



AN ALLEGHENY COUNTY INITIATIVE

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# What is AFP?

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**MISSION:** Achieve an **AIDS Free county** (no new AIDS cases) and **reduce the rate of HIV infections 75%** by 2030

**VISION:** We envision a community where **new HIV infections are rare**, people living with HIV receive the **care they need**, and young people can grow up in a **world without AIDS**.

*Launched: December 1, 2015 (World AIDS Day)*

[aidsfreepittsburgh.org](http://aidsfreepittsburgh.org)

# History and Background

- Inspired by other ETE/EHE initiatives around the country (NY, WA, SF)
- Key Financial Supports
  - Joint funding pledge from Allegheny Health Network and UPMC
  - City and County Council Endorsement
- Timeline
  - 2015: Initiative started
  - 2016: Hired first dedicated staff
  - 2022: 5 dedicated staff (provide backbone/organizational support)

## **Normalize HIV Testing**

Increase the rate of routine screening for HIV/AIDS in medical settings in accordance with the Centers for Disease Control and Prevention and the United States Preventive Services Task Force guidelines.

## **Increase Access to PrEP**

Increase awareness of Pre-Exposure Prophylaxis (PrEP) in the community and build capacity for healthcare providers to identify eligible patients and prescribe PrEP.

## **Improve Linkage to Care**

Use established relationships within the medical community to ensure that people diagnosed with HIV are quickly linked to high-quality care, facilitating faster treatment for those who need it.

# Strategic Plan

**GOAL: Achieve zero new AIDS cases**

**GOAL: Reduce new HIV cases by 75%**

Diagnose the undiagnosed earlier in the course of HIV infection

Improve access to HIV testing

Address HIV stigma to foster demand for HIV testing

Advocate for routine HIV testing policies

Link newly-positive individuals to care within 48 hours of diagnosis

Develop models to bring newly diagnosed patients into care

Enhance HIV provider education – promote positive living

Achieve 95% viral load suppression for patients in HIV care

Find HIV+ patients who have been lost to care

Increase awareness of patient assistance programs

Support efforts to reduce HIV/AIDS transmission among priority populations

Outreach to HIV-negative priority populations

Increase HIV/AIDS education

Build capacity for PrEP & PEP service delivery

Increase # of PrEP & nPEP providers

Increase # of high-risk HIV-negative people on PrEP & nPEP

# Collective Impact Model

## Common Agenda

- AFP partners have agreed to the mission, vision, goals & strategies

## Common Progress Measures

- AFP partners have agreed to standard indicators proposed by the Allegheny County Health Department

## Mutually Reinforcing Activities

- AFP partners strategically leverage their organizational resources to support the AFP mission and goals

## Communications

- AFP partners participate in regular Advisory Group and subcommittee meetings

## Backbone Organization

- AFP has dedicated full-time and part-time staff to support the initiative (fiscal agent: JHF)

# AIDS Free Pittsburgh Partners





# What does AFP do?

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# Focus of Activities



## TESTING

Getting tested is the only way to know if you have (or don't have) HIV. Everyone should have a test at least once in their life.



## PREVENTION

**PrEP** (Pre-Exposure Prophylaxis) is a pill that can reduce chances of getting HIV by over 90% if taken daily.

**PEP** (Post-Exposure Prophylaxis) is medication that can prevent you from getting HIV if taken within 72 hours of a possible exposure.



## LINKAGE TO CARE

The first thing a person should do after testing positive for HIV is to see a healthcare provider.



## ADVOCACY

Engaging with elected officials and lawmakers is key to ending HIV stigma.

## DATA



Monitoring and evaluation allow us to track progress and identify disparities.



## OUTREACH

Engaging with community partners and stakeholders is critical to spreading the word about testing and prevention.

# Outreach

- Media campaign/advertising
  - Website, print materials, public transit ads, billboards, dating app ads
- Social media
- Tabling at Pride, HIV-related, and community events
  - Distribute brochures, safer sex kits, at-home HIV tests
- AFP-hosted events
  - Too Hot for July
  - Provider/community panels



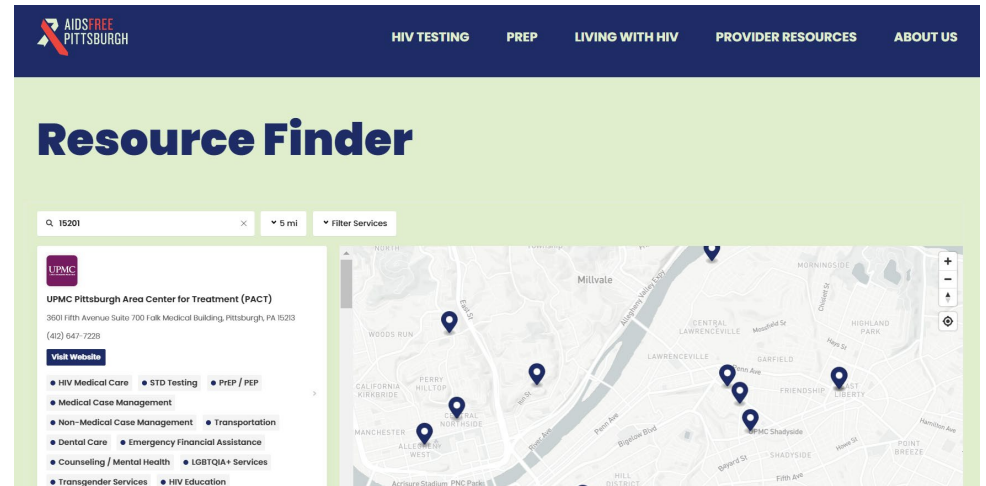
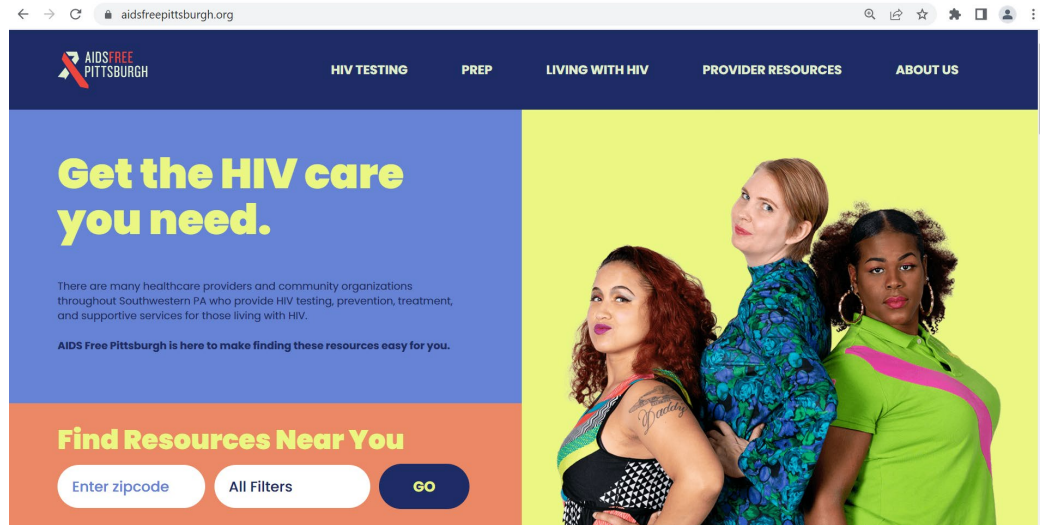
# Media Campaign

- Built with community input on design and messaging
  - Surveyed the values of southwest Pennsylvanians



# Website

- Built with community input
- Info on testing, PrEP, living with HIV, etc.
- Interactive map to find resources
- Through media campaign, clicks to website increased by **~10x**





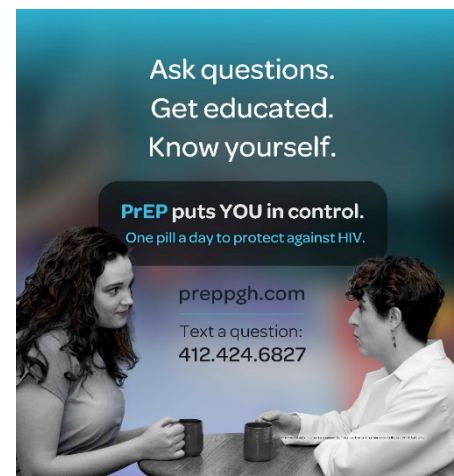
# AFP-hosted Events

- Too Hot for July
  - Four events (3 in person, 1 virtual)
  - ~7,900 attendees
  - HIV testing, health fair, entertainment
- Provider/Community Panels
  - World AIDS Day edition of Too Hot for July
  - Education-focused



# Patient and Provider Resources

- Patients
  - PrEP/PEP Navigation
    - Provider Directory
    - Print Materials
    - Awareness Campaign
    - PrEP Hotline
- Providers
  - Continuing education and trainings
  - PrEP toolkit
  - RAPID Linkage to Care
    - HIV primary care clinics have protocols to expedite linkage to care for those newly diagnosed
    - Dedicated phone numbers for RAPID referrals (bypass central scheduling, etc.)



**AIDS FREE  
PITTSBURGH**

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**PrEP Toolkit for Providers**

*A Resource Guide about Pre-Exposure Prophylaxis*

This PrEP resource guide was developed by the AIDS Free Pittsburgh PrEP Subcommittee

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# Special Projects

- HIV Testing Grant (2021 – 2022)
  - \$125,000 two-year grant from Highmark Foundation
  - Aim: normalize HIV testing through community outreach campaigns & mini grants
  - Focus on priority populations more likely to be diagnosed late
  - Grantees
    - Allies for Health + Wellbeing
    - Planned Parenthood of Western PA
    - Project Silk
    - UPMC St. Margaret Bloomfield Garfield FHC
    - UPMC Mercy
    - OCHS
    - TransUniting
    - Royally Fit





# Advocacy

- Pittsburgh's Mayor signed on to an international initiative called "Fast-Track Cities" which is committed to ending the HIV epidemic by 2030
- Opposition of bills that criminalize HIV, limit access to PrEP, etc.



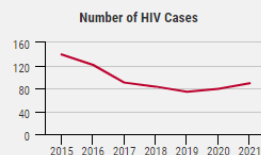
# Data and Evaluation

- Partner with **county and state health dept.** to track new diagnoses
- Partner with **local health plans** to track PrEP uptake, ART prescriptions, viral load testing
- Partner with **local Ryan White clinics** for RAPID data and other metrics
- **Community** surveys
- Goal: compile data for partners

## CASES

89 new HIV cases in 2021:

- 24 concurrently diagnosed with AIDS
- 38% 25-34 years old and 58% Black individuals
- 62% men who have sex with men

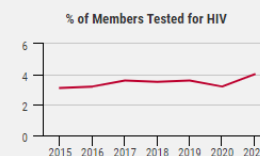


**36% decrease** in annual HIV cases from 2015 to 2021

## SCREENING

According to local 2021 Health Plan data:

- 4% of members received an HIV screening test
- Black individuals were tested at a rate of approximately 1.7 times that of whites



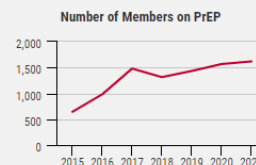
**0.9% increase** in HIV testing from 2015 to 2021

## PREVENTION

According to local 2021 Health Plan data:

- 1,619 members filled a PrEP prescription
- 58% of those who filled a PrEP prescription were white, 27% were Black

**152% increase** in PrEP use from 2015 to 2021

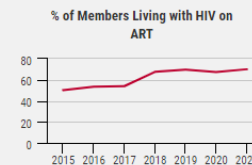


## RETENTION IN CARE

According to local 2021 Health Plan data:

- 61% of members living with HIV received a viral load test
- 70% of members living with HIV filled an ART prescription

**20% increase** in PLWH on ART from 2015 to 2021



# On the Horizon

- Development of Community Advisory Board to elevate the voices of those impacted by the epidemic
- PrEP awareness community/provider surveys
- FQHC and community-based clinic outreach
- Development of partnerships beyond HIV-community (e.g., housing, etc.)
- Provider PrEP Toolkit updates
- Expansion of media advertising to tv, radio, etc.