



Jennifer Howell has no disclosures. Cheryl Radeloff has no disclosures.

## Prep/Pep Providers and Nevada

#### Northern Nevada HOPES

580 W. 5th St. Reno, NV, 89503 775-348-2893







www.nnhopes.org

#### AIDS Healthcare Foundation (AHF)

3201 S. Maryland Pkwy, Suite 218, Las Vegas, NV 89109 702-862-8075

### Community Outreach Medical Center (COMC)

1090 E Desert Inn Rd Ste 200, Las Vegas, NV 89109 702-657-3873



www.communityoutreachmedicalcenter.org

#### First Person Care Clinic

1200 S 4th St. Ste. 111, Las Vegas, NV 89104 702-380-8118

### **Huntridge Family Clinic**

1830 E Sahara Ave, Las Vegas, NV 89104 702-979-1111





#### Nevada Health Centers

3900 Cambridge St Ste 102, Las Vegas, NV 89119 800-787-2568

### Planned Parenthood of the Rocky Mountains

3220 W. Charleston Bvld Las Vegas, NV 89102 1-800-230-7526 and 702-878-7776



Planned Parenthood of the Rocky Mountains

### Southern Nevada Health District (SNHD)

280 S. Decatur Blvd Las Vegas, NV 89107 702-759-0546 or 702-759-1228



SouthernNevadaHealthDistrict



southernnevadahealthdistrict.org

#### UMC-Wellness Clinic

1001 Shadow Lane Las Vegas, NV 8910, 702-383-2691





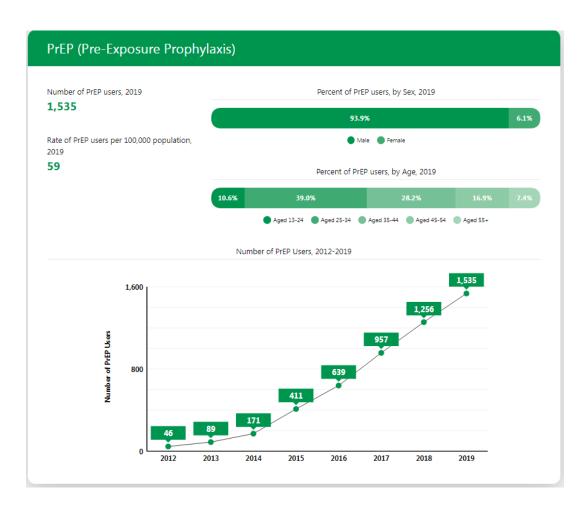
www.umcsn.com

### **UNLV Student/Faculty Health Center**

4505 S. Maryland Parkway Las Vegas, NV 89154 702-895-3370

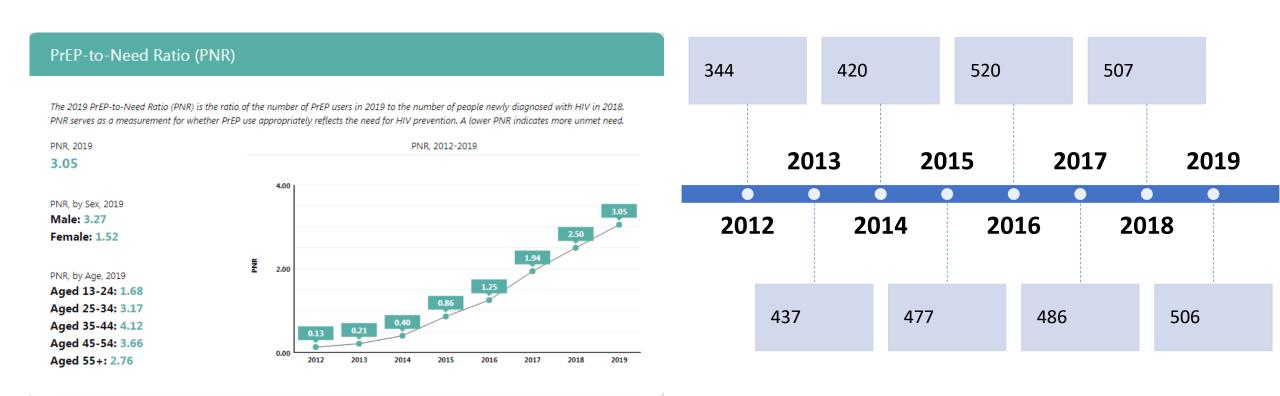


### AIDS Vu: Local Data: Nevada PrEP



https://aidsvu.org/local-data/united-states/west/nevada/

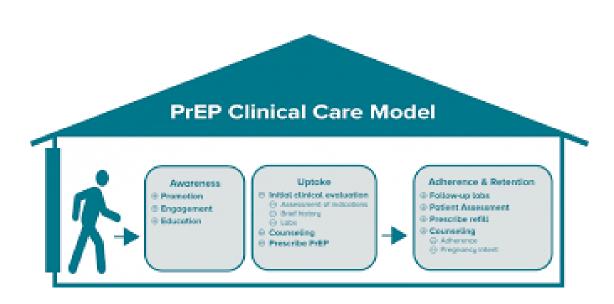
# AIDS Vu: Nevada PrEP to Need Ratio and Nevada HIV –OPHIE New HIV Diagnoses



https://aidsvu.org/local-data/united-states/west/nevada/

# PrEP Navigation and Referral Process Southern Nevada

- For those clients receiving services from an HIV Prevention funded clinic/organization in Southern Nevada (through SNHD), information about the client is entered into "iCircle"
- iCircle collects basic demographic/locating information, behavioral risk assessment questions, as well as optional SBIRT (substance use)
- Additionally, information for PEP/PrEP are also collected for referral to a PrEP Navigator
- PrEP Navigators contact the prospective client and work with those who want PrEP/PEP to find an appointment for further consultation with a member of a clinical care team, as well as to meet other needs (insurance, pharmacy, social/behavioral health etc)



## Pre-Exposure Prophylaxis (PrEP) Awareness

#### 3. PrEP Awareness and Use/Priority Populations, Pre-Exposure Prophylaxis-a medication to reduce the transmission of HIV

Questions	No	Yes
Have you ever heard of PrEP (Pre-Exposure Prophylaxis)?	0	0
Are you currently taking daily PrEP medication?	0	0
Have you used PrEP anytime in the last 12 months?	0	0
In the past five years, have you had sex with a male?	0	0
In the past five years, have you had sex with a female?	0	0
In the past five years, have you had sex with a transgender person?	0	0
In the past five years, have you injected drugs or substances?	0	0
Would you like someone to contact you regarding PrEP?	0	0

- Have you ever heard of PrEP? (Y/N)
- Are you currently taking daily PrEP Medication (Y/N)
- Have you used PrEP anytime in the last 12 months? (Y/N)
- In the past five years, have you had sex with a female (Y/N)
- In the past five years, have you had sex with a transgender person (Y/N)
- In the past five years, have you injected drugs or substances? (Y/N)
- Would you like someone to contact you regarding PrEP? (Y/N)

### SNHD 2021 PrEP Data

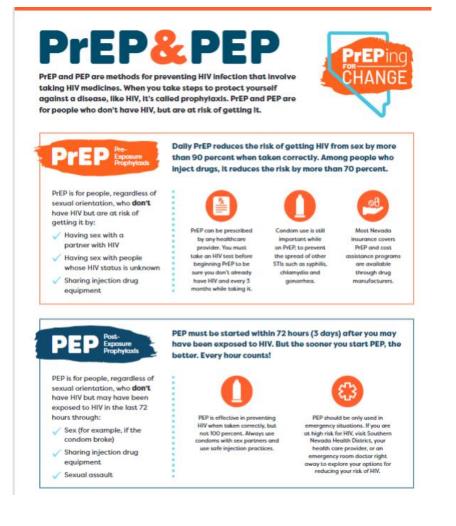
- PreP Cascade data reflects HIV Prevention funded PrEP activities in Southern Nevada
- Does not represent all PEP/PrEP referrals, linkages or prescriptions in Clark County
- Of the 1073 referred for PrEP,
   525 (54%) were linked to PrEP,
   398 (37%) initiated/started PrEP,
   111 (10%) were in PrEP Care and or had total adherence to PrEP

### PrEP Cascade

measure	count
1 Total eligible for PrEP referral	1075
2 Total referred to PrEP	1073
3 Total linked to PrEP	525
4 Total PrEP prescribed	398
5 Total PrEP initiated	398
6 Total in PrEP care at least 3 months	111
7 Total adherent to PrEP	111

# PEP/PrEP Public Health E-/Detailing 2021: PrEPing for Change

- Provider Packets include:
  - Posters
  - Pocket guide with recommended Visits, and Lab Screening
  - Inserts: "What is PrEP", "How Does PrEP Work?", "Who Can Benefit from PrEP", "What are the Risks of Taking PrEP", and "How do you Prescribe and Monitor PrEP"
- 9 Medical Practices
- 1 Pharmacy



# C2P: History and Background

- First public health sponsored and supported program for home-based HIV/STI testing in Nevada
- Launched on World AIDS Day, December 1<sup>st</sup>, 2020
- Planning of project occurred almost a year prior to COVID-19, but pandemic facilitated need for accessible homebased testing for Nevada residents
- Project was influenced by several different mail/home-based testing programs in the US (e.g., AZ, VA)
- Project supported by Nevada Division of Public and Behavioral Health (NDPBH) and other community partners
- Testing kits include options: Free: OraQuick Rapid HIV test, condoms, and information on PrEP/PEP, Additional charge(s): 3 site CT/CT tests.



# Social Marketing and PEP/PrEP: Rethink HIV Campaign

### History of Campaign

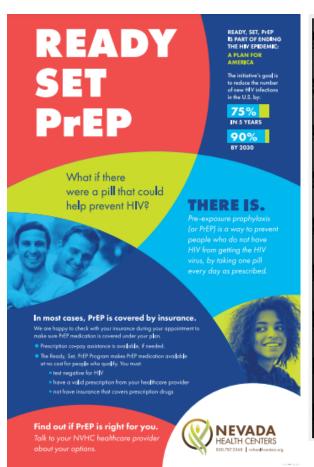
- Rescue was awarded a contract per a CDC EHE Federal Grant
- Research was conducted to develop key messaging in Spring 2021 with medical providers and audience in key populations
- Findings:
  - Audiences are receptive to HIV messaging, but barriers like stigma continues to hold people back from testing and treatment.
  - The public believes that HIV is personally irrelevant and do not know or believe the science of HIV today.
  - The public is still uncomfortable bringing up HIV and STI conversations with their providers.

### Media Launch :

- Rethink HIV Nevada focused on public science education on February 14<sup>th</sup>. 2022 and includes videos and posts that specifically call out PrEP and PEP
- Second media campaign focused on community mobilization will begin on 4/27/2022.
- Both campaigns featured on YouTube, Facebook and Instagram.
- The media targeting for these campaigns is focused on adults in Southern Nevada ages 18-64.
- The Public Science Education campaign is performing strongly and exceeding our benchmarks. At the halfway point, we saw the following metrics:
- 923,086 impressions
- 290,400 GIF/video completions
- 85 comments/shares



## Social Marketing for PrEP:





### Huntridge Clinic

Facebook

### **Nevada Health Centers:**

- Website
- Bus Advertising

### SNHD and Social Marketing:

- Grindr, Adam4Adam, Google adwords, Scruff, Jackd, Growlr, and Facebook
- There were 450 clicks to call, 57 form submissions, and 36 clicks to locator map engagements to our PrEP landing page. This effort was done in tandem with promoting our at Home HIV testing kits.