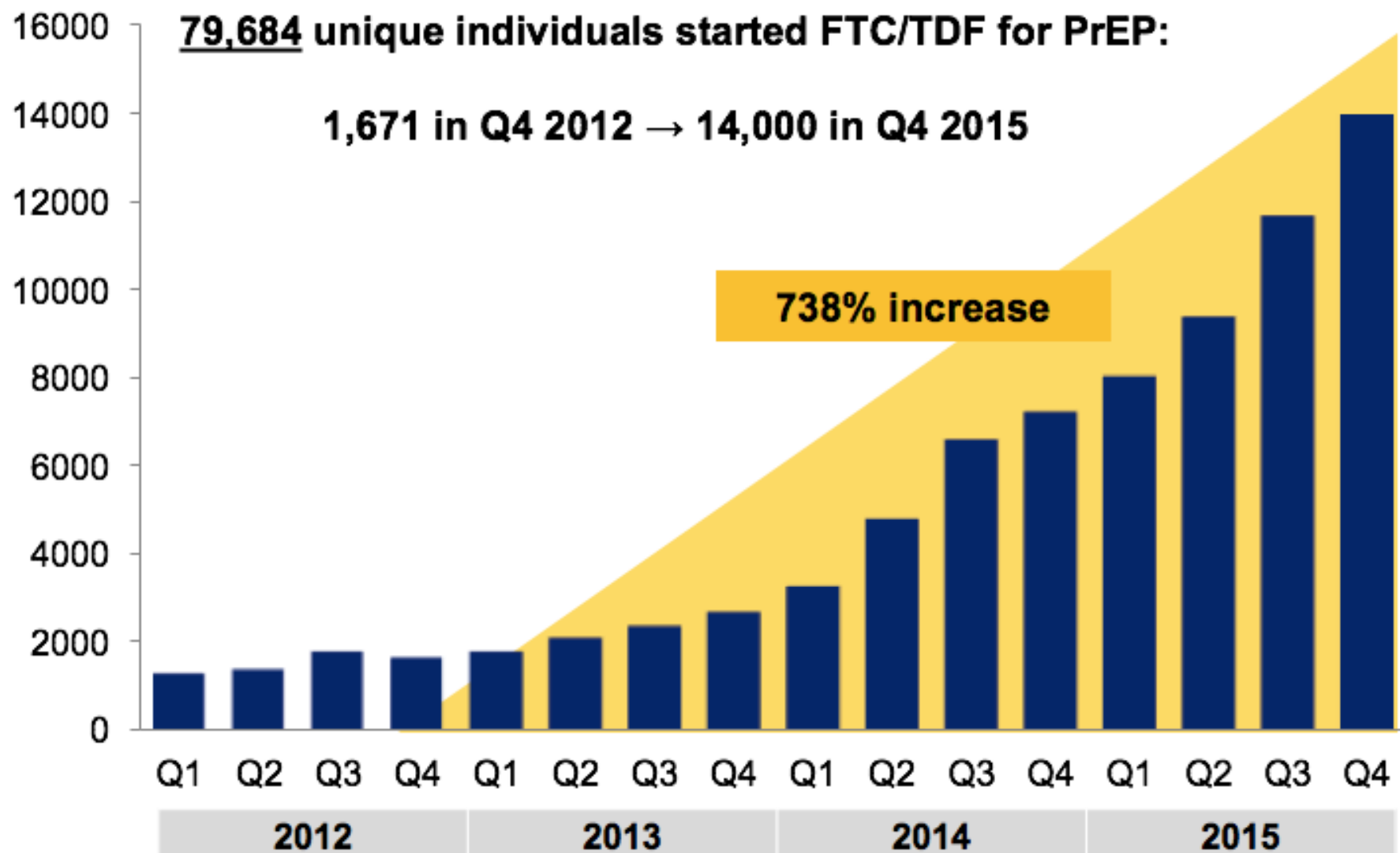


Inspiring PrEP demand among MSM of color and transfemales: lessons from the field

California PrIDE Prep for PrEP

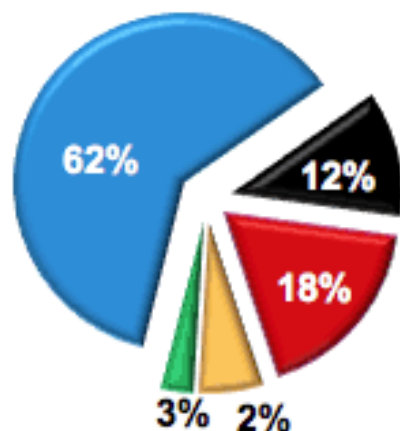
November 15, 2016

Unique Individuals Starting FTC/TDF for PrEP in US, 2012 to 2015 (by quarter)

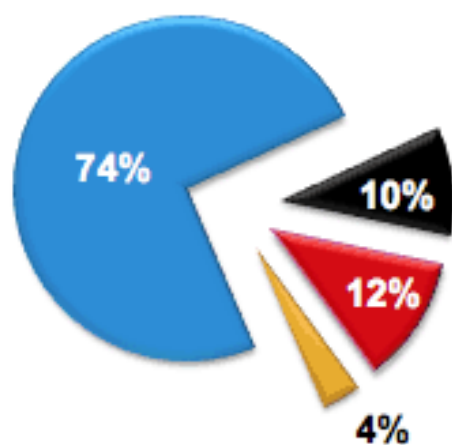


FTC/TDF for PrEP Utilization Compared With Population and New HIV Infections

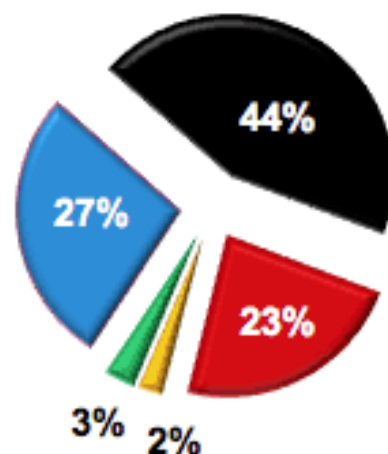
Estimated Population Distribution by Race/Ethnicity, 2014, [US^a](#)



Total FTC/TDF for PrEP Utilization by Race/Ethnicity, Sept 2015, [US^b](#)



Estimated New HIV Infections, 2014, [US^c](#)



■ AA ■ White ■ Hispanics ■ Asians ■ Multiracial/Other

FTC/TDF for PrEP use among AA and Hispanics is low relative to the rate of new HIV infections

b. These data represent 43.7% (n=21,463) of unique individuals who have started TVD for PrEP from 2012-3Q2015.

a. <https://www.census.gov/quickfacts/table/PST045215/00>

b. These data represent 43.7% (n=21,463) of unique individuals who have started TVD for PrEP from 2012-3Q2015.

c. Other indicates American Indian or Alaska Native, and Native Hawaiian or other Pacific Islander. CDC. *HIV Surveillance Report, 2014*

Kaiser-SF PrEP Experience: 2012-2016

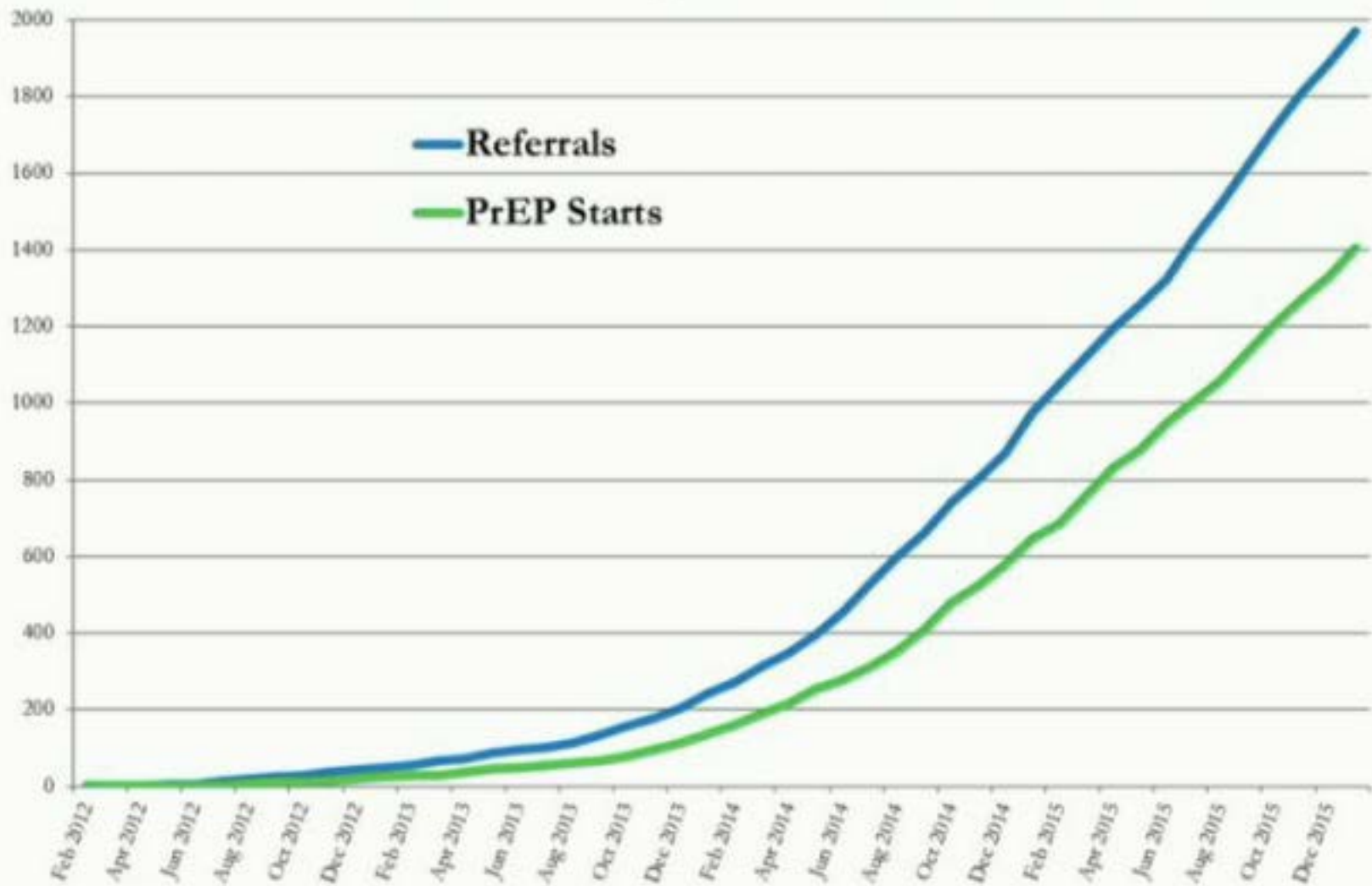
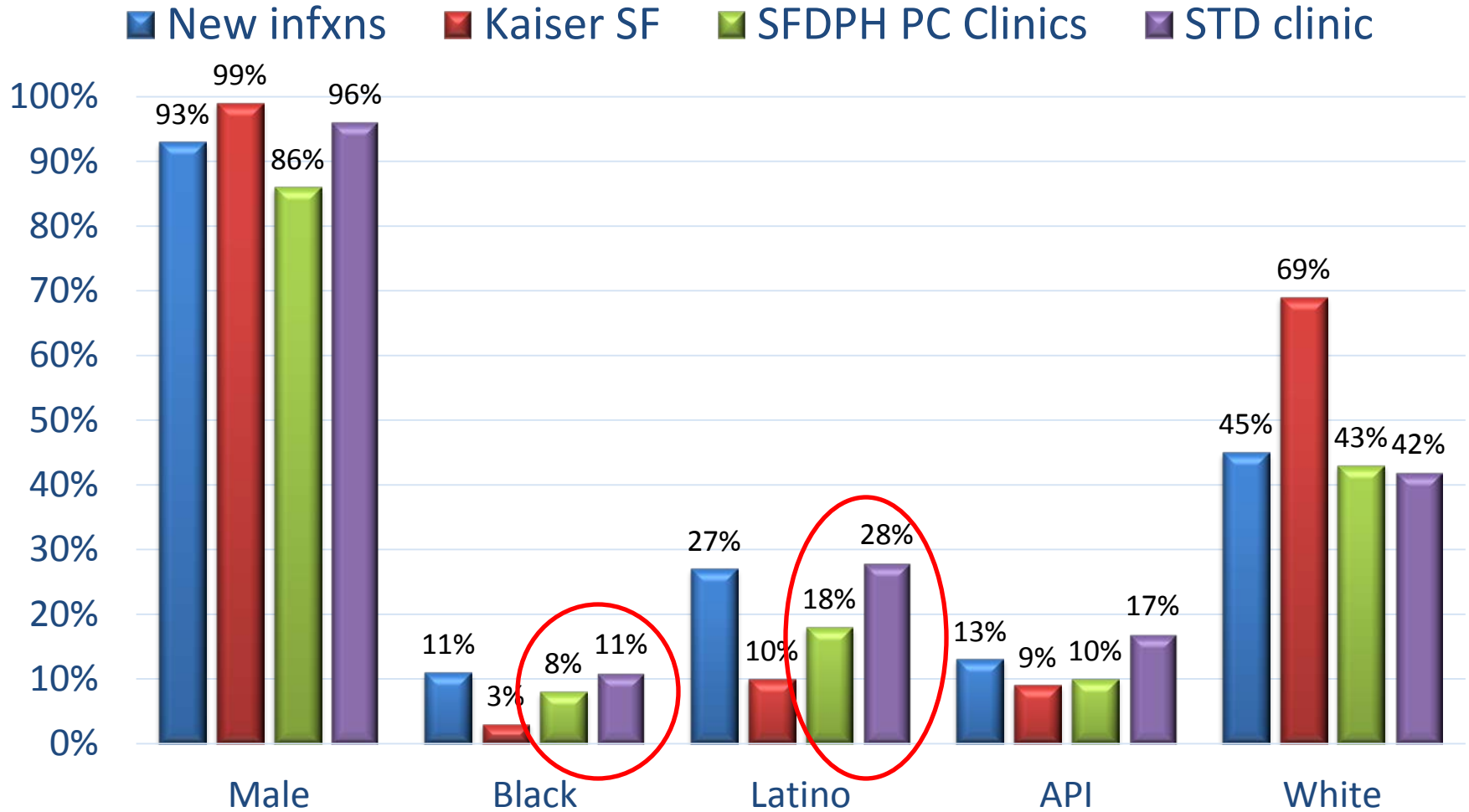


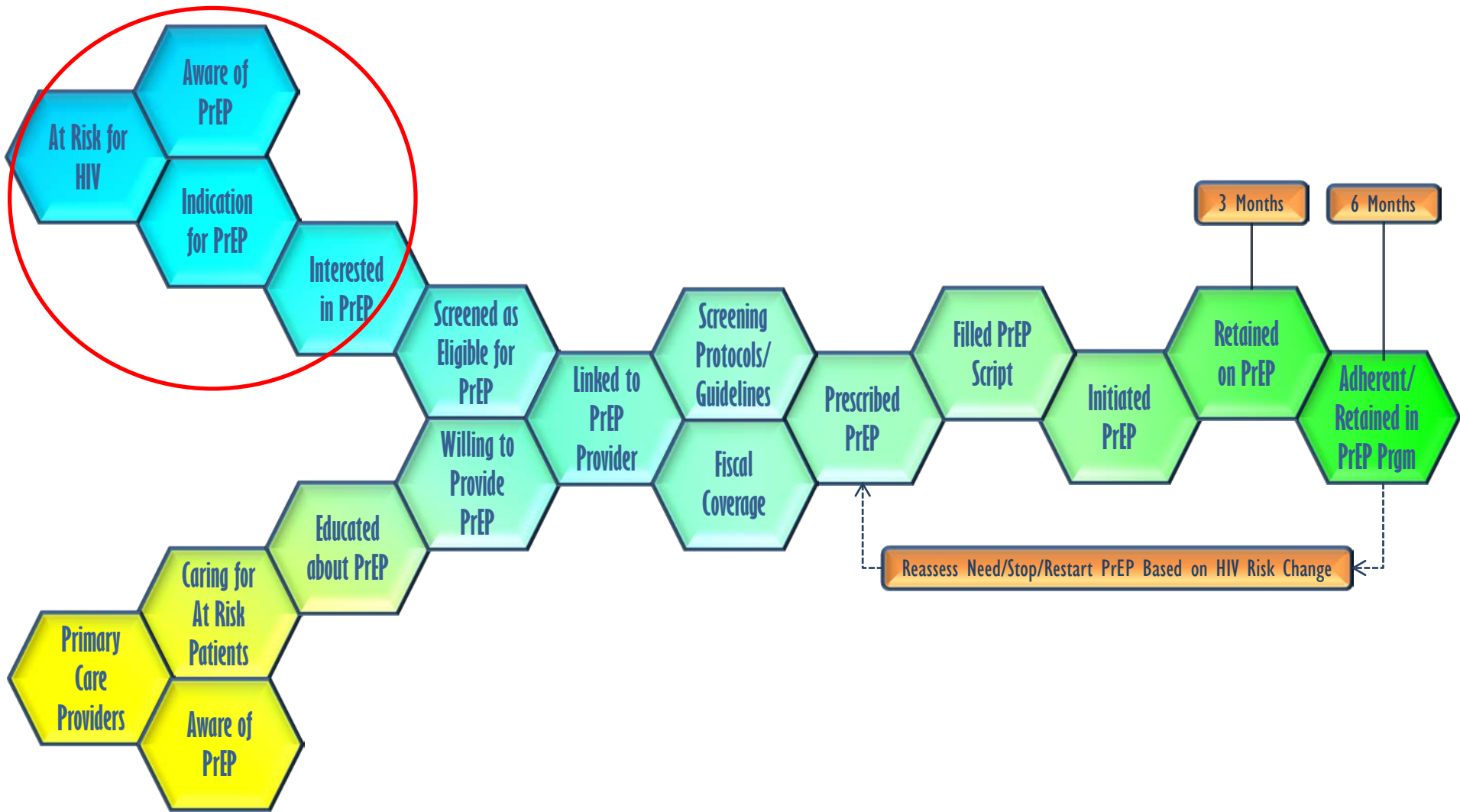
Table 1. Demographic differences between those with incident HIV infection and those receiving PrEP, Kaiser Permanente Northern California

	HIV seroconverters July 2009–June 2012	PrEP users July 2012–December 2014	<i>P</i>
N	235	972	
Age, mean (SD)	34.9 (10.6)	37.9 (10.1)	<0.001
Age, %			0.003
≤29	37.9	25.7	
30-39	30.2	36.0	
40-49	22.1	24.8	
≥50	9.8	13.5	
Sex, %			0.73
Male	98.3	97.9	
Female	1.7	2.1	
Race/ethnicity, %			<0.001
White	45.9	69.6	
Hispanic	19.7	12.2	
Asian/Pacific Islander	9.2	10.3	
Black	23.6	4.3	
Other	1.8	3.6	

HIV, human immunodeficiency virus; PrEP, preexposure prophylaxis; SD, standard deviation. *P*-values obtained from chi-square tests for categorical variables and t-tests for continuous variables.

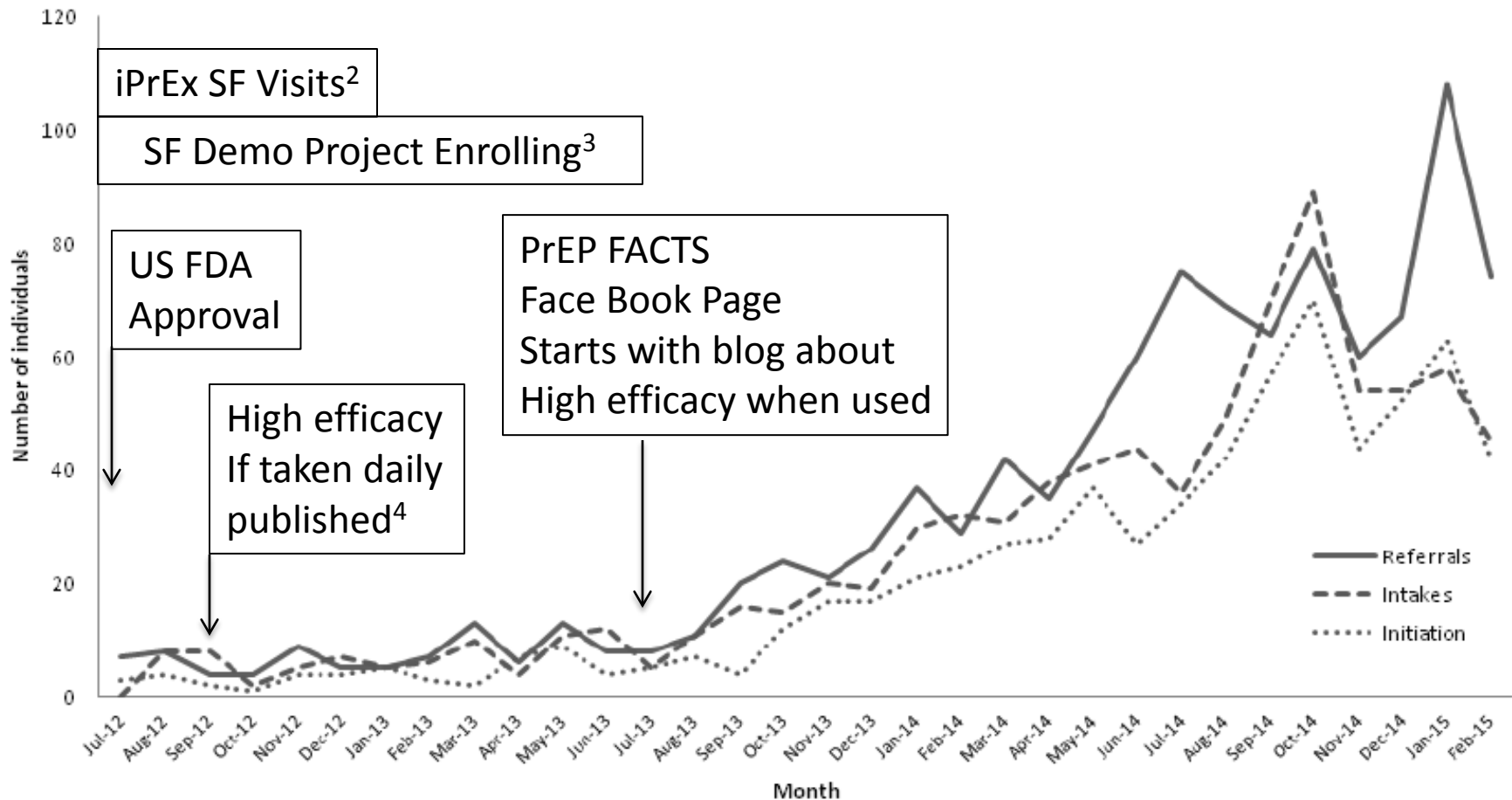
Demographics of PrEP users should reflect population being newly diagnosed with HIV in SF





PRE-EXPOSURE PROPHYLAXIS PROCESS MAP

Demand for PrEP reaches a tipping point in San Francisco in the 3rd QTR 2013¹



1. Volk, CID 2015; 2. Grant Lancet ID 2014; 3. Cohen JAIDS 2015; 4. Anderson STM 2012.

What will it take to increase awareness of and interest in PrEP?

- Which strategies have you adopted/are considering?
- How did you obtain input from the focus populations to tailor the approach? the messaging? the messengers?
- What are the nuts and bolts of implementation?
- How do you measure impact?
- Lessons learned?