The Incentives for Prevention Study (TIPS)

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Raphael Landovitz, MD. MSc
Interim Chief, Division of Infectious Diseases
Professor of Medicine
UCLA Center for Clinical AIDS Research & Education

Wendy Garland, MPH
Chief Epidemiologist
Division of HIV and STD Programs, County of Los Angeles Public Health
Disclosures

Raphael J. Landovitz has served on Scientific Advisory Boards and as a consultant for Merck, Gilead, ViiV and RedQueen Therapeutics
• PrEP use remains suboptimal in populations that could benefit greatly (nationally, and in LAC)
  • Including young people, MSM, Black and Latino/a populations

• We wanted to understand what a conditional cash transfer intervention for HIV prevention should look like for high-need populations in South LA
TIPS methods

Surveys with a discrete choice experiment

Identify preferred design of a conditional cash transfer intervention for using PrEP among young Black and Latino MSM in LAC

Hypothetical preference questions:

Imagine you will be paid to take PrEP. Which of these interventions would you prefer? Would you prefer to participate in Intervention A (read options) or Intervention B (read options)?

<table>
<thead>
<tr>
<th>Intervention A</th>
<th>Intervention B</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1200 each year that you’ve taken PrEP consistently</td>
<td>$600 each year that you’ve taken PrEP consistently</td>
</tr>
<tr>
<td>The total amount of money is paid every 3 months</td>
<td>The total amount of money is paid every 12 months</td>
</tr>
<tr>
<td>Cash payment</td>
<td>Gift card payment</td>
</tr>
<tr>
<td>You take oral PrEP daily</td>
<td>You receive injectable PrEP every two months</td>
</tr>
</tbody>
</table>

Qualitative interviews

Identify characteristics of cash transfers for using PrEP, or for HIV testing, are important for Black and Latino MSM in LAC

<table>
<thead>
<tr>
<th></th>
<th>Survey respondents (n=131)</th>
<th>Interview respondents (n=20)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age: 20-29</td>
<td>47 (35.9%)</td>
<td>13</td>
</tr>
<tr>
<td>30-39</td>
<td>49 (37.4%)</td>
<td>6</td>
</tr>
<tr>
<td>40-49</td>
<td>22 (16.8%)</td>
<td>1</td>
</tr>
<tr>
<td>50+</td>
<td>13 (9.9%)</td>
<td></td>
</tr>
<tr>
<td>Race, ethnicity:</td>
<td>48 (36.6%)</td>
<td>5</td>
</tr>
<tr>
<td>Black/African American</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hispanic/Latinx</td>
<td>65 (49.6%)</td>
<td>11</td>
</tr>
<tr>
<td>Mixed race</td>
<td>18 (13.7%)</td>
<td>4</td>
</tr>
<tr>
<td>PrEP user: Yes</td>
<td>66 (50.4%)</td>
<td>8 current users</td>
</tr>
<tr>
<td>No</td>
<td>65 (49.6%)</td>
<td>8 never-users</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 previous users</td>
</tr>
</tbody>
</table>
TIPS results: PrEP CCT

Preferred PrEP CCT would give:
- Frequent payments
- Cash payments
- More money

Current PrEP users:
- Preferred cash payment and less likely to preferred injectable PrEP

Younger respondents:
- Preferred cash payments and preferred more frequent payments

Black respondents:
- Had no cash payment preference, but preferred oral PrEP

Frequent payments
Cash payments
More money

Less likely to choose
More likely to choose

PAYMENT FREQUENCY
Monthly
3 Months
12 Months

PAYMENT TYPE
Gift Card
Cash

PREP TYPE
Daily
Injectable

PAYMENT AMOUNT
$300
$600
$1200

Would give up:
- $67 to get monthly instead
- $345 to get monthly instead

Would give up:
- $244 to get cash instead of gift card

Change in Pr(Choice)
Estimate 95% CI
TIPS results: HIV Testing CCT

Preferred HIV testing CCT would give:
- Frequent payments
- Cash payments
- More money

Would give up:
- $155 to get monthly payments instead
- $205 to get cash instead of gift card
In summary

Preferred conditional cash transfer intervention for PrEP use would:

- Pay more money
- Give regular (monthly) payments
- Pay in cash
- No clear preference for oral vs. injectable PrEP

Heterogeneity in findings:

- Younger people prefer monthly payments
- Younger people more strongly prefer cash
- Cash preference only among non-Black respondents
- Oral PrEP preference stronger among Black respondents
Context and Partnership with LA County DHSP

- DHSP has robust HIV service provision and HIV prevention programming
- Current novel initiatives being deployed as part of HIV services for out-of-care PWH includes financial incentives for virologic suppression
- Interest in a companion program/set of programs to support HIV prevention
- Happily, longstanding collaborations/partnerships between TIPS team members and DHSP facilitated initial conversations/mutual trust
  - Corrina Moucheraud – A Collaboration to Model the Impact and Cost-effectiveness of Approaches to Meet the Los Angeles County HIV/AIDS Strategy for 2020 and Beyond
  - Raphael Landovitz – HIV Post-exposure Prophylaxis demonstration project; HIV PrEP demonstration project evaluating real-time biomarkers of TDF/FTC adherence to support adherence for MSM/TGW and for cis-women in partnership with CCTG (CHRP)
Next Steps

• Town Hall for community partners and stakeholders

• Ongoing discussion with community about interest in including Trans, Non-binary and Gender Non-Conforming persons in this work
  • Level of data needed for inclusion in next iteration of work

• Consideration of funding opportunities for hybrid implementation/effectiveness trial potentially leveraging multiple geographies (New York and Los Angeles)