

## Funded Categories

**Category 1:** PrEP (Preexposure Prophylaxis)

### Background

With 38 million people, California is the most populated U.S. state and reports the most new HIV infections each year. It is estimated that approximately 134,000 people are living with HIV (PLWH) in the State of California, which ranks it second in the nation. The California Department of Public Health's (CDPH) Office of AIDS (OA) is responsible for HIV prevention activities in 55 Local Health Jurisdictions (LHJ) in the State of California (excluding Los Angeles and San Francisco/San Mateo/Marin, which receive their own funding), and currently allocates CDC funds for work conducted in 18 of 55 LHJs in which 93% of PLWH reside. To reduce the risk of transmission among men who have sex with men (MSM), and transgender persons (TG), CDPH will implement PrEP- specific activities that increase awareness and knowledge among providers and the target populations. CDPH will partner with 3 LHJs- San Diego, Orange, and Alameda Counties, as well as work with community-based organization Desert AIDS Project (DAP) located in Riverside County to conduct these activities.

### Overview of California's Project PrIDE Plan

To increase uptake of PrEP among men who have sex with men (MSM), and transgender (TG) individuals, CDPH OA will provide PrEP education, training and technical assistance (TA) for MSM and TG and health care providers. These activities will:

- 1) Increase knowledge and skills of medical providers to assess their patients' needs for PrEP, providing necessary clinical assessments before PrEP is initiated and increasing medical providers comfort in prescribing PrEP;
- 2) Increase the knowledge of non-clinical services providers to educate their clients about PrEP and refer their clients to appropriate medical providers to obtain PrEP;
- 3) Increase the knowledge of MSM and TG so that they will consider using PrEP for HIV prevention and request PrEP from their medical providers.

### Programmatic Activities

*Category 1:* CDPH will implement the following activities for Project PrIDE:

**Policy Development:** CDPH is collaborating with the Pacific AIDS Education Training Center (PAETC) to establish a state-wide policy on PrEP. PAETC will work with LHJs and provider communities to develop procedures to support PrEP activities, including implementation (addressing patient education needs, screening tools, resources for accessing PrEP prescriptions, and monitoring/following up with patients), and data sharing and service integration across HIV, STD, and hepatitis program areas to support PrEP referrals.

**Social Marketing:** Through partnerships, CDPH's PrIDE project will include the development and implementation of social marketing campaigns for the target population to increase consumer knowledge and awareness around PrEP availability and the utility and process for obtaining PrEP among MSM and TG.

**PROGRAM POINT(S) OF CONTACT**

*Clark Marshall*            [Clark.Marshall@cdph.ca.gov](mailto:Clark.Marshall@cdph.ca.gov)  
*Stephen Gibson*         [Stephen.Gibson@cdph.ca.gov](mailto:Stephen.Gibson@cdph.ca.gov)