Financially incentivizing strategies for HIV prevention in high-incidence populations in LA County

Presentation at CHIPTS NextGen Conference

2 December 2022
Background

• PrEP use remains suboptimal in populations that could benefit greatly
  • Including young people, MSM, Black and Latino/a populations

• Also, many young people do not know their HIV status

• Other health behaviors have tried financial incentives: if you stop smoking, I give you $; or if you lose weight; etc. *(aka, “conditional cash transfers”)*
  • The evidence for HIV prevention is relatively sparse
  • DHSP has programs that use financial incentives for treatment adherence

• If we’re going to launch programs that use financial incentives to slow the spread of HIV, we need to do pre-implementation work to help ensure these are designed in a way that makes them appealing
This is where our new study comes in!

**Aim 1**: Identify which characteristics of cash transfers for using PrEP—or for HIV testing—are important for young, Black and Latino MSM in Los Angeles County

**Aim 2**: Identify preferred design of a cash transfer intervention for using PrEP—or for HIV testing—among young Black and Latino MSM in Los Angeles County

**Aim 3**: Assess pre-implementation environment for an HIV prevention cash transfers among key stakeholders in LA County
Study team

• UCLA:
  • Corrina Moucheraud & Raphy Landovitz: Co-PIs
  • Dillon Trujillo & Jade Christey: Research assistants

• APLA - Out Here (Baldwin Hills) and CDU/MLK Health Center
  • Terry Smith: site PI

• DHSP
  • Wendy Garland
Aim 1 (September-December)

• Semi-structured qualitative interviews with ~20 HIV-negative, young (aged 18-34), non-PrEP-using Black and Latino cisgender MSM

• Learn about:
  ➢ Would a conditional cash transfer intervention be acceptable?
  ➢ What attributes would be most appealing?
Aim 2 (January-May)

• Surveys with ~300 HIV-negative, young (aged 18-34), non-PrEP-using Black and Latino cisgender MSM

• Includes hypothetical intervention choices – tell me which one you like better
  • If we do this enough times across enough people, we can see which details people like the best & drive people’s choices the most
Aim 3 (June-July)

• Workshops to share results, discuss program design & local ownership

• 1 workshop with policy stakeholders etc.; 1 workshop with consumers and care providers
What will this study produce?

• Scientific results:
  • Will be shared with LA County DHSP leadership, the County of Los Angeles Commission on HIV, CHIPTS and APLA CABs, APLA leadership, etc.
    • Includes written technical & lay-language reports
  • Also will share with the community through social media and town halls (will be recorded and distributed to stakeholder groups)
  • Scientific publications and presentations at conferences

• Use these data to inform design & evaluation of a cash transfer intervention
Please help spread the word about our study!

• Happy to answer any questions!

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