

## Funded Categories

**Category 1:** PrEP (Preexposure Prophylaxis)

### Background

The Memphis Metropolitan Statistical Area (MSA) is home to some of the highest HIV rates in the country, especially among young African American MSM. In 2013, men accounted for 75% of newly diagnosed HIV infections. Of men in Memphis with newly diagnosed HIV in 2013, 68% identified as being men who have sex with men (MSM), and 89% were men of color. One-fifth of transgender people living with HIV (PLWH) in Tennessee live in the Memphis MSA. The data support the need for innovative approaches for HIV prevention particularly amongst African American MSM. Pre-exposure prophylaxis (PrEP) is a powerful HIV prevention tool which, to date, has been underutilized in this hard-hit, high morbidity MSA.

### Overview of Tennessee's Project PrIDE Plan

The Tennessee Department of Health (TDH) has designed their activities to strengthen and support increased awareness of PrEP for HIV prevention among MSM and transgender persons through PrEP Navigation, media campaign, data-to-PrEP, Social Networking Strategy-to-PrEP, provider capacity building, and building infrastructure around PrEP; increased capacity of health departments and CBOs to identify MSM and transgender persons at high-risk for HIV infection and implement PrEP support activities for these populations; increased number of providers trained to offer PrEP to MSM and transgender persons at high risk for HIV infection; establishment of policies, procedures and protocols supporting the scale-up of PrEP and increased number of MSM and transgender persons who are prescribed PrEP.

### Programmatic Activities

The main **strategies** planned for TN's PrIDE Project include:

- 1) **Digital & traditional media campaigns:** TDH will engage with a media contractor to develop a digital media campaign, to assess the need for a traditional print media campaign, conduct focus group reviews of developed materials, monitor uptake and acceptance of campaign materials and adjust targeting criteria to ensure the campaign is reaching the desired target populations.
- 2) **Data-to-PrEP:** TDH will use HIV and STD Surveillance data available in PRISM (current TDH STD information system) and Tennessee electronic HIV/AIDS Reporting System (TN eHARS) to identify MSM and transgender persons at high risk for HIV infection who would possibly benefit from PrEP.
- 3) **Social networking strategy (SNS) to PrEP:** TDH will contract with two CBOs in Memphis that will first target individuals who have already tested for HIV in the previous two years to identify individuals who are potential candidates for PrEP. During the encounter a client will be retested for HIV, provided basic information about PrEP and screened for PrEP services. Additionally, social network strategy will continue forward with new recruiters and new network associates. These new participants will be tested for HIV (and other STDs as available and appropriate), and if found negative they will be provided basic PrEP education and will be screened for PrEP. Through this process, TDH will identify new recruiters and continue to identify individuals for testing and PrEP referral.

- 4) **PrEP Navigation:** Individuals will be identified as candidates for PrEP through multiple avenues including DIS PrEP Navigators at the health department, Data-to-PrEP, SNS-to-PrEP at CBOs, media, and other community outreach efforts. Each of these services will be able to refer interested individuals to PrEP navigation services or provide those navigation services.
- 5) **Provider capacity-building** including:
  - The use of public health detailing, a strategy to improve the delivery of health prevention services, through the provision of PrEP related education and assistance to providers in the Memphis MSA.
  - Contracting with a PrEP Provider Liaison in Memphis, who will aid primary care practitioners and safety net providers with the prescribing of and ongoing clinical support of PrEP.
  - Leveraging the use of the health department laboratory services for pre-assessment and ongoing screenings related to HIV and STD testing.
- 6) **PrEP infrastructure development** (staffing, contracts, protocols, etc.): TDH will work throughout the demonstration project to develop protocols and policies related to PrEP and to improving systematic cultural competency.

**PROGRAM POINT(S) OF CONTACT**

*Melissa Morrison*

[Melissa.Morrison@tn.gov](mailto:Melissa.Morrison@tn.gov)