

Funded Categories

Category 1: PrEP (Preexposure Prophylaxis)

Background

Wayne County is the most populous county in Michigan with 1,764,804 residents as of 2014. As of January 1, 2014, there were 7,041 persons living with HIV/AIDS (PLWH) in Wayne County, including Detroit, with 5,557 (79%) cases among African/Americans/blacks; further, 72% (4,016) of these cases were male. Men who have sex with men (MSM) is the most prevalent risk group overall at 49%. Seventy-eight percent (78%) of these PLWH reside in Detroit while Detroit residents make up 40% of the county's population. Among HIV-positive AA/black males in Detroit, 64% are MSM (2,553). The majority of black male cases are between the ages of 20-24 (19%), 30-39 (29%), and 40-49 (18%). Each of these statistics is a building block to the HIV trend in Detroit, where new cases are more likely to be young, AA/black MSM. Sexually transmitted disease (STD) data provide an important indicator of MSM who may be at risk for HIV and be a candidate for PrEP. In 2014, there were 210 primary and secondary syphilis cases in Wayne County; of these, 143 were from the city of Detroit and were predominately MSM. Of the 210, 97 also had HIV (46%), leaving 113 potential candidates for PrEP.

Overview of Michigan's Project PrIDE Plan

Michigan's Department of Health and Human Services' (MDHHS) demonstration project is designed to increase the capacity of their Division of HIV and STD Program (DHSP) to develop a sustainable infrastructure for PrEP trainings, policies, media campaigns, and related products that increase uptake of PrEP among MSM of color and transgender women, by increasing usability and utility of PrEP activities and materials for clients and providers to increase uptake of PrEP in the short term, and strengthening community partnerships and sustainability of implementation through continuous community engagement in planning and implementation of PrEP activities in the intermediate term. Additionally, MDHHS will focus on offering quality clinical and non-clinical PrEP services that facilitate uptake of PrEP among MSM of color and transgender women through provider and clinician training and certification programs, provider training on PrEP services and guidelines in the short-term and increasing clients' awareness and knowledge of PrEP as a prevention strategy.

Programmatic Activities

Among the strategies for achieving these outcomes are:

- **Community Engagement**, with activities including: creation of a Community Advisory Board (CAB) consisting of key stakeholders (especially representatives from Ruth Ellis Center, Affirmations, Transgender Michigan, Mid-west AIDS Training & Education Center (MATEC), community-based organizations/AIDS Service Organizations serving Wayne County, clinicians, and MSM/transgender individuals); engagement of the CAB to discuss and guide programmatic decisions; finalizing contract and expected goals around physician/nurse practitioners prescribing PrEP.
- **Organizational Development**, with activities including: reviewing PrEP needs assessments; compiling a directory of PrEP providers; hiring a PrEP Program Coordinator; developing a

- risk/readiness assessment tool; developing PrEP training for HIV Test Counselor training and developing a tool kit to help providers navigate programs that provide or reimburse for PrEP.
- **Workforce Training**, with activities including: developing a series of infographics describing different aspects of PrEP for differing audiences; train health department staff on PrEP activities to be integrated with existing services; train providers, prescribers and clinical support staff regarding PrEP safety, efficacy, indications and use; clinical preceptorships for trained providers who require more intensive training assistance; train HIV test counselors about PrEP and methods to support adherence and promote sexual risk reduction; train disease intervention specialists to refer consumers for PrEP services as directed by PrEP Guidelines, and develop training materials to meet needs of DIS.
- **Service Utilization**, with activities including: with CAB engagement, developing and implementing a media campaign to increase awareness of PrEP availability; implementing the risk/readiness assessments and tool kits in counseling and testing sessions; and providing technical assistance, guidance, and support to providers and clinics on PrEP guidelines and procedures and activities for effective implementation in their setting to facilitate uptake and adherence to PrEP services.

Additional collaborations will capitalize on existing relationships, such as MATEC, which will ensure culturally competent training and education for physicians and nurse practitioners interested in prescribing PrEP for individuals at high risk for HIV infection. As previously mentioned, MDHHS/DHSP will work with Brogans, the State of Michigan's contracted media firm, to implement a culturally competent, citywide PrEP media campaign targeting MSM of color and transgender women. MDHHS/DHSP and Brogans have worked together on previous HIV Prevention campaigns with success, thereby ensuring the quality and effectiveness of their activities and strategies.

PROGRAM POINT(S) OF CONTACT

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