



STRATEGIC HIV PREVENTION PROJECT

HIV, STD and Hepatitis Branch

Public Health Services

January 18, 2018





FUNDING OPPORTUNITY

21 LHJ's in
California were
invited to apply

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

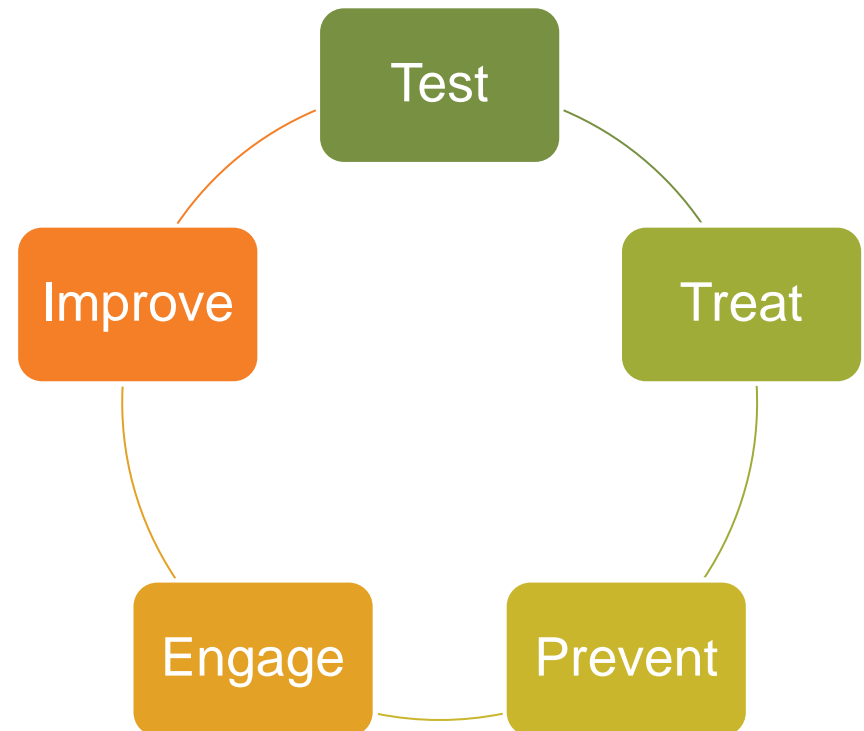
4 awards were
made

San Diego was the
only health
department funded

STRATEGIC HIV PREVENTION PROJECT



LIVE WELL
SAN DIEGO



STRATEGIC HIV PREVENTION PROJECT



\$1,799,581

Y1: \$998,048

Y2: \$801,533

July 1, 2017

—

June 30, 2019

Program partners

- Family Health Centers of San Diego
- San Ysidro Health Center
- Vista Community Clinic
- The San Diego LGBT Community Center
- MIG | MJE Marketing
- SDSU Institute for Public Health



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



 **LIVE WELL
SAN DIEGO**

PREP – ADDRESSING STIGMA



TALK ABOUT PrEP

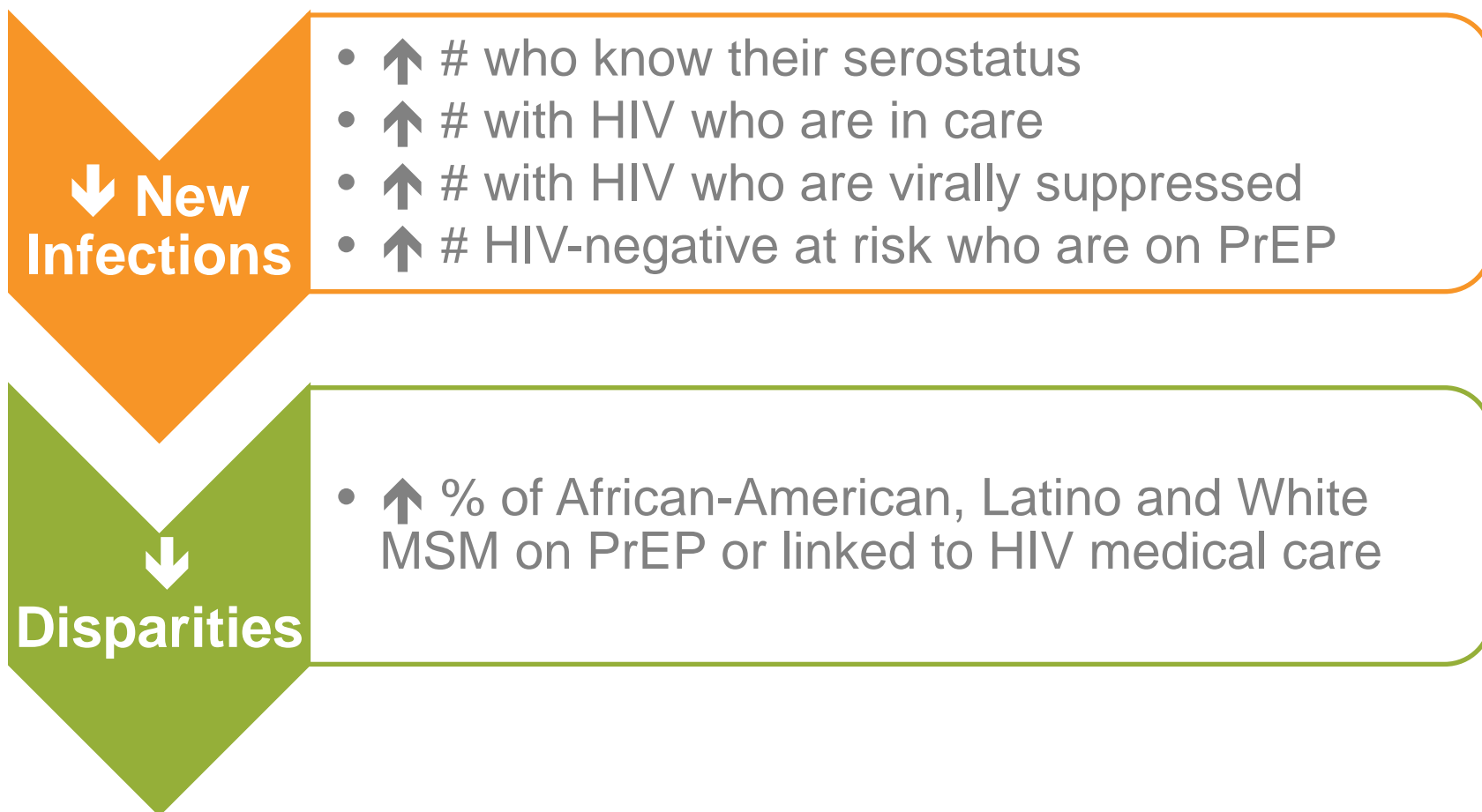
PREPSANDIEGO.COM

COUNTY OF SAN DIEGO
 **HHSA**
HEALTH AND HUMAN SERVICES AGENCY

 **LIVE WELL
SAN DIEGO**



DESIRED IMPACT





Linkage to Getting to Zero Implementation Plan

- **Goal 1.1:** Develop and implement campaign to promote awareness of pre-exposure prophylaxis (PrEP) among high-risk populations
- **Goal 2.3:** Develop systems to ensure all individuals newly diagnosed with HIV are linked to care and commence treatment within 30 days
- **Goal 3.1:** Incorporate post-exposure prophylaxis (PEP) and PrEP education into County HIV prevention and HIV testing programs



Linkage to Getting to Zero Implementation Plan

- **Goal 3.5:** Provide PrEP education to all HIV-negative individuals seeking services at the County's STD Clinics, and provide referrals to PrEP navigation assistance for individuals who are seeking PrEP
- **Goal 3.6:** Work with community partners to promote PEP and PrEP awareness and access
- **Goal 5.2:** Reduce stigma associated with HIV so that individuals at risk can seek testing and fully engage in treatment

STRATEGIC HIV PREVENTION PROJECTS

