

Funded Categories

Category 1: PrEP (Preexposure Prophylaxis)

Category 2: Data to Care

Background

The City and County of San Francisco (SF) was one of the first and hardest hit epicenters of the HIV epidemic. Men who have sex with men (MSM) continue to be disproportionately impacted by HIV, comprising 86% of all persons newly diagnosed with HIV in 2013, with 27% of new diagnoses among MSM of color. In San Francisco, new infections are decreasing, and in 2014 multiple individuals and organizations including the San Francisco Department of Public Health (SFDPH) established the multi-sector, independent **Getting to Zero Consortium (GZZ)**, with the long-term goal of Zero HIV infections, Zero HIV Deaths, and Zero HIV stigma. Its short-term goal is to reduce both HIV infections and HIV deaths by 90% from their current levels by 2020. Two of the GZZ strategic priorities are PrEP expansion and retention in HIV care.

Overview of San Francisco's Project PrIDE Plan

SFDPH will implement high-impact, evidence-based strategies including optimizing data to care efforts for MSM of color and transgender (TG) women, academic detailing for providers and implementing popular opinion leaders to improve PrEP uptake among MSM of color and TG individuals at risk for HIV in SF. SFDPH will fully implement the Data to Care intervention in SF and increase the proportion of MSM diagnosed with HIV and TG in SF who are virally suppressed, especially people of color.

Programmatic Activities

To increase knowledge and awareness of PrEP for HIV prevention among their prioritized populations, SFDPH will link MSM of color and TG women to providers who can prescribe PrEP and increase HIV PrEP uptake, linkage and reengagement among gay/MSM of color and TG women. Activities that will be implemented include:

Category 1: PrEP

- **HIV Prevention and Care Network:** Working with community-based organizations and community clinics to create the HIV Prevention and Care Network
- **Social Marketing Campaign:** Developing and implementing a PrEP social marketing campaign targeting MSM and the transgender community
- **Popular Opinion Leader (POL):** Implementation of the Popular Opinion Leaders (POL) intervention to engage friends in conversations designed to reduce HIV while normalizing healthier sexual behaviors and educating the friends about PrEP
- **Public Health Detailing:** Implementation of public health detailing for providers. Public health detailing is a strategy to improve the delivery of health prevention services.

- **Provider Education:** Educating and building capacity among providers, thus developing tools/materials to support those activities and providing one-on-one peer-based provider education

Category 2: Data to Care

- **Web-based System enhancements:** Integrating the PHNIX system to identify clients meeting PrEP criteria. PHNIX is an integrated, secure, web-based system for all public health reporting, surveillance, case management, prevention, and control activities for HIV, STDs, TB, hepatitis, and general communicable disease in San Francisco. Additionally, SFDPH will implement surveillance systems to differentiate newly and previously diagnosed persons living with HIV in efforts to re-engage into care
- **Navigation:** Providing short-term navigation services to link persons to care
- **Not-In-Care (NIC) list:** Prioritization of the Not-In-Care (NIC) list
- **Linkage:** Linking partners of persons recently diagnosed to prevention services.

PROGRAM POINT(S) OF CONTACT

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