

Self-Testing Strategies for HIV Testing and PrEP Access Webinar Series

Webinar 3: Integrating Self-Testing for PrEP with Providers and Partners

January 13, 2021 | 2:00 PM – 3:30 PM



Agenda

- ✓ **CDC Introduction**
 - ✓ *Maria E. Alvarez (CDC)*
- ✓ **Promotional Tools for Self-Testing Available from CDC**
 - ✓ *Francisco Ruiz (CDC)*
- ✓ **Express visits: Integration of no-contact lab visits to PrEP clinical care and support services**
 - ✓ *Jeanelle Kline and Liz Thompson (Howard Brown Health)*
- ✓ **Fulfilling orders for at-home testing kits with tailored information and setting up virtual linkage to other support services**
 - ✓ *Cody Shafer (Iowa Dept. of Health)*
- ✓ **Q&A/Open Discussion**



CDC Communication Tools for Self-Testing & PrEP

Let's Stop HIV Together Campaign

Francisco Ruiz, MS

Team Lead, National Partnerships

Prevention Communication Branch, Division of HIV/AIDS Prevention

Centers for Disease Control and Prevention

NASTAD Self-Testing Webinar Series
January 13, 2021



Ending
the
HIV
Epidemic

Outline

- ***Let's Stop HIV Together Campaign***
 - Self-Testing, PrEP, & Other HIV Resources
- **Implementing the *Together Campaign***
 - Resources & Support
- **Questions & Answers**



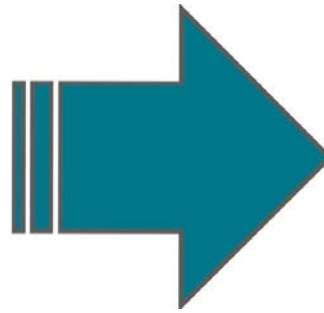
Let's Stop HIV Together Campaign
– Self-Testing, PrEP, & Other HIV Resources



**ACT
AGAINST
AIDS**



**ACTUA
CONTRA EL
SIDA**



LET'S STOP
HIV
TOGETHER



DETENGA-MOS
JUNTOS
EL VIH

Let's Stop HIV Together (Together) Campaign

- **HIV topic areas**

- Testing
- Treatment
- Prevention
- Stigma

- **Free digital and print resources**

- Videos
- Web banners
- Posters/Palm cards
- GIFs
- Brochures
- Memes
- CMEs
- Radio ads

- **Consumer and provider audiences**

- **Priority populations**

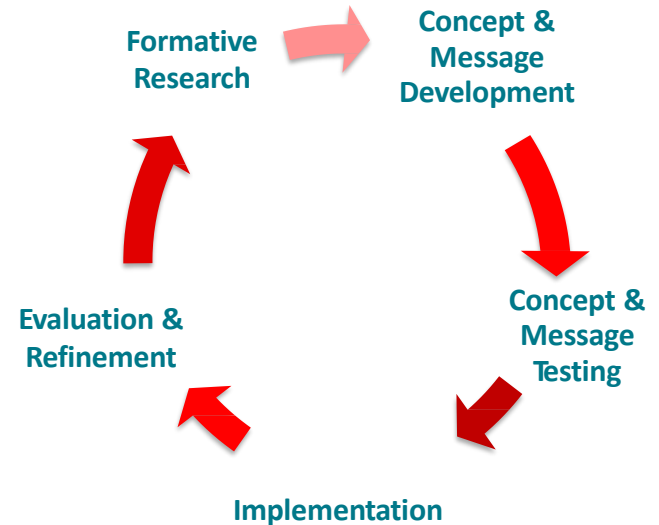


www.cdc.gov/StopHIVTogether



Systematic Approach to Health Communication

- **Formative Research**
 - Advisory work group
 - Literature review
 - Environmental scans
 - Engagement of intended audiences
- **Concept and Message Testing**
 - Theory-driven
 - Segmented audiences
- **Media Strategy Development**
- **Launch and Implementation**
 - Effective channels
- **Evaluation**

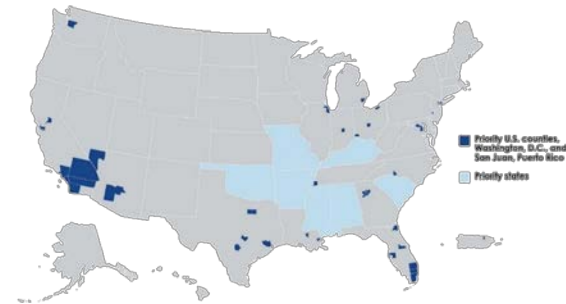
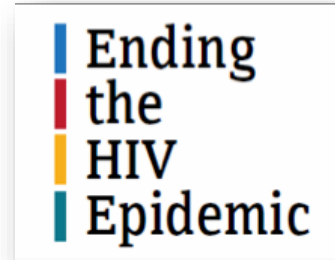


www.cdc.gov/StopHIVTogether



Together Integration with EHE Initiative

- Co-branding with EHE logo on new campaign materials
- Scaling up resources across four EHE pillars and key populations (e.g., AA women, PWID)
- Prioritizing implementation in EHE jurisdictions
- Collaborating with HHS agencies and offices
- Supporting EHE-funded partners (e.g., health departments, CBOs, national organizations)
- Coordinating and supplementing media buys with health departments



HIV Testing Digital and Print Resources

YOU HAVE YOUR HIV TEST RESULTS

WHAT'S NEXT?

FIRST THINGS FIRST

KUDOS FOR TAKING CARE OF YOURSELF!

IF YOU TESTED Negative
It's time to think about the HIV prevention options that will work for you.

IF YOU TESTED Positive
Take some time to digest the news.

SEEK SUPPORT from a trusted friend or professional.

FOR THOSE AT HIGH RISK OF HIV, one of your options is PrEP (pre-exposure prophylaxis), a daily pill that can keep you from getting HIV if you are exposed to the virus.

DISCUSS & DEVELOP A PLAN for getting in medical care with your testing counselor or healthcare provider.

START TREATMENT HIV treatment can help you live a long, healthy life and also help prevent transmission to others.

Those who start their treatment can become undetectable, meaning the amount of HIV in your body is so low a test can't detect it.

It's important to get tested again if you think you've been exposed to HIV since your last test.

HIV RAPID SELF-TEST

What you need to know

ON YOUR TIME
HIV rapid self-tests provide an alternative to going to a clinic or other medical facility.

FROM YOUR STORE
They are available for purchase at a pharmacy or online.

IN YOUR SPACE
You can take an HIV test and find out the results from your own home.

THE PROCESS IS EASY


- Simply swipe the test swab along your gums to collect oral fluid.
- Insert the swab in the tube provided.
- Results are ready in as little as 20 minutes.

No blood is taken.

Take charge of your health.

LEARN MORE AT www.cdc.gov/StopHIVTogether

Take the first step in knowing your HIV status. Find a testing location.



Scan the QR code to visit cdc.gov/StopHIVTogether or call 1-800-232-4636 to find a testing location near you.

Take the first step in knowing your HIV status. Find a testing location.

HIV testing is fast, free, and confidential.

cdc.gov/StopHIVTogether

1-800-232-4636

PrEP

HIV

Prevention

Plan Together



You have options. Make a plan.

Develop a personalized plan with your HIV testing counselor. Write your post-test next steps below.

-
-
-

www.cdc.gov/StopHIVTogether/Testing



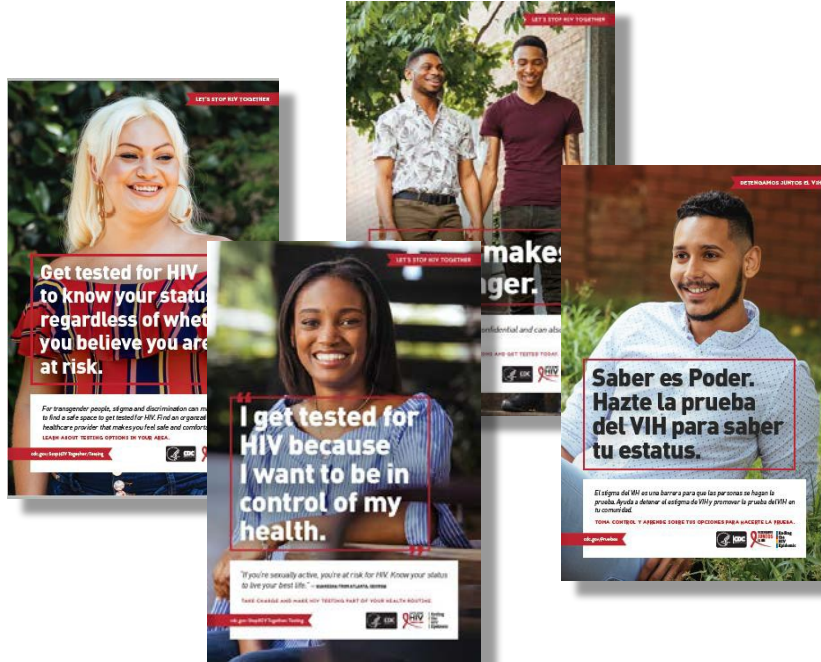
HIV Testing Digital and Print Resources (cont.)



www.cdc.gov/StopHIVTogether/Testing



HIV Testing Digital and Print Resources (cont.)

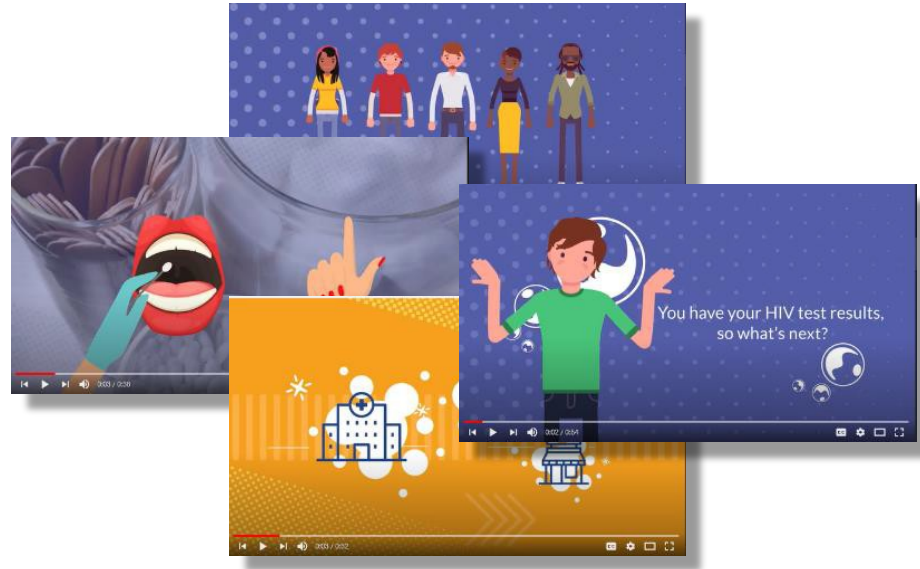


www.cdc.gov/StopHIVTogether/Testing



Animated HIV Testing Videos

More HIV Testing Videos



www.cdc.gov/StopHIVTogether/Testing



HIV Testing Testimonial Videos



www.cdc.gov/StopHIVTogether/Testing



PrEP Digital and Print Resources



PrEP 101

PrEP Basics
PrEP stands for **Pre-Exposure Prophylaxis**. The word "prophylaxis" means to prevent or control the spread of an infection or disease.

PrEP can help prevent you from getting HIV if you are exposed to the virus.

It's as simple as taking one pill every day.

How Does It Work?
In a general sense, PrEP is the risk of getting HIV from sex with a partner who is not on PrEP. For those who do take the medicine consistently, that risk is reduced to about 99%.

Some of the common misconceptions about PrEP are:
- PrEP is not a cure for HIV.
- PrEP is not a vaccine.
- PrEP is not a condom.

PrEP is covered by most insurance programs.

Start taking. Stop HIV.
@StartTalkingHIV /StartTalkingHIV

PrEP Access

How Can I Start PrEP?
Talk with your doctor or health care provider to determine if PrEP is right for you.

If you see your health care provider to get PrEP, you will need to have a blood test for HIV and other sexually transmitted infections.

Is PrEP a good option for you, your health care provider will give you a prescription.

How Do I Pay for PrEP?
PrEP is covered by most insurance programs. You can also contact your local health department and HIV/AIDS service organizations for more information.

If you do not have insurance, your health care provider can connect you to an **out-of-pocket assistance program** that may help pay for PrEP.

Start taking. Stop HIV.
@StartTalkingHIV /StartTalkingHIV

Is PrEP Right For Me?

I am thinking about PrEP to prevent HIV. What now?

Consider making sure your insurance covers PrEP. If not, ask your health care provider if you have other options.

Make a list of only you think PrEP would be right for you.

Frequently Asked Questions

How much would PrEP cost me?
Will the daily pill work for my partner?
Can I get help paying for PrEP?
How often will the blood test for HIV and other sexually transmitted diseases?
Will you prescribe and manage PrEP for me?

If you decide PrEP is right for you:
Take your pill every day.
Tell your health care provider if you have trouble remembering to take your pill or want to stop PrEP.

www.cdc.gov/StopHIVTogether/Prevention



Treatment/Care Digital and Print Resources



YOUR ROADMAP TO UNDETECTABLE

You've been diagnosed with HIV. Where do you go from here? Follow our roadmap to help you live well with HIV.

Learn more at: cdc.gov/StopHIVTogether/treatment.
#HIVTreatmentWorks

GET IN CARE

Once you receive a diagnosis of HIV, it's important to get connected to care.

- Find health care providers who make you feel comfortable and supported.
- They will help you stay informed about your HIV care and connect you to other services.

GET ON TREATMENT

Getting on HIV treatment is the best thing you can do for your overall health and the first step toward getting an undetectable viral load.

- HIV care and treatment are most effective when you actively take part.
- That means taking your medicines as prescribed, going to your medical appointments, and communicating honestly with your health care provider.

STAY IN CARE

Once you are on a treatment plan, work with your health care provider toward getting and keeping an undetectable viral load.

- This means the amount of HIV in your blood (viral load) is so low that a test can't detect it.
- Having an undetectable viral load is the best thing you can do to stay healthy.

STAY UNDETECTABLE

People with HIV who take HIV medicine daily, as prescribed, and get and keep an undetectable viral load have effectively **no risk of transmitting HIV to their HIV-negative partners through sex.**

- Most people can get an undetectable viral load within 6 months of starting HIV treatment.
- Many will become undetectable very quickly, but it could take more time for some.
- The only way to know if you are undetectable is by testing your provider and getting tested regularly.



www.cdc.gov/StopHIVTogether/Treatment



HIV Nexus: A Clinical Resource

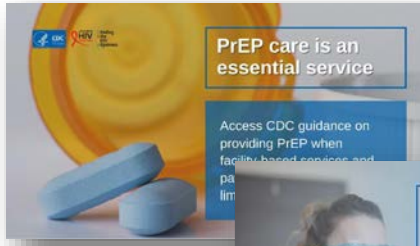
- Serves as a one-stop hub for resources designed to support clinicians
- Contains latest research and information on HIV prevention, screening, and treatment
- Provides access to free continuing medical education programs
- Highlights CDC guidelines and recommendations
- Includes patient education materials



www.cdc.gov/HIVNexus

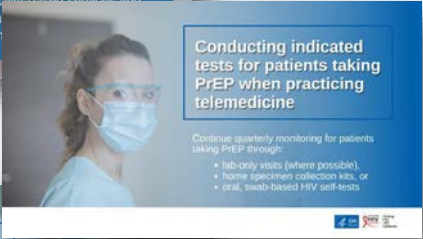


Self-Testing & PrEP Resources for Providers



PrEP care is an essential service

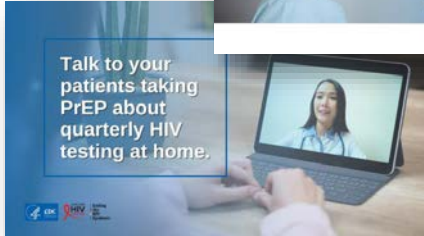
Access CDC guidance on providing PrEP when facility-based resources and patient limitations exist.




Conducting indicated tests for patients taking PrEP when practicing telemedicine

Continue quarterly monitoring for patients taking PrEP through:

- lab-only visits (where possible),
- home specimen collection kits, or
- small, swab-based HIV self-tests



Talk to your patients taking PrEP about quarterly HIV testing at home.



HIV Testing and PrEP Services During COVID-19 Guidance for Health Care Providers

The coronavirus disease (COVID-19) epidemic has made it more difficult to access traditional settings where HIV testing and pre-exposure prophylaxis (PrEP) are provided, such as community-based organizations, community-based organizations, and health care settings. Given the unprecedented challenges and demands that health care providers face during the COVID-19 pandemic, the Centers for Disease Control and Prevention (CDC) has issued guidance to help ensure continued access to critical HIV testing and prevention services.

HIV Self-Testing

CDC recommends that people at risk for HIV infection get tested in ways that are consistent with safe at-home or drive-in and social distancing practices, including self-testing. Providers of clinical HIV testing services can expand their support for HIV self-testing services by using the U.S. Food and Drug Administration (FDA)-approved self-tests that are authorized to provide residents in their service areas with self-test kits by having the kits shipped to residents' homes or other locations. If a patient's test is positive, they should receive information on linkage to care, which is included in the FDA kit.

Practices Tips for Health Care Providers

- Provide your patients an option for self-testing at home or drive-in, such as home or drive-in testing kits, community-based organizations, and health care settings. If a patient's test is positive, provide them with information on linkage to care.
- Expand the availability of PrEP for patients who are unable to visit PrEP and patients conducting PrEP care.
- Consider quarterly HIV testing for patients taking PrEP, with lab-only visits, to help ensure that supply. In lab visits are not available, consider:
 - Home specimen collection kits for HIV and sexually transmitted disease (STD) tests.
 - Small, swab-based HIV self-tests.
 - Drive-in services.
- Consider providing a prescription for a 90-day supply of PrEP medication for your patients to receive at home to help ensure access to PrEP adherence.
- If clinics or PrEP services are suspended, refer your patients to other clinics, telemedicine services, or pharmacies to obtain your patients' PrEP care.

Continuation of PrEP Services

CDC has developed guidance for providing PrEP when facility-based services and in-person patient-clinician contacts are limited and for programs offering drive-in PrEP clinical services. This guidance should be considered in the absence of resources and staff availability. In the absence of resources and staff availability, and in light of health priority, and providing PrEP is an essential health service. Clinicians are encouraged to ensure the availability of PrEP with family members, PrEP and patients with PrEP care.

Self-Testing as an Option to Monitor HIV

Although this new at-home self-test is currently not recommended for HIV-1 patients due to its lower sensitivity to detecting recent HIV exposure during PrEP use, clinicians could consider use of these tests when other options are not available.

- When HIV-negative status is confirmed, consider providing a prescription for a 90-day supply of PrEP medication (either from a 90-day supply with you refilled to, or another trip to the pharmacy and to facilitate PrEP adherence. Several programs are available to help provide affordable PrEP medication including **Break the Stigma**, a nationwide program that makes PrEP medications available at no cost to individuals who qualify and lack prescription drug coverage, state drug assistance programs, and **State of Medication Assistance Programs (SMAP)**, which assists eligible HIV-negative adults in the United States who require assistance paying for PrEP.
- If a PrEP clinic is considering closing or suspending services temporarily, health care providers should establish referral relationships with other clinics, telemedicine services, or pharmacies so that clients may remain engaged in PrEP care.

If PrEP clinical services have not been disrupted, providers should continue to follow recommendations outlined in the **2021 PrEP Clinical Guidelines and Clinical Providers' Supplement**.

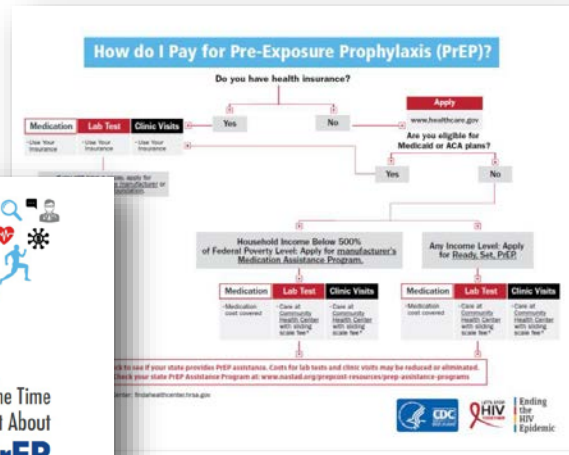
For COVID-19 and HIV resources for your practice and patients, visit: www.cdc.gov/HIVNexus



www.cdc.gov/HIVNexus



Self-Testing & PrEP Resources for Providers (cont.)



www.cdc.gov/HIVNexus



Additional *Together* HIV Resources

- Free bilingual (English and Spanish) digital and print resources: videos, palm cards, web banners, etc.
- Integrated sort capability to search based on:
 - Campaign
 - Language
 - Topic
 - Audience
 - Format

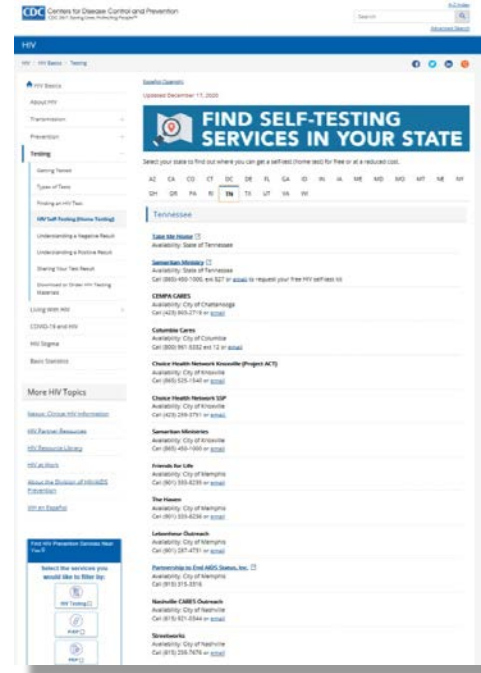
The screenshot displays the CDC's 'Let's Stop HIV Together' website. The main heading is 'Doing It Resources'. A search bar is at the top right. Below the heading, there are several filter options: 'Filter by Campaign Resources Name', 'Filter by Audience', 'Filter by Format', 'Filter by Topic', and 'Filter by Language'. A red circle highlights these filter options. Below the filters, there are search results for 'Doing It' resources, including 'Doing It — Adam Shankman (Horizontal Banner)', 'Doing It — Adam Shankman (Poster)', 'Doing It — Adam Shankman (Square Banner)', and 'Doing It — Adam Shankman (Vertical Banner)'. A red arrow points from the filter options to the search results. The website also features a search bar, a search icon, and a search button. The CDC logo is visible in the top left corner.

www.cdc.gov/StopHIVTogether



New Self-Testing Services Database

- List includes self-test services for free or at a reduced cost by jurisdiction
- Agencies can submit their information via email
 - hivwebmaster@cdc.gov
- Being integrated into comprehensive HIV service locator by May 2021



www.cdc.gov/hiv/basics/hiv-testing/hiv-self-tests.html



Updated CDC Self-Test Web Content

HIV SELF-TESTING (HOME TESTING)

Can I get an HIV test to use at home or in a private location?

Yes. These are known as HIV self-tests. There are two kinds:

- A **Rapid Self-Test** is done entirely at home or in a private location and can produce results within 20 minutes. You can buy a rapid self-test kit at a pharmacy or online. The only rapid self-test currently available in the US is an oral fluid test.
- A **Mail-In Self-Test** includes a specimen collection kit that contains supplies to collect dried blood from a fingerstick at home. The sample is then sent to a lab for testing and the results are provided by a health care provider. Mail-in self-tests can be ordered through various online merchant sites. Your health care provider can also order a mail-in self test for you.

Check to see if the health department or other organization near you is providing a rapid self test for a reduced cost or for free. Directly purchased self-tests may not be covered by private health insurance or Medicaid. Be sure to check with your insurance provider and your health care provider about reimbursement for tests that are self-purchased.

NOTE: State laws regarding self-testing vary and may limit availability. Check with your health care provider for additional testing options.

What should I expect when I use a rapid HIV self-test (also known as a home test)?

There is currently one FDA-approved rapid self-test (OraQuick). For this test, you must swab your own mouth to collect an oral fluid sample and use the materials in the kit to test your oral fluid sample. You will be able to get a result in 20 minutes. It is important to follow the directions as described in the instructions or the test will not work. There is a phone number included with the HIV self-test for anyone to call to get help with conducting the test.

You should always interpret the rapid self-test according to the test [manufacturer's instructions](#).

- if the test result is negative, and you haven't had a possible exposure during the previous 3 months, you can be confident you don't have HIV.
- if your test result is positive, go to a health care provider for follow-up testing.

Some people have difficulty in conducting a rapid self-test and the test does not perform as it should. If a rapid HIV self-test is invalid as described in the instructions, then the test has not worked. In this case, you should get a new test kit and try again.

WHICH HIV SELF-TEST IS RIGHT FOR YOU?

HIV self-testing allows you to take an HIV test at home or other private location. There are two kinds of HIV self-tests: Rapid and Mail-In. Learn the differences and which may be right for you.

| | Rapid Self-Test | Mail-In Self-Test |
|------------------------------------------------------------------------|-----------------|-------------------|
| Can I order it myself? | Yes | Yes |
| Can my health care provider order it for me? | No | Yes |
| Is it available at a pharmacy? | Yes | No |
| Can it be ordered online? | Yes | Yes |
| Does it offer quick results? | Yes | No |
| Can it find HIV soon after exposure? | Sometimes | Yes |
| Does it use an oral swab? | Yes | No |
| Does it use a small blood spot from a finger-stick? | No | Yes |
| Is it covered by insurance? | Sometimes | Sometimes |
| Is it covered by Health Savings Account and Flexible Spending Account? | Sometimes | Sometimes |

For more information visit www.cdc.gov/hiv/basics Yes Sometimes No

www.cdc.gov/hiv/basics/hiv-testing/hiv-self-tests.html



Content Syndication

- **Allows partners to add CDC.gov content to their own website**
 - Content is automatically updated in real time
- **Content is in “Question and Answer” format**
 - Users remain on your website

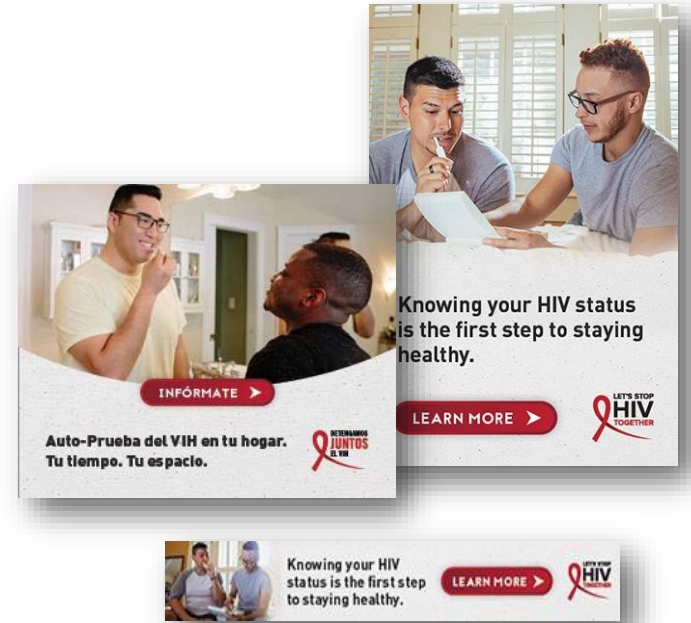
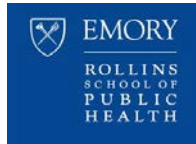


www.cdc.gov/hiv/library/syndicated



HIV Self-Testing Project

- Promotes free HIV self-test kit through an online portal
- Includes creative development, social media strategies, and media buys specifically for self-testing among priority populations
- Launches February 4, 2021



[takemehome.org](https://www.takemehome.org)





Implementing the *Together* Campaign
– Resources & Support

Implementation of *Together* Campaign

Utilize

- Download or request digital and print materials
- Place across web, social and digital media platforms
- Distribute at local conferences and events

Least Complex

Localize

- Include text with local information (e.g., hotline number, website)
- Host campaign-centered events

Adapt

- Conduct photo shoot using local participants
- Create campaign-specific web, social and digital media platforms

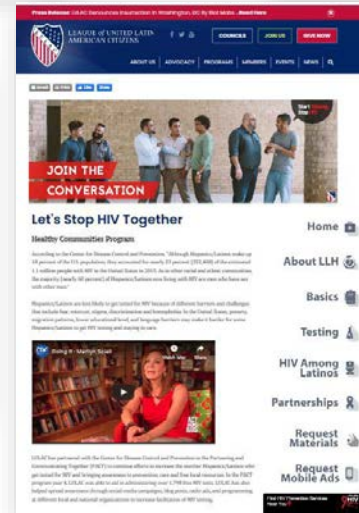
Most Complex



Implementation of *Together* Campaign (cont.)

Utilize

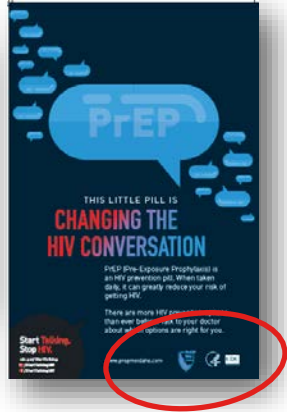
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Implementation of *Together* Campaign (cont.)



Localize



- Include text with local information (e.g., hotline number, website)
- Host campaign-centered events



Implementation of *Together* Campaign (cont.)



Adapt



- Conduct photo shoot using local participants
- Create campaign-specific web, social and digital media platforms

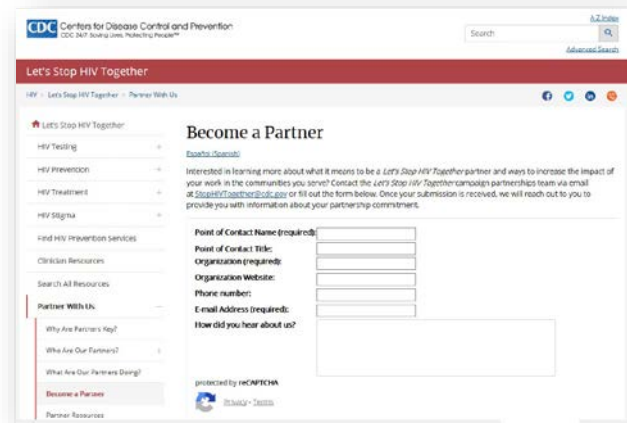
Resources to Implement the *Together* Campaign

- **Formative research across populations**
- **Bilingual resources (digital and print)**
 - Posters, palm cards, brochures, booth pop-ups, and ads
 - Memes, GIFs, and social media toolkits
 - Web banners and widgets
 - Public service announcements (video and audio)
 - Continuing Medical Education offerings
 - Slide decks and talking points
- **Campaign ambassadors (consumers and providers)**
- **Monitoring and evaluation tools and templates**
- **Technical assistance across campaign implementation stages**



Requesting Support and Resources from *Together*

- **Coordination via project officer**
- **Email *Together* team**
 - StopHIVTogether@cdc.gov
- **Request materials at CDC-Info**
 - www.cdc.gov/cdc-info/
 - 800-CDC-INFO
- **Submit request on *Together* website**
 - www.cdc.gov/stophivtogether/partnerships/become-a-partner.html



The screenshot shows the CDC website interface for 'Let's Stop HIV Together'. The main heading is 'Become a Partner'. Below the heading, there is a paragraph of text: 'Interested in learning more about what it means to be a Let's Stop HIV Together partner and ways to increase the impact of your work in the communities you serve? Contact the Let's Stop HIV Together campaign partnerships team via email at StopHIVTogether@cdc.gov or fill out the form below. Once your submission is received, we will reach out to you to provide you with information about your partnership commitment.'

The form contains the following fields:

- Point of Contact Name (required):
- Point of Contact Title:
- Organization (required):
- Organization Website:
- Phone Number:
- E-mail Address (required):
- How did you hear about us?

At the bottom of the form, there is a 'protected by reCAPTCHA' logo and a 'Submit' button.



Questions & Answers



Facebook: [@cdcHIV](#)



Twitter: [@cdc_HIVAIDS](#)



Instagram: [@stopHIVtogether](#)



Email us at: StopHIVTogether@cdc.gov

National Center for HIV/AIDS, Viral Hepatitis, STD, and TB Prevention
Division of HIV/AIDS Prevention



Express visits: Integration of no-contact lab visits for PrEP clinical care and support services

Liz Thompson, MPH

She/Her/Hers

Associate Director of Public Health Promotion

Jeanelle Kline, MSW


Fae/Faer/Faers

Manager of Biomedical HIV Prevention Interventions


- **Express Program Overview (Pre-COVID)**
- **Revised structure to support COVID-19 precautions**
- **Reduced-contact PrEP care**
- **Promoting PrEP during a pandemic**

Howard Brown exists to eliminate the disparities in healthcare experienced by lesbian, gay, bisexual and transgender people through research, education and the provision of services that promote health and wellness.

With rising rates of sexually transmitted infections (STIs) and related health care costs, clinics across the U.S. urgently need to increase screening and treatment, while minimizing the impact on staff and systems. To address these needs, Howard Brown implemented STI express services, which refer to triage-based testing without a full clinical examination.



**SEXUAL HEALTH
ON YOUR SCHEDULE**
Visit us in Hyde Park



HIV/STI screening & more. Absolutely free. Howard Brown Health Outreach is now offering free sexual health services five days a week in Hyde Park. It's quick and confidential with no appointment necessary. You can now access walk-in screening for STIs/STDs, HIV and Hepatitis C, plus pregnancy testing and linkage to affordable treatment, whenever you need it.

HOWARD BROWN HEALTH OUTREACH
1525 E 55th St., 1st Floor, Chicago, IL 60637

Monday, Tuesday, Wednesday, Friday: noon – 6 p.m.
Saturday: 9 a.m. – 3 p.m.

- Community Space
- (2) dedicated interview rooms
- (2) gender neutral bathrooms for specimen collection
- Micro-lab with Pneumatic Tube for rapid device processing.
- (2) Kiosks for paperless registration



Community Space and Waiting Area



Bathroom for Self-Collection of
Specimens



Micro-Lab with Pneumatic Tube



Interview Room 1

What has changed?

- Express clinic sites re-assigned for community COVID-19 screening
- Low-barrier HIV/STI screening services at 2 sites
- Walk-in model now appointment-based (same day appointments available)
- Patients have minimal contact with clinical staff

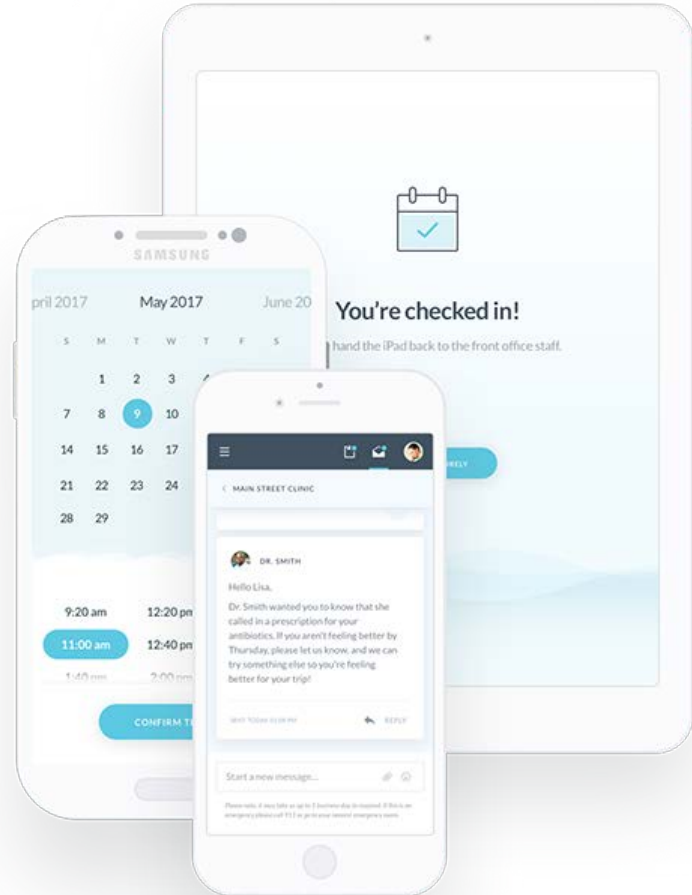


Registration & Lab Result Delivery

Registration is a paperless process that happens through the Healthvana platform.

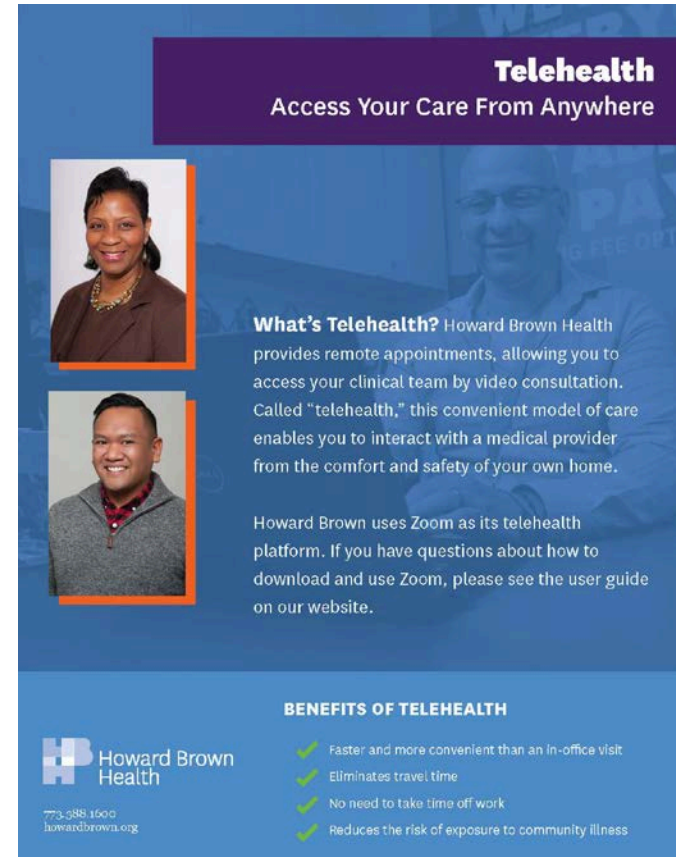
Appointments are made through the call center or on-site with triage staff and patients can register via Healthvana in advance through their cell phones.

PrEP Navigators may also assist patients with making appointments for their PrEP care.




Telehealth

When making an appointment, a lab visit is scheduled within 7 days of a Telehealth appointment with the provider.



Telehealth
Access Your Care From Anywhere



What's Telehealth? Howard Brown Health provides remote appointments, allowing you to access your clinical team by video consultation. Called "telehealth," this convenient model of care enables you to interact with a medical provider from the comfort and safety of your own home.

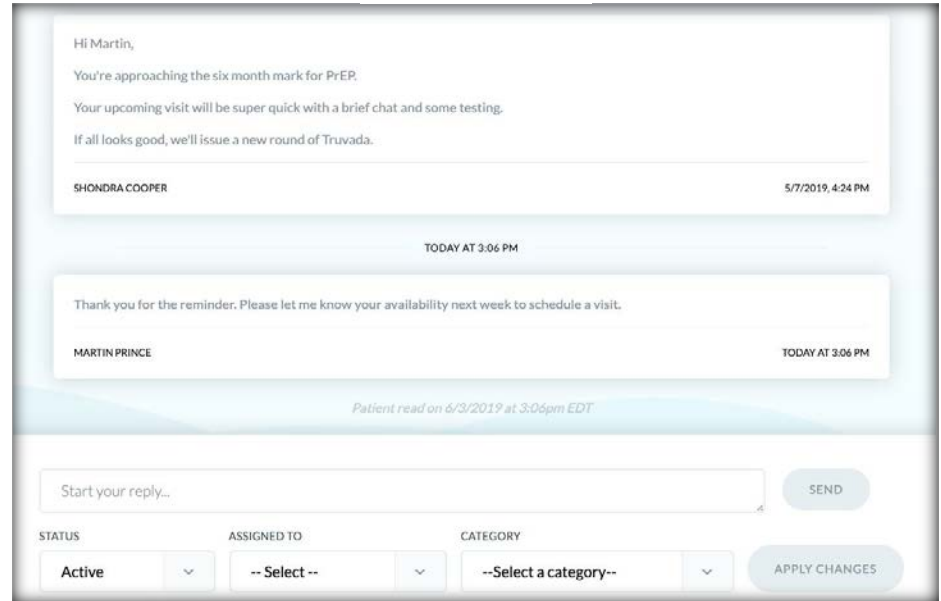
Howard Brown uses Zoom as its telehealth platform. If you have questions about how to download and use Zoom, please see the user guide on our website.

BENEFITS OF TELEHEALTH

- ✓ Faster and more convenient than an in-office visit
- ✓ Eliminates travel time
- ✓ No need to take time off work
- ✓ Reduces the risk of exposure to community illness

 Howard Brown
Health
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- PrEP Navigators provide support via phone; financial assistance applications are submitted digitally
- For additional support, patients can enroll in PrEP Care Plans via Healthvana
- Patients receive appointment reminders, adherence tips, and can ask PrEP Navigators questions about their care



The screenshot displays a patient messaging interface. At the top, a message from SHONDRA COOPER is dated 5/7/2019, 4:24 PM. The message content reads: "Hi Martin, You're approaching the six month mark for PrEP. Your upcoming visit will be super quick with a brief chat and some testing. If all looks good, we'll issue a new round of Truvada." Below this, a separator indicates "TODAY AT 3:06 PM". A second message from MARTIN PRINCE, dated "TODAY AT 3:06 PM", says: "Thank you for the reminder. Please let me know your availability next week to schedule a visit." A status bar below the messages shows "Patient read on 6/3/2019 at 3:06pm EDT". At the bottom, there is a text input field with the placeholder "Start your reply..", a "SEND" button, and a filter section with three dropdown menus: "STATUS" (set to "Active"), "ASSIGNED TO" (set to "-- Select --"), and "CATEGORY" (set to "--Select a category--"). An "APPLY CHANGES" button is located to the right of these filters.

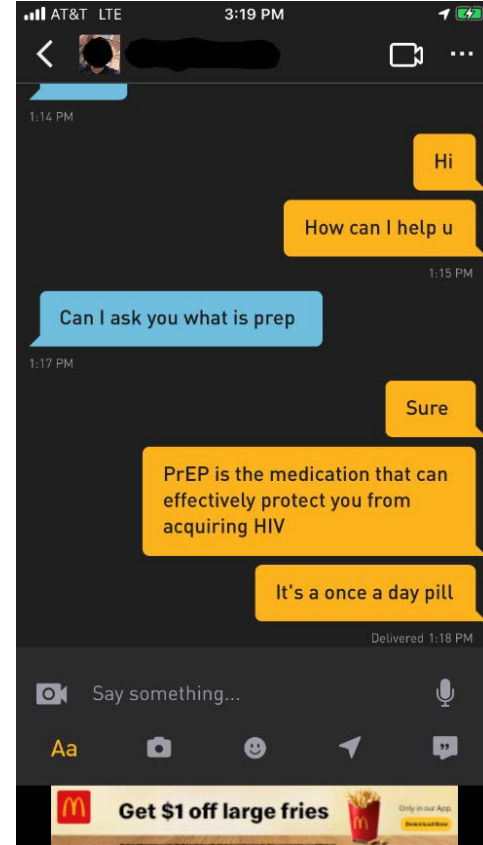
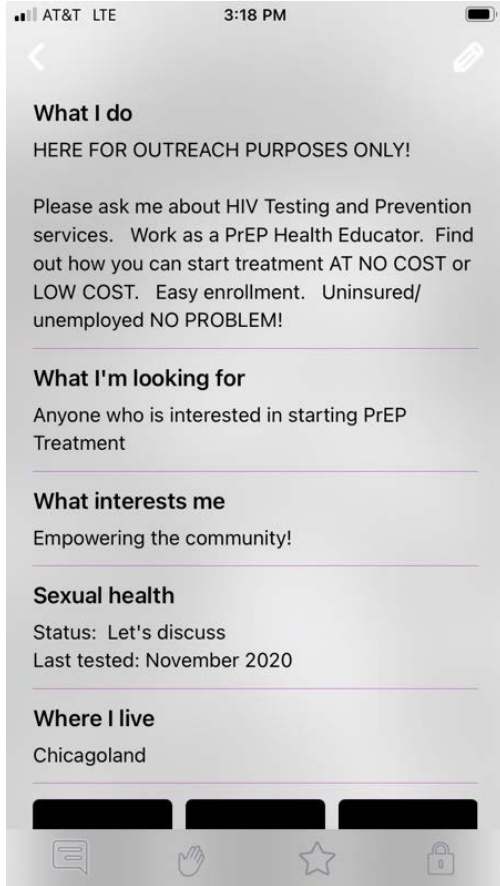
**Providing outreach and access to PrEP
through geo-social networking apps**

**Gindr
Scruff
Jack'd**

**Outreaching 3 days a week for 3 hours a
day**

**Currently have connected 25 clients to
PrEP**





Self Testing Initiatives

January 13, 2021

Cody J. Shafer | he, him, his
Prevention Services Coordinator
HIV Special Projects Division

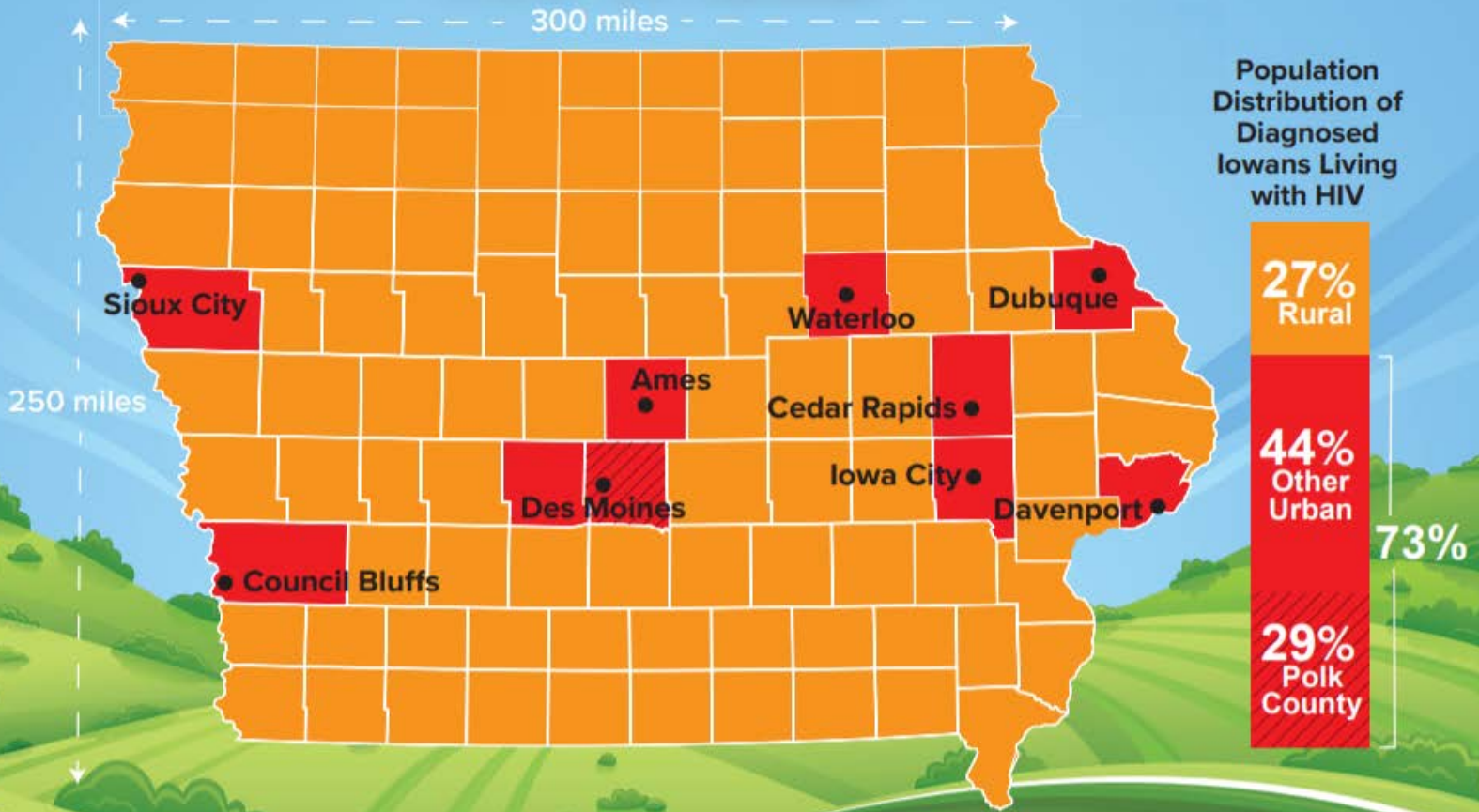
Session Overview

- Iowa Background
- Home Testing – Iowa TelePrEP Pilot
- Home Testing – COVID 19 Response
- Home Testing – 2021 and Beyond

Iowa Background



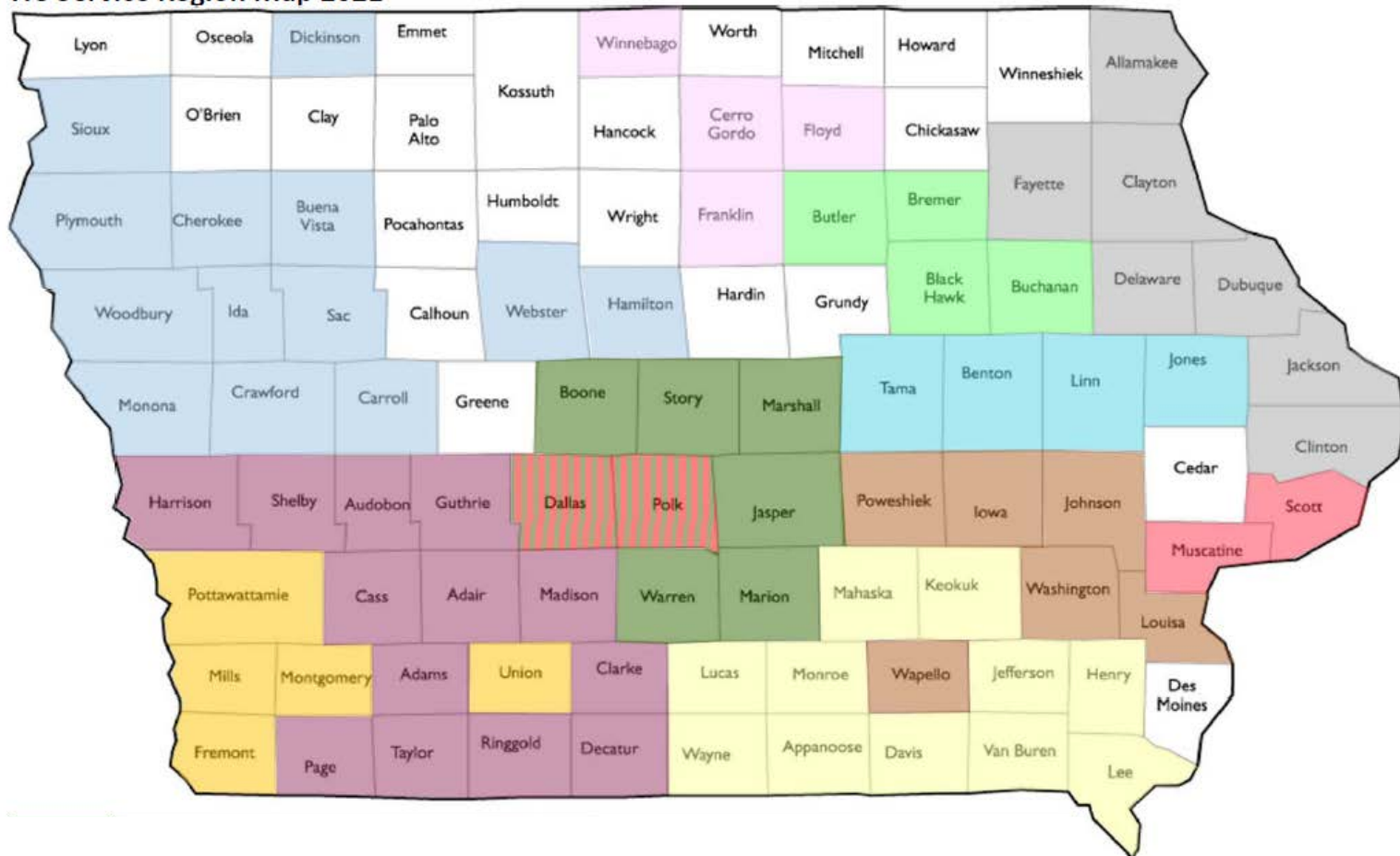
HIV in Iowa



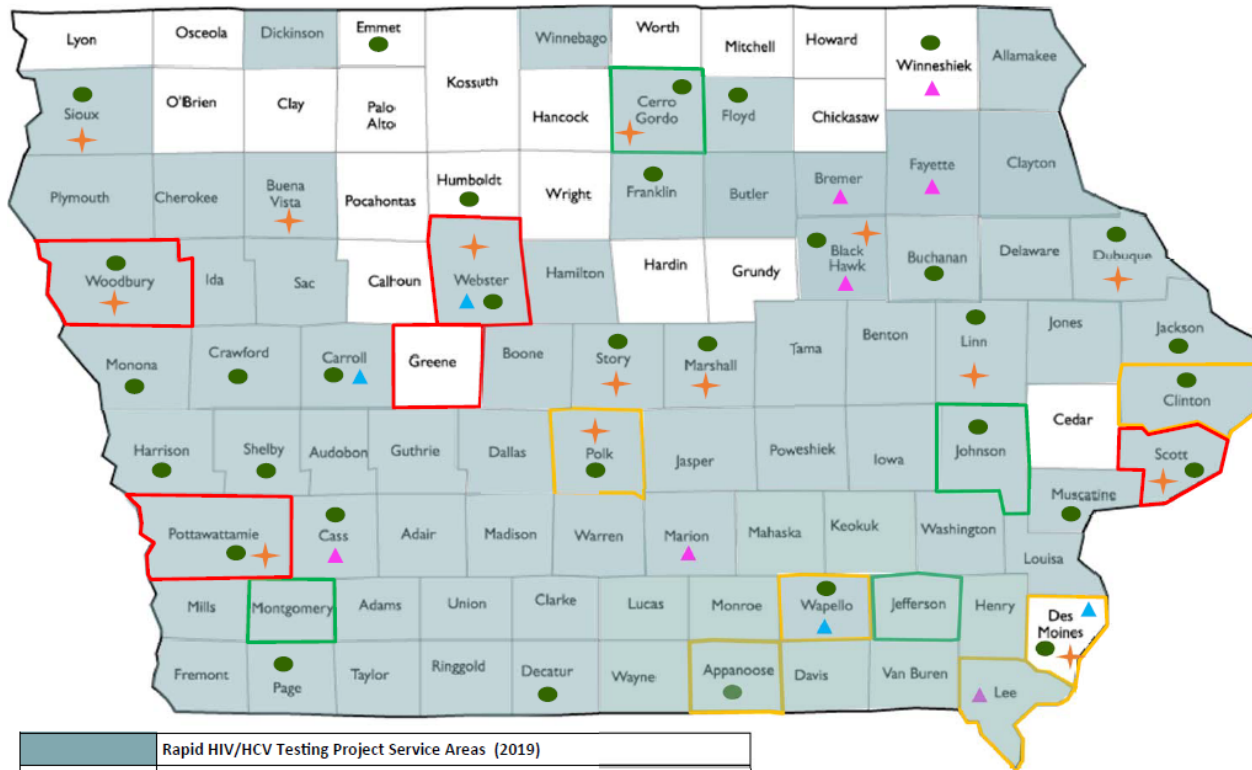
Traditional Testing Initiatives

- Integrated Testing Services Contractors
- Community Based Pharmacy Testing
- Routine Screening Project (FQHCs)
- Community Based Screening Services

ITS Service Region Map 2021



Testing Projects Coverage Map 2021



| | |
|---|-----------------------------------------------------------------|
| | Rapid HIV/HCV Testing Project Service Areas (2019) |
| ▲ | Community Based Pharmacy Rapid HIV Testing (2020 start) |
| ▲ | Community Based Pharmacy Rapid HIV Testing Sites (2019) |
| ★ | Federally Qualified Health Center w/ Routine Screening Policies |
| ▭ | Vulnerable Counties (HIV & HCV Outbreak) |
| ▭ | Vulnerable Counties (Overdose) |
| ▭ | Vulnerable Counties (Outbreak & Overdose) |
| ● | Community Based Screening Services |

Iowa TelePrEP Home Testing



Iowa TelePrEP

- Telehealth PrEP Delivery Service – est. 2016
- Patients with payers may elect to use commercial labs.
- Reliant on partnerships with traditional test sites to identify, recruit, and provide testing services.

Even with these vital partnerships – there were identified gaps in accessible services early on.

Iowa TelePrEP

Implemented home testing for a select number of patients to glean acceptability and feasibility.



EMORY
UNIVERSITY

Center for
AIDS Research

- 6 Step At Home Test Kit
- Only Available for Male Patients
- Delivery by Amazon Distribution
- Sample Return by Mail
- Qualitative Evaluation Manuscript – accepted with publishing pending

Rapid HIV @ Home



Rapid HIV @ Home

In response to COVID 19, Iowa quickly acquired OraSure/OraQuick rapid HIV Test kits.

- 2 traditional Integrated Testing Services Agencies + Iowa TelePrEP
- Offered as an alternative to in-person clinic requests
- Required a phone pre-screen to complete the CDC client assessment
- Referrals to PrEP and other services were made as part of the assessment
- Additional information and resources were included in the package sent to the client
- Results reported by text or phone to the issuing agency



Phase 1 (July 1, 2020 to March 1, 2021) with a phase 2 pilot to follow.

Progress in Learning

- ❑ Offering home testing as a clinical alternative has yielded low uptake
- ❑ Focused advertising has shown increased uptake among priority populations
 - Men who have sex with men (rural)
 - Individuals who have no or limited history of testing

These lessons will be used to inform modifications to the delivery model during phase 2 of the pilot moving through 2021.

2021 and Beyond



Iowa TelePrEP

Partnering with state lab to validate a home-grown test kit similar to the pilot that was implemented in partnership with Emory University.

- Validation study will begin in Q1 of 2021.
- Will rely on patients currently enrolled in Iowa TelePrEP & dual collection.
- Providers will order and dispatch kits to patients.
- Results will be uploaded electronically to the ordering provider.

*validation is being funded utilizing 340B cost savings from this project.

Breaking The Kit

Investing in the validation of a home-grown test kit provides numerous opportunities for us to “break the kit” in the future:

- At home STD sample collection (including extra genital)
- At home blood collection will allow for expansion of HCV testing
- At home stand alone (not rapid) HIV testing
- Potential for more focused PrEP testing that will reduce waste and save costs

Questions / Discussion?



Cody.Shafer@idph.iowa.gov

Q&A/ Open Discussion

- ✓ Please feel free to use the chat function to ask a question
- ✓ Feel free to unmute yourself to ask a question to the presenters



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To Learn More or Request CDC CBA/TA services
on this content area and other TA needs:

<https://www.cdc.gov/hiv/capacity-building-assistance/technical-assistance.html>