

Monday, December 4,

Opening Plenary - 8:15 – 10:15 am

### **Treatment as Prevention, PrEP and the South**

In a region where HIV is disproportionately devastating communities of color and where the resources and infrastructure are limited, HIV care and prevention is still catching up to the new paradigms of biomedical HIV prevention. What are the approaches and interventions needed to bring this region up to readiness to end the HIV epidemic?

Plenary Dialogue: Panelists from the plenary session will open the floor for facilitated discussion with the Summit participants.

Master of Ceremonies: Ken Williams, Ken Like Barbie, Houston, Texas

### **Guest Speakers**

Leandro Mena, University of Mississippi Medical Center, Jackson, MS

Gina Brown, Southern AIDS Coalition, Birmingham, AL

Megan Canon, Houston Department of Health, Houston, TX

Latesha Elopre, University of Alabama, Birmingham, AL

## Workshops

Session 1 - 10:30 am - Noon

### **Introduction to Biomedical HIV Prevention**

The goal of this workshop is to provide the basics of Biomedical HIV Prevention. This workshop is designed for those service providers, educators and navigators that need to learn basic concepts and how to translate them into the actual implementation of HIV Biomedical prevention programs. This workshop will also provide an overview of the latest research on biomedical prevention.

Category: Skills Building

Presenters:

Deirdre Grant, AVAC, New York, NY

Matthew Rose, NMAC, Washington, DC

## **Tracking Health Disparities Using the Continuum of HIV Prevention & Care**

As the HIV community begins to look more deeply and creatively at the data that we collect, a need and desire exists to use that information to track health inequities. This session will seek to provide attendees with ways to tailor data collection and analysis to address historic health inequities. Moreover, this session will describe how to: (1) set-up systems that allow for both the robustness of data as well as the flexibility to address gaps that are made in most conventional systems; (2) create systems of care that are sensitive to the needs of communities of color; and (3) select indicators to support health inequities' tracking models.

Category: Policy

Presenters:

Pedro Carneiro, Callen-Lorde Community Health Center, New York, NY  
Derrick Matthews, University of Pittsburgh, Pittsburgh, PA

## **Maximizing Adherence to PrEP**

As accessibility, awareness and utilization of PrEP increases, it is vitally important that individual PrEP adherence is intentionally and accurately measured/optimized. This session will: (1) summarize the current understanding of PrEP adherence; (2) outline techniques for assessing adherence and long-term PrEP use; (3) describe new technologies developed to monitor PrEP adherence; (4) examine emerging best practices for innovative and effective long-term PrEP adherence monitoring strategies; and (5) identify systemic and personal barriers to PrEP adherence.

Category: Implementation

Presenters:

Rivet Amico, University of Michigan, Ann Arbor, MI  
Pedro Alonso Serrano, Hektoen Institute, Chicago, IL  
Giffin Daughtridge, UrSure, Inc., Boston, MA

## **Long Acting Treatment and PrEP**

This session will explore long-term biomedical options currently being developed for prevention and treatment. Participants will get an update on what's happening with injectable agents. Moreover, participants will receive an overview of the current pipeline for long-acting agents. There will also be a robust discussion of how to prepare our community and what critical information must be available to our community to educate them about the path forward to long term injectable agents.

Category: Research

Presenters:

Sheldon Fields, New York Institute of Technology, New York, NY

Alex Rinehart, ViiV Healthcare, Raleigh-Durham, NC  
Trevor Hawkins, Gilead Sciences, Foster City, CA

### **Ending the Epidemics Planning & Implementation**

With the location, number, size and scope of End the Epidemic (ETE) plans growing across the country, this session will discuss how to incorporate best practices around the development, roll-out and implementation of these ETE plans. This session will outline what: (1) tactics most effectively support efforts to coordinate community members and local decision-makers to drastically change their epidemics as well as (2) strategies build long-term change towards the epidemic. Finally, this session shall identify commonalities and differences between jurisdictional ETE plans.

Category: Implementation

Presenters:

Kenyon Farrow, TheBody.com, New York, NY  
DeAnn Gruber, Louisiana Department of Health, New Orleans, LA  
Shanell McGoy, Tennessee Department of Health, Nashville, TN

### **Tele-PrEP**

This workshop will review best practices in the establishment and deployment of tele-medicine programs. Moreover, we will review (1) potential policy as well as procedural changes necessary for implementation; (2) models for sustainability of tele-PrEP programs; and the (3) integration of PrEP navigation in Tele-PrEP models.

Category: Implementation

Presenters:

Benjamin Di'Costa, Virtual Sexual Health Clinic, Chicago, IL  
Angie Hoth, PharmD, University of Iowa, Iowa City, IA  
Cody Shafer, University of Iowa, Des Moines, IA

### **The Science Behind Treatment as Prevention (TasP) and The Movement Undetectable = Untransmittable (U=U)**

The PARTNER Study has shown the prevention effectiveness of ART when ART results in viral suppression. People living with HIV who take ART daily as prescribed and achieve and maintain an undetectable viral load have effectively no risk of sexually transmitting the virus to an HIV-negative partner. People living with HIV have been leading the way for U=U here in the U.S. and around the world.

During this workshop participants will learn (1) the science behind Treatment as Prevention (TasP), (2) the importance of understanding TasP and how it translates into public health initiatives that work toward treating people living with HIV and preventing HIV transmission to their HIV negative partners, (3) and

how these could equally benefit all gay men specially African American and Latino MSM who face socioeconomic and cultural barriers such as stigma and discrimination.

Category: Skills Building

Presenters:

Gina Brown, Southern AIDS Coalition, Birmingham, AL  
Roscoe Boyd, New York, NY

### **Engaging Clinical Providers to Offer PrEP in Communities of Color**

Readiness to prescribe PrEP among primary care providers remains low across the country. Engaging new cadres of health care providers through targeted academic detailing for PrEP and other prevention services is a proven strategy to provide tailored information and improve uptake of the intervention among nurses and physicians. This session outlines proven strategies to engage clinical providers in PrEP and it discusses considerations when implementing and evaluating these activities. It examines recent research that can help health department staff identify which approaches can optimize provider engagement through academic detailing and shares lessons learned across several states and contexts.

Category: Implementation

Presenters:

Michele Dorsainvil, New York City Department of Health and Mental Hygiene, New York, NY  
Darpun Sachdev, San Francisco Department of Public Health, San Francisco, CA  
Melissa Morrison, Tennessee Department of Health, Nashville, TN

## **Plenary - 12:30 – 2:30 pm**

### **The Intersection of HIV Care and Prevention**

We are at a moment in our history where the focus should shift from condoms to medication. Not only does it change the discussion, but it also minimizes HIV stigma because the focus is on healthcare and not sex.

When HIV care equals HIV prevention, CDC and HRSA have a responsibility to build HIV prevention and care goals into all of their strategies. Perhaps these programs don't need to merge, but we are in need of significantly more collaboration and cooperation.

Plenary Dialogue: Panelists from the plenary session will open the floor for facilitated discussion with the Summit participants.

Master of Ceremonies: Ken Williams, Ken Like Barbie, Houston, Texas

Guest Speakers:

Sarit Golub, Hunter College, City University of New York, Hunter College, New York, NY

Kenyon Farrow, Treatment Action Group NY, New York, NY  
Rich Wolitski, US Department of Health and Human Services, Washington, DC

Location: Ballroom CD, Lobby Level

## Workshops

Session 2 - 2:45 – 4:15 PM

### **The New Normal: Increasing PrEP Uptake Using Digital Media**

This workshop will feature a newly launched 3-part video campaign, produced by AltaMed Health Services, designed to increase PrEP uptake among Black MSM, Transgender Women and persons most at risk of acquiring HIV.

Category: Skills Building

Presenters:

Natalie Sanchez, MPH, AltaMed Health Services, Los Angeles, CA  
Gabriela Leon, AltaMed Health Services, Los Angeles, CA  
Ramon Garcia, AltaMed Health Services, Los Angeles, CA

### **Innovative Delivery of PrEP & Treatment as Prevention (TasP)**

Current models for clinical care have several identifiable gaps. Despite our best efforts, PrEP and TasP are still not accessible for everyone. This workshop will: (1) discuss the necessary changes we need to make in our care delivery system; (2) describe innovative methods of delivering care that leverage technology advances and evolution of thought; (3) explain integration of non-standard delivery systems; and (4) identify the best candidates for non-standard delivery systems.

Category: Skills Building

Presenters:

Shannon Weber, HIVE and UCSF, San Francisco, CA  
Aaron Siegler, PhD, Emory University, Atlanta, GA  
Glen Pietrandoni, R.Ph., Walgreens, Chicago, IL

### **Understanding the Role of Stigma in Prevention & Care**

This session will facilitate (1) the development of innovative ways to practice stigma reduction in prevention and care work; (2) identification of stigmatizing language in outreach and marketing practice; and (3) unlearning internalized stigma within the HIV Care and Prevention workforce.

Category: Implementation

Presenters:

Patrick Wilson, Columbia University, New York, NY  
Sadie Hutson, University of Tennessee, Knoxville, TN  
Deon Haywood, New Orleans, LA  
Dorian-Gray Alexander, LAAN/ Change, New Orleans, LA

## **PrEP and The Transgender Community**

Although trans women are one of the populations most impacted by HIV globally, PrEP clinical trials have not included trans women in an intentional or meaningful way. As PrEP awareness and use continues to grow, steps should be taken to ensure gender affirming clinical environments for trans populations. This session shall describe best practices for (1) creating trans inclusive clinic practices; (2) successfully integrating PrEP messages for persons of trans experience; and (3) engaging trans supportive members of the entertainment industry.

Category: Implementation

Presenters:

Jenna Rapues, Center of Excellence for Transgender Health, San Francisco, CA  
Blossom Brown, Los Angeles LGBT Center, Los Angeles, CA

## **PrEP and TasP: A Woman's View**

This session will address questions like who's doing it best? What are the various ways and models for doing ARV-based prevention? What does it look like to have ARV-based prevention that is reflective of the unique service needs for women of color? How should the HIV community support women as they access the various options to improve their health/wellness? What are specific program elements that women need to be successfully engaged in an ARV-based prevention program? Moreover, this session will identify key provisions that make ARV-based prevention viable and effective for women.

Category: Implementation

Presenters:

Oni Blackstock, MD, Montifiore Medical Center, New York, NY  
Anne Teitleman PhD, University of Pennsylvania, Philadelphia, PA  
Julia Siren, CrescentCare, New Orleans, LA

## **Building Integrated Programs Across the Viral Divide**

For a long time, there has been an intentional separation of prevention and care work. However, in a world where the prominence and necessity of biomedical prevention and care increases, a natural synergy and need to leverage transferable skills now exists. This session will discuss: (1) lessons learned from providers of biomedical prevention and care; (2) how an integrated approach to biomedical prevention and care benefits clients and the greater community; (3) how to build upon skills that are useful for both biomedical prevention and care; (4) how to bridge the prevention and treatment divide; (5) how CBOs can transform to meet the needs of a medicalized model; and (6) how to develop a seamless system of care and prevention reflective of a collaborative as well as interdisciplinary approach.

Category: Policy

Presenters:

Megan Canon, Houston Department of Health, Houston, TX

Sarit Golub, PhD, Hunter College, City University of New York, Hunter College, New York, NY

Michelle Minor, Connect2Care, Chicago, IL

### **Using Electronic Health Records & Claims Data to Evaluate PrEP**

Meaningful use of electronic health records (EHRs) allows clinical practices to meet government standards, qualify for financial incentives, improve patient care, and often, ultimately, reduce overhead expenses. Optimization of these records can help to streamline administrative tasks, identify possible PrEP candidates, and improve PrEP retention. This session will identify best practices for the efficient use of data as well as monitoring of PrEP use. Moreover, this session will assess ways to set-up and implement optimal data tracking using EHRs.

Category: Research

Presenters:

Dawn Smith, Centers for Disease Control and Prevention, Atlanta, GA

Zoe Edelstein, New York City Department of Health and Mental Hygiene, New York, NY

Auntre Hamp, DC Department of Health, Washington, DC

Doug Krakower, MD, Fenway Health, Boston, MA

### **Navigating the Path Towards Enhanced Engagement in PrEP Services**

This workshop, developed in collaboration with NMAC and AIDS Project Los Angeles (APLA), will demonstrate how to leverage existing PrEP implementation models and resources to 1.) Increase client recruitment into PrEP Navigation programs; 2.) Strengthen client relationships to improve engagement in PrEP services; and 3.) Improve practitioner cultural competency to fully engage client in PrEP services. The session will also include information on capacity building resources for PrEP navigation programs. Target Audience: PrEP navigators; Organizations implementing or desiring to implement PrEP navigation programs.

Presenters:

Dustin Baker-Holley, NMAC, Washington, DC

Vanessa Jacuinde- AIDS Project Los Angeles (APLA), Los Angeles, CA



## Workshops

Session 3 – 4:30 – 6:00 pm

### **Understanding Your Epi Profile**

In the world of HIV Biomedical Prevention, service and care providers, as well as, advocates and policy makers, need a basic understanding of epidemiology and how to use it to end AIDS. The more seasoned leader wants to understand all options when using these profiles to evaluate, expand or cut services. In this skills building workshop participants will learn (1) Epi Profiling for Beginners and (2) Epi Profiling for Geographic Regions.

Category: Skills Building

Presenters:

Patrick Sullivan, Emory University, Atlanta, GA

Irene Kuo, George Washington University, Washington, DC

### **How to Assess the Needs to Implement Biomedical HIV Prevention?**

Most of the HIV needs assessments have focused on care or prevention. Biomedical HIV Prevention must look at needs assessments that integrate these assessments. While we are able to identify zip codes with the highest viral loads, we don't have a good understanding of the service mix needed to lower that viral load. In this skills building workshop participants will learn (1) How to do a Needs Assessment that integrates HIV Prevention and Care and (2) what services to prioritize in regions with a High Viral Load.

Category: Skills Building

Presented by:

NMAC's Capacity Building Department

### **Policy Change in an Era of Biomedical Prevention**

This session will take a case study approach to examine major elements of the PrEP landscape at the state and local levels. Panelists from diverse geographic regions and policy climates will provide a brief snapshot of their own best practices, challenges, and opportunities that exist in the context of PrEP access. Following the presentations, workshop participants will work in facilitated small groups to discuss their own state, local, and regional policy challenges to provide universal PrEP access and identify best practices, opportunities, and innovative group solutions. The workshop will serve as a chance to work collaboratively with others across the country to formulate ideas that are key to building an effective policy response and build supportive structures for getting PrEP to all vulnerable populations.

Category: Policy

Presenters:

Naomi Seiler, George Washington University, Washington, DC

Ramon Gardenhire, AIDS Foundation of Chicago, Chicago, IL

### **Paying for PrEP: Insurance and Benefits Navigation**

This session focuses on strategies to support PrEP candidates in covering the cost for the medication and clinical services for PrEP. More than a quarter of a million PrEP candidates who are eligible for marketplace health plans are currently uninsured and even more will still need to access payment assistance to cover labs and clinical visit costs. This hands-on workshop will walk through PrEPCost.org, an online insurance and benefits navigation tool that NASTAD just unveiled and two comprehensive insurance and benefits navigation training curricula that The New York City Department of Health and Mental Hygiene, and the Colorado Department of Health and the Environment recently developed for the HIV prevention workforce.

Category: Implementation

Presenters:

Edwin Corbin-Gutierrez, NASTAD, Washington, DC

Emily Carson, Colorado Department of Health and Environment, Denver, CO

Michele Dorsainvil, New York City Department of Health and Mental Hygiene, New York, NY

### **Chemsex: HIV, Meth and Opioid use among Gay Men, the and Trans community, Older People Living with HIV, and Gay Men**

“Chemsex,” the use of stimulants and other drugs combined with high-risk sexual behavior, has reached crisis proportions among older people living with HIV/AIDS and Black Gay Men. In this workshop presenters will explore this phenomenon in both clinical and deeply personal terms. Stigma, shame, isolation, and issues related to aging itself, attract many gay and trans women/men living with HIV/AIDS to chemsex. In the case of Black gay men, already bearing the burden of HIV, meth and opioid use can be devastating to a community already struggling to find resources. By bringing awareness to this subject, we can begin to shift attention to meet the needs of an overlooked community.

Category: Implementation

Presenters:

Kenya Hutton, UCHAPS, Washington, DC

David Fawcett, Author “Lust, Men and Meth. A Gay Men Guide to Sex and Recovery”, Fort Lauderdale, FL

Donald Powell, Exponents Inc., New York, NY

Perry Halkitis, Rutgers School of Public Health, New Brunswick, NJ

Micheal Rice, Director, Party Boi: Black Diamonds in Ice Candles

Glenn-Milo Santos, San Francisco Department of Public Health, San Francisco, CA

## **Retention through Data to Care Strategies**

Per the Centers for Disease Control and Prevention (CDC), “*Data to Care* is a new public health strategy that aims to use HIV surveillance data to identify HIV-diagnosed individuals not in care, link them to care, and support the HIV Care Continuum.” This session will: (1) tackle how to better optimize the use of surveillance data to improve the care continuum; (2) describe best practices to more effectively utilize public health surveillance data to monitor new diagnoses as well as those lost to care; (3) identify ways to avoid common pitfalls as well as apply lessons learned; and (4) review various data to care models particularly successful in communities of color, such as understanding venue-based data to care, suboptimal/marginal care and how data to care can intervene.

Category: Skills Building

Presenters:

Antoine Brantly, Louisiana State Department of Health, New Orleans, LA

Eve Mokotoff, NASTAD, Washington, DC

Jacky Bickham, Louisiana State Department of Health, New Orleans, LA

## **Engaging Undocumented PLWH and PrEP Candidates**

In a growing conversation about the nature of immigration it becomes important to think about providing public health services for individuals caught in the margins. These individuals might feel a chilling effect when it comes to interacting with government services and traditional health spaces. This workshop will help participants: (1) Understanding the role of public health care for vulnerable populations. (2) identify considerations for working with the undocumented to create safe spaces.

Category: Policy

Presenters:

Oscar Lopez, Valley AIDS Council, Harlingen, TX

Sergio Farfan, CrescentCare, Baton Rouge, LA

Guillermo Chacon, Latino Commission on AIDS, New York, NY

## **Confidentiality and Minor Consent for PrEP Services**

As the questions about how to best approach PrEP use continue, a key group is often left out of the dialogue - minors. While new diagnoses continue to grow in this segment of the population, access to new prevention modules has not kept pace. This session will focus on the challenges and opportunities plus in providing PrEP and medical services to adolescents.

Category: Policy

Presenters:

Jason Potter Burda, Northwestern University, Chicago, IL

Sybil Hosek, Core Center, Chicago, IL

Miranda Nordell, San Francisco Department of Public Health, San Francisco, CA

Tuesday, December 5, 2017

Plenary: 8:15 – 10:15 am

### **Race and Biomedical Prevention**

Does race determine access and success? Currently over 75% of the people on PrEP are white, yet the majority of people living with HIV are people of color. Black women are 20 times more likely to get HIV when compared to White women. This racial divide is unacceptable and must be addressed. Our jobs are to fight for those communities that have less access to healthcare and medications and to ensure that the implementation science works for the communities that are hardest hit by HIV.

Plenary Dialogue: Panelists from the plenary session will open the floor for facilitated discussion with the Summit participants.

Master of Ceremonies: Ken Williams, Ken Like Barbie, Houston, Texas

Guest Speakers:

Dawn Smith, Centers for Disease Control and Prevention, Atlanta, GA

Moctezuma Garcia, Texas State University, San Marcos, TX

Derrick Matthews, University of Pittsburgh, Pittsburgh, PA

Ming Ming Kwan, API Wellness, San Francisco, CA

### **Workshops**

Session 4: 10:30 am - Noon

#### **Reaching, Teaching, and Empowering Young People: Engaging Youth in Biomedical Interventions**

This workshop will highlight programs across the country that are working to improve PrEP knowledge and access among youth, with a focus on examples from states most impacted by new HIV infections. Panelists will provide an overview of their PrEP-related services for youth as well as a frank discussion of barriers to PrEP care for young people. The session will offer practical guidance to address social and policy barriers in addition to strategies for meeting the unique developmental and psychosocial needs of youth accessing PrEP.

Category: Implementation

Presenters:

Adam Leonard, NP, MPH, AAHIVS, San Francisco Department of Public Health, San Francisco, CA

Sabrina Cluesman, LCSW, JASMYN, Jacksonville, FL

Erika Sugimori, Louisiana Department of Health and Hospitals, Baton Rouge, LA

Uri Belkind, Callen-Lorde, New York, NY

Amanda Keller, Magic City Acceptance Center, Birmingham, AL

Miguel Diaz Martinez, CrescentCare, Baton Rouge, LA

### **Federal Efforts and Opportunities: Finding our Footing in the Federal Policy and Funding Landscape**

This session will provide an opportunity to sit down with members of the key federal partner agencies to answer questions regarding the government's plans for reaching the goals for biomedical integration into the nation's health systems. Presentations from representatives from key federal agencies and offices including HRSA, CDC, HHS, SAMHSA, among others will open a group discussion on the key federal strategies, policies, and resources of which key stakeholders should be aware. The session will also be an important opportunity for government representatives to hear from community members and key stakeholders regarding the challenges they are experiencing in integrating, educating and working in this new biomedical environment.

Category: Policy

Presenters:

Michael Stirratt, PhD, National Institutes of Health, Bethesda, MA  
Dawn Smith, Centers for Disease Control and Prevention, Atlanta, GA  
Rich Wolitski, US Department of Health and Human Services, Washington, DC  
Antigone Dempsey, HRSA, Rockville, MD

### **Leading Edge Prevention for Leading Edge HIV Transmission Among Young Latino MSM**

CDC reported that new HIV infections among Latino MSM increased by 20 percent between 2011 and 2015; and this summer, HIV sequence analysis provided evidence that Latino MSM under 30 years old represent "the leading edge of HIV transmission" in the United States. Despite this trend, all Latinx account for only 12 percent of PrEP uptake. This session will provide an overview of innovative strategies and collaborations that address the gaps in PrEP access for Latino MSM, including strategies to (1) integrate PrEP into molecular surveillance initiatives, (2) geomap resistant HIV strains to implement test and treat programs, and (3) integrate social and sexual network analyses in targeted engagement strategies.

Category: Implementation

Moderator: Moises Agosto-Rosario, NMAC, Washington, DC

Presenters:

Moctezuma Garcia, School of Social Work, Texas State University, San Marcos, TX  
Carlos Rodriguez-Diaz, University of Puerto Rico, Rio Piedras, PR  
Juan Carlos-Loubriel, Whitman-Walker Health, Washington, DC  
JP Cano, Resource Center, Dallas, TX  
Daniel David Mendez, Howard Brown, Chicago IL

### **Here and Now: The State of Biomedical Prevention Access and Uptake in Distinct Populations**

This workshop panel and moderated discussion will focus on distinct populations, not typically covered in the PrEP and TasP conversations or mentioned in PrEP guidelines. These populations include: Asian and Pacific Islanders, Native Americans, people who are substance involved, and people who exchange sex for survival. Using a “strengths” based perspective, invited panel participants will present background information on facilitators and barriers for reaching distinct populations, i.e. those currently left out of the mainstream PrEP dialogue, who may benefit from an expanded HIV prevention toolkit. The panel discussion will be summarized with best practices for moving forward with an inclusive PrEP implementation agenda.

Presenter:

Ming Ming Kwan, API Wellness, San Francisco, CA

### **Let’s Talk about PrEP in the South**

New Orleans remains one of the cities with the highest HIV rates in the South. Faced with some of the most problematic health disparities (such as homelessness and income inequality), we will use New Orleans as a case study for highly impacted, Southern cities. The goal of our session is to discuss the barriers people of color experience when accessing PrEP.

Category: Implementation

Presenters:

Leandro Mena, University of Mississippi Medical Center, Jackson, MS

Latesha Elope, University of Alabama at Birmingham, Birmingham, AL

### **Biomedical Prevention: Access, Engagement and Uptake in Black Communities**

This session will be an interactive discussion that will address the challenges and opportunities around increasing access, engagement and uptake of PrEP in Black communities in the United States. How can we engage a community that is left out of the medical model but works in a world that has increasingly become more medicalized? How do we bring this community home to harness this opportunity?

Category: Implementation

Presenters:

Valerie Rochester, AIDS United, Washington, DC

Venton Jones, National Black Justice Coalition, Washington, DC

Quintin Robinson, Absolute Care, Atlanta, GA

Carmarion Anderson, Black Trans Advocacy, Dallas, TX

### **Future Offerings for HIV Prevention and Care**

As prevention and care options begin to develop and advance, what can we expect in the future? This session will explore what strategies are under development and how their implementation could impact our community. This session will also help participants understand new tools and the timeline for these tools entering the prevention landscape. Finally, the session will address a possible framework for “activism for the long-haul.”

Category: Implementation

Presenters:

Craig Hendrix, MD, Johns Hopkins University School of Medicine, Baltimore, MD

Stephaun Wallace, HVTN, Seattle, WA

DaShawn Usher, New York Blood Center, New York, NY

### **Evaluating PrEP Social Marketing Campaigns**

Several social marketing campaigns have been developed to raise awareness and educate communities about PrEP. While the existence of such campaigns is great, it is also important to ensure these campaigns achieve their intended outcome. This session will: (1) summarize lessons learned from the "first wave" of PrEP campaigns that can inform design improvements for the next wave of PrEP campaigns; (2) outline the standards that should be used to evaluate the progress of PrEP campaigns; (3) describe metrics developed to assess the impact of social marketing campaigns and measure the effectiveness of message delivery; (4) discuss ways to develop campaigns that are data-driven and responsive to local community needs; and (5) identify strategies to adapt or change messaging to improve the effectiveness of message delivery.

Category: Research

Presenters:

Adriana Andaluz, New York City Department of Health and Mental Hygiene, New York, NY

### **Closing Plenary: 12:30 – 2:30 pm**

#### **A New HIV Movement. The Plan to End AIDS in America**

In the mid 90's the HIV movement had to self-evaluate and evolve to respond to the revolution of HIV combination therapy and the introduction of potent Protease Inhibitors. This meant that HIV infected individuals were going to live longer lives. This new paradigm transformed the way we provided services and care. Even it required patients to be better informed about their care and their meds to be able to adhere and be virally suppressed.

Now the community faces a new paradigm with Biomedical HIV Prevention. It is the first time in which HIV Prevention and Care comes together. This is transforming HIV services and treatment. What, as a community, are the things that need to be re-evaluated, eliminated or transformed? This requires not only an institutional soul searching but as well an HIV leadership one. Could our own beliefs be

obstructing new ways of thinking in our approach to this new era? Are we ready to build a comprehensive plan to end the HIV epidemic? And, if we are, what is the next step? This plenary will look at the importance of need assessments, implementation science and prioritization of services and communities.

Master of Ceremonies: Ken Williams, Ken Like Barbie, Houston, Texas

Guest Speakers:

Lisa Diane White, SisterLove, Atlanta, GA

Anthony Mills, Men's Health Foundation, Los Angeles, CA

Carlos Rodríguez-Díaz, University of Puerto Rico, San Juan, PR

Antigone Dempsey, HRSA, Bethesda, MD

Pedro Alonso Serrano, Hektoen Institute, Chicago, IL