

# Group 2

## Breakout Group Guide

### PrEP; Advertising; Condoms; and Syringe Services Program

*JIPRT Meeting, January 21, 2025*

1. Introductions - Get to know your group!
2. Designate a person to report during the Breakouts Recap.
3. On each handout, review the NHAS Goal --> Objective --> Strategy --> Activity --> Measurement --> Data
4. Consider some questions to guide discussions:
  - a. What is our data source?
  - b. Who is responsible for achieving the Objectives?
  - c. What is the target?
  - d. Are we on track to achieve the target by December 31, 2026?
  - e. What challenges are keeping us from achieving our targets?
  - f. What can we do to improve our outcomes?
  - g. Where are we having success and how can we ensure we stay on track?
  - h. Should we adjust our target?
5. What overall impressions do you want to report to the JIPRT during Breakouts Recap?

#### Acronyms and Terminology

- CBO: Community-Based Organization
- IDEA Exchange: Infectious Disease Elimination Act
- NHAS: National HIV/AIDS Strategy
- NHAS: National HIV/AIDS Strategy
- PrEP: Pre-Exposure Prophylaxis
- SSP: Syringe Services Program
- TBD: To be determined - Data were not available at the time of the meeting (possible discussion points)

# NHAS Goal 1: Prevent New HIV Infections

Prevention Objective 1.7: Increase the percentage of persons screened for PrEP who are prescribed PrEP from 53% in 2021 to 75% by December 31, 2026.

Strategy: Ensure access to and availability of PrEP.

Activity 1.7.1: Train peer educators and community health workers to promote the PrEP initiatives through direct community outreach.

VMSG Number	Measurement	Baseline (Jan 2022)	December 2023	December 2024	Target (Dec 2026)
1.7.1.2	Number of PrEP educational sessions conducted	23	208 + 360 = 568	249+ 330 (other community partners) = 579	1,200
1.7.1.2	Number of PrEP educational materials distributed	23	208 + 360 = 568	249 + 330 (other community partners) = 579	1,200

# NHAS Goal 1: Prevent New HIV Infections

Prevention Objective 1.7: Increase the percentage of persons screened for PrEP who are prescribed PrEP from 53% in 2021 to 75% by December 31, 2026.

**Strategy:** Ensure access to and availability of PrEP.

**Activity 1.7.2:** Utilize FDOH-MDC Academic Detailing Program to engage and educate health care providers on PrEP to increase the number of PrEP prescribers.

VMSG Number	Measurement	Baseline (Jan 2022)	December 2023	December 2024	Target (Dec 2026)
1.7.2.1	Number of educational sessions conducted specifically to health care providers	88	208	249+ 124 (other community partners) = 373	1,200
1.7.2.2	Number of providers recruited to provide PrEP services	25	159	92	1,100
1.7.2.3	Number of PrEP prescribers	25	134	112 +171 (other community partners) = 283	1,100

# NHAS Goal 1: Prevent New HIV Infections

Prevention Objective 1.7: Increase the percentage of persons screened for PrEP who are prescribed PrEP from 53% in 2021 to 75% by December 31, 2026.

Strategy P3.1: Ensure access to and availability of PrEP.

Activity 1.7.3: Identify and share best practices by agencies that have utilized TelePrEP to expand providers' capacity of offering TelePrEP services.

VMSG Number	Measurement	Baseline (Jan 2022)	December 2023	December 2024	Target (Dec 2026)
1.7.3.1	Number of providers offering TelePrEP services	3	3	3+ 21 (other community partners) = 24	<b>12</b>
1.7.3.2	Number of persons who received TelePrEP services	122	603	47 (Jan-Jun 2024)	<b>600</b>

# NHAS Goal 1: Prevent New HIV Infections

Prevention Objective 1.7: Increase the percentage of persons screened for PrEP who are prescribed PrEP from 53% in 2021 to 75% by December 31, 2026.

Strategy P3.1: Ensure access to and availability of PrEP.

Activity 1.7.4: Increase PrEP access by expanding the number of individuals receiving PrEP services.

VMSG Number	Measurement	Baseline (Jan 2022)	December 2023	December 2024 (unless otherwise noted)	Target (Dec 2026)
1.7.4.1	Number of HIV-negative tests	170,772 (revised from 11,656)  55,256 (DOH testing data) + 115,516 (FOCUS data)	217,156 (revised from 52,944)  52,944 (DOH testing sites) + 164,212 (FOCUS data)	168,866  60,749 (DOH testing sites) + 108,117 (FOCUS data missing December)	TBD
1.7.4.2	Number of access points for PrEP	8 (EHE)	9	9	TBD
1.7.4.3	Number of individuals screened for PrEP	7,599	7,711	5143	TBD
1.7.4.4	Number of individuals referred to a PrEP provider	2,363	2,898	2696 (Jan-Jun 2024)	TBD
1.7.4.5	Number of individuals linked to a PrEP provider	760	197	387	TBD
1.7.4.6	Number of individuals prescribed PrEP	670	6,825	6,867 (as of October 2024) community partners	1,200

# NHAS Goal 1: Prevent New HIV Infections

Prevention Objective 1.8: Increase the number of agencies offering nPEP in the community from 7 in 2021 to 10 by December 31, 2026.

Strategy: Ensure access to and availability of nPEP.

Activity 1.8.2: Utilize FDOH-MDC Academic Detailing Program to engage and educate providers, urgent care centers, and Emergency Rooms on nPEP to increase the number of nPEP prescribers.

VMSG Number	Measurement	Baseline (Jan 2022)	December 2023	2024	Target (Dec 2026)
1.8.2.1	Number of nPEP educational sessions conducted	23	208	249 + 10 community partners = 259	1,200

# NHAS Goal 1: Prevent New HIV Infections

Prevention Objective 1.9: Increase the number of free condoms distributed from 1,929,715 in 2021 to 2,026,200 by December 31, 2026

Strategy: Continue free condom distribution.

Activity 1.9.1: Increase the number of condom distribution sites across the jurisdiction.

VMSG Number	Measurement	Baseline (Jan 2022)	December 2023	December 2024	Target (Dec 2026)
1.9.1.1	Number of condoms distributed by Zip Code (report using Zip Code map)	2,362,830 <i>Increase by 1%</i>	2,380,408	2,262,183	2,386,458
1.9.1.2	Number of Business Responds to AIDS (BRTA) sites	30 <i>Increase by 10%</i>	65	43	60

# NHAS Goal 1: Prevent New HIV Infections

Prevention Objective 1.10: Support the local Syringe Service Program (SSP)– locally, the Infectious Disease Elimination Act: (IDEA Exchange) – and ensure access to harm reduction services.

Strategy: Inform HIV service providers and the community about IDEA Exchange services.

## Activity 1.10.1: Educate and refer high-risk individuals to local SSP.

VMSG Number	Measurement	Baseline (Jan 2022)	December 2023	December 2024	Target (Dec 2026)
1.10.1.1	Number of persons linked to IDEA Exchange	TBD	864	Due 7/1/25	TBD

## Activity 1.10.2: Utilize social media platforms to promote services offered by SSP.

VMSG Number	Measurement	Baseline (Jan 2022)	July 2022-June 2023	July 2023 – June 2024	Target (Dec 2026)
1.10.2.1	Number of social media posts by IDEA Exchange (Facebook, Instagram and Twitter)	107	62	TBD (pending data)	TBD

# NHAS Goal 1: Prevent New HIV Infections

Prevention Objective 1.11: Increase the number of advertisement types to expand culturally appropriate messaging concerning HIV prevention, testing, and treatment from four (4) in 2021, to six (6) by December 31, 2026.

**Strategy:** Expand community engagement efforts (i.e., outreach events, media campaigns) for populations most at risk in Miami-Dade County.

**Activity 1.11.1:** Build innovative media campaigns, i.e., billboards, TV/radio, social media, to highlight the importance of knowing your status, getting into care, addressing stigma, HIV prevention and care.

VMSG Number	Measurement	Baseline (Jan 2022)	December 2023	December 2024	Target (Dec 2026)
1.11.1.1	Number of overall impressions [media measurement] from knowing your status, getting into care while addressing stigma, HIV prevention and care marketing campaigns	46,791,818	300,071	457,858	TBD
1.11.1.2	Number of posts on knowing your status, getting into care while addressing stigma, HIV prevention and care	997	1787	1511	TBD

**Activity 1.11.2:** Conduct outreach events that promote diversity (inclusive of multi-lingual messages), to reach out to priority populations in the community.

VMSG Number	Measurement	Baseline (Jan 2022)	December 2023	Jan – Jun 2024	Target (Dec 2026)
1.11.2.1	Number of agencies conducting outreach events for each priority population (identify priority populations)	13	9	8 (EHE)	TBD
1.11.2.2	Number of outreach events conducted	718	TBD	690 (EHE)	TBD
1.11.2.3	Number of contacts created at outreach events	23,444	TBD	24,988 (EHE)	TBD

# NHAS Goal 1: Prevent New HIV Infections

Prevention Objective 1.11: Increase the number of advertisement types to expand culturally appropriate messaging concerning HIV prevention, testing, and treatment from four (4) in 2021, to six (6) by December 31, 2026.

Strategy: Expand community engagement efforts (i.e., outreach events, media campaigns) for populations most at risk in Miami-Dade County.

Activity 1.11.3: Develop and support culturally tailored prevention messages to destigmatize HIV (i.e., HIV.gov Believe, Test Miami, Undetectable = Untransmittable (U=U), I Am A Work of ART).

VMSG Number	Measurement	Baseline (Jan 2022)	December 2023	December 2024 (unless otherwise noted)	Target (Dec 2026)
1.11.3.1	Number of overall impressions from U=U, and other destigmatizing HIV marketing campaigns	61,339,800	TBD	1,296,109 (Jan- May 2024)	TBD
1.11.3.2	Number of posts on prevention messages to destigmatize HIV	200	TBD	870 (Jan-May)	TBD
1.11.3.3	Number of advertising/media types (e.g., print; digital/internet-based; radio; television; out-of-home advertising)	4	TBD	2	TBD

Activity 1.11.4: Utilize representatives of the HIV-affected community to deliver messages to people with HIV, highlighting personal success and struggles, and empowering people with HIV.

VMSG Number	Measurement	Baseline (Jan 2022)	December 2023	December 2024	Target (Dec 2026)
1.11.4.1	Number of educational sessions about destigmatizing HIV, and empowering people with HIV	912	TBD	499	TBD
1.11.4.2	Number of media campaign types utilizing influencers or community representatives to promote HIV messages	4	TBD	0	TBD

# NHAS Goal 1: Prevent New HIV Infections

Prevention Objective 1.11: Increase the number of advertisement types to expand culturally appropriate messaging concerning HIV prevention, testing, and treatment from four (4) in 2021, to six (6) by December 31, 2026.

Strategy: Expand community engagement efforts (i.e., outreach events, media campaigns) for populations most at risk in Miami-Dade County.

Activity 1.11.5: Develop culturally appropriate messaging on pre-exposure prophylaxis (PrEP)/nonoccupational post-exposure prophylaxis (nPEP), and the Ready, Set, PrEP initiative to at-risk populations, with an inclusive message.

VMSG Number	Measurement	Baseline (Jan 2022)	December 2023	December 2024 (unless otherwise noted)	Target (Dec 2026)
1.11.5.1	Number of overall impressions from PrEP/nPEP marketing campaign(s)	56,340,217	TBD	56,940 (Jan- Jun 2024)	TBD
1.11.5.2	Number of PrEP/nPEP advertisements type (e.g., print; digital/internet-based; radio; television; out-of-home advertising)	4	TBD	TBD	TBD
1.11.5.3	Number of Ready, Set, PrEP initiative, PrEP/nPEP posts	340	TBD	TBD	TBD

Activity 1.11.6: Collaborate with CBOs and engage non-traditional partners to support HIV prevention messages and further destigmatize HIV.

VMSG Number	Measurement	Baseline (Jan 2022)	December 2023	December 2024	Target (Dec 2026)
1.11.6.1	Number of partnerships created that support prevention messages	13	14 (revised from 5)	12	12