¡LISTO!
PrEP Awareness Campaign
Presented By
Natalie Sanchez, Hilda Sandoval, JM Longoria III
LISTO! Campaign

Purpose:

The “Listo/Ready: PrEP Campaign” in Southern California aims to reach Latino Men Who Have Sex with Men and increase awareness and uptake of PrEP in this highly impacted community.

Objectives:

• Demonstrate how culturally appropriate videos can be effective in educating the Latino community on PrEP.
• Discuss the impact the videos have to raise awareness around PrEP and increase uptake.
### High Impact Prevention

| Category 1: Biomedical | • PrEP  
| • PEP  |
|-----------------------|--------|
| Category 2: Public Health Strategies | • Targeted HIV Testing  
| • Universal HIV Testing  
| • Linkage to Care |
| Category 3: EBIs | • Popular Opinion Leader  
| • Healthy Relationships |
| Category 4: Structural | • Top, Bottom, Vers Condom Campaign |
| Category 5: Social Marketing | • Listo Campaign  
| • Sin Vergüenza Telenovela Web-series |
Epidemiological Overview of the Jurisdiction

Mobile Testing Unit
- Tempo Night Club
- Chico Night Club
- Cobra Night Club
- Downtown Los Angeles
- MacArthur Park

2015-2016
AltaMed diagnosed 64 new HIV+ Clients
Targeting specific subgroups which are not typically represented in public health campaigns.

PrEP Campaign

LATINO SUBGROUPS

- ¡LISTO!: A Culturally Tailored Pre-Exposure Prophylaxis Campaign for Latino MSM
Mobilization Needed Using PrEP to Reduce New Infections

Awareness  Access/Uptake  Adherence/Retention  Decrease HIV Infections
Why Messaging Matters In HIV Prevention?
PrEP Campaign

May- Dec 2015

- PrEP Bilingual Campaign
  - 20,000 Reach
- Screening
  - 2,000
- Patient Navigation
  - 100
- PrEP Referrals
  - 80
- 50 on PrEP
Covering the Cost of PrEP Care

Insured
- Medication: Bill insurance
- Lab Test: Bill insurance
- Clinic Visits: Bill insurance

Not Insured But may be eligible for Medicaid or ACA Plans
- Apply
  - Household Income 500% FPL or less
    - Medication: Gilead Medication Assistance Plan, WA State Medication Assistance Plan
    - Lab Test: Care at CHC with sliding fee scale, NY State PrEP Assistance Plan
    - Clinic Visits: Care at CHC with sliding fee scale, NY State PrEP Assistance Plan

Not eligible for Medicaid or ACA plans OR Insurance denies claim
- Household Income more than 500% FPL
  - Medication: Bill insurance
  - Lab Test: Bill insurance
  - Clinic Visits: Bill insurance

Abbreviations
ACA - Affordable Care Act
FPL - Federal Poverty Level
CHC - Community Health Center
PAF - Patient Advocate Foundation

Definitions:
PrEP: Daily pill to prevent HIV infection (pre-exposure prophylaxis)
Co-pay: Fixed amount to be paid by insured person per prescription
Co-insurance: Fixed percentage of prescription cost to be paid by insured person
Deductible: Amount of health care cost (including prescriptions) that must be paid by the insured person before insurance begins to cover costs

PrEP Medication Assistance Program (Gilead Sciences)
People eligible for this program must:
- Be 18 years of age or older
- Be without insurance or have payment declined by their insurance carrier
- Be resident in the US (social security number required)
- Have family income ≤ 500% of the federal poverty level

Once enrolled in this program:
- Medication will be sent to the provider, a pharmacy, or the patient’s home
- Patients can get their medication at no charge from their provider or pharmacy for as long as they are eligible
- Eligibility must be confirmed every 6 months by the provider

<table>
<thead>
<tr>
<th>Family Size</th>
<th>500% Federal Poverty Level Household Annual Income must be less than</th>
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<tbody>
<tr>
<td>1</td>
<td>$58,850</td>
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<tr>
<td>2</td>
<td>$79,650</td>
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<td>3</td>
<td>$100,450</td>
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<tr>
<td>6</td>
<td>$162,850</td>
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*Source: https://www.healthcare.gov/glossary/federal-poverty-level-fpl/
¡LISTO!

Pre-Exposure Prophylaxis (PrEP) is over 90% effective in preventing HIV when taken as prescribed.

AltaMed.org/PrEP
### ¡LISTO! PrEP Campaign Timeline

<table>
<thead>
<tr>
<th>DISCOVERY</th>
<th>DESIGN</th>
<th>DEVELOPMENT</th>
<th>DEPLOYMENT</th>
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</thead>
<tbody>
<tr>
<td>• Funding Secured</td>
<td>• Stakeholder Meetings for New grant</td>
<td>• PrEP Photo Shoot</td>
<td>• Campaign Release/Events</td>
</tr>
<tr>
<td>• Identify Key Staff</td>
<td>• Brainstorm Campaign</td>
<td>• PrEP Video Shoot</td>
<td>• Outreach and Video Deployment</td>
</tr>
<tr>
<td>• Refine Deliverables to Match Funding Level</td>
<td>• Design Evaluation Plan</td>
<td>• Develop Marketing Materials</td>
<td>• PrEP Navigation</td>
</tr>
<tr>
<td></td>
<td>• Launch Parties</td>
<td>• Patient Navigation and Patient Screener Training</td>
<td>• Monitoring &amp; Evaluation</td>
</tr>
<tr>
<td></td>
<td>• reaching out to Latino MSM in Los Angeles</td>
<td>• Campaign and video presentations at various agencies and meetings</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Video Deployment</td>
<td>• Patient Navigation and accessing PrEP at AltaMed</td>
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<tr>
<td></td>
<td>• Garnering interest in PrEP through signs up</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Patient Navigation</td>
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</tbody>
</table>
Process of Developing Marketing Campaigns

Discovery
- Problem Analysis
- Target Population Analysis
- Internal Analysis
- External Analysis

Design
- Idea Formulation &/or Refinement

Development
- Strategic Planning
- Production
- Implementation & Monitoring

Deployment

Outcomes
Objectives of Campaign

- To increase PrEP knowledge and access in the Latino community.
- Increase awareness of PrEP as an effective prevention method for Latino MSM.

Develop Key Points

- PrEP can be incorporated into your daily routine.
- It's a responsible option to preventing HIV.

Formulate Theme

- Homoerotic
- Sexy
- Sex-Positive and Health Conscious
- Represent Different groups of Latino MSM

Creative Concept

- ¡LISTO! Tagline
- 4 Video Vignettes & Posters
- Vaquero Character
- Fitness Buff Character
- Day Laborer Character
- Performer Character

Creative Structure

- Inclusion of production company & photographer
- Video Sequence/Story Line for each Character
- Photography of visual angles per character

Multiple Creative Discussions

Creative Development of LISTO
¡LISTO! Production of Components

- Table Tops
- Posters
- Magazine Ads
- Step & Repeat
Pre-Exposure Prophylaxis (PrEP) is over 90% effective in preventing HIV when taken as prescribed.

AltaMed.org/PrEP
Behind the Scenes
Join AltaMed’s Special Video Screening Events

Friday, June 19, 2015
Official ¡LISTO! PrEP Campaign Launch
Cobra Night Club
10937 Burbank Blvd., North Hollywood, CA 91601
9:30 pm - 12:00 am

Friday, June 26, 2015
¡LISTO! Private Video Screening with Special Guest MC Selena Blackwater
CHICO
2915 W. Beverly Blvd., Montebello, CA 90640
9:30 pm - 12:00 am

Saturday, June 27, 2015
¡LISTO! Private Video Screening with Special Guest JM Longoria III
The New Jalisco Bar
245 S. Main St., Los Angeles, CA 90012
9:30 pm - 12:00 am

For More Information Contact:
Natalie Sanchez
(323) 307-0133

viernes 19 de junio del 2015
Lanzamiento oficial de la campaña PrEP: ¡LISTO!
Cobra Night Club
10937 Burbank Blvd., North Hollywood, CA 91601
9:30 pm - 12:00 am

viernes 26 de junio del 2015
Presentación privada de los videos ¡LISTO!
con la invitada especial Selena Blackwater
CHICO
2915 W. Beverly Blvd., Montebello, CA 90640
9:30 pm - 12:00 am

sábado 27 de junio del 2015
Presentación privada de los videos ¡LISTO!
con el invitado especial JM Longoria III
The New Jalisco Bar
245 S. Main St., Los Angeles, CA 90012
9:30 pm - 12:00 am
¡LISTO! Launch
Pre-Exposure Prophylaxis (PrEP) is over 90% effective in preventing HIV when taken as prescribed.

AltaMed.org/PrEP
• High Risk HIV Negative Person will be screened specifically for Biomedical Services and STI Testing.
  • PrEP
  • PEP
  • STI Testing
• STI Testing Referrals are provided to HIV Prevention Specialist. Clients are followed up with on the phone.
PrEP Enrollment

PrEP/nPEP Navigation

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<td>18</td>
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<tr>
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<td>28</td>
<td>26</td>
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<td>15</td>
<td>4</td>
<td>8</td>
<td>7</td>
<td>9</td>
</tr>
</tbody>
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Total Referrals: **338** Navigated: **194** Enrolled: **114**

*PEP Clients are referred outside partner agency: 3*
Patient Demographics

**Ethnicity**
- Latino: 62%
- African American: 19%
- Asian: 12%
- White: 7%

**Gender**
- Female: 7%
- Male: 93%
Patient Demographics

- 18-25: 19
- 26-35: 30
- 36-60: 26

Age
¡LISTO!

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AltaMed.org/PrEP
LA County’s First
PrEP Patient Navigator Summit
Hosted by Altamed’s PrEP Patient Navigation Team
When: February 18th, 2016
Where: AIDS Project Los Angeles at
3550 Wilshire Blvd,
3rd Floor, Suite 300, Los Angeles, CA 90010

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Bryan Fiallos
BFIALLOS@LA.ALTMED.ORG
(323) 307-0219

Los Angeles PrEP Navigation Training
Reaching Latino MSM

• The Role of Social Media
• Grindr and Hook-Up Apps
• Conversations around PrEP
Partnership Opportunities

• Sharing the Campaign
• Using Listo Video and Campaign Materials
• Co-Branding