

Ending the HIV Epidemic (EHE) Regional Learning Collaborative

*Alameda, Los Angeles, Orange, Riverside, Sacramento,
San Bernardino, San Diego, and San Francisco Counties*



Session 13: Public Health Campaign Strategies to Help End the HIV Epidemic

**Tuesday, October 19, 2021
10-11:30 a.m. PST**

Session Agenda

1) Presentations

- **Los Angeles County Department of Public Health, Division of HIV and STD Programs**
 - Wendy Garland, Chief, Research and Evaluation
- **San Francisco AIDS Foundation**
 - Christopher Artalejo-Price, Creative Campaign Manager
- **AltaMed Health Services**
 - Alejandro Chavez, Health Education Supervisor
 - Dr. Alicia Morehead-Gee, HIV Prevention Medical Director
 - Jacqueline Nazarian, HIV Prevention Manager

2) Panel Discussion/Q&A

- Enter questions using



- Share comments/resources using





Using Online Survey to Enhance the Impact of a PrEP Social Marketing Campaign in Los Angeles County

Wendy H. Garland, MPH
Chief, Research and Evaluation
Division of HIV and STD Programs
Los Angeles County Department Of Public Health

Ending the HIV Epidemic Regional Learning Collaborative - Center for
HIV Identification, Prevention, and Treatment Services (CHIPTS),
October 19, 2021



- While expanded use of pre-exposure prophylaxis (PrEP) represents a key EHE strategy, uptake has awareness and use has been low among populations that would benefit most.^{2,3}
- Health departments have used social marketing campaigns to increase consumer awareness and influence positive health behaviors around key interventions.¹
- Input on social marketing messages by consumers and community stakeholders is limited.
- In 2015, the Division of HIV and STD Programs (DHSP) was one of 12 sites funded by CDC to develop and evaluate innovative strategies to increase PrEP awareness, access and use.

1. Fauci, A. S., Redfield, R. R., Sigounas, G., Weahkee, M. D., & Giroir, B. P. (2019, February). Ending the HIV Epidemic. *Journal of American Medical Association*, 844-845. doi:10.1001/jama.2019.1343.

2. Huang, Y.-I. A., Zhu, W., Smith, D., Harris, N., & Hoover, K. (2018, October 19). HIV Preexposure Prophylaxis, by Race and Ethnicity —. *Morbidity and Mortality Weekly*, 67(41), 1147-1150.

3. Friedman, A. L., Kachur, R. E., Noar, S. M., & McFarlane, M. (2016). Health Communication and Social Marketing. *Sexually Transmitted Diseases*, 43 (Supplement 1), S83-S101.

Project Timeline



Did you know **PrEP**
is available for **FREE**
or at low cost in
Los Angeles County?

Now you do!

Learn more at
GetPrEP LA.com

Did you know there
is a pill that can
prevent **HIV**?

Now you do!

Learn more at
GetPrEP LA.com

Did you know a pill
to prevent HIV (**PrEP**)
is available for
FREE or at low cost
in LA County?

Sabías que una píldora que
puede prevenir el VIH
está disponible gratuita
o a bajo costo?

GetPrEP LA.com/metro



2016

- **Apr**: Baseline Survey
- **May**: Launch of PrEP social media campaign
- **Aug**: Contracted agencies implement PrEP services
- **Oct**: Follow-up Survey 1

2017

- **Feb**: Follow-up Survey 2
- **Aug**: Follow-up Survey 3

2018

- **Feb**: Follow-up Survey 4
- **Apr**: Launch *Simple Messages*
- **July**: Follow-up Survey 5

2019

- **Feb**: Follow-up Survey 4
- **Apr**: Launch *Simple Messages*
- **July**: Follow-up Survey 5

Priority Groups: Black and Latino MSM and transgender persons



GetPrEPLA.com

Objective 1: To monitor key PrEP outcomes in Priority Groups

❖ **Aware of PrEP**

- Before today, had you ever heard of PrEP?

❖ **Willingness to use PrEP**

- If it was available to you, would you be willing to take PrEP daily?

❖ **History of PrEP Use**

- Have you ever used PrEP?
- In the past 12 months, have you taken PrEP daily for a period of at least one month?

Objective 2: To assess the reach and response of the GetPrEP LA Campaign

❖ Did the campaign reach the priority populations?

❖ Did the campaign lead to increased interest in learning about PrEP?

- Search online
- Discuss PrEP with a doctor
- Start PrEP

❖ Was campaign message acceptable to priority populations?

Recruitment



- Primary Recruitment Strategy
 - Advertisements on key social networking dating apps
 - Apps identified through STD Surveillance
 - All survey cycles
- Transgender-specific protocol
 - Respondent driven sample
 - Implemented August 2017



Data Collection

- Two-part Survey administered online
 - Core PrEP Outcomes (n=5173)
 - No Incentive
 - All LAC Residents Eligible
 - GetPrEPLA Campaign Evaluation (n=1424)
 - \$5 Incentive
 - Open to Priority Groups





Core PrEP Outcomes

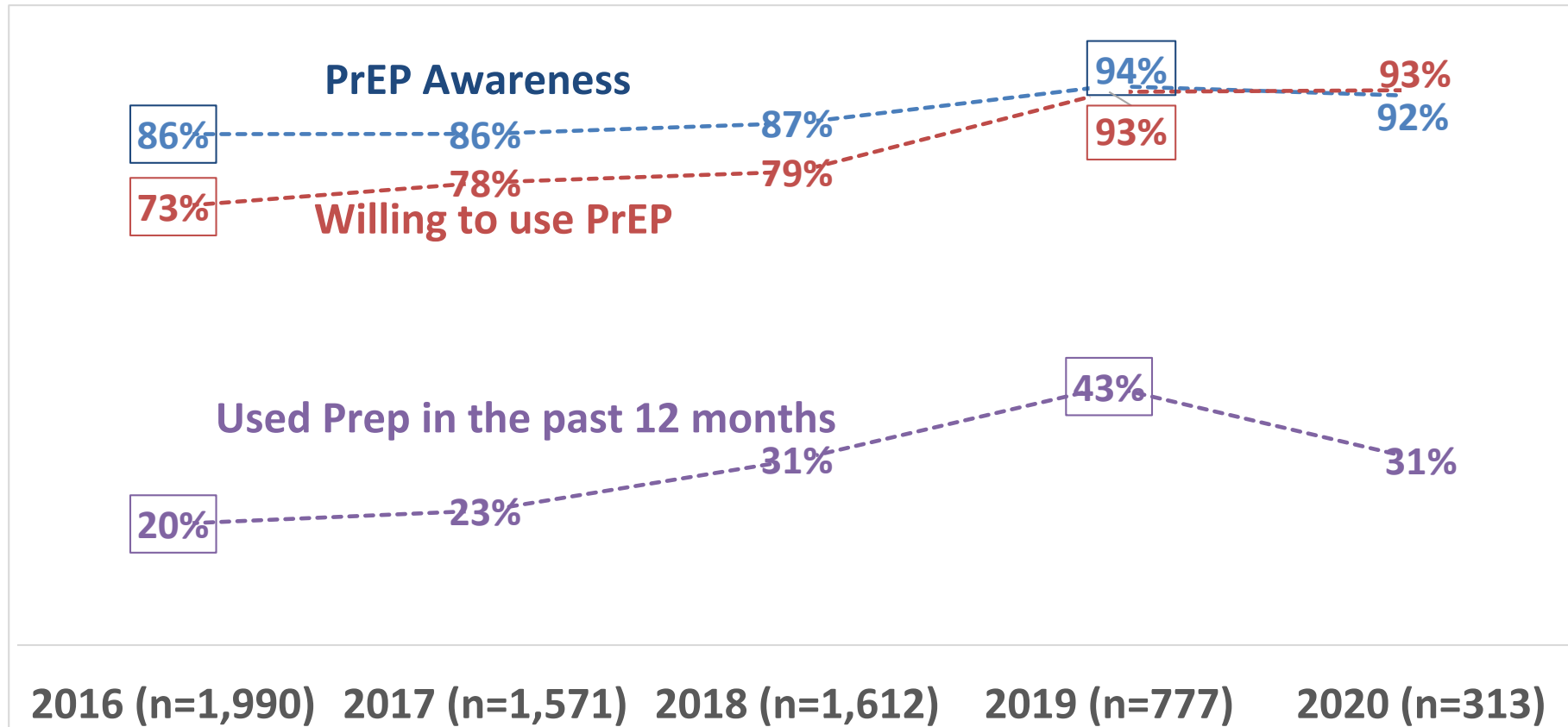
Seven Survey Cycles (2016-2020)



Did Core PrEP Outcomes Change in LAC?



PrEP awareness, willingness to use PrEP and PrEP use in past 12-months significantly increased from 2016 to 2019*



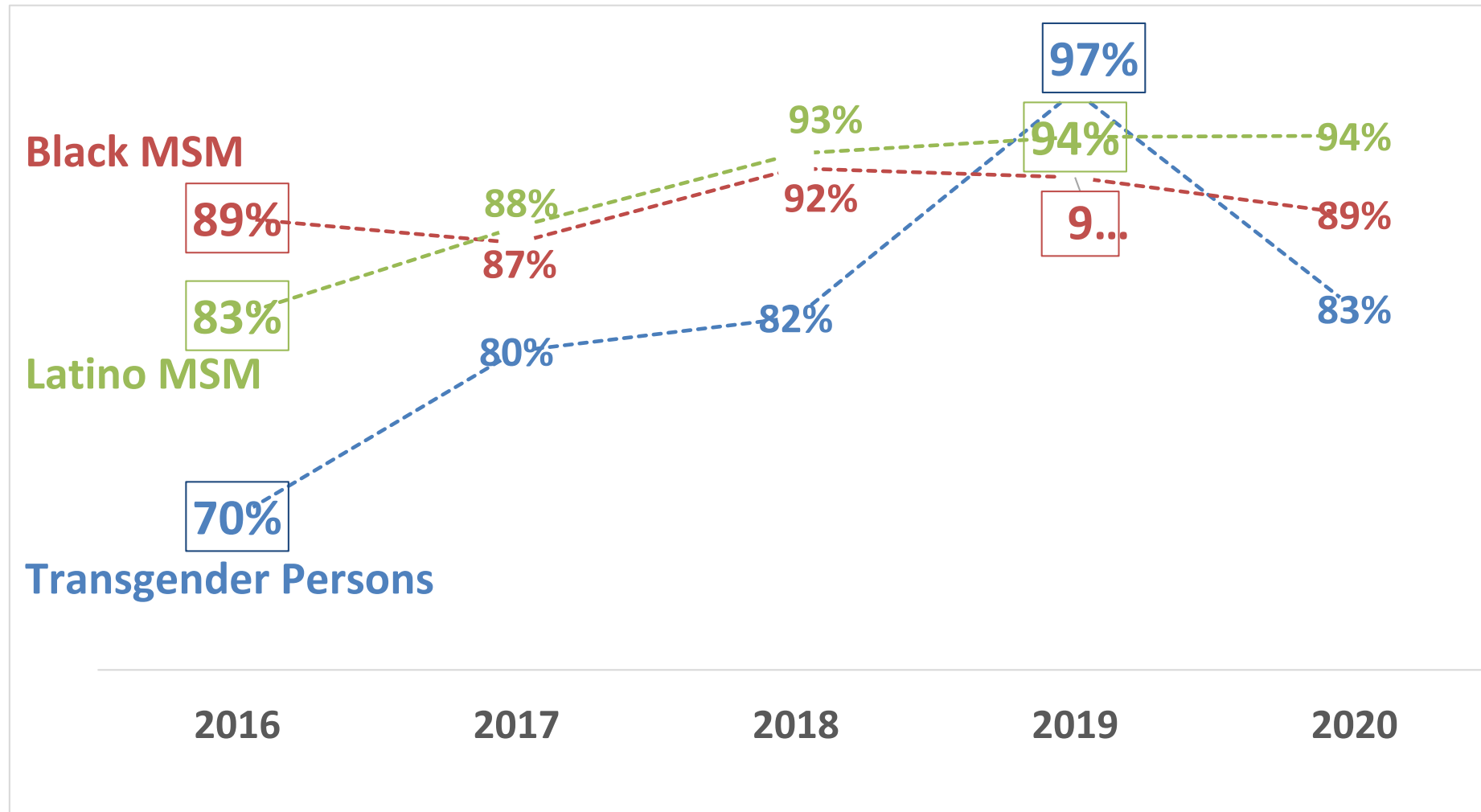
*p<0.001

¹Collected at baseline in April 2016 and in all follow up surveys (October 2016, February 2017, August 2017, February 2018, July 2018, December 2019, December 2020); MSM recruited via app TGP all sources

Which Priority Groups Saw Increased PrEP Awareness?



PrEP awareness significantly increased for TGP, Black MSM and Latino MSM from 2016 to 2019*

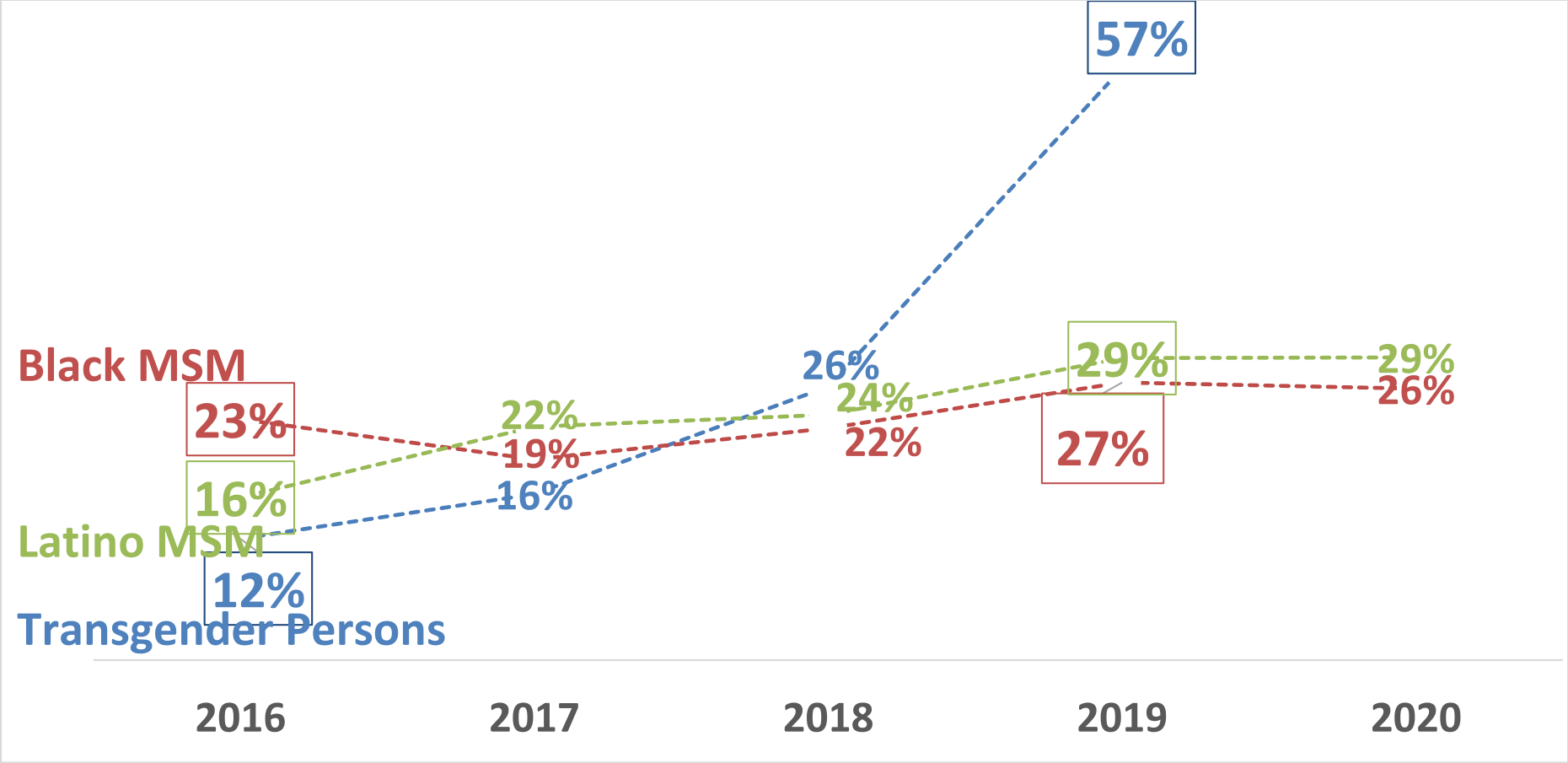


*Collected at baseline in April 2016 and in all follow up surveys (October 2016, February 2017, August 2017, February 2018, July 2018, December 2019, December 2020); MSM recruited via app TGP all sources

Which Priority Groups Saw Increased PrEP Use?



PrEP use within the past 12-month significantly increased for TGP and Latino MSM from 2016 to 2019*



*p<0.001

¹Collected at baseline in April 2016 and in all follow up surveys (October 2016, February 2017, August 2017, February 2018, July 2018, December 2019, December 2020); MSM recruited via app TGP all source; TGP data for 2020 not presented due to low sample size



Campaign Evaluation

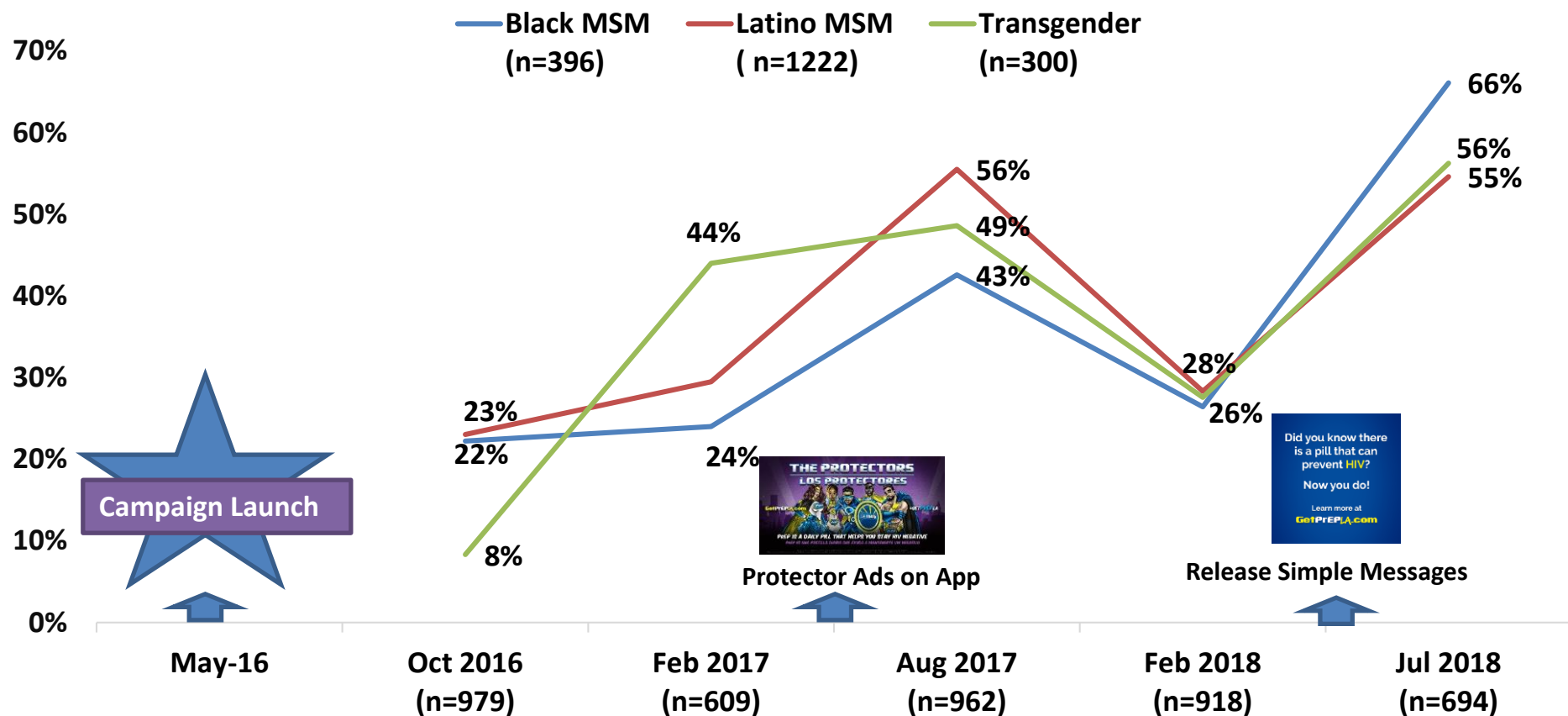
Five Survey Cycles (October 2016-July 2018)



Did the Campaign Reach the Priority Groups?



Overall 35% of the priority group had seen the PrEP campaign

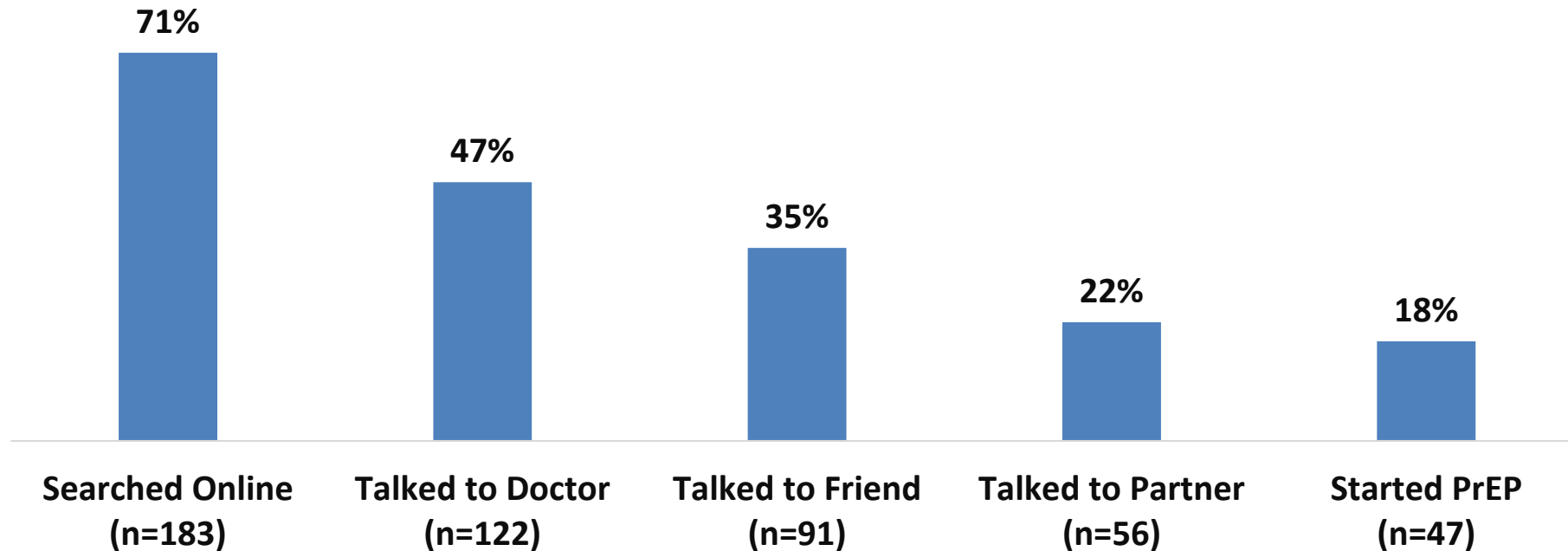


Collected in all follow up surveys (October 2016, February 2017, August 2017, February 2018, July 2018)

Actions Taken to Learn More About PrEP



259 (54%) of respondents took steps to learn more about PrEP after seeing a GetPrEPLA ad

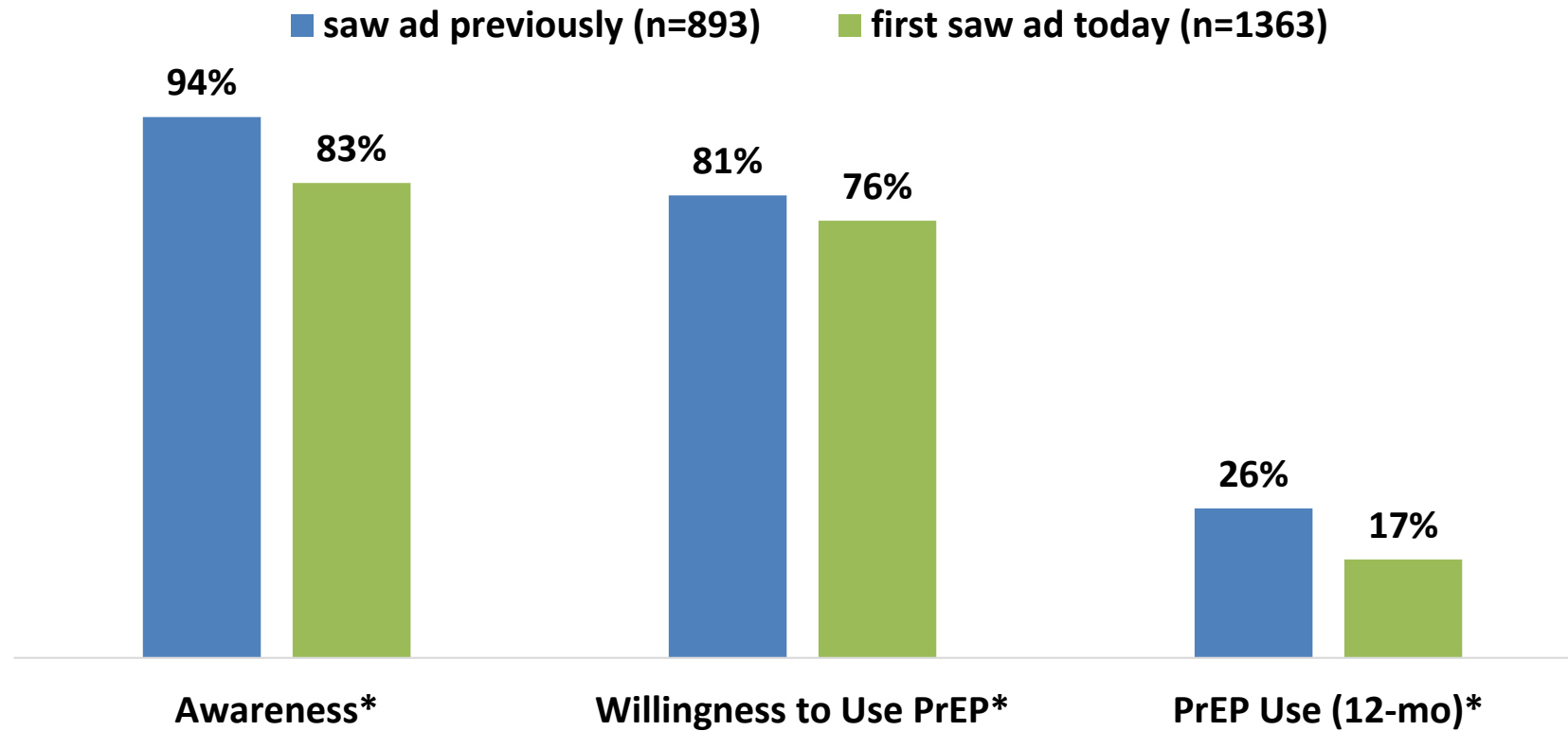


Collected in February 2017, August 2017, February 2018, and July 2018

Was the campaign exposure associated with PrEP Outcomes?



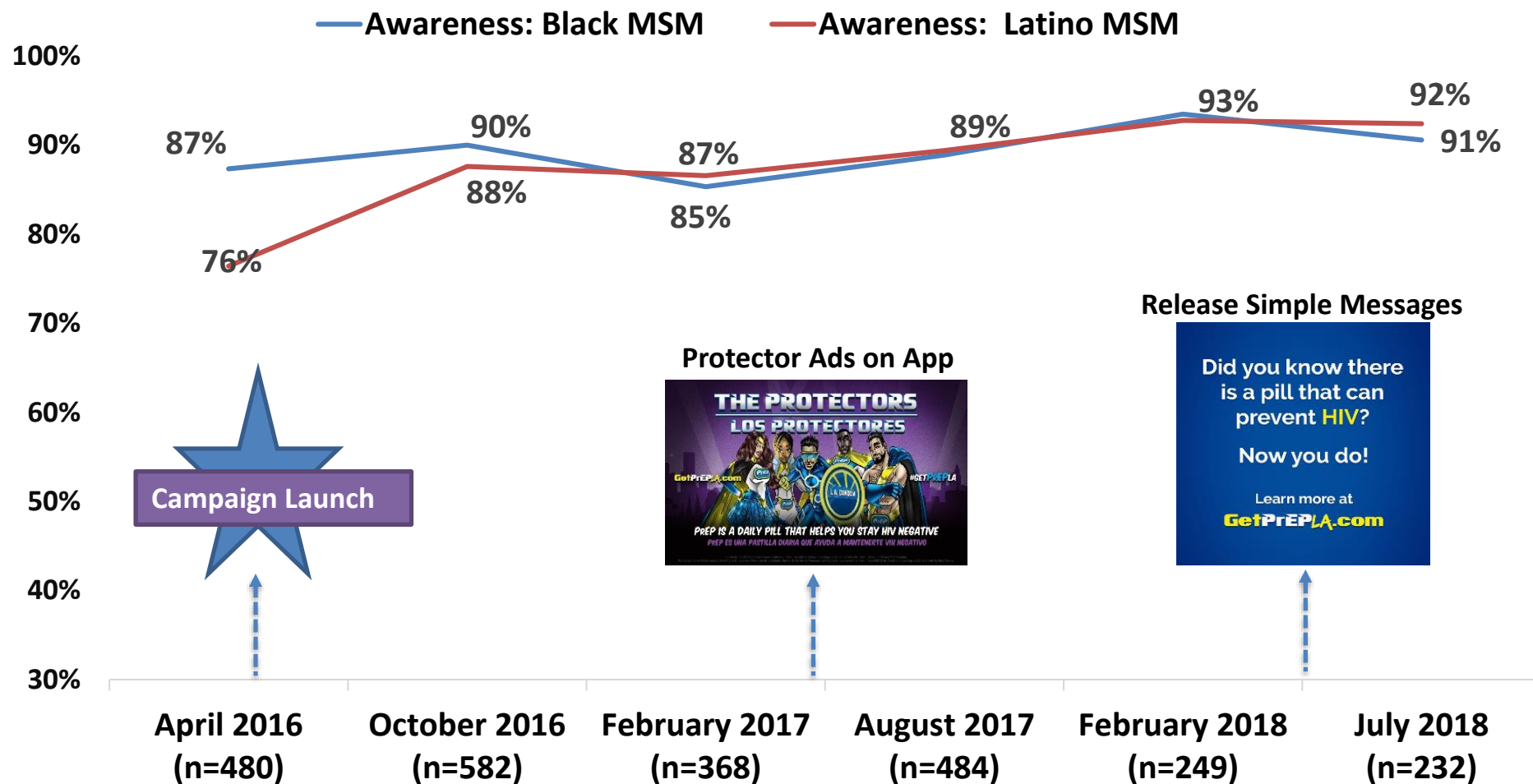
Respondents exposed to the GetPrEP LA campaign were significantly more likely to be aware of PrEP, willing to use PrEP and report PrEP use*



¹Includes all HIV negative Black and Latino MSM recruited by app advertisements and all TGP.

*p<0.02

Did the campaign close gaps in PrEP awareness?



Collected from app-recruited respondents at baseline in April 2016 and in all follow-up surveys (October 2016, February 2017, August 2017, February 2018, August 2018)

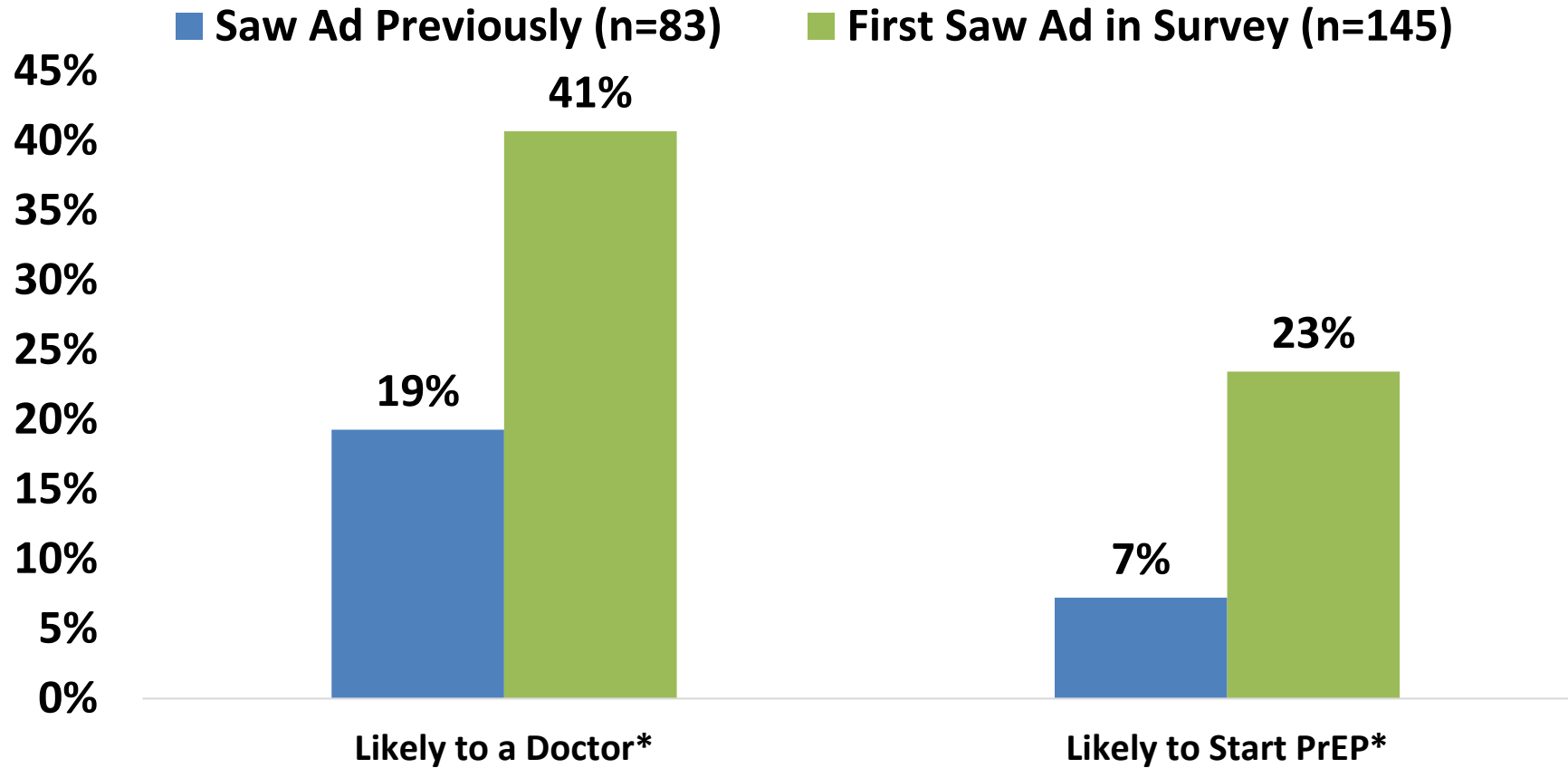
Did campaign message acceptability improve?



	Initial Campaign			Revised Campaign					
	Acceptability			Acceptability					
	N	(n)	%	N	(n)	%	Odds Ratio	95% CI	p
TOTAL	488	353	72.3	405	364	89.9	3.4	2.3-5.0	<0.0001
PRIORITY POPULATION									
Black/AA MSM	161	127	78.9	91	85	93.4	3.8	1.5-9.4	<0.005
Latino MSM	281	192	68.3	206	180	87.4	3.2	2.0-5.2	<0.0001
TGP ¹	46	34	73.9	108	99	91.7	3.9	1.5-10.0	0.005
AGE CATEGORY									
< 30 years old	256	203	79.2	305	277	90.1	2.6	1.6-4.2	<0.0001
30 years and older	232	150	64.6	100	87	87.0	3.7	1.9-7.0	<0.0001

- Acceptability measured by yes/no response to “This PrEP ad provided the right amount of information
- Assessed among respondents not previously exposed to campaign
- Reported acceptability of campaign increase among those exposed to revised compared to initial campaign
- Acceptability to revised campaign was higher priority populations and by age than to the initial campaign

Did the Campaign Influence PrEP Attitudes?



*Respondents who first saw the ad in the survey were significantly more likely to report intention to talk with a doctor or start PrEP than those familiar with the ads.($p < 0.003$)

Collected in February 2017, August 2017, February 2018, and July 2018

Lessons Learned

- Different recruitment strategies are needed to engage different populations
 - Dating apps worked for MSM, RDS worked for transgender persons
- Online data collection was an efficient and effective to engage the priority populations
 - Turn around time from data collection to analysis was less than one month
- App-Based Advertising
 - Changes in pricing and popularity require ongoing efforts to identify new and emerging apps
 - Apps administrators difficult to reach or resistant to advertising

- The majority of respondents were recruited via advertisements placed on social network dating apps:
 - App users may be more likely to be aware of PrEP
 - App users on the platforms we selected may be different from users of other apps
- Methodology for recruiting TGP evolved over the project
 - Varied recruitment strategies limit our ability to compare outcomes between TGP and MSM
 - Changes in recruitment of TGP over time limit our ability to understand changes in PrEP outcomes over time
- Online recruitment and data collection limits our ability to evaluate response rate and provides no data on non-responders

- The GetPrEPLA campaign evaluation provides evidence that a social marketing campaign can result in increased PrEP awareness and uptake.
- Ongoing evaluation was critical to enhancing campaign message acceptability
 - Timely feedback to revise messaging
 - Online survey platform expands engagement of priority populations
- The online survey established a framework to monitor public health efforts in addition to PrEP including U=U, HIV testing behaviors and awareness and use of self HIV testing.

The LAC PrIDE Evaluation Team

Clinicians

Sonali Kulkarni, MD, MPH (co-PI)
Medical Director

Leo Moore, MD, MSHPM
Associate Medical Director

Data Management and Analysis

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Epidemiologist

Ekow Sey, PhD, MPH
Supervising Epidemiologist

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Shea Gilliam

Bo James Hwang

Maria Henry

Jamar Moore

Kase Pena

David Peribone

Hugo Santacruz

Judy Tejero

Paulina Zamudio

Community Advocates: Friends Research Institute, LA County PrEP PEP Work Group, Transgender Service Provider Network, Transgender Education Empowerment Program, Trans Can Work, St Johns Family Wellness Center, Los Angeles Gay and Lesbian Center, John Wesley Community Health Institute, AltaMed, Northeast Valley Health Clinic

Thank you!

For more information about the PrEP social marketing campaign evaluation please see our article:

Shoshanna Nakelsky, Leo Moore, Wendy H. Garland. Using evaluation to enhance a pre-exposure prophylaxis (PrEP) social marketing campaign in real time in Los Angeles County, California. Evaluation and Program Planning, in press. <https://doi.org/10.1016/j.evalprogplan.2021.101988>

Contact information:

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STI Testing Awareness Campaign

April – June 2021

Christopher Artalejo-Price, Creative Campaign Manager

Hola

Christopher Artalejo-Price (he/him)
Creative Campaign Manager, SFAF

I'm a SoCal native, originally from Los Angeles.
So I require tacos, shorts and sunshine. I now call
San Francisco home.

I've been working in education and non-profit
design for 8 years. It's been a pleasure to create
work for the communities that I am a part of.

cprice@sfaf.org

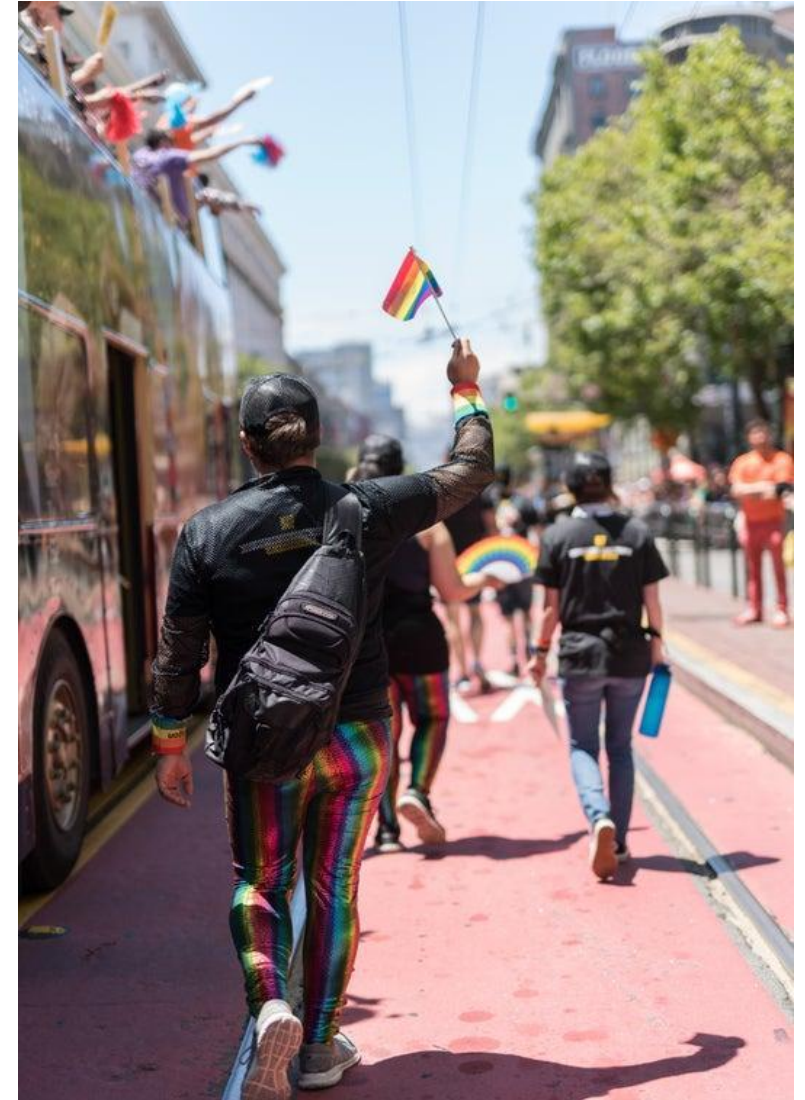
@christopher.arpr



SFAF: Our vision

San Francisco AIDS Foundation envisions a future where health justice is achieved for all people living with or at risk for HIV. Ultimately, San Francisco AIDS Foundation strives for a day when race is not a barrier to health and wellness, substance use is not stigmatized, HIV status does not determine the quality of one's life, and HIV transmission is eliminated.

Our mission is to promote health, wellness, and social justice for communities most impacted by HIV, through sexual health and substance use services, advocacy, and community partnerships.



SFAF: Our strategic plan

In 2019, we launched a five-year strategic plan that describes how we will align our human and financial resources to the following strategic priorities, with a focus on ensuring equitable access and utilization by Black, Indigenous and all people of color and other priority communities.

1. Maintain, expand and pilot HIV, hepatitis C, and STI prevention and treatment, and other sexual health services to ensure equitable access and utilization by people of color.
2. Maintain, expand and pilot substance use services, syringe access, and overdose prevention efforts including establishing safer injection sites.
3. In partnership, create a comprehensive network of health and wellness services for people over the age of 50 who are living with HIV.



SFAF: Our work

In 2021, we began Year 3 of our five-year strategic plan that realigned our work across three strategic priority areas in an effort to focus on and rise above new challenges.

Our work promotes health, wellness, and social justice for communities most impacted by HIV, through sexual health and substance use services, advocacy, and community partnerships. Each year, **more than 25,000 people** access our programs and services:

Sexual Health
Substance & Behavioral Health
Long-term HIV Survivors
COVID-19 Response



Initial Concern: Feb/March 2021

Janessa Broussard, Vice President, Medical Affairs Clinical Services:

As shelter-in-place and COVID-19 restrictions have eased, the amount of foot traffic on Castro Street has increased, but demand for routine HIV/STI (asymptomatic testing) has not responded similarly.

There is a growing concern that STI rates will climb exponentially as we come out of shelter-in-place.

Informed by cases of syphilis and acute cases of HIV seroconversion in the last month.

Insights from our clinic Magnet

Idea Dump:

Taglines

"I like it raw, condomless, maskless"	"Hole is hole"	Feeling fun, flirty, kinky? Time to get tested.	You're our favorite f*ck buddy.	Make an appointment for an STI/HIV test today.
"If you're using it you need to test it"	"Open your hole, open your legs, cause we're open for services"	Ready to suck and fuck?	From quick & dirty cruising, to hot hookups, we've got you covered.	Start PrEP--prevent HIV. Our services are easy and free.
"Do you want to go have sex, or not? (yes) Then get tested."	Your legs are open. And so are we.	Stopped PrEP during shelter-in-place? Call us to start PrEP again.	Back on PrEP, back on Grindr	Test for STIs & HIV every three months
Thrill of the chase				Get tested for STIs every three months

Ideas to keep in mind

everyone is horny	pepole being locked up over quarantine
WE ARE OPEN!	TransCare!!
Covid is part of sexual health	do you want to do this again? Then come back and see us
TransCare!!	

The process



Keep in mind

- We need this NOW!
- This campaign would be all digital.
- Needed to be as inclusive as possible.
- People's access to care had changed during SIP.
- People view their sexual health differently (Kinky to vanilla).
- Possible barrier: Call to make appointment only.

Message + Graphics

**GRINDR. SCRUFF.
YOU BACK
ON THE APPS?**

Come back in for your sexual
health check-up and PrEP.


BEFORE YOUR NEXT GOOD TIME
CALL 415-437-3450



**IF YOU'RE
USING IT,
TEST IT.**

Come back in for your sexual
health check-up and PrEP.

BEFORE YOUR NEXT GOOD TIME
CALL 415-437-3450



**GET BACK
IN THE ROUTINE
OF ROUTINE
TESTING.**

Come back in for your sexual
health check-up and PrEP.

BEFORE YOUR NEXT GOOD TIME
CALL 415-437-3450



**GRINDR. SCRUFF.
¿HAS VUELTO
A LAS APPS?**

Regresa por tus revisiones regulares
de salud sexual y servicios de PrEP.

ANTES DE VOLVER A PASÁRTELA BIEN,
LLAMA AL 415-437-3450



**SI LO USAS,
HAZLE LA
PRUEBA.**

Regresa por tus revisiones regulares
de salud sexual y servicios de PrEP.


ANTES DE VOLVER A PASÁRTELA BIEN,
LLAMA AL 415-437-3450



**VUELVE A LA
RUTINA DE HACERTE
LAS PRUEBAS
ROUTINARIAS.**

Regresa por tus revisiones regulares
de salud sexual y servicios de PrEP.

ANTES DE VOLVER A PASÁRTELA BIEN,
LLAMA AL 415-437-3450



Social Media

Phase 1a: Targeted Groups

(April 20 – May 12, 2021)

Close connection to SFAF

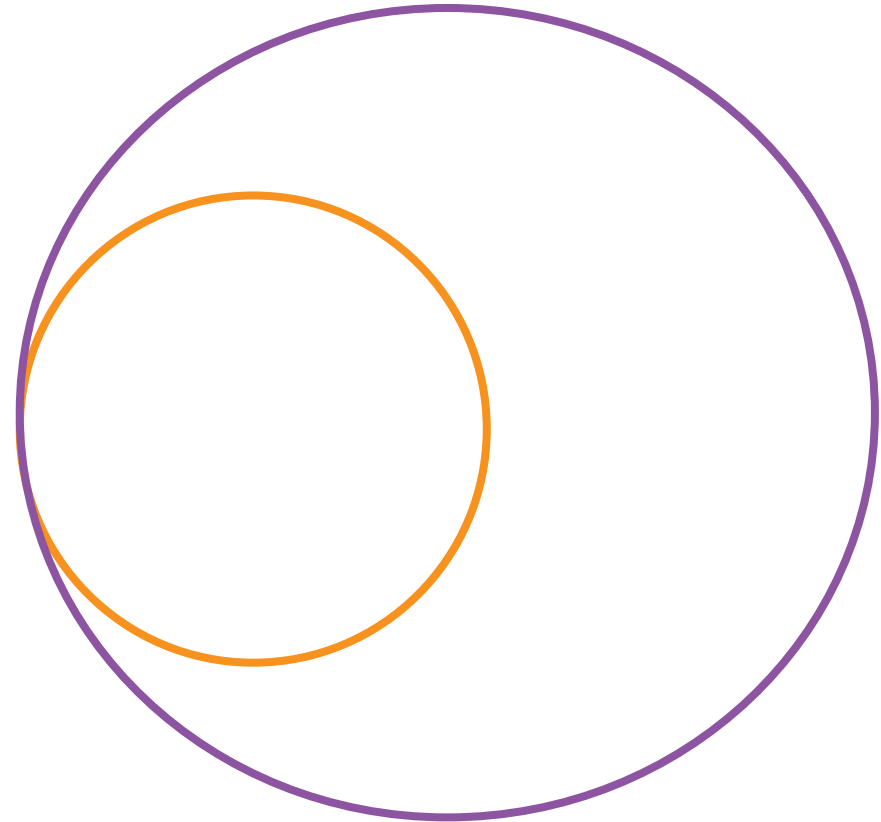
- SFAF FB page followers
- Bay Area based visitors of sfaf.org

Phase 1b: Targeted Groups

(May 13 – end of June)

People living in the Bay Area with matched interests:

- HIV Prevention
- LGBT Community
- Homosexuality
- Transgender



Results

Results:

- Total Impressions: 81,627
- Total clicks to call: 401
(0.54% click-through rate)
- Top graphics, 211 clicks and 90 clicks



Lessons & Challenges

Lessons

- Bolder, honest statement perform better.
- Insights from client-facing staff are invaluable.
- We have a Spanish speaking audience online that is in need of information.

Challenges

- Calling to set appointments is a barrier for clients.
- The changes in covid protocols continues to be confusing to clients.





Any questions?

Chad Ngo, MPH, Communications Manager: cngo@sfaf.org

San Francisco AIDS Foundation promotes health, wellness, and social justice for communities most impacted by HIV, through sexual health and substance use services, advocacy, and community partnerships.



1035 Market Street // 470 Castro Street // 117 6th Street
San Francisco, California

sfaf.org

Project Empowerment: Get PrEP'd with AltaMed

October 19, 2021

Presenters:

Alejandro Chavez - HIV Prevention Program Supervisor

Jacqueline Nazarian - HIV Prevention Manager

Agenda

1. Introductions
2. Project Empowerment Goals & Objectives
3. Development Phase
4. Implementation Phase
5. Evaluating the Program
6. Connect with Us



Project Empowerment

- Project Empowerment is a 3 year grant issued by the CA Department of Public Health Office of AIDS
- Goal: To end the HIV epidemic by expanding access to PrEP & PEP



Identifying & welcoming **patients** at risk for HIV



Increasing **primary care providers' (PCPs')** comfort prescribing PrEP & PEP



Increasing **pharmacists'** comfort furnishing PrEP & PEP

Plan and Opportunities



Educational trainings

- On PrEP, PEP, & LGBTQ care
- AltaMed PCPs & staff
- AltaMed pharmacists & staff will also receive training on SB 159 law allowing independent PrEP/PEP furnishing



Social media campaign

- Promote PrEP & PEP awareness
- Market HIV preventive care at AltaMed
- Target populations at risk for HIV



Opportunities

- Better access for patients to receive PrEP & PEP
- Better outcomes for patients & communities in LA & Orange County

Development Phase

September 2020 – April 2021

Project Empowerment Team



Areas to Consider

- Goals
 - 2 million impressions
 - Increase awareness in LA and OC
- Target Audiences
 - Women
 - Youth MSM
 - Transgender Individuals
 - Men Who Have Sex with Men
- Messaging
- Overall Design



Implementation Phase

April 2021 – Present Day

Provider Trainings

Launched April 2021

Total of 156 Providers Trained in Year 1

Key Takeaways

- Encourage sexual health and positivity by normalizing the questions in a conversation format
- Behavioral counseling is important to prevent HIV and STIs for all sexually active people
- Incorporate the 5 P's when taking a sexual history
- Use nonjudgmental language when discussing about sexual behaviors and practices
- Sexual risk reduction counseling should include basic information about STIs and their transmission, PrEP, and training on skills to lower risk (e.g., using condoms and improving communication about safer sex)

AltaMed
QUALITY CARE WITHOUT EXCEPTION™

Get PrEP'd! With PrEP & PEP Care



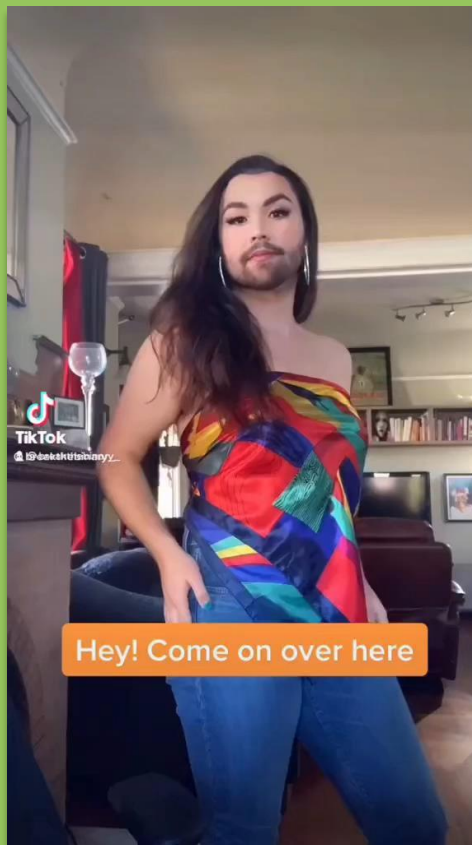
Community Outreach



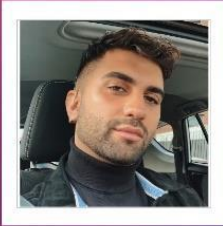
Social Media

- Relaunching Grow Proud – June 2021
- Engaging Social Media Influencers
 - Instagram Live Sessions
 - Targeted Posts
 - Tiktok/Reels
- Promoted Instagram/Facebook Ads - pending





"New box, what's this?" - A Safer Sex Kit -



Join us for a candid conversation with talented make up artist, Ernesto Casillas. We will be talking about sexual health and safe sex practices.

Friday, August 6, 2021
12:15 p.m.

VIRTUAL  LIVE 

Get PrEP'd!

@ernestocasillas

AltaMed
Your community health network

"PrEP: Get Into It"



Join us for a conversation about Black Women and sexual health with Lia Dias, entrepreneur and Founder of Girl Cave LA Beauty.

Friday, October 8, 2021
12:30 p.m.

VIRTUAL  LIVE 

Get PrEP'd!

@growproud @liabdias

AltaMed
Your community health network

Spoken Truth: The Stories of Our Lives



Join us for a conversation with a very special guest, Jessie Orozco, as she shares her experience and her journey through life as a transgender woman.

Saturday July 24, 2021
4:00 p.m.

VIRTUAL  LIVE 

Get PrEP'd!

@GrowProud

AltaMed
Your community health network



yojessicaflores We are outsideeee finally able to enjoy the summer with our friends. With that being said, taking control over your sexual health is so important. PrEP is a safe daily pill you can take to help prevent HIV ❤️ its things we don't think about daily..but one moment can change your life forever. [@altamedhealths](#) and [@growproud](#) can help answer any questions you may have! And remember there are low-cost and no-cost options available. Nowwww, let's have a good summer 🌞🌟

11w



denzelcrispy Knowing that U.S companies must now cover PREP with no cost-sharing, I'm definitely getting mines faster than hot tamales! For more info on how to get Prep'd contact [@growproud](#) and [@altamedhealths](#) !

12w

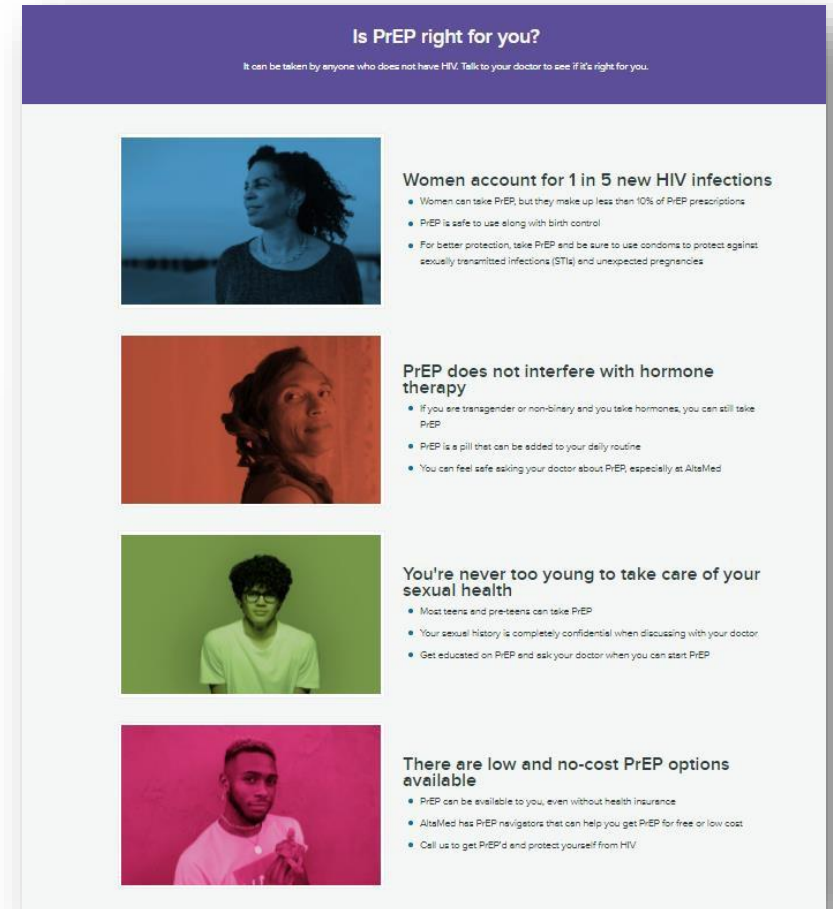
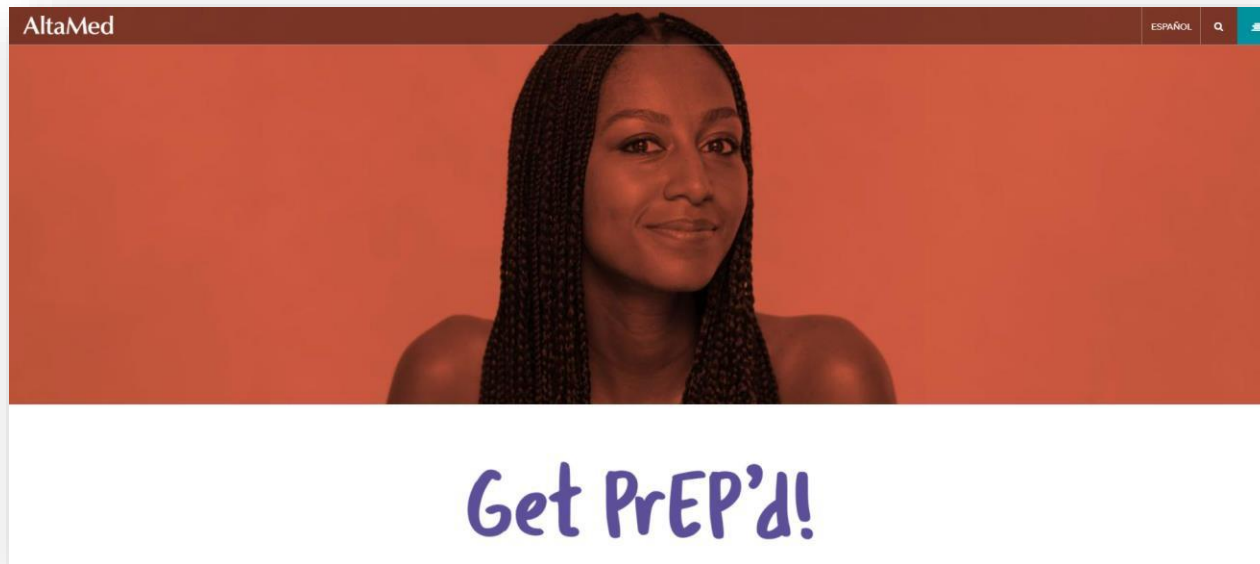


juliosalgado83 Men who have sex with men are disproportionately affected when it comes to new HIV infections. The good news is that there's a daily pill you can take to help prevent HIV. To learn more about getting PrEP'd follow [@growproud](#) and check-out [@altamedhealths](#) - a community based health organization in Southern California providing HIV testing, PrEP navigation, and related services to promote LGBTQ+ health!

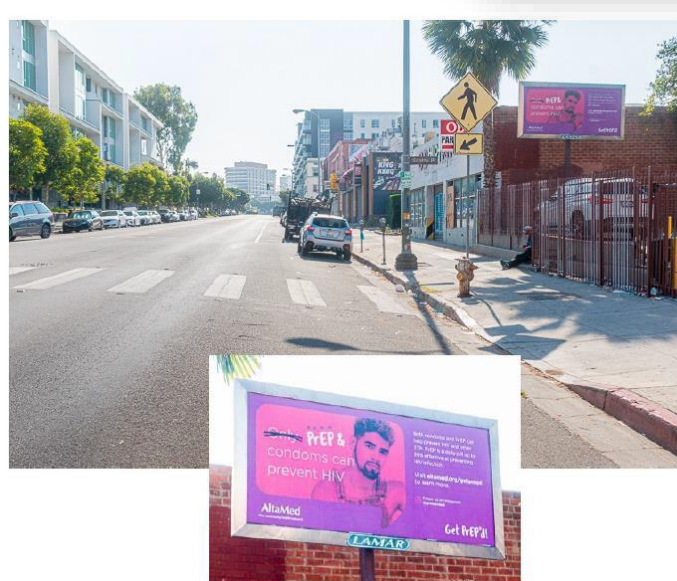
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Get PrEP'd Website

- Launched August 2, 2021
- www.altamed.org/getprep



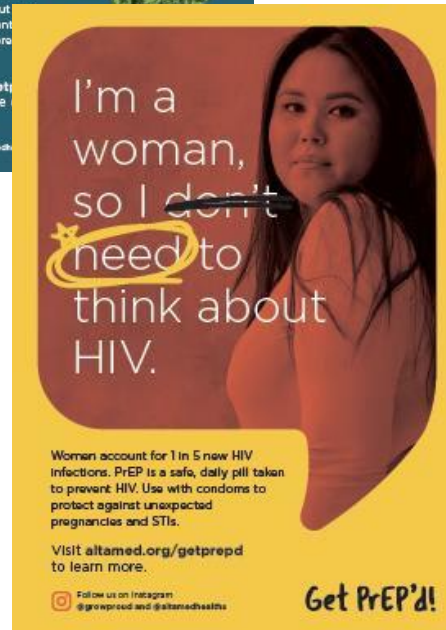
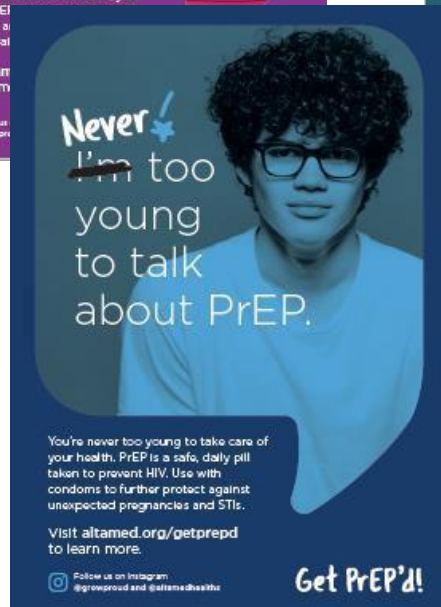
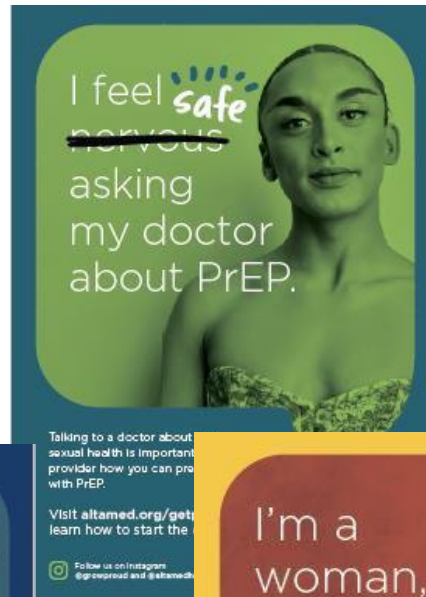
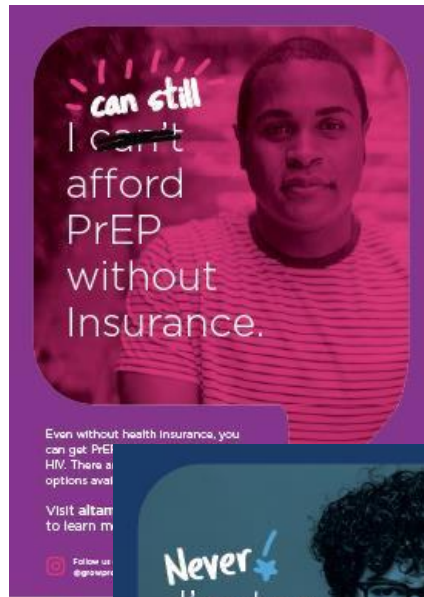
Out of Home Advertising (Print)



Out of Home Advertising (Digital)



Print Materials



Let's talk about PrEP & PEP

Pre-Exposure Prophylaxis (PrEP)

PrEP involves taking a daily pill to help you stay HIV-negative before being exposed.

PrEP is for you if you:

- Are sexually active and want an extra layer of protection
- Are not using condoms consistently
- Have had an STI recently
- Have a partner who is living with HIV
- Do sex work
- Inject substances and share needles

Post-Exposure Prophylaxis (PEP)

In case of an emergency, you can take PEP within 72 hours after possible exposure to HIV.

Whether it happened in the heat of the moment or without your consent, we can help.

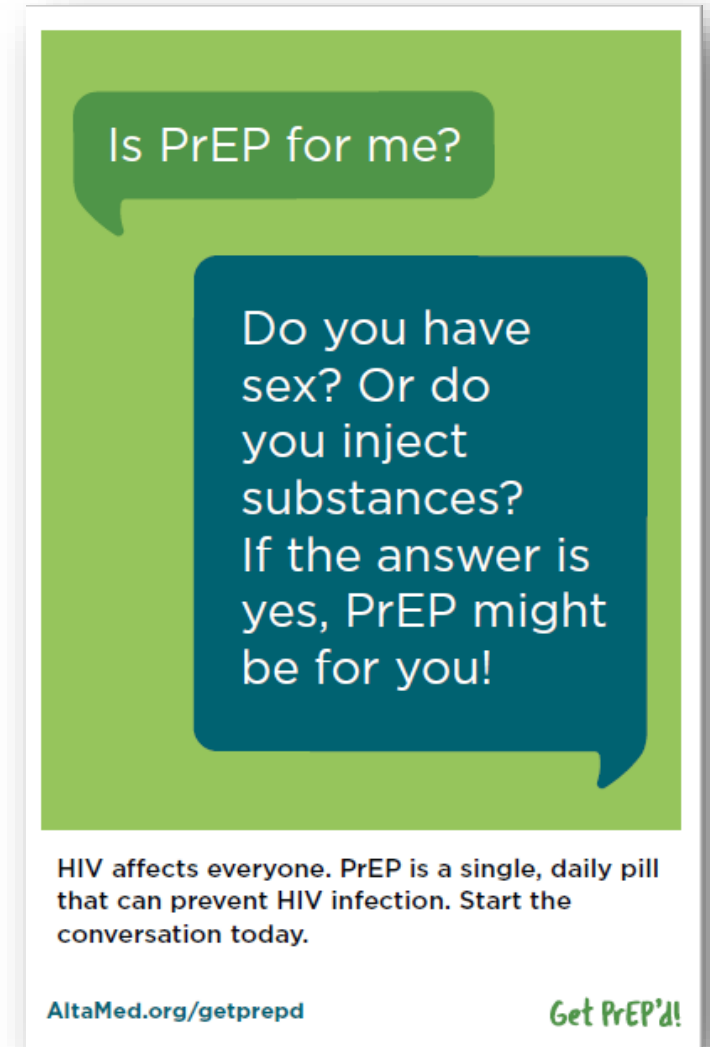
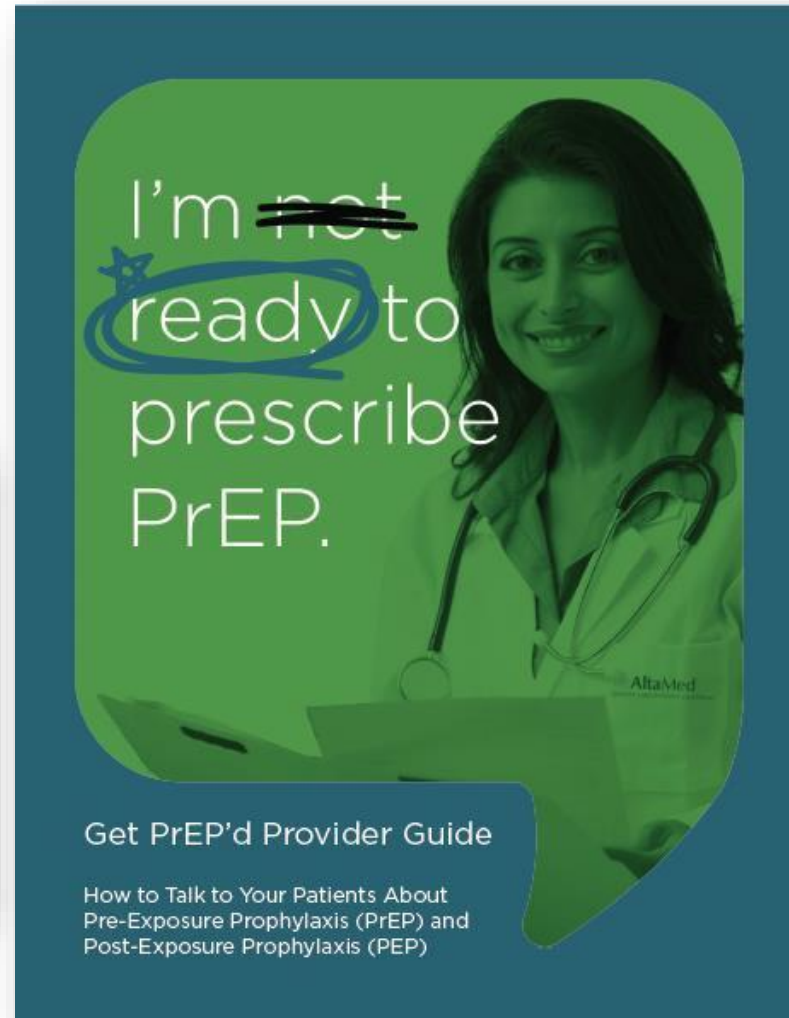
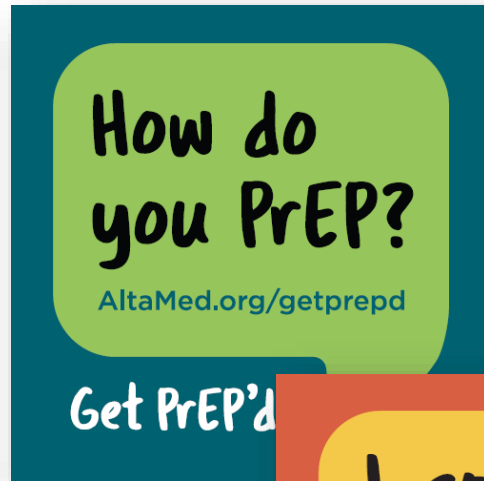
If you have questions or want to get started on PrEP or PEP, text or visit:

(323) 400-6399
altamed.org/getprepd

Some of the programs and services offered are made possible in whole or in part with Federal money.

AltaMed
Your community health network

Print Materials



Video Shorts



“Laundromat”



“Girl Talk”



“Skater Dudes”



“Homie Love”

“Skater Dudes” | Get PrEP’d with AltaMed

<https://youtu.be/kirROooh54A>

Evaluating the Campaign

Get PrEP'd Training by the Numbers

Live virtual trainings completed June 29th, 2021

Session Completed	Providers (Physicians, NPs, PAs)	RNs	Number of Other Staff	Pharmacists
1 only (n=42)	31	0	11	
2 only (n=17)	14	1	2	
1 & 2 (n=91)	81	6	4	
Total	126	7	17	38

Digital Campaign Data

Social Media

- Influencers (June 2021 – Sept 2021)
 - Over 97,730 impressions*
- Grow Proud (Last 90 Days)
 - 10.6K Accounts Reached (23% increase)
 - 2,877 Followers (3.3% increase since July)

Digital Platforms

- Edge Media
 - Anticipated 12,100,000 impressions by the end of the campaign.
- HCODE
 - Anticipated 3,692,308 impressions by the end of the campaign.



Print Advertisements

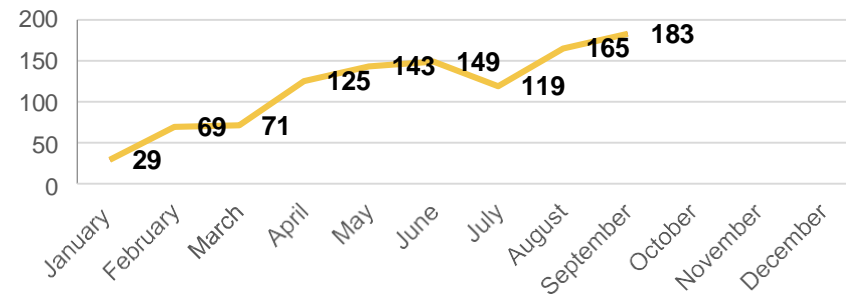
Transit Shelters and Junior Posters

- Estimated 1,015,313 impressions by the end of the campaign.

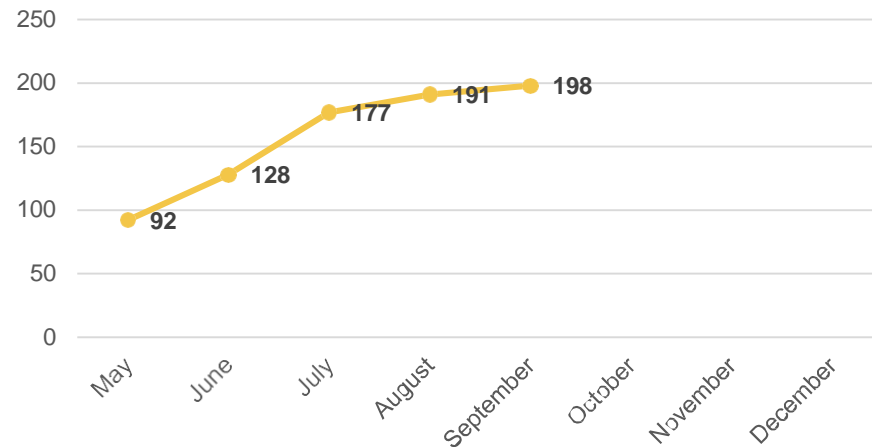


Campaign Impact

HIV Rapid Testing 2021

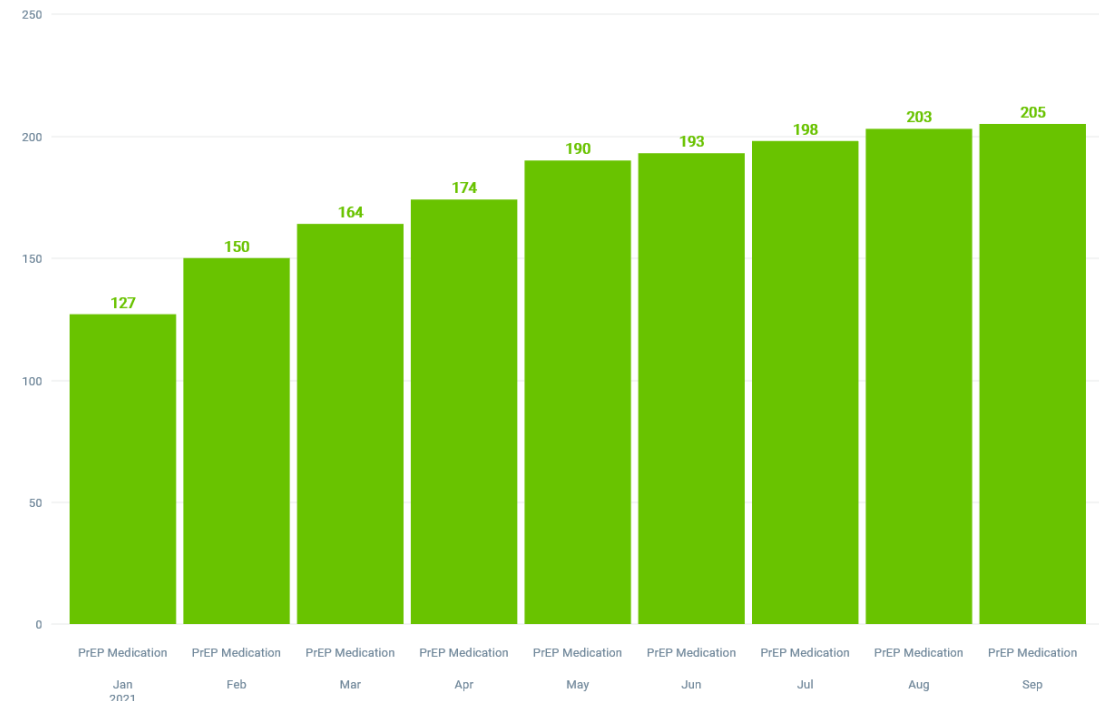


PrEP Navigation Caseload



Number of Patients by Medications

Between 1/1/2021 and 9/30/2021 by month



Looking Ahead

- Video Shorts
 - Film Festivals
 - Digital Distribution
- Expanding trainings to Clinical Staff
- AltaMed HIV Prevention Symposium 2021 | The Future of PrEP
 - Saturday, December 4th
- AltaMed 2nd Annual PrEP Summit
 - Spring 2022

Connect with Us



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