

Stratification of Priority Populations

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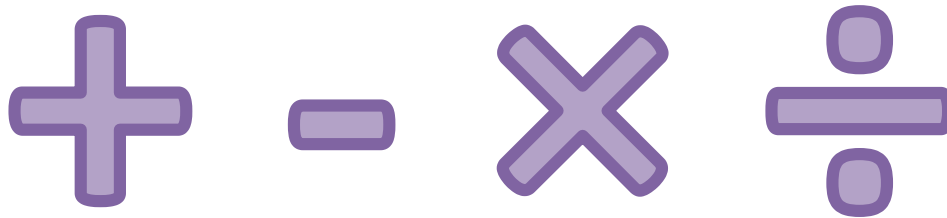
Problem: Defining reach of marketing

ORIGINAL: By September 29, 2017 (end of year two of this funding announcement), DPH will outreach to **15,000 AA/Latino MSM of color and Trans females** to increase their awareness of PrEP using different social marketing and media strategies.

Caution

- We are working with estimates, which are not 100% accurate
- While we can closely estimate the size, we can't estimate whether each person is someone would benefit from PrEP

SF Population Estimates



MSM = 58,605 - 14,452 HIV+ = 44,154 HIV-

AA MSM = 3,999 - 1421 HIV+ = 2,578 HIV-

HIV Negative Latino MSM = 11177

HIV Negative Trans women = 586



	HIV NEG	
	N	Proportion
African American MSM	2578	0.179764 (18%)
Latino MSM	11177	0.779374 (78%)
Trans females	586	0.040862 (4%)
Total	14341	100%

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	HIV NEG		Targets by Priority Population					
	N	%						
African American MSM	2578	0.179764	17.97643	54	90	899	1798	3595
Latino MSM	11177	0.779374	77.93738	234	390	3897	7794	15587
Trans females	586	0.040862	4.086186	12	20	204	409	817
Total	14341		100	300	500	5000	10000	20000

Back to our marketing targets

ORIGINAL: By September 29, 2017 (end of year two of this funding announcement), DPH will outreach to **15,000 AA/Latino MSM of color and Trans females** to increase their awareness of PrEP using different social marketing and media strategies.

REVISED: By September 29, 2017 (end of year two of this funding announcement), DPH will reach **5,019 (35%) of the estimated 14,341 AA/Latino MSM and Trans females** to increase their awareness of PrEP using different social marketing and media strategies.

(Target 2017: 903 AA MSM (18%), 3915 Latino MSM (78%); 201 Trans females (4%) = 5,736)

Next Steps

- Negotiate with ad vendor before next phase of campaign to incorporate lessons learned from phase 1 (CQI)
 - We can apply the same proportions to those numbers to ESTIMATE how many members of the priority populations could have seen the campaign

**Thank you Dale Gluth
and Alison Hughes!**