance coverage, and referrals.

SOURCES: AIDS InfoNet, Centers for Disease Control and Prevention, Denver Public Health

DenverHealth.org
f t in YouTube
© 2014 Denver Health

DENVER HEALTH
Denver Public Health
The Health Department of the City of Denver

Blog: My PrEP Experience

AIDS Foundation of Chicago, Project Ready, Set, PrEP! (RSP!)



Home

What is PrEP?

Truvada Track - monitoring insurance and Medicaid coverage of Truvada for PrEP

2011 "My PrEP Experience" Posts

Thursday, November 6, 2014

Physician with Poz Partner Chooses PrEP

via Greg
Chicago, IL

And speaking of protection, even though I'm now on PrEP and my partner has an undetectable viral load, we still use condoms as recommended.

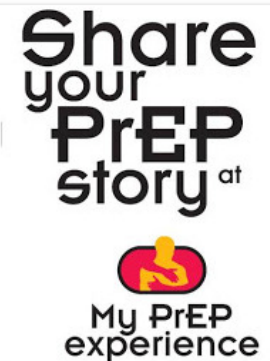


I started taking Truvada for PrEP four weeks ago.

My reason for wanting to take PrEP is pretty simple; my partner of five months is HIV-positive. It's uncharted territory for me; I've never been in a relationship with an HIV-positive man in the past. Out of respect for his privacy, I'm keeping this post anonymous.

Although I work in the health care field as a physician, I'm not an infectious diseases specialist, and surprisingly, I was totally unaware of PrEP until I started looking at HIV websites earlier this year, in an effort to better understand the side effects of the medication that my partner is taking (Atripla).

After I mentioned PrEP to him, he admitted that he knew about of it, but that he didn't mention it to me because he had heard about all of the risks of untoward side effects.



Your Experience is a Gift

If you have used or are using PrEP, we invite you to share your PrEP experience via audio, video, or in writing.

Why did you make the decision to use PrEP? What were some of the challenges you faced in making this decision? How is taking PrEP working out for you? How has it impacted your life?

Facebook: PrEP Facts



PRE-EXPOSURE PROPHYLAXIS

PrEP FACTS

RETHINKING HIV PREVENTION & SEX

99% EFFECTIVE IF TAKEN DAILY & CONSISTENTLY

IMAGE COURTESY OF THE STIGMA PROJECT

Joined ▾ Share ✓ Notifications ⋮

PrEP Facts: Rethinking HIV Preve... Members Events Photos Files Search this group

Write Post Add Photo / Video Ask Question Add File

Write something...

PINNED POST

 **Damon L. Jacobs** updated the description. June 6

Welcome to the PrEP Facts! PLEASE READ BEFORE POSTING:

My intention on this board is to support discussions, debates, questions, and concerns that promote fact-based information, understanding, respect, and compassion. That DOES NOT mean we are all going to get along. That DOES mean I'm expecting a caliber of mutual respect when we disagree.

ABOUT 4,384 members

🔒 Closed Group

Welcome to the PrEP Facts! PLEASE READ BEFORE POSTING:

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[See More](#)

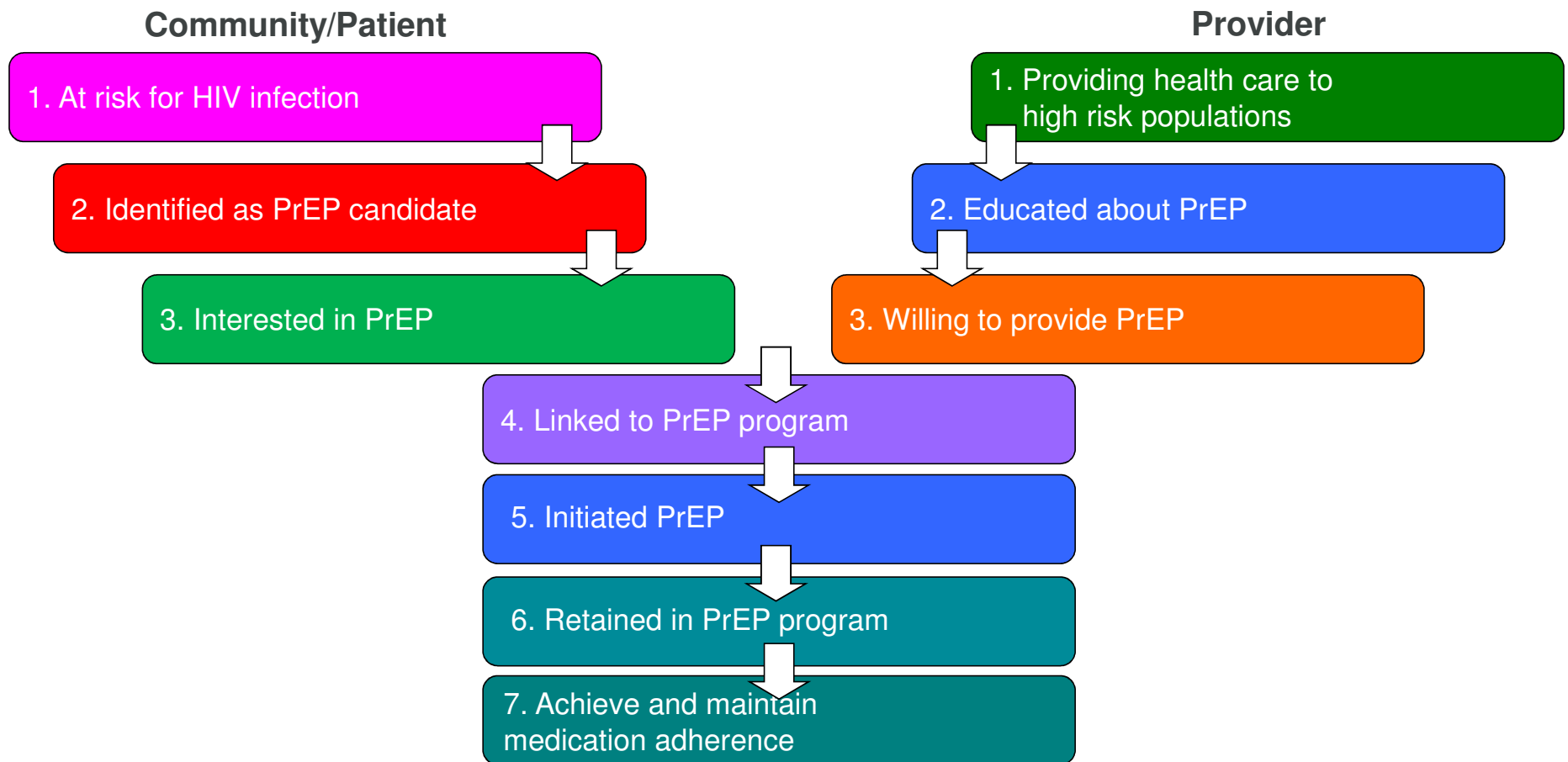
4,384 members (243 new) · [Invite by Email](#)

+ Add People to Group

CREATE NEW GROUPS

 Groups make it easier than ever to share with friends, family and teammates.

PrEP Delivery Cascade



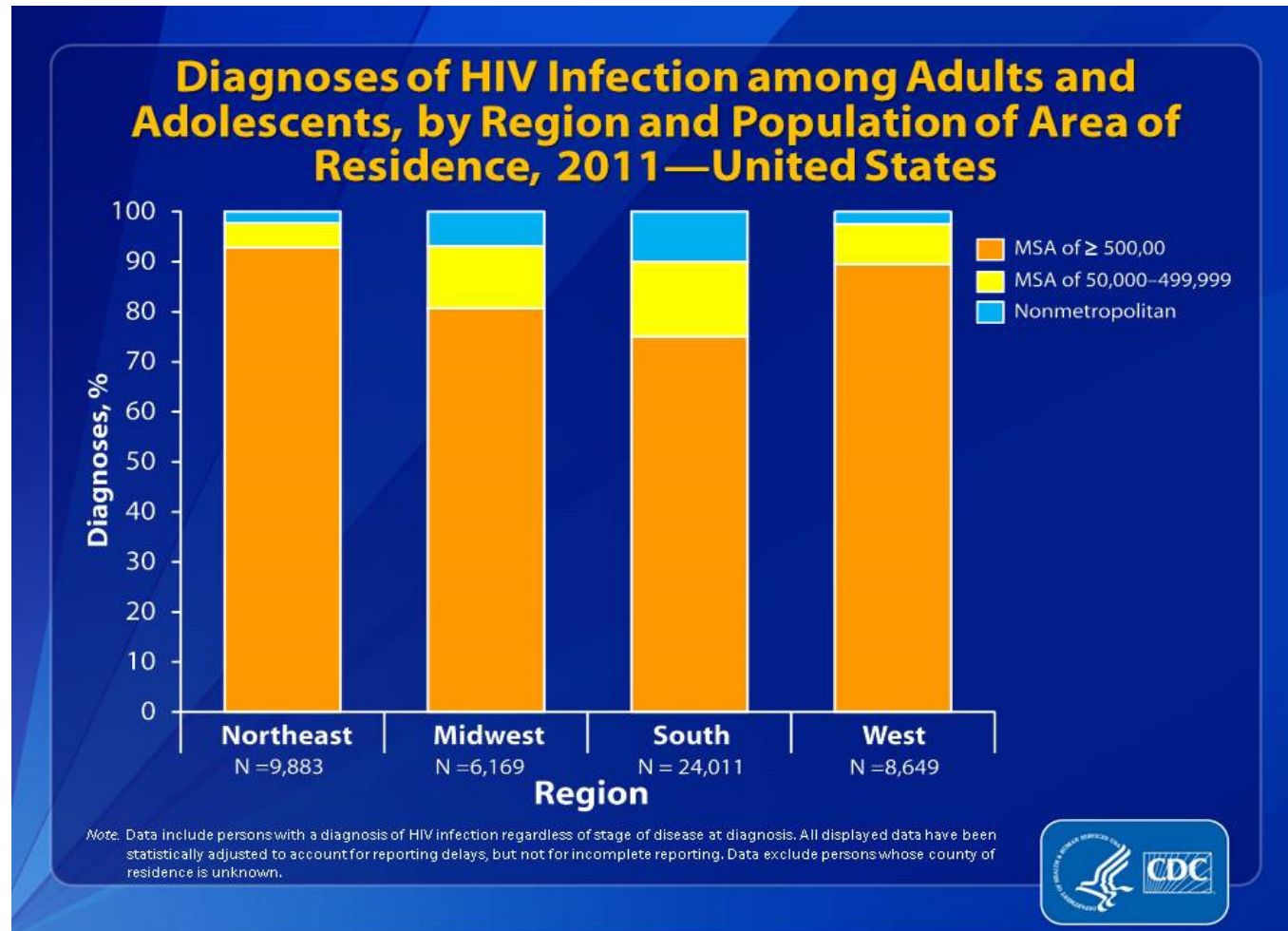
Educating and Identifying Providers

- Systems for PrEP delivery must be created; provider education is an essential component of system development
- Providers who have never prescribed Truvada may need time to become comfortable doing so, as well as providing the accompanying supportive services
- Changing prescribing patterns and HIV prevention messaging is a behavioral intervention at the provider level
- Identify local champions; not all providers will end up prescribing PrEP; start with the interested few

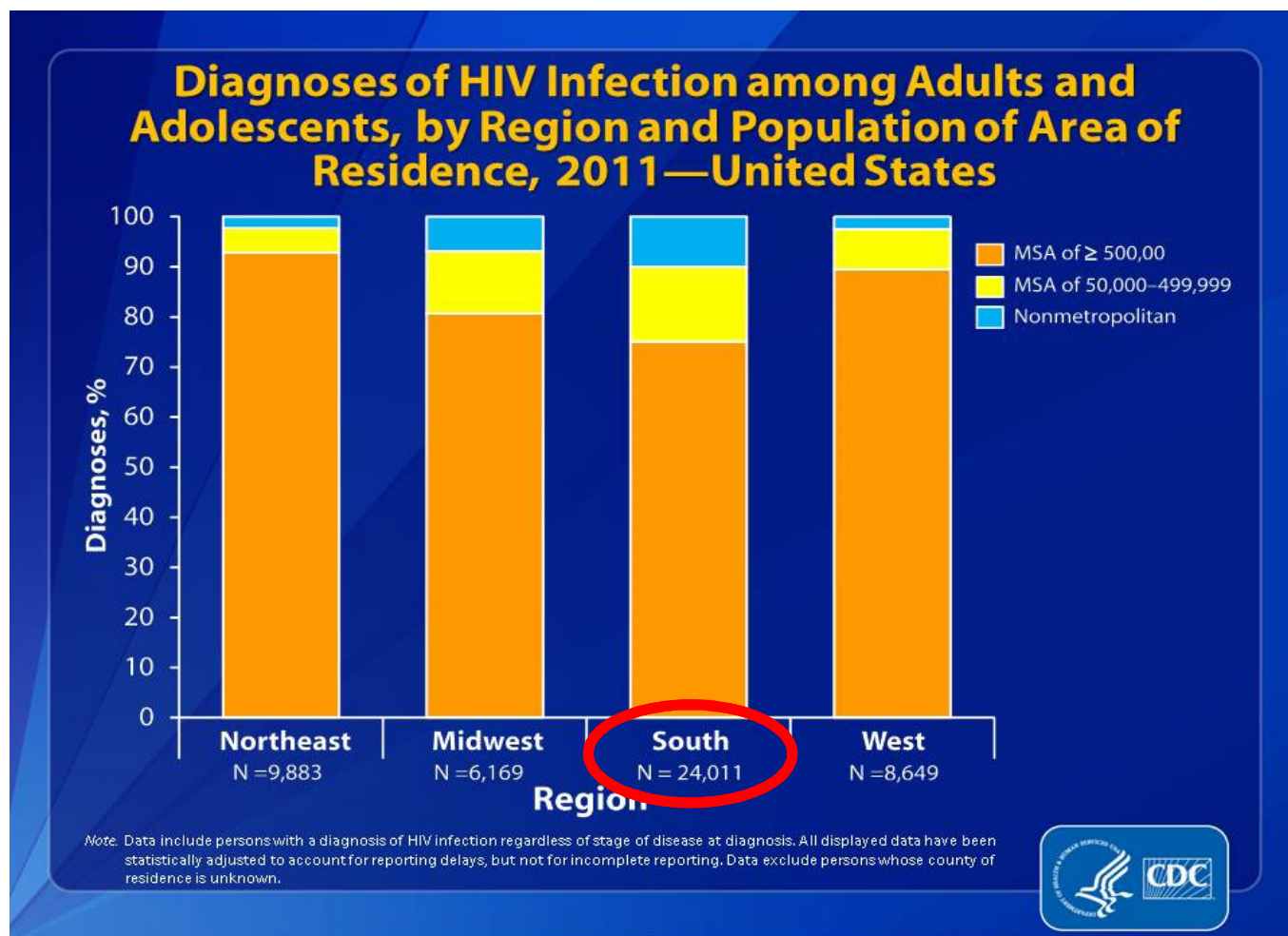
Identifying Potential PrEP Providers

- Providers already familiar with HIV and/or HIV risk behaviors
- Sexual health service providers
- Primary care providers to communities that could benefit from PrEP
 - Practices with a high percentage of LGBT patients
 - Practices in underserved areas
- Referrals from the community
 - Ask local planning groups
 - Ask local LGBT organizations

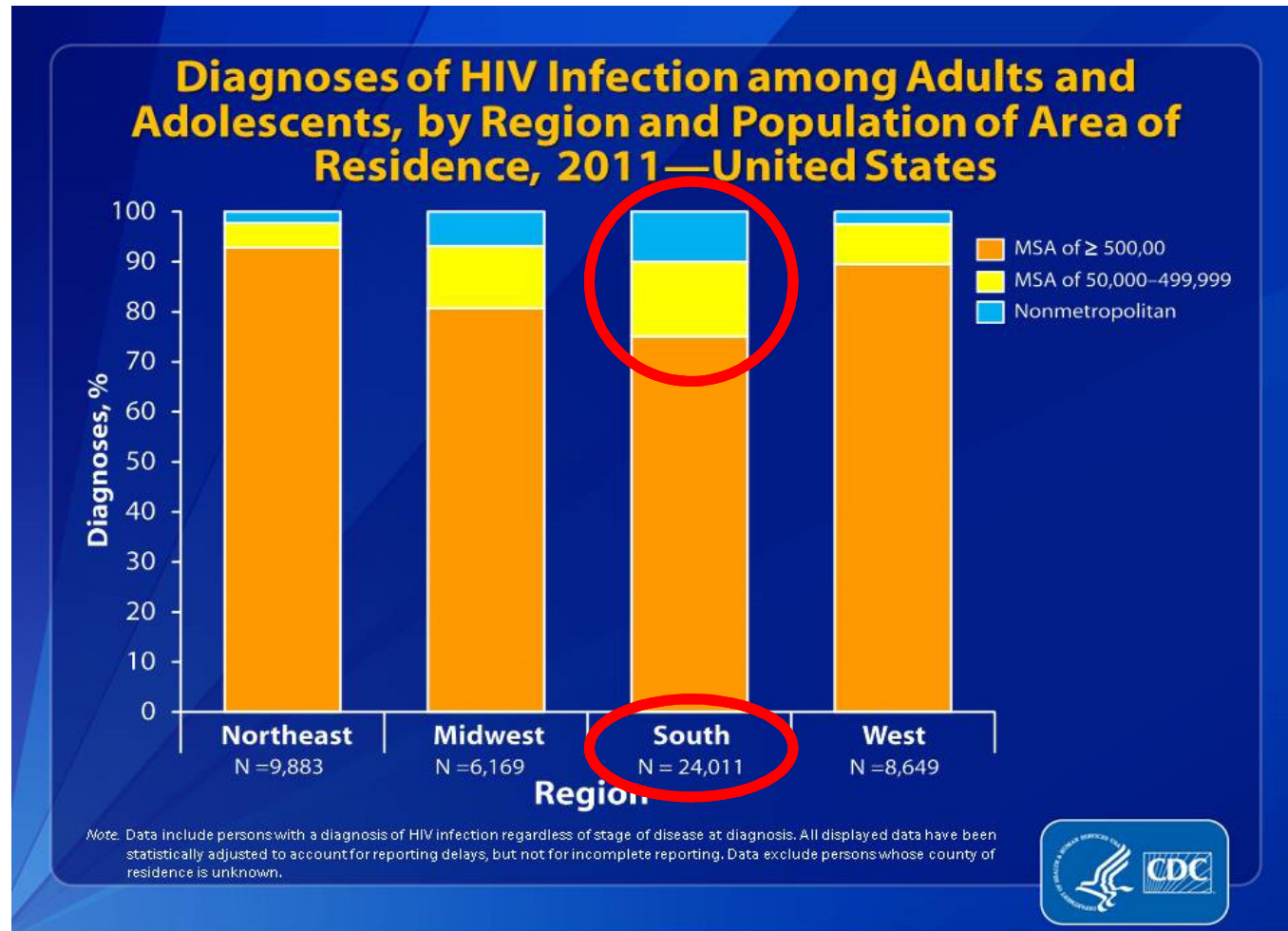
Metropolitan Areas Comprise the Majority of HIV Diagnoses



Metropolitan Areas Comprise the Majority of HIV Diagnoses



Metropolitan Areas Comprise the Majority of HIV Diagnoses



Consideration of Providers Already Conducting HIV Testing

Location	HIV Tests*	HIV Positive Tests**
Private doctor/HMO	44%	17%
Hospital/ED/Outpatient	22%	27%
Community clinic (Public)	9%	21%
HIV counseling/testing	5%	9%
Correctional facility	0.6%	5%
STD clinic	0.1%	6%
Drug treatment clinic	0.7%	2%

*National Health Interview Survey, 2002

**Supp to HIV/AIDS Surveillance, 2000-03

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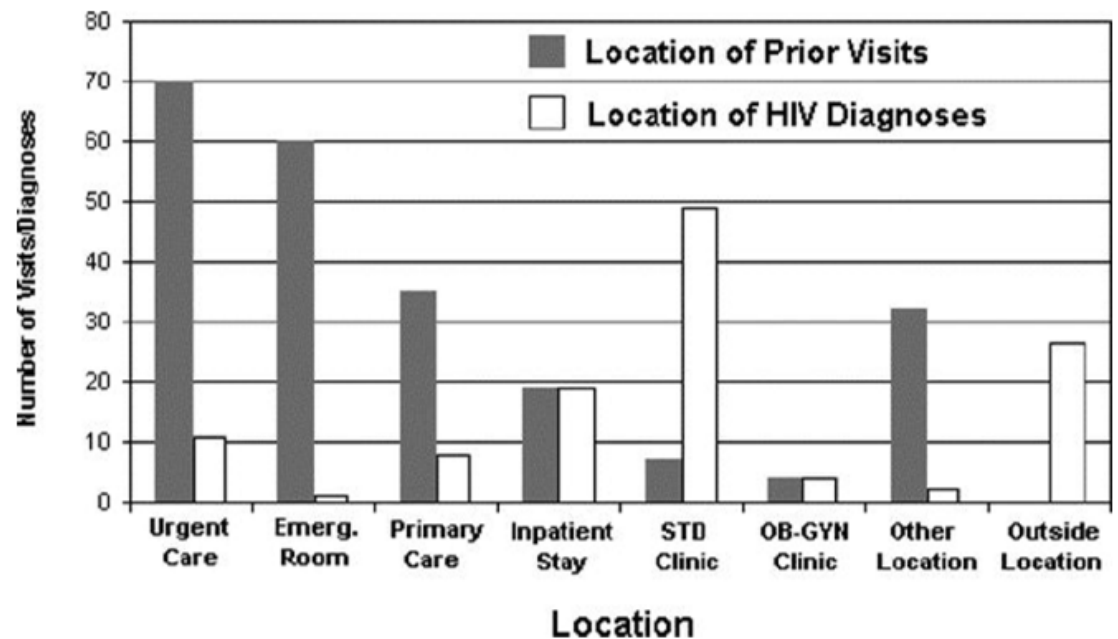
*National Health Interview Survey, 2002

**Supp to HIV/AIDS Surveillance, 2000-03

Consideration of Where People at Risk for HIV are Being Seen

Review of HIV diagnosis at Denver Health

- 348 cases of new HIV diagnosis reviewed
- 120 seen previously in the Denver Health system
- 90% seen in urgent care and the emergency room



Prescribing Providers May Never Have Cared for Persons with HIV

- PrEP prescribing data from 55% of pharmacies in the United States, Jan 2012 – March 2014 (Note: CDC PrEP guidelines released in May 2014)
 - Mean age of patient: 38 (women 36.4, men 39.3)
 - 68% of scripts written by 5 provider types:
 - Internal medicine (19%)
 - Family practice (18%)
 - Infectious diseases (11%)
 - Nurse practitioners (10%)
 - Physician assistants (10%)

Key Messages to Providers and Prevention Practitioners

- PrEP science – namely efficacy and side effects (Module 1.2)
- Who might benefit from PrEP – populations and individuals at high-risk for HIV (Modules 2.1 and 2.2)
- How to prescribe PrEP (Module 1.3)
- Resources available for clinical consultation and education
- Insurance coverage, patient assistance programs, and billing

Educating Providers and Engaging Potential Champions

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 - Meet with healthcare leaders (e.g., HMO medical directors, Medicaid directors, FQHC/CHC directors)
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- Meet with potential provider groups (e.g., HIV care groups, LGBT clinic practices, sexual health providers)
- Public health detailing

Resources for Providers

- U.S. Public Health Service Clinical Practice Guidelines for PrEP and Clinical Provider's Supplement
- CDC-funded HIV Prevention Capacity Building Assistance Providers and STD/HIV Prevention Training Centers
- HRSA-funded AIDS Education and Training Centers
- CDC Online PrEP Resources
- PrEPLine @ UCSF Clinical Consultation Center
- NACCHO's PrEP for Local Health Departments Educational Series

PrEPLine

855-448-7737

11:00 AM – 6:00 PM EST



[Clinician Consultation](#)

[Clinical Resources](#)

[About the Center](#)

You are here: [Home](#) > [Introducing the CCC PrEPLine!](#)

Introducing the CCC PrEPLine!

Posted on September 29, 2014

PrEPLine, 855-448-7737

The CCC Pre-Exposure Prophylaxis Service
11 a.m. – 6 p.m. EST

PrEPLine to Provide Clinicians with Advice on New HIV Prevention Tool

We're excited to announce our brand new service, the CCC Pre-Exposure Prophylaxis consultation telephone service, or PrEPLine. This service will provide free, expert advice to clinicians across the country on PrEP, an important new HIV prevention tool. PrEP involves providing antiretroviral drug treatment to HIV uninfected persons to prevent HIV infection.

The PrEPLine is staffed with an expert team of HIV clinicians who advise healthcare professionals on the indications for and proper implementation of pre-exposure prophylaxis (PrEP). The PrEPLine rounds out the spectrum of HIV treatment and prevention consultation services for clinicians at the CCC, joining the Warmline for consultation advice on HIV/AIDS management, the PEPLine for bloodborne pathogen exposure advice, and the Perinatal HIV Hotline for advice on HIV in pregnancy and infancy. The CCC has continually evolved to address the clinical needs arising from the HIV epidemic, whose next phase includes the quest for an HIV-free generation. The addition of the PrEPLine serves the National HIV/AIDS strategy's first goal of reducing new HIV infections by making state-of-the-art information and consultation on prevention available to providers across the country.

Articles

- [Case of the Month: Initiating PrEP and Providing Appropriate Follow-Up](#)
- [Introducing the CCC PrEPLine!](#)
- [Case of the Month: Pending HIV Test Results and Labor](#)
- [Case of the Month: HIV Treatment in Sero-Discordant Couples](#)
- [Case of the Month: Using PEP to Manage Sexual Exposure](#)

View our recent updates

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- [General](#)
- [Uncategorized](#)

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Conclusions

- Education of populations and communities at high-risk for HIV will likely increase demand for PrEP
- At least a few providers in the community must be prepared to prescribe PrEP and address questions about PrEP
- Local health departments are ideally suited to:
 - Educate the community and providers about PrEP; and
 - Link those at-risk for HIV to providers who have been educated about PrEP and are willing to prescribe PrEP

NACCHO's Educational Series on PrEP and Local Health Departments

Module 1

PrEP for HIV Prevention: An Introduction
Beyond the Basics: The Science of PrEP
US Public Health Service Clinical Practice Guidelines for PrEP

Module 2

Who Might Benefit from PrEP: Population-level Assessments
Who Might Benefit from PrEP: Individual-level Assessments

Module 3

Increasing PrEP Awareness and Knowledge in Your Jurisdiction
Incorporating PrEP into Comprehensive HIV Prevention Programs

NACCHO's educational series about PrEP was supported by funding from Gilead Sciences, Inc.

PrEP Poses Many Questions

After watching the webcasts in this series,
join us for a live webinar discussion on

Tuesday, December 16, 2014

from 1:00-2:00 PM EST.

Register at <http://www.naccho.org/topics/HPDP/hivsti/prep.cfm>.

The webinar will be archived and made available via naccho.org.