

# 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!
- [StayHealthyLA@ucla.edu](mailto:StayHealthyLA@ucla.edu)
- Voice: (310) 794-3485
- Text: (310) 571-8863

