New York City Department of Health and Mental Hygiene

Funded Categories

Category 1: PrEP (Preexposure Prophylaxis)

Background

Approximately 21% of persons living with HIV in the U.S. reside in the New York Metropolitan area. While new HIV diagnoses overall decreased by 50% and some populations experienced declines from 2001-2013, new diagnoses only decreased by 5% among MSM during this period. Less is known about the HIV and STI burden among NYC transgender persons, although an observational study in NYC has found extremely high prevalence of HIV among transgender women. There are approximately 40 new diagnoses per year among transgender-identified New Yorkers, the vast majority of whom are African American/black or Latina transgender women who have sex with men. Pre-exposure prophylaxis (PrEP) remains underutilized in NYC due to patient- and provider-level barriers. In a 2014 online survey of MSM aged 18-40 (n=347) in NYC, only 7% of HIV-negative respondents had taken PrEP in the past 6 months. In this same year, only 19% of 878 HIV-reporting providers visited by public health detailers had ever prescribed PrEP. However, survey data from the Bureau of HIV/AIDS Prevention and Control (BHIV) show high interest/demand for PrEP. Although PrEP awareness appears to be increasing among MSM, disparities in awareness persist. Although providers have expressed optimism about PrEP as an HIV prevention strategy, research has identified logistical challenges, limited prescribing intentions, misunderstanding of the published literature, and the need for further education. Current levels of PrEP use do not meet the needs of African American/black and Hispanic/Latino persons at risk for HIV in NYC.

Overview of New York’s Project PrIDE Plan

The New York City Department of Health and Mental Hygiene PrIDE project will focus on increasing the capacity of health departments to implement PrEP linkage navigation in STD clinics and increase awareness and use of PrEP among NYC MSM of color and transgender persons at risk for HIV infection.


2 HIV Epidemiology Field Services Program, New York City Department of Health and Mental Hygiene. HIV Surveillance Data, as reported by June 30, 2014.


4 HIV Prevention Program, New York City Department of Health and Mental Hygiene. Sexual Health Survey, unpublished data.


Programmatic Activities

NYC plans to implement two main activities to increase access to PrEP, including PrEP Navigation within their STD clinics and social marketing to increase awareness/use of PrEP and to drive appropriate consumers to STD clinics:

Activities involved in PrEP Navigation in STD clinics include:
- Building capacity of the NYC DOHMH STD clinics to provide comprehensive, culturally competent care to MSM of color and transgender persons
- Training new and existing PrEP navigation and clinical staff based in STD clinics in core components of PrEP navigation
- Implementing HIV prevention navigation services to all MSM of color and transgender persons at high risk for HIV in STD clinic sites
- Providing linkage navigation

Social marketing activities include:
- Launching both new and an existing citywide PrEP social marketing campaign
- Soliciting, analyzing and utilizing stakeholder feedback to inform the development of new citywide PrEP social marketing campaign materials
- Evaluating the impact of citywide PrEP social marketing campaign on PrEP awareness, literacy and stigma using the Sexual Health Survey
- Launching NYC DOHMH STD Clinics’ social marketing campaign
- Evaluating the impact of the social marketing campaign on awareness of PrEP/PEP services at NYC DOHMH STD Clinics

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