PrEPfacts.org
Overview

Megan Canon, MPH
Social Marketing Manager
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Disclosure

PrEP Facts was funded by an unrestricted education grant from Gilead Sciences and Be The Generation Bridge.
Vision
We envision the day when San Franciscans beat HIV.

Mission
The mission of San Francisco AIDS Foundation is the radical reduction of new HIV infections in San Francisco. We are guided by a strategic plan with three goals for 2015:

- Reduce by half the number of annual new HIV infections in San Francisco
- Ensure all San Franciscans know their current HIV status
- Ensure access to proper HIV care for all who need it
HIV Landscape

- 16,000 people are living with HIV
- 50% of people living with HIV/AIDS are over age 50
- Gay men represent 80% of new HIV cases annually
- One person is infected every day
- 1/2 of all newly diagnosed people are not in care
- A 20 year old black man has an 80% chance of contracting HIV by the time he turns 60
Background

- Consumer friendly online resource for gay and bisexual men, African-Americans and Spanish-speaking Latinos, both gay and straight, and heterosexual women to learn more about PrEP.
- Key partnerships with Be The Generation Bridge, San Francisco Department of Public Health, San Francisco City Clinic, Project Inform, Jake Sobo.
PrEP Facts – gay men (pilot)
PrEP Facts – gay men
PrEP Facts – heterosexual women
San Francisco AIDS Foundation

Outdoor / online / print campaign


PreP - Love May Have Another Protector
prepfacts.org

Pre-exposure prophylaxis, or PrEP, is an HIV prevention approach being studied where HIV negative individuals take anti-HIV medications to reduce their risk of HIV
Downloadable print materials

*Over 30,000 print materials distributed
Provider-patient brochure

### Common PrEP-Related Billing Codes

<table>
<thead>
<tr>
<th>ICD-9</th>
<th>Description</th>
</tr>
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<tbody>
<tr>
<td>V69.2</td>
<td>High-risk sexual behavior</td>
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<tr>
<td>V01.79</td>
<td>Exposure to other viral diseases</td>
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</table>

<table>
<thead>
<tr>
<th>ICD-10</th>
<th>Description</th>
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<tbody>
<tr>
<td>Z72.5</td>
<td>High-risk sexual behavior</td>
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<tr>
<td>Z20.82</td>
<td>Contact with and (suspected) exposure to other viral communicable diseases</td>
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<table>
<thead>
<tr>
<th>CPT</th>
<th>Description</th>
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<tbody>
<tr>
<td>99401</td>
<td>Preventive counseling (15 minutes)</td>
</tr>
<tr>
<td>99402</td>
<td>Preventive counseling (30 minutes)</td>
</tr>
<tr>
<td>99403</td>
<td>Preventive counseling (45 minutes)</td>
</tr>
<tr>
<td>99404</td>
<td>Preventive counseling (60 minutes)</td>
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Evaluation

Visitors by the numbers:

- Total sessions: 46,433
- Total users: 35,356
- Mobile visitors: 31.74%
- Bay Area Visitors: 26.97%
- Avg. visit time: 00:03:37
## Top 10 Questions (last month)

2. What are the long-term effects of taking Truvada for PrEP?  | 589
3. Will I experience fat redistribution?  | 589
4. Will PrEP give people the excuse to not use condoms? Are people who don't use condoms irresponsible?  | 587
5. If I use PrEP, do I have to use condoms?  | 579
6. I have private health insurance. Will my health insurance coverage cover PrEP?  | 572
7. I have private health insurance. How much does PrEP cost?  | 561
8. Aren’t condoms enough?  | 557
9. Does PrEP work differently for “tops” or “bottoms”?  | 553
10. If I drink alcohol and/or use recreational drugs, is it safe for me to take Truvada for PrEP?  | 536

*83 Questions; Total Events: 22,738*
Online survey

On a scale of 1 to 10 (1 is no knowledge and 10 is expert knowledge), my knowledge of PrEP BEFORE/AFTER visiting this site.

BEFORE visiting website

AFTER visiting website
Lessons Learned

• Collaborations with internal/external community stakeholders are key and take time to foster and maintain
• Social marketing campaigns drive web traffic
• Target audiences need different types of info
• PrEP is a moving target
• Shift in community PrEP discourse
  • Awareness/understanding
  • Access and cost
• Need to include more general/national-friendly information around access and cost
Learn more and visit PrEPfacts.org

sfaf.org

1035 Market Street, Suite 400  |  San Francisco, CA 94103