



STRATEGIC HIV PREVENTION PROJECT

HIV, STD and Hepatitis Branch

Public Health Services

December 1, 2017



STRATEGIC HIV PREVENTION PROJECT



BACKGROUND – GETTING TO ZERO

March 1, 2016

Board of Supervisors
adopted the Getting to
Zero initiative

Seeks to halt the County's
HIV epidemic over 10
years

Based on the final report
of the HIV Ad-Hoc Task
Force

Recommended by
Supervisor Ron Roberts
Supervisor Dave Roberts
Assemblymember Todd
Gloria

All recommendations
support:

Strategy 1: Test

Strategy 2: Treat

Strategy 3: Prevent

**GETTING 2
ZERO**
STOP HIV

The logo features the text 'GETTING 2 ZERO' in a bold, sans-serif font. The number '2' is smaller and positioned between 'GETTING' and 'ZERO'. The word 'ZERO' is significantly larger and more prominent. Below 'ZERO' is the phrase 'STOP HIV' in a smaller, spaced-out font. The entire logo is enclosed in a thick black rectangular border.



EPIDEMIOLOGY IN SAN DIEGO COUNTY (12/31/15)

Approximately
18,100 people living
with HIV

12,265 (67%) virally
suppressed

4,117 (23%) were
aware of their HIV
status but not virally
suppressed

1,740 (10%)
estimated to be
living with HIV but
unaware of their HIV
status

On average, one
new case of HIV is
diagnosed in SD
every 18 hours





GETTING TO ZERO – SIX RECOMMENDATIONS

Increase
Awareness of
HIV through
Media

Engage Health
Care Systems

Fully implement
PEP & PrEP

Use Data to
Improve
Outcomes

Address
Disproportionality

Incorporate
Getting to Zero
into Policy

STRATEGIC HIV PREVENTION PROJECT



PREP

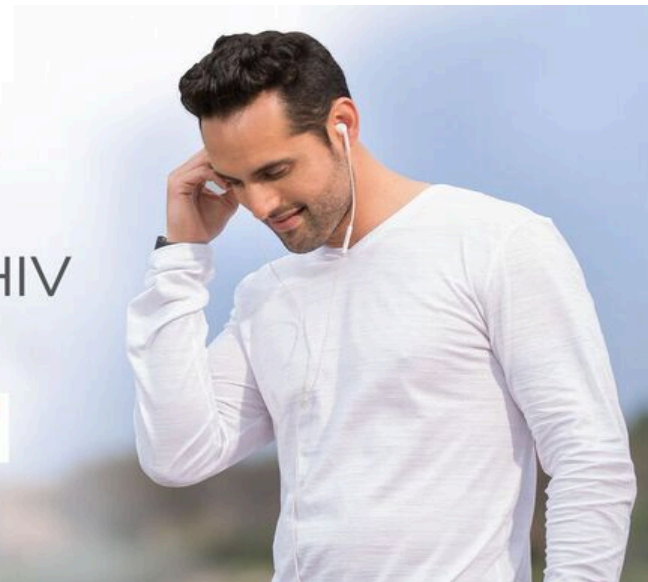
Lessons learned from former HIV Prevention Demonstration Project

Dedicated PrEP navigator

Barriers: Perceptions and Stigma

TAKEN DAILY
PrEP IS UP TO **99%**
EFFECTIVE
IN PREVENTING HIV

PREPSANDIEGO.COM





PREP – ADDRESSING STIGMA

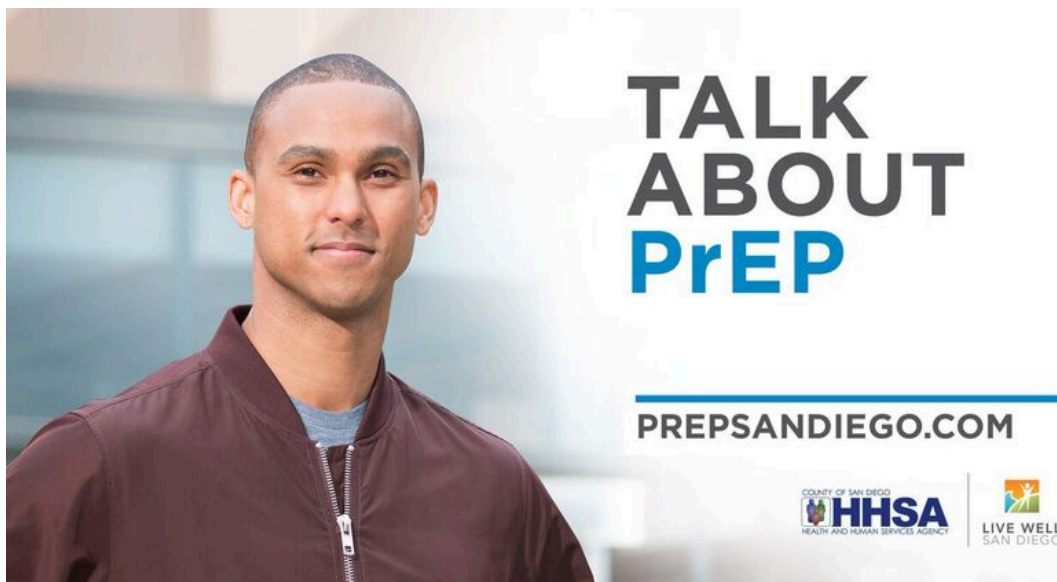
Project will expand its current PrEP social marketing efforts to address stigma

Social marketing will also address perceptions related to:

Engaging in behaviors that are stigmatized

Peer support

Assumptions about their sexual practices





FUNDING OPPORTUNITY

21 LHJ's in
California were
invited to apply

CBOs and FQHCs
within the LHJ's
were also eligible
to apply

4 awards were
made

San Diego was the
only health
department funded

STRATEGIC HIV PREVENTION PROJECT



\$1,799,581

Y1: \$998,048

Y2: \$801,533

July 1, 2017

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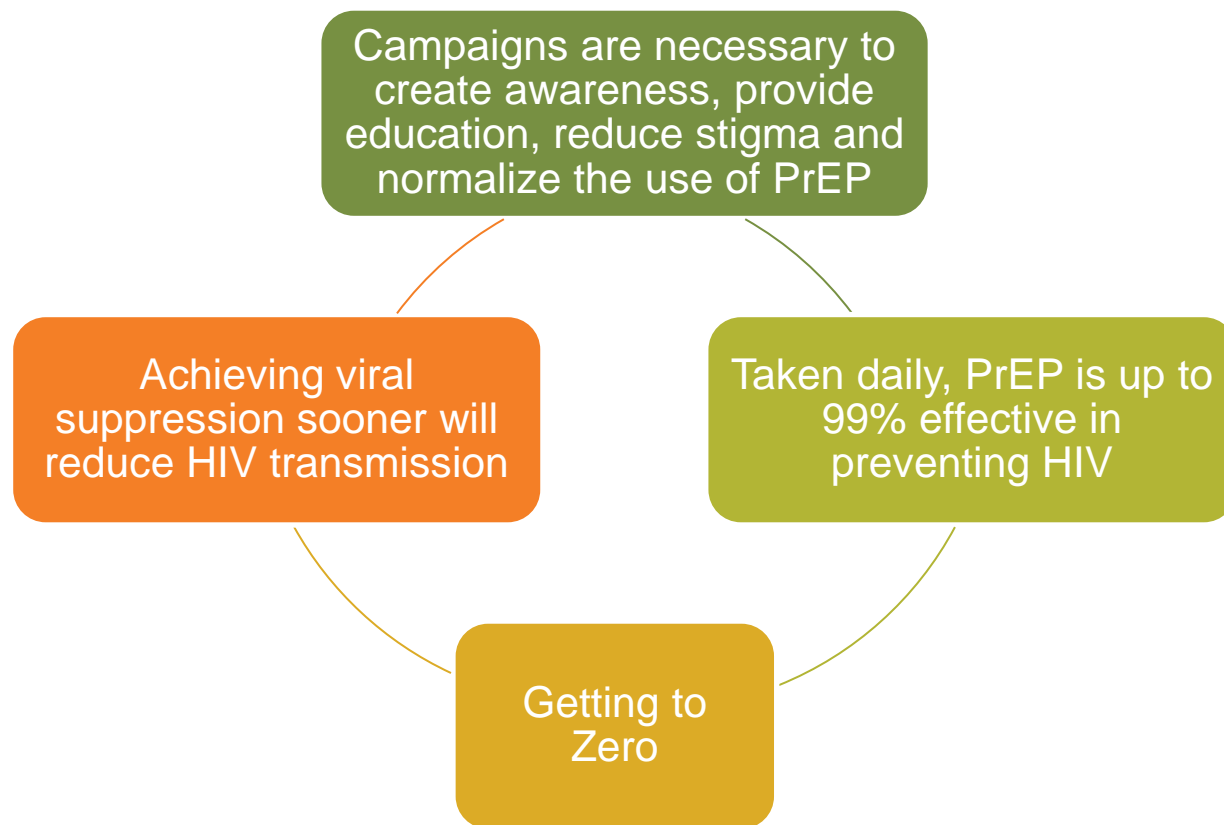
June 30, 2019

Program partners

- Family Health Centers of San Diego
- San Ysidro Health Center
- Vista Community Clinic
- The San Diego LGBT Community Center
- MJE Marketing
- External evaluator TBD



REDUCTION IN NEW CASES OF HIV





DESIRED OUTCOMES: ACCESS AND LINKAGE

1% positivity rate
for HIV tests

6% positivity rate
for HCV tests

90% of individuals who are at
high-risk for HIV will be linked
to PrEP within 0-7 days of HIV
negative diagnosis



DESIRED OUTCOMES: ACCESS AND LINKAGE

85% of individuals newly diagnosed with HIV will be linked to HIV medical care

85% assigned to the RAPID protocol will be linked to care within 0-1 days of confirmatory diagnosis

85% assigned to the LTC-30 protocol will be linked to care within 30 days of confirmatory diagnosis

STRATEGIC HIV PREVENTION PROJECTS

