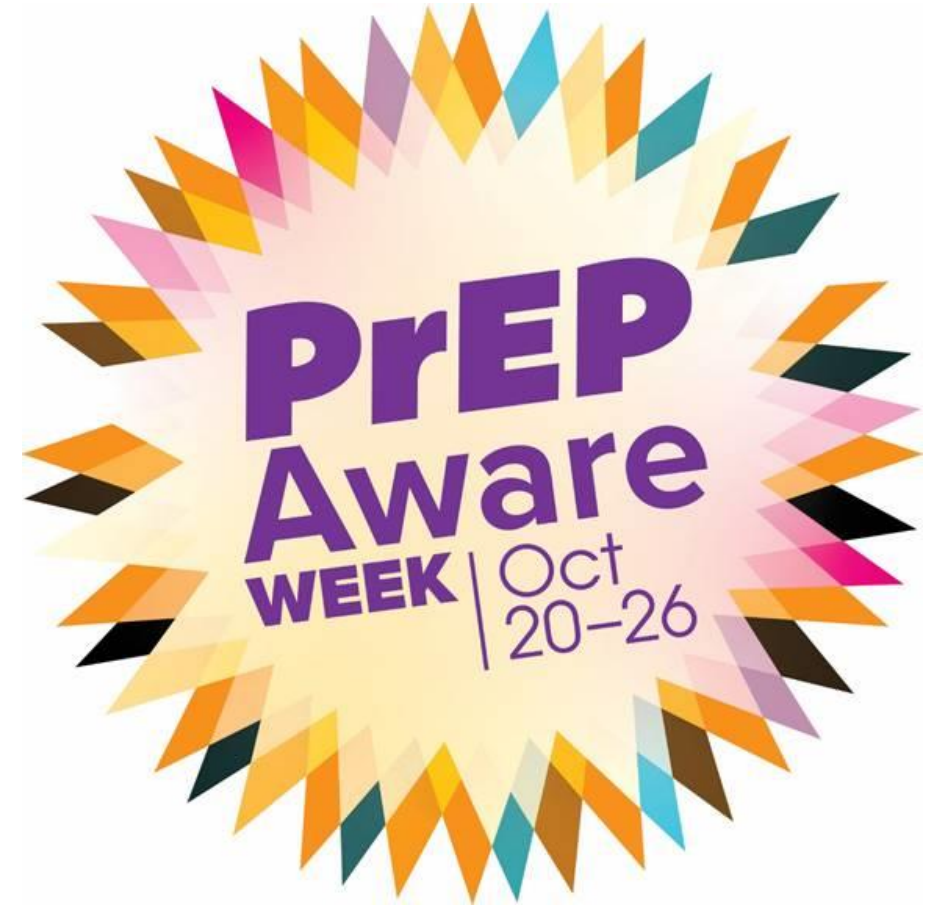




Department
of Health

PrEP Aware Week

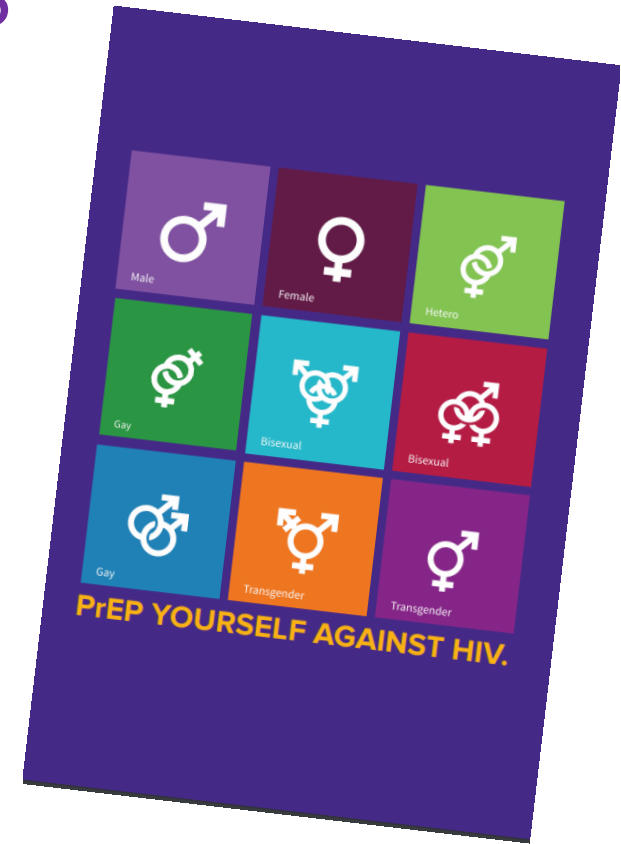
October 20-26, 2019



HIV Quality of Care Consumer Advisory Committee Meeting
September 19, 2019

New York State PrEP Priorities

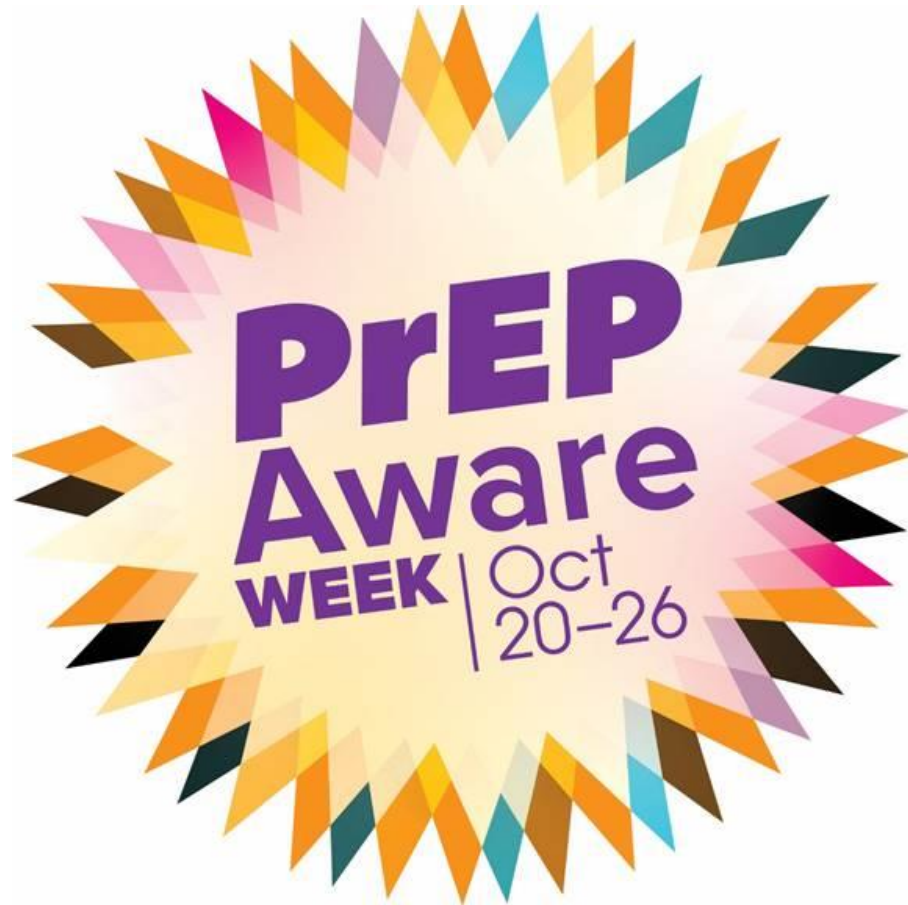
- ✓ Increase client awareness and uptake
- ✓ Increase clinical provider knowledge
- ✓ Increase number of clinicians prescribing PrEP
- ✓ Increase access to PrEP and healthcare
- ✓ Develop a system that can incorporate future developments
- ✓ Evaluation



PrEP Efficacy is Well Established

- Multiple studies affirm PrEP efficacy, adherence is important.
- Studies have shown that PrEP reduces the risk of getting HIV from sex by about 99% when taken daily.
- Among people who inject drugs, PrEP reduces the risk of getting HIV by at least 74% when taken daily.

The USPSTF recommends PrEP for persons at high risk of HIV acquisition.
GRADE: A



Purpose of PrEP Aware:

- PrEP Aware is a week of activities across NYS to increase awareness/uptake of PrEP
- Expanding access to PrEP for all eligible individuals

PrEP Utilization

ETE Goal: By the end of 2020, increase the number of individuals filling prescriptions for PrEP to 65,000.

Year	Target	Actual
2015		9,324
2016	*	17,368
2017	*	24,284
2018	34,000	
2019	48,000	
2020	65,000	

Measure: Number of individuals filling at least one prescription for Truvada within the calendar year.

Data Sources: Symphony Data with Medicaid Adjustment

- **41% Increase 2016-2017**

PrEP Utilization

ETE Goal: By the end of 2020, increase the number of Medicaid recipients filling prescriptions for PrEP to 30,000

Year	Target	Actual
Jun-2013	*	251
Jun-2014	*	650
2015	*	2,244
2016	3,359	4,226
2017	5,039	6,026
2018	16,000	*
2019	22,000	*
2020	30,000	*

2017
Target | 5,039
Actual | 6,026

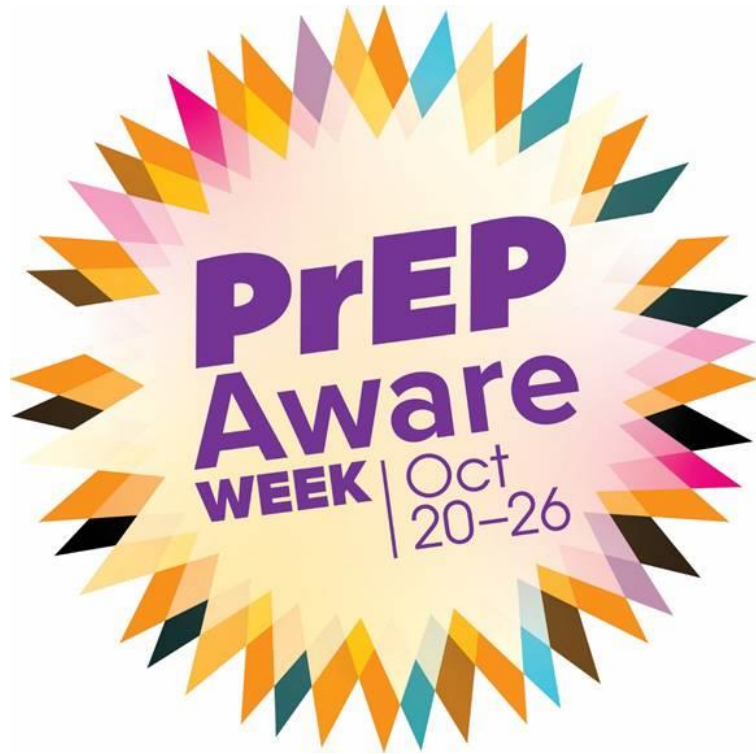


Measure: Number of Medicaid recipients filling at least one prescription for Truvada within the calendar year.



Department
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PrEP AWARE WEEK: Resources and Activities



- ✓ AIDS Institute Director Letter
- ✓ Checklist of PrEP Awareness Activities
- ✓ Regional Kick-off meetings conducted by AIDS Institute funded Regional Prevention and Support Programs
- ✓ www.Prepforsex.org website
- ✓ Social media materials for priority populations using PrEP Aware theme
- ✓ Pharmacy materials
- ✓ T-shirts & Ask Me About PrEP Buttons
- ✓ Email signature



Department
of Health

ANDREW M. CUOMO
Governor

HOWARD A. ZUCKER, M.D., J.D.
Commissioner

SALLY DRESLIN, M.S., R.N.
Executive Deputy Commissioner

August 2019

Dear AIDS Institute Contractor:

PrEP is highly effective at preventing HIV, and we must now take every step possible to raise awareness about PrEP. With this in mind, the AIDS Institute is launching **PrEP Aware**, a public education campaign with activities across NYS to be held October 20–26, 2019. To assist with this effort, the AIDS Institute has contracted with Better World Advertising to develop campaign materials in English and Spanish in digital formats that will be made available for use by all AIDS Institute stakeholders. Attached is a digital copy of the PrEP Aware Week graphic that will be incorporated into all campaign materials.

Every AIDS Institute-funded organization is being called on to make PrEP Aware a turning point in PrEP uptake and a turning point in our effort to end the AIDS epidemic in NYS by the end of 2020. Studies have shown that PrEP reduces the risk of getting HIV from sex by about 99% when taken daily (CDC). However, still today, too many people are unaware of PrEP, mistakenly think it is unaffordable for them, don't know where to get PrEP, fear stigma around PrEP, or have inaccurate information about side effects. **We must employ culturally relevant messages to address each of these misconceptions.**

Attached is a list of possible activities to promote PrEP. This letter is a call to action for every organization receiving funding from the AIDS Institute to select a minimum of two activities from this list and implement them in the days leading up to or during **PrEP Aware** week – the week of October 20-26, 2019.

PrEP Aware is essential to address a significant health disparity, and we should approach activities as such: Of the 2,769 new HIV diagnoses in New York State in 2017, greater than 78% were among people of color. At the same time, recent data released at [CROJ](#) demonstrate that rates of PrEP uptake among non-Hispanic Blacks and Hispanics are very low. We can be proud of the fact that, today, we see very little difference in access to HIV treatment by race or ethnicity. This was not always the case. **Applying what we learned in the past, we must now take every action possible to achieve high levels of PrEP access and utilization across all of our communities.**

PrEP Aware activities should provide culturally relevant messages to:

- Raise awareness that the cost of PrEP can be covered for any individual eligible for PrEP;
- Identify where people can access PrEP in their community;
- Dispel concerns about side effects; and,
- Establish PrEP as a positive, effective way to promote sexual health and wellness.

Please review the attached list of activities and communicate with your contract manager by September 17, 2019 regarding steps your agency will take to participate in PrEP Aware.

If you have questions about **PrEP Aware**, contact your contract manager or the Office of the Medical Director at 518-473-8815.

When we work together, we can do truly great things. Thank you for participating in **PrEP Aware**.

Sincerely,

Johanne E. Morne, MS
Director
AIDS Institute

Empire State Plaza, Corning Tower, Albany, NY 12237 | health.ny.gov

PrEP Aware Week October 20-26, 2019



Use this list of suggestions to develop awareness activities for the week of October 20th, 2019. Materials distributed can be DOH publications or agency developed.

Suggested Activities

Make promotional and education materials available routinely during the week:

- PrEP Awareness Week Proclamation (letter)
- PrEP Awareness FAQ for consumers https://www.health.ny.gov/diseases/aids/providers/testing/docs/testing_fact_sheet.pdf
- PrEP Provider Directory <https://providerdirectory.aidsinstitute.ny.gov/>
- PrEP Clinic Poster (poster)
- Stickers
- "Ask me About PrEP" buttons
- PrEP assessment scratch-off (wallet card)
- PrEP Self-Assessment "shelf talker" (for Pharmacies to use on shelves)
- PrEP Decal (window cling for pharmacies and clinics)
- PrEP and PEP for People Who Use Drugs
- PrEP is a Pill to Prevent HIV (Brochure)
- PrEP Yourself Against HIV (double sided post card)
- Need Help Paying for PrEP (card)
- You Can Say Yes (minor consent brochure and postcard)

Engage new sites and share materials for the week; encourage them to put up posters and hand out materials. Sites include:

- Urgent Care Centers
- Health Centers
- Private medical providers
- Pediatric offices
- OB/GYN practices
- Family practices
- Hair/nail salons, fitness centers, spas, barbershops - particularly in high prevalence communities
- Women, Infants, and Children (WIC) offices
- Social Service agencies (including local departments of social services, youth serving organizations, community action agencies, housing authorities, etc.)
- Mobile health vans – breast screening, primary care, dental, churches, and faith-based organizations
- Bars, entertainment venues and hook-up locations

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AIDS Institute Director PrEP Aware Letter PrEP Awareness Activities



Department
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Regional Kick-off Meetings:

Public events taking place between October 20-26

- Coordinated by AI Funded Regional Prevention and Support Programs (CSPs)
- Display the PrEP Aware Week logo, materials and signage;
- Engage members of priority populations in upbeat activities;
- Consider press release and press participation;
- Use social media engagement, for example Facebook Live, live tweeting or posting on Instagram;
- Community leaders providing affirming messages about PrEP;
- Testimonials from PrEP users (confidentiality release required);
- HIV testing, PrEP screening or referrals to a PrEP provider
- Regional Kick-Off Meetings will be included in the PrEP Aware Calendar of Events (prepforsex.org)

www.prepforsex.org



Website is currently being updated to incorporate the PrEP Aware Week theme

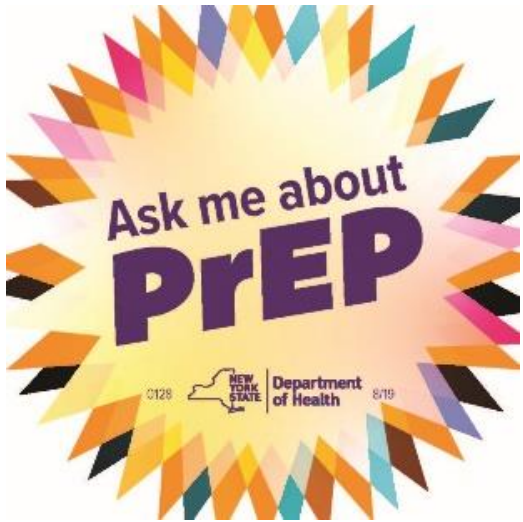
Website includes:

- PrEP information for consumers
- Calendar of Activities
- PrEP Aware social media materials
 - Graphics of priority population
 - PrEP Aware Week digital graphics
 - Written posts/tweets
- PrEP materials
- Videos
- Resources
- Social media links

PrEP Aware Materials



T-Shirt



Button

PrEP Aware Materials

TAKE THE SCRATCH-OFF PrEP TEST

to learn if this HIV prevention option is right for you.

PrEP Aware
for HIV prevention

Scratch off circles that apply to you!

- Have multiple sex partners
- Don't want to worry about partner's HIV status
- Don't always use condoms
- Inject drugs
- Recently had syphilis, gonorrhea or chlamydia
- Think you may have been exposed to HIV

PrEP works for all genders.

Scratch off circles that apply to you!

- Inject hormones or silicone
- Use drugs during sex
- Afraid of your intimate partner(s)
- Go to sex parties
- Have taken PEP (post-exposure prophylaxis)
- Trade sex for something you need

PrEP is effective against HIV.

Scratch off for results!

To learn more about PrEP visit: PrEPforsex.org
To find a local PrEP provider visit: www.health.ny.gov/PrEP

Add Agency Contact Information

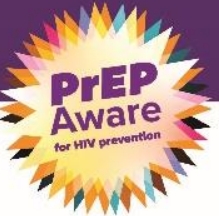
NEW YORK STATE Department of Health

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PrEP Scratch-Off Self Assessment

Pharmacy Materials

PrEP



Talking points for pharmacists

Pre-exposure prophylaxis or PrEP is a medication that is very effective at preventing HIV.

PrEP

- Is right for anyone at risk for HIV
- Is only for people who are HIV negative
- Reduces the risk of getting HIV from sex by about 99% when taken daily - CDC
- Reduces the risk of getting HIV by at least 74% among people who inject drugs - CDC


Facts about PrEP

- HIV testing is done before starting PrEP because PrEP is only for people who are HIV negative
- PrEP requires a prescription from a health care provider
- Some people have side effects like nausea
 - ▶ Symptoms generally subside over time
 - ▶ No serious side effects have been observed
 - ▶ Tell your health care provider if side effects are severe or do not go away
- Taking PrEP involves:
 - ▶ HIV testing every three months
 - ▶ Screening for sexually transmitted infections (STIs)
 - ▶ Appointments with a medical provider
- Paying for PrEP:
 - ▶ Medicaid and all other insurance plans with prescription drug plans cover PrEP
 - ▶ Assistance is available if uninsured or if co-pay or deductible is too high
- It's important to take the medicine as directed
- Condoms provide additional protection against HIV and STIs

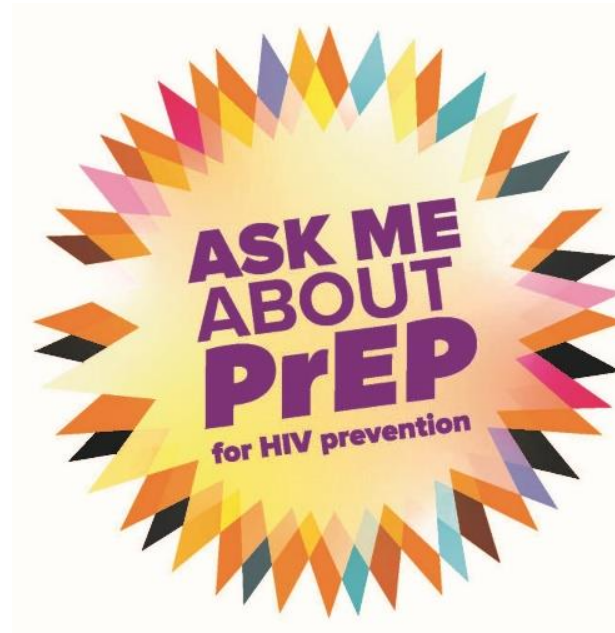
To learn more, talk to your Health Care Provider or visit: PrEPforsex.org.
To find a local PrEP provider visit: www.health.ny.gov/PrEP

Some risk factors for getting HIV

People who: have multiple sex partners; go to sex parties; had a recent STI; use drugs during sex; inject drugs; inject hormones and silicone; trade sex for money, drugs, or housing; don't want to worry about partner's HIV status; think they might be exposed to HIV; afraid of your intimate partner(s).


3103

PrEP talking points



Window Cling

Check the box that applies to you.

Answer on back of tear-off



- Have multiple sex partners
- Recently had a sexually transmitted infection
- Don't always use condoms

Answer:

If you checked off any of the boxes listed, PrEP may be right for you.



If taken as directed, PrEP is 99% effective in preventing you from getting HIV. To learn more, talk to the Pharmacist or your Health Care Provider or visit:

PrEPforsex.org

To find a local PrEP provider visit: www.health.ny.gov/PrEP

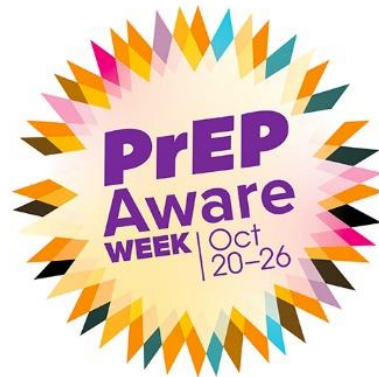

3103

Shelf Talker

PrEP Aware Email Signature

Lyn C. Stevens, MS, NP, ACRN
Deputy Director, Office of the Medical Director

New York State Department of Health AIDS Institute
Empire State Plaza – Corning Tower, Room 259, Albany, NY 12237-0658
(518) 473-8815 | Fax: (518) 473-8814 | e-mail: Lyn.Stevens@health.ny.gov
www.health.ny.gov/diseases/aids/



*Let's make everyone Aware
that PrEP can prevent HIV.*
www.prepforsex.org

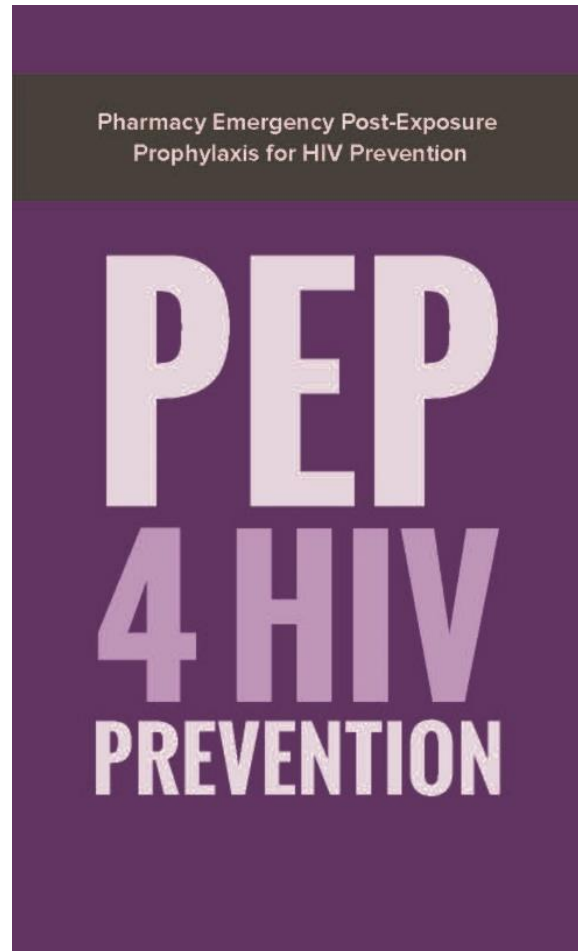
Additional Consumer Awareness Materials

https://www.health.ny.gov/diseases/aids/general/prep/social_media_toolkit.htm



Other PrEP and PEP Consumer Education Materials

All materials are free and can be ordered by emailing: aipubs@health.ny.gov



TITLES

PEP Yourself Poster

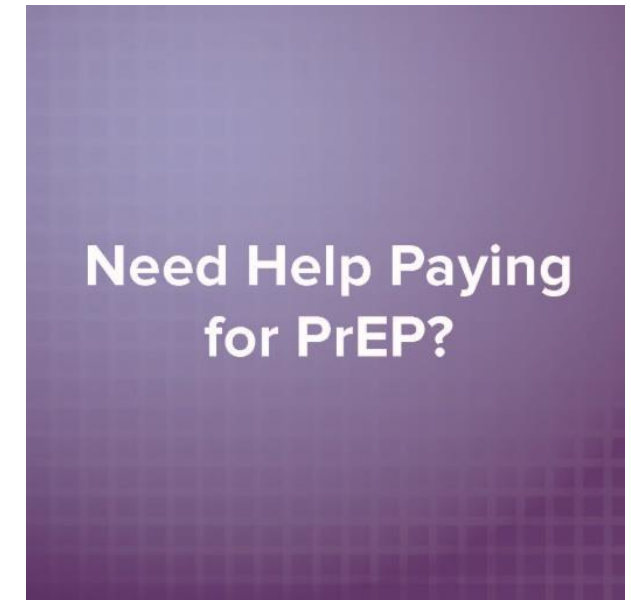
PrEP Yourself Poster

PEP 4 HIV Safety Insert

PEP 4 HIV Brochure

PrEP Yourself Against HIV
Brochure

PrEP Yourself Against HIV



Increase Clinical Provider Knowledge

For full guidelines visit: www.hivguidelines.org

Pre Prescription and Follow-Up Pocket Guides

Checklists for Pre Prescription, Patient Education, and Follow-Up

HIV CLINICAL RESOURCE ■ **1/4-FOLDED GUIDE**
VISIT HIVGUIDELINES.ORG TO LEARN MORE OR VIEW COMPLETE GUIDE

PrEP GUIDELINE: PRE-PRESCRIPTION

NYSDOH AIDS INSTITUTE PrEP CLINICAL GUIDELINE

→ KEY POINTS

- In New York State, use of TDF/FTC standard of care for prevention of HIV acquisition.
- A comprehensive HIV prevention plan includes PrEP, along with safer sex and safe injection practices.
- PrEP should not be withheld from people of any age group who are at risk of HIV acquisition.
- Education regarding the importance of adherence may improve adherence to recommended monitoring.
- For those who are unable to adhere to recommended monitoring, alternative methods of HIV prevention should be explored and reinforced.
- If PrEP is to be initiated, the clinician can connect the patient to resources for assistance with payment, such as the NYSDOH PrEP Assistance Program (PrEP-AP) and NYSDOH Payment Options for PrEP.

← Use this code with your phone's QR code reader to go directly to a mobile-friendly version of the guideline.

■ This 1/4-Folded Guide is a companion to the New York State Department of Health AIDS Institute guideline PrEP to Prevent HIV Acquisition. The full guideline is available at www.hivguidelines.org.

HIV CLINICAL RESOURCE ■ **1/4-FOLDED GUIDE**
VISIT HIVGUIDELINES.ORG TO LEARN MORE OR VIEW COMPLETE GUIDE

PrEP GUIDELINE: FOLLOW-UP

NYSDOH AIDS INSTITUTE PrEP CLINICAL GUIDELINE OCTOBER 2017

→ KEY POINTS

- In New York State, use of TDF/FTC as PrEP is a central component of the standard of care for prevention of HIV acquisition in those at high risk.
- A comprehensive HIV prevention plan includes PrEP, along with safer sex and safe injection practices.
- PrEP should not be withheld from people of any age group who are at risk of HIV acquisition.
- Education regarding the importance of and strategies to support adherence may improve adherence to the daily PrEP regimen and recommended monitoring.
- For those who are unable to adhere to a daily medication regimen or recommended monitoring, alternative methods of HIV prevention should be explored and reinforced.
- If PrEP is to be initiated, the clinician can connect the patient to resources for assistance with payment, such as the NYSDOH PrEP Assistance Program (PrEP-AP) and NYSDOH Payment Options for PrEP.

✓ PrEP PRE-PRESCRIPTION PATIENT EVALUATION CHECKLIST
From the NYSDOH AIDS Institute guideline, PrEP to Prevent HIV Acquisition, available at www.hivguidelines.org

- 1. SYMPTOMS OF ACUTE HIV INFECTION**
 - Has the patient experienced a febrile, "flu"-, "mono"-like illness in the previous 6 weeks?
 - Has the patient had a rash in the previous 6 weeks?
- 2. READINESS AND WILLINGNESS TO ADHERE TO PrEP**
 - Identify potential barriers to daily adherence.
 - Screen for health literacy.
- 3. HIV STATUS OF PATIENT'S SEX PARTNER(S)**
 - Does the patient have sex partners who are known to be HIV-infected?
 - Is the partner taking antiretroviral therapy (ART)?
 - Is the partner's HIV viral load suppressed? If no, is a resistance profile available?

If yes, ask about each partner:
- 4. UNDERSTANDING OF PrEP**
 - Ask "Why do you want PrEP?"
 - Ask "What is your understanding of what PrEP will do for you?"
- 5. POTENTIAL DRUG-DRUG INTERACTIONS**
 - Ask the patient to list all drugs he or she is taking, including prescription drugs, OTC drugs, and non-prescription therapies.
 - Identify nephrotoxic medications.
- 6. SUBSTANCE USE AND MENTAL HEALTH STATUS***
 - Refer to the Mental Health Screening quick reference guide
 - Refer to the Substance Use Screening quick reference guide
- 7. PSYCHOSOCIAL STATUS***
 - Screen for intimate partner violence; see NYS Office for the Prevention of Domestic Violence for more information.
 - Assess relationships and social support status.
 - Assess housing status/instability.
- 8. REPRODUCTIVE PLANS**
 - Is the patient trying to conceive?
 - Is the patient currently using contraception? If not, is the patient interested in using hormonal or other effective method of contraception in addition to condoms?
 - Is the patient or the patient's partner currently pregnant?
 - Is the patient currently breastfeeding?
- 9. PrEP PAYMENT ASSISTANCE**
 - Connect the individual to resources for assistance with payment, such as the NYSDOH PrEP Assistance Program (PrEP-AP) and NYSDOH Payment Options for PrEP-Exposure Prophylaxis.
 - Other resources can be found through NYSDOH Payment Options for PrEP-Exposure Prophylaxis.

* Substance use, mental health disorders, and psychosocial challenges are not exclusionary criteria for PrEP. Clinicians should provide appropriate referrals and offer a tailored prevention plan. Substance use and mental health disorders may be barriers to adherence and cofactors for increased risk for HIV acquisition.

✓ PrEP MANAGEMENT CHECKLIST: PRE-RX, FOLLOW-UP, AND MONITORING
From the NYSDOH AIDS Institute guideline, PrEP to Prevent HIV Acquisition, available at www.hivguidelines.org

PRE-PRESCRIPTION

- Discuss PrEP use; clarify any misconceptions
- Perform baseline laboratory testing:
 - HIV test (with HIV RNA testing if indicated)
 - Calculated creatinine clearance
 - Pregnancy test for women of childbearing potential
 - HBV serologies (HBsAg, anti-HBs, and anti-HBc- IgG or total)
 - HAV serology
 - STI screening (syphilis, gonorrhea, chlamydia)
 - HCV serology
 - Serum liver enzymes
 - Urinalysis

AFTER CONFIRMING NEGATIVE HIV TEST

- Prescribe 30-day supply of PrEP
- Contact patient in 2 weeks to assess for side effects
- Instruct patient to report side effects immediately

ALWAYS ENSURE ADHERENCE

- Assess adherence and commitment at EVERY visit
- Schedule visits every 30 days for patients who report poor adherence or intermittent use of PrEP

30-DAY FOLLOW-UP VISIT

- Assess for side effects
- Obtain serum creatinine and calculated creatinine clearance* for patients with borderline renal function or at increased risk for kidney disease (>65 years of age, black race, hypertension, or diabetes)
- Discuss risk reduction, provide condoms and, if applicable, provide syringes
- If adherence has been good, prescribe a 60-day refill
- Inform about need for 3-month visit for HIV test and follow-up (3 months from PrEP initiation)

3-MONTH VISIT

- Perform HIV and syphilis tests; screen for gonorrhea and chlamydia
- Ask about symptoms suggestive of STIs and test those at high risk
- Screen for symptoms of acute HIV infection and test if indicated
- Perform pregnancy test for women of childbearing potential who are not using effective contraception or present with an STI
- Obtain serum creatinine and calculated creatinine clearance*
- Discuss risk reduction, provide condoms and, if applicable, provide syringes
- Assess adherence; if adherence has been good, provide a 90-day prescription

* There is no role for adjusting TDF dosing in those with Cr Cl <60—discontinue if Cr Cl <50.

✓ PrEP PRE-PRESCRIPTION PATIENT EDUCATION CHECKLIST
From the NYSDOH AIDS Institute guideline, PrEP to Prevent HIV Acquisition, available at www.hivguidelines.org

6-MONTH VISIT

- Perform HIV and syphilis tests; screen for gonorrhea and chlamydia
- Ask about symptoms suggestive of STIs and test those at high risk
- Screen for symptoms of acute HIV infection and test if indicated
- Perform pregnancy test for women of childbearing potential who are not using effective contraception or present with an STI
- Perform STI screening tests
- Discuss risk reduction, provide condoms and, if applicable, provide syringes
- Assess adherence; if adherence has been good, provide a 90-day prescription

9-MONTH VISIT

- Perform HIV and syphilis tests; screen for gonorrhea and chlamydia
- Ask about symptoms suggestive of STIs and test those at high risk
- Screen for symptoms of acute HIV infection and test if indicated
- Perform pregnancy test for women of childbearing potential who are not using effective contraception or present with an STI
- Obtain serum creatinine and calculated creatinine clearance*
- Discuss risk reduction, provide condoms and, if applicable, provide syringes
- Assess adherence; if adherence has been good, provide a 90-day prescription

12-MONTH VISIT

- Perform HIV and syphilis tests; screen for gonorrhea and chlamydia
- Urinalysis
- Perform pregnancy test for women of childbearing potential who are not using effective contraception or present with an STI
- Perform STI screening tests
- Discuss risk reduction, provide condoms and, if applicable, provide syringes
- Assess adherence; if adherence has been good, provide a 90-day prescription
- Obtain HCV serology and serum liver enzymes for men who have sex with men, people who inject drugs, and those with multiple sexual partners

* There is no role for adjusting TDF dosing in those with Cr Cl <60—discontinue if Cr Cl <50.



PrEP for Adolescents: Successes, Challenges & Opportunities

A Statewide Forum Hosted by the New York State Department of Health AIDS Institute NOVEMBER 18, 2015

PrEP for Transgender Women Successes, Challenges & Opportunities

the New York State Department of Health AIDS Institute APRIL 10, 2018

PrEP for Women: Successes, Challenges & Opportunities

A Statewide Forum Hosted by the New York State Department of Health AIDS Institute JUNE 8, 2017



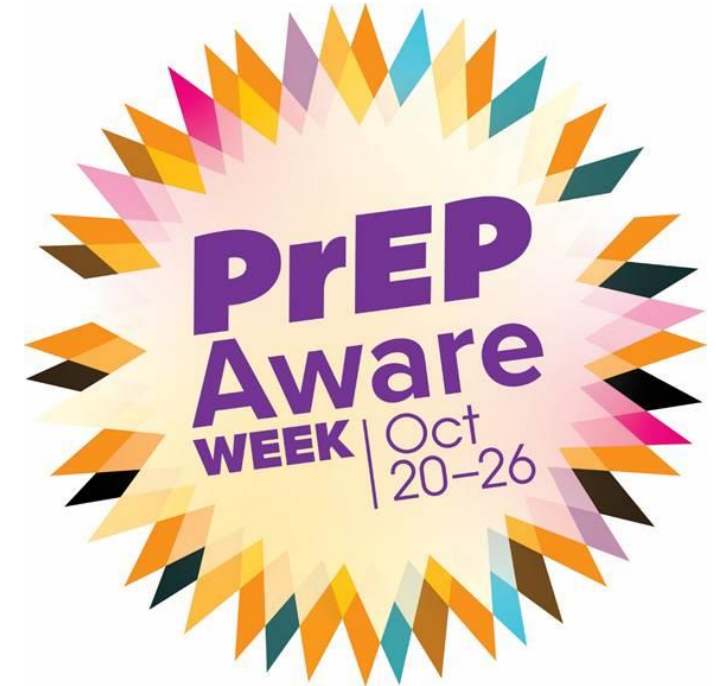
Full Meeting Reports at www.hivguidelines.org/prep-for-prevention/prep-implementation/



Discussion:

What are your questions about PrEP Aware week?

Ideas for how we can make PrEP Aware a great success?



Contact Information:

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518-474-3045