



LOS ANGELES COUNTY
COMMISSION ON HIV



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BLACK CAUCUS

Virtual Meeting

Thursday, August 18, 2022

4:00-5:00pm (PST)

Agenda and meeting materials will be posted on
<http://hiv.lacounty.gov/Meetings> *Other Meetings

REGISTRATION NOT REQUIRED + SIMUTANEOUS TRANSLATION IN SPANISH AND OTHER
LANGUAGES NOW AVAILABLE VIA CLOSED CAPTION FEATURE WHEN JOINING VIA WEBEX. CLICK
[HERE](#) FOR MORE INFO.

TO JOIN BY COMPUTER:

<https://lacountyboardofsupervisors.webex.com/lacountyboardofsupervisors/j.php?MTID=m86c00db68fea73a4c55800f6690b035c>

Meeting Password: BLACK

TO JOIN BY PHONE:

1-213-306-3065

Access Code/Event #: 2594 195 9936

For a brief tutorial on how to use WebEx, please check out this video: <https://www.youtube.com/watch?v=iQSSJYcrglk>

**For those using iOS devices - iPhone and iPad - a new version of the WebEx app is now available and is optimized for mobile devices. Visit your Apple App store to download.*

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LOS ANGELES COUNTY
COMMISSION ON HIV



510 S. Vermont Ave., 14th Floor • Los Angeles, CA 90020 • TEL (213) 738-2816
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BLACK CAUCUS

Virtual Meeting Agenda

Thursday, August 18, 2022 @ 4:00PM-5:00PM

To Join by Computer:

<https://lacountyboardofsupervisors.webex.com/lacountyboardofsupervisors/j.php?MTID=m86c00db68fea73a4c55800f6690b035c>

Join by phone: 1-213-306-3065

Password: BLACK Access code: 2594 195 9936

- | | |
|--|---------------|
| 1. WELCOME, INTRODUCTIONS & MEETING GUIDELINES | 4:00PM-4:05PM |
| 2. CO-CHAIR REPORT/UPDATES | 4:05PM-4:10PM |
| a. Comprehensive HIV Plan (CHP) Feedback ONGOING | |
| 3. RECOMMENDATIONS/TASK TRACKER | 4:10PM-4:55PM |
| a. <u>Task #2</u> : PrEP Marketing Campaign Focus Group Findings & Discussion (Presented by Raniyah Copeland, Co-Founder, Equity & Impact Solutions) | |
| b. <u>Task #3</u> : Organizational Capacity Needs Assessment Proposal | |
| c. Next Steps | |
| 4. RECAP AND NEXT STEPS | 4:55PM-4:57PM |
| 5. PUBLIC COMMENT & ANNOUNCEMENTS | 4:57PM-5:00PM |
| 6. ADJOURNMENT | 5:00PM |

Black/African American Community (BAAC) Task Force Toolkit:

<https://tinyurl.com/2k67hbwa>



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CODE OF CONDUCT

We welcome commissioners, guests, and the public into a space where people of all opinions and backgrounds are able to contribute. We create a safe environment that celebrates differences while striving for consensus and is characterized by consistent, professional, and respectful behavior. Our common enemies are HIV and STDs. We strive to be introspective and understand and clarify our assumptions, while appreciating the complex intersectionality of the lives we live. We challenge ourselves to be self-reflective and committed to an ongoing understanding. As a result, the Commission has adopted and is consistently committed to implementing the following guidelines for Commission, committee, and associated meetings.

All participants and stakeholders should adhere to the following:

- 1) We strive for consensus and compassion in all our interactions.**
- 2) We respect others' time by starting and ending meetings on time, being punctual, and staying present.**
- 3) We listen, don't repeat what has already been stated, avoid interrupting others, and allow others to be heard.**
- 4) We encourage all to bring forth ideas for discussion, community planning, and consensus.**
- 5) We focus on the issue, not the person raising the issue.**
- 6) We give and accept respectful and constructive feedback.**
- 7) We keep all issues on the table (no "hidden agendas"), avoid monopolizing discussions and minimize side conversations.**
- 8) We have no place in our deliberations for homophobic, racist, sexist, and other discriminatory statements and "-isms" (including misogyny, transphobia, ableism, and ageism).**
- 9) We give ourselves permission to learn from our mistakes.**

Approved (11/12/1998); Revised (2/10/2005; 9/6/2005); **Revised (4/11/19; 3/3/22)**



BLACK CAUCUS

Thursday, August 18, 2022 | 4:00pm to 5:00pm

VIRTUAL MEETING SUMMARY

Meeting packet is available at: <https://hiv.lacounty.gov/meetings/>

**Contact staff for verification of attendance*

1. Welcome & Introductions

Co-Chairs, Danielle Campbell and Gerald Garth, welcomed attendees and led introductions.

2. Co-Chair Report & Updates

D. Campbell reported that the development of the Comprehensive HIV Plan (CHP) is still underway and that a draft version of the Plan will be available in the upcoming months for feedback.

3. Recommendations & Task Tracker

- Task #2: PrEP Marketing Campaign Focus Group Findings & Discussion

The Caucus welcomed a presentation from Raniyah Copeland, Founder, Equity & Impact Solutions, on findings from the PrEP marketing campaign focus groups which were convened to solicit feedback from various priority populations of the Black community, i.e., MSM, Trans Women, and Cis-Women, on the needs, gaps and what they would like to see in HIV prevention messaging.

- o This exercise is to address BAAC Task Force's general recommendation #3: Incorporate universal marketing strategies for HIV prevention that appeal to all subsets of the Black/AA community to reduce stigma and increase awareness.
- o Overall feedback of the focus groups included:
 1. Showcase local community members, i.e., influencers, advocates, and celebrities
 2. Imagery Diversity to include families, couples, people of varying age, people of varying gender, diverse traits, gender non-confirming people, Trans men, vibrant colors, and fonts
 3. Empowerment for and by the Community, i.e., key messaging developed in partnership with priority populations, use empowerment tactic recommended by participants, speaks to the wholeness of Black life; not focus solely on HIV

R. Copeland posed the following two questions for feedback which will help inform operationalizing a PrEP marketing campaign:

(1) What are your recommendations for campaign outcomes? Feedback from Caucus included:

- To increase PrEP uptake
- To bring awareness as most people are not aware of PrEP Centers of Excellences
- Ask providers to pose trigger questions to their clients/patients to inform and educate them about PrEP
- PrEP messaging does not cater to cis-women. Cis-women do not see themselves in marketing. Need to create more community mobilization to increase awareness for cis-women.
- Increase in awareness and messaging
- Engage providers to promote messaging and marketing campaign
- Assess PrEP utilization in Black communities to determine what is type of outcome is desired.
- As planners, we all must become familiar with PrEP tools and have an understanding how our participation in this movement will increase other's engagement
- Create a more realistic campaign; replicate the model used for the PrEP in Black American campaign *to be sent to Caucus
- How can we leverage with other campaigns; don't recreate the wheel.
- *All Caucus members are to familiarize themselves with the various PrEP campaigns and Centers of Excellence ahead of the next meeting.*

(2) Creative Direction: Do you feel images inclusive of everyone together (MSM, ciswomen, transwomen) is preferred OR specific images in separate print documents (one document has MSM only, one document has ciswomen only, etc.)?

- Sero-discordant relationships
- Broad and various relationship dynamics
- Focus on the relational part of relationships

• Task #3: Organizational Capacity Needs Assessment Proposal

At its next meeting, the Caucus will begin preliminary discussions on potentially developing a needs assessment in-house to address organizational capacity among Black led organizations.

4. Recap & Next Steps

The September 15th meeting will be extended from 3-5PM to allow sufficient time to thoroughly address the questions posed from R. Copeland and to begin discussion around developing an in-house needs assessment for Black-led organizations to determine what type of technical assistance is needed.

Staff to send Caucus resource information regarding PrEP Centers of Excellence and PrEP marketing campaigns to assist with discussions/solutions around the PrEP marketing campaign at its next meeting.

5. Public Comment & Announcements. None

6. Adjournment



BLACK/AFRICAN AMERICAN WORKGROUP TASK TRACKER

Updated 7/27/22

	TASKS	TASK FORCE RECS	STATUS	UPDATES & NEXT STEPS
1	ESTABLISHMENT OF PREP CENTERS OF EXCELLENCE FOR WOMEN OF COLOR <i>Develop 3-4 attributes agencies should possess that should be included in RFP language re: women-centered services and/or PrEP Centers of Excellence (for Women).</i>	Women & Girls Rec #2	COMPLETE	<p>11/22/21 update: D. Campbell submitted recommendations to P. Zamudio; see 11/22/21 email for details.</p> <p>12/2/21 update: Paulina Zamudio (DHSP) working with contracted agencies to make updates to RFP scope of work. RFP to be released soon; services will be funded effective July 1, 2022.</p> <p>6/15/22 update:</p> <ol style="list-style-type: none"> Solicitation released for Biomedical Prevention. Included options to focus on Women of Color, Transwomen, or All Populations. 100% of applications received were submitted for the <i>All Population</i> option. County review team scored applications, 15 agencies funded: (1) Alta Med, (2) APLA, (3) CHLA, (4) City of LB (5) Drew/Oasis (6) JWCH (7) LAC USC (8) LGBT Center (9) MHF (10) NEVHC (11) St. John's (12) St Mary's (13) TTC (14) Via Care (15) Watts Health Care DHSP communicated the need to increase PrEP access for ciswomen and trans persons to selected agencies. MCA and Drew will have more of a women focus, however not exclusive to this population.
2	PREP MARKETING CAMPAIGN FOR THE BLACK COMMUNITY AND ITS SUBPOPULATIONS <i>Develop list of 20-30 participants for DHSP to coordinate a focus group via vendor, Audacy (fka Intercom) to solicit feedback on a PrEP campaign</i>	General Recs #3, 6, 13, 14 Black Trans Men Rec #4 Women & Girls Recs #1, 7	IN PROGRESS PrEP Focus Groups COMPLETE	<p>10/12/21 update: Workgroup submitted list of 47 potential participants to DHSP on 10.21.21.</p> <p>12/2/21 update: DHSP is reviewing resources to identify funding to support PrEP marketing for Black community; participant list submitted to Intercom/Audacy to coordinate focus group; will work with Equity and Impact Consulting to conduct focus groups. DHSP also working on a much broader marketing solicitation.</p> <p>6/15/22 update:</p> <ol style="list-style-type: none"> DHSP partnered with Equity and Impact Consulting to plan and convene focus groups in collaboration with Audacy (DHSP media vendor). 3 focus groups held on 2/15/22, 2/17/22, 2/22/22 with participants from the MSM, Trans, and Ciswomen community. Invites sent to persons recommended by Task Force and broader community. Summary report and results presented to DHSP on 6/14/22 to inform development of campaign. Key themes: showcase local community members/influencers, include diversity of imagery, empower the community. <p>Discussion questions:</p> <ol style="list-style-type: none"> What are your recommendations for campaign outcomes? Potential examples: Increase traffic to PrEP Centers of Excellence, increase traffic to the GetProtectedLA.com website for more info, increase knowledge about PrEP, etc. In terms of creative direction and imagery – do you feel images inclusive of everyone together (MSM, ciswomen, transwomen) is preferred OR specific images in separate print documents (one document has MSM only, one document has ciswomen only, etc.)?

<p>3</p>	<p>TECHNICAL ASSISTANCE FOR BLACK/AA LED PROVIDERS TO PROVIDE A MORE EQUITABLE PLAYING FIELD TO SUCCESSFULLY COMPETE FOR SOLICITATIONS</p> <p><i>Identify 5-10 agencies (preferably agencies who have not been previously awarded DHSP contracts) who would benefit from DHSP/County Technical Assistance (TA) support in competing for solicitations. Develop 3-5 TA recommendations Black/AA led orgs need to compete for solicitations, i.e.:</i></p> <ul style="list-style-type: none"> - create an incubation period for orgs in which DHSP could provide special TA until they are able to function fully - provide grant writing services 	<p>GeneralRec #9</p>	<p>IN PROGRESS</p>	<p>11/10/21 update: Leads met to discuss the preliminary work needing to be performed before a TA/mentorship pairing program can be developed by DHSP. DHSP agreed to develop a needs assessment for potential Black led/servicing orgs to assess their needs, gaps, and barriers in applying for and successfully performing under DHSP/County contracts.</p> <p>Leads/Workgroup to provide list of orgs, to include: (1) Black Women for Wellness (2) First to Serve, Inc. (3) Healing with Hope (4) Invisible Men (5) Jenesse Center, Inc. (6) Umma Community Clinic (7) Unique Women’s Coalition (8) William King Medical Group (9) YWCA</p> <p>12/2/21 update: Create a cohort model for the Needs Assessment & TA program. Workgroup to finalize list of Black led/servicing orgs that would benefit from a needs assessment. Final list to be submitted to DHSP.</p> <p>Workgroup to review DHSP 2020 Surveillance Report to identify specific examples/suggestions for increased HIV disparity data which would allow agencies to successfully compete for RFPs by having surveillance data accurately reflected for certain populations, i.e. transgender community, Asian, Native Hawaiian and Pacific Islander American communities, etc. I.e. Add additional Race/Ethnicity breakdowns by Gender, transmission categories, and age groups. Coordinate mtg w/ DHSP to determine ways to reformat surveillance data according to race/ethnicity breakdowns by gender, etc., prioritizing the transgender community.</p> <p>7/27/22 update: Planning discussions held. DHSP is planning a TA program that goes beyond competing for solicitations to offer a more robust, comprehensive TA approach (i.e. also looking at building capacity in general within CBOs, HIV workforce development, etc.)</p> <ul style="list-style-type: none"> - DHSP partnered with Heluna Health to offer opportunities to apply for grant funding outside of the County system to reduce barriers. - Mini-grant opportunities and EHE Priority Populations Intervention funding opportunity will be released. - DHSP exploring partnership with vendor to conduct KII (Dr. King as first KII) and provide TA.
<p>4</p>	<p>REVISE RFP MINIMUM MANDATORY REQUIREMENT (MMR) LANGUAGE TO BE MORE INCLUSIVE TO YIELD MORE SUCCESSFUL SOLICITATION AWARDS TO BLACK/AA LED ORGANIZATIONS</p> <p><i>Develop 3-5 specific recommendations on how to adjust Minimum Mandatory Requirements (MMR)s to allow more Black/AA led orgs to compete; i.e. allow DHSP latitude to override application scoring, waive/reduce specific requirements, etc. *Refer to example of MMRs DHSP to provide MMR “non-negotiables” especially around clinical licensure and billing</i></p>	<p>GeneralRec #11</p>	<p>IN PROGRESS</p>	<p>10/21/21 update: Workgroup agreed to amend Task #2 to a “4-bucket” strength-based approach which is to be coordinated w/ Task #3:</p> <ol style="list-style-type: none"> 1. <u>Support + Mentorship Initiative</u>. Create an “incubation” period to allow smaller & larger organizations to “pair” with each other to support and mentor each other by filling capacity gaps and leverage funding and other resources. 2. <u>Administration</u>. Provide organizations technical assistance, i.e., grant writing and strengthening internal financial systems. 3. <u>Customer Service</u>. Ensure customer service is centered around cultural humility. I.e., mandatory workforce Implicit Bias training, etc. 4. <u>Minimum Mandatory Requirements (MMRs)</u>. Create a solicitation infrastructure that does not “box” out Black/AA orgs from successfully competing for RFPs while ensuring optimum service delivery without compromising quality or service integrity <p>12/2/21 update: In response to #3 above, DHSP developed and is currently conducting Implicit Bias training; 300 provider staff signed up for training. DHSP is developing a proposed staffing plan to aggressively train providers without compromising its training portfolio.</p> <p>6/15/22 update:</p> <ol style="list-style-type: none"> 1. DHSP requiring contractors to participate in training. 2. 209 individuals trained between July 2021 and June 7, 2022. 3. 170 of the 209 individuals received 80% or higher on post-test (Note that 9 participants from the June 2 training will be taking the posttest tomorrow due to work conflicts). 4. 35 agencies represented thus far. <p>DHSP continues to communicate and relay to its DPH leadership in conjunction with the County’s Anti-Racism Initiative, the workgroup’s efforts to create an equitable contracting and procurement system.</p> <p>6/15/22 update: County CEO Office created a workgroup across County departments to review contracting equity.</p> <p>DPH Center for Health Equity is launching an effort to provide equitable contract opportunities for CBOs. Will continue to discuss opportunities that will help advance Black led/servicing orgs to successfully apply for County contracts.</p> <p>6/15/22 update: Ongoing planning continuing at DPH Center for Health Equity</p>



Black/African American Taskforce PrEP focus groups report

LA DHSP

Prepared by Equity & Impact Solutions

April 2022

 Equity & Impact Solutions



BACKGROUND

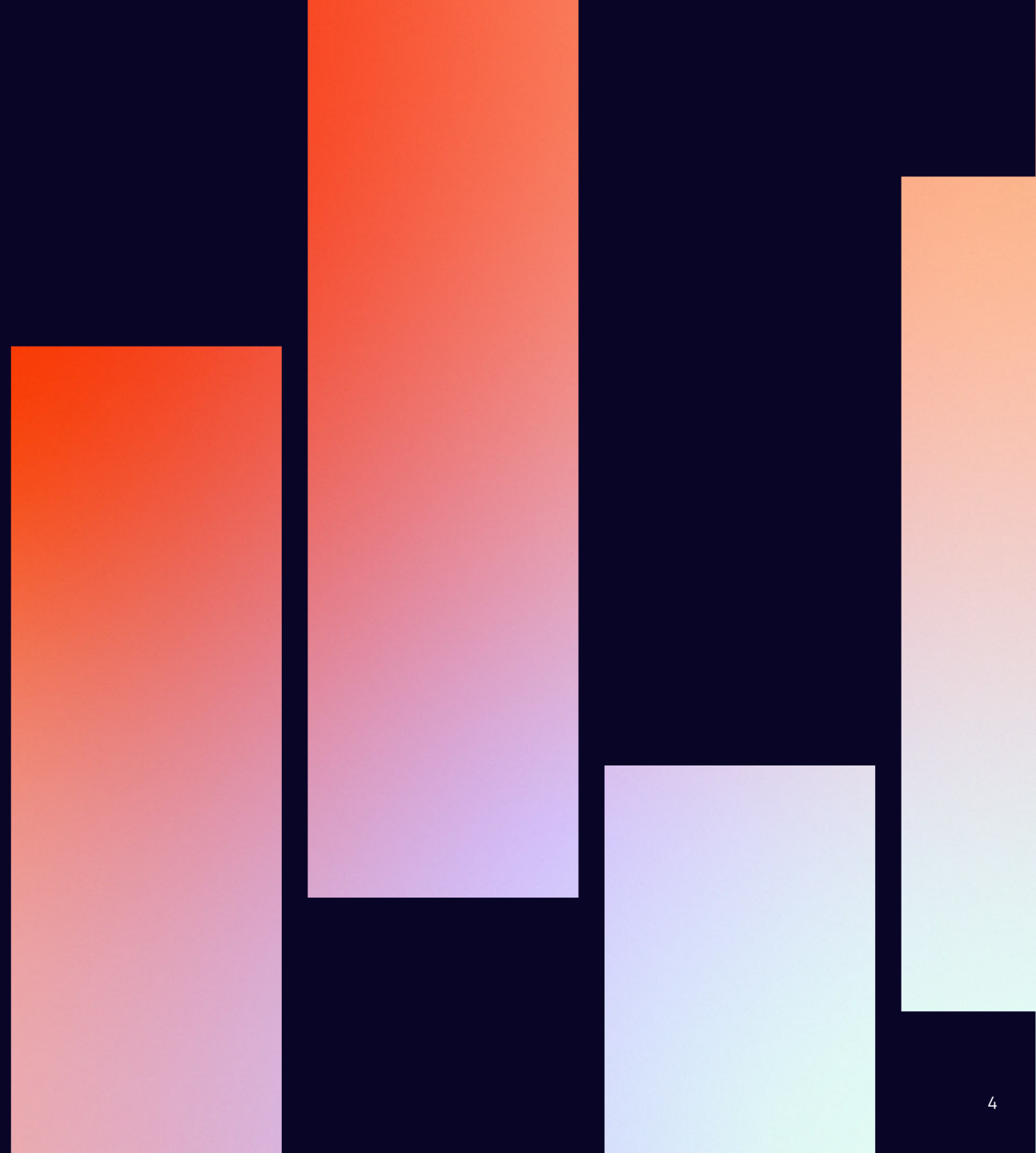
- Progress in Pre-Exposure Prophylaxis (PrEP) utilization among Black communities has lagged behind other racial groups nationally and in Los Angeles County
- DHSP Black/African American Task Force developed a set of recommendations that included increasing PrEP advertising within the Black/African American community to increase HIV prevention awareness in Black communities
- LA DHSP has made plans to develop a culturally relevant PrEP campaign that is informed by key stakeholders and makes significant strides in PrEP uptake in Black communities, specifically focusing on three key populations
- In February 2022, focus groups were held with Black men who have sex with men (MSM), Black Trans women, and Black Cis women were held to inform the development of these campaigns

METHODOLOGY

- Recommendations for focus group participants were solicited from LA DHSP's Black/African American Taskforce and offered a \$100 gift card for their time in the 90-minute focus group
- Goal of approximately 15 participants per focus group
- The MSM focus group had 15 attendees, the Black Trans women focus group had 14 attendees, and the Black Cis women focus group had 12 attendees

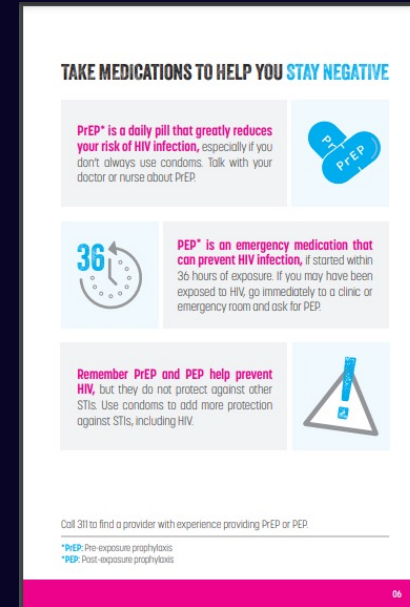
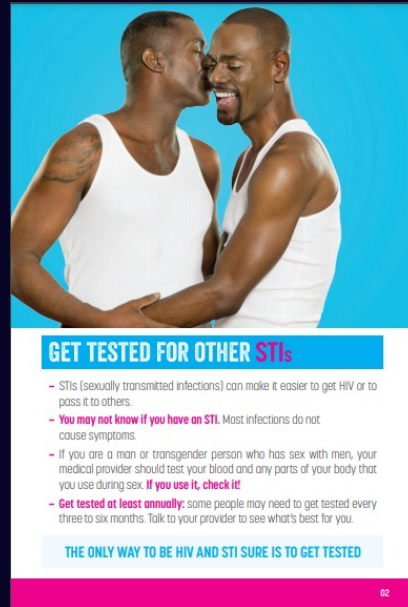


MSM Focus Group Campaign Review Findings!



MSM FOCUS GROUP CAMPAIGN REVIEW FINDINGS

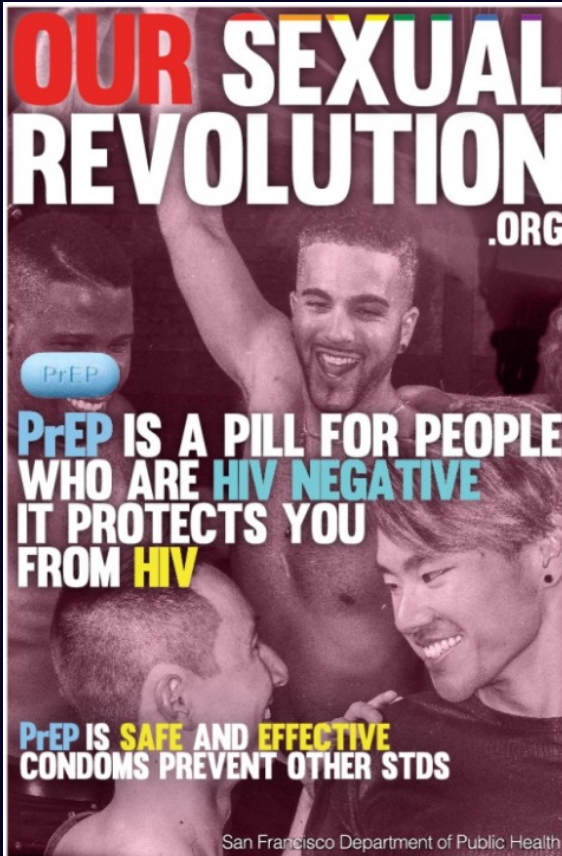
PrEP Campaign	Number of Respondents	Themes
<p>Campaign: Be Sure, Play Sure, Stay Sure</p> <p>Market: NYC</p> <p>URL: https://www1.nyc.gov/assets/doh/download/pdf/ah/beplay-staysure-booklet.pdf</p>	4 Respondents	<p>Imagery: colors</p> <p>Information-rich: Lots of information, word</p> <p>Inclusion: Inclusive of all people who should be on PrEP, trans people, totality of community</p>



MSM FOCUS GROUP CAMPAIGN REVIEW FINDINGS



PrEP Campaign	Number of Respondents	Themes
Campaign: Our Sexual Revolution – Better World URL: https://sexualbeing.org/get-involved/prep-for-her/	3 Respondents	Straight-forward: Clear and direct, not 'gimmicky' Imagery: Looks like focus group participants



MSM FOCUS GROUP CAMPAIGN REVIEW FINDINGS

PrEP Campaign	Number of Respondents	Themes
Campaign: PrEP HERE Market: LA URL: http://PrEPHERE.org	4 Respondents	Relatable & Fun: playful with word of 'fuck', sounds like community Shock factor: Puts 'it' out there Community 'Celebrities': use of well-known community influencers, trusted people



MSM FOCUS GROUP CAMPAIGN REVIEW FINDINGS

PrEP Campaign	Number of Respondents	Themes
<p>Campaign: #ItFeelsGood – APLA Health and Wellness Market: LA URL: http://APLAHW.ORG/PrEP</p>	4 Respondents	Fun: you can take meds and still have fun



MSM FOCUS GROUP CAMPAIGN REVIEW FINDINGS

PrEP Campaign	Number of Respondents	Themes
Campaign: PrEP Facts Market: San Francisco URL: http://prepfacts.org/asset-library/	3 Respondents	Direct: messaging is clear, direct Community: whole community pictured, iteration of love Messaging: Lots of information Cartoon: makes images relatable

KEEP IT REAL with PrEP

LEARN MORE AT PrepFacts.org

Is PrEP right for you?

PrEP is a newly available **HIV prevention strategy**, not a cure for HIV

PrEP
Pre-Exposure Prophylaxis is where HIV- negative people take medication to reduce their risk of getting infected with HIV

Adherence Matters
Risk for HIV infection reduced by 92% to 99% among those who take PrEP daily and consistently

Safe & Well Tolerated
Nausea is most commonly reported side effect but typically goes away after first month

Coverage
Most insurance and Medicaid cover Truvada for PrEP with payment assistance program available for those who qualify

LEARN MORE AT PrepFacts.org

Supported by funding from GlaxoSmithKline, Inc.

PrEP Facts

LEARN MORE AT PrepFacts.org

Is PrEP right for you?

Truvada +
take one pill
by mouth
mg
qty

must take daily

PrEP is a newly available **HIV prevention strategy**, not a cure for HIV

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LEARN MORE AT PrepFacts.org

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An additional Layer of Love

LEARN MORE AT PrepFacts.org

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LOVE MAY HAVE ANOTHER PROTECTOR

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MSM Focus Group Messaging Themes

Positive Outcomes from Using PrEP

- **Removes Fear & Anxiety:** Utilizing PrEP can take away the fear and anxiety of having sex as a Black gay man
- **Gives Choice:** Allows for a freedom and choice for sexual partners

Core Values & Beliefs that Drive PrEP Utilization

- **Safety:** Protection physically and mentally
- **Thriving:** Growing old with or without HIV; seeing older and diverse individuals living and aging gracefully
- **Choice:** Gives choice to PrEP user and partner; makes HIV not seem inevitable as a Black gay man

Recommended Key Messages for Campaign

- **Choice:** PrEP is an option
- **Self-Love:** Love enough to protect yourself and others

Desired Actions from PrEP Campaign

- **Provider Improvements:** Educate providers so they can be a helpful part of PrEP uptake and not a barrier as they often are now
- **Self-Advocacy:** People having the tools to strengthen their self-advocacy
- **Encouragement:** Encouraging of individuals and others in their networks

Improvements & Dissatisfaction Themes

Issues, concerns, and problems with trying to get PrEP in LA County

- **Providers/Access:** Getting a provider to prescribe PrEP; getting PrEP may not be easy or close; not enough people who look like focus group participants at clinics
- **Miseducation:** Mistrust, not knowing where and how to get PrEP
- **Side effects:** Not understanding side effects and stopping PrEP usage because side effects like gastrointestinal problems happen

Overcoming Barriers

- **Go Beyond Digital/Print Campaign:** Campaign must be in community; have community engagement as a component of campaign
- **Addressing Trauma:** Sex and PrEP use is often connected to trauma, must address those traumas to successfully use PrEP
- **Build Trust:** Make sure people understand information about PrEP; utilize celebrities

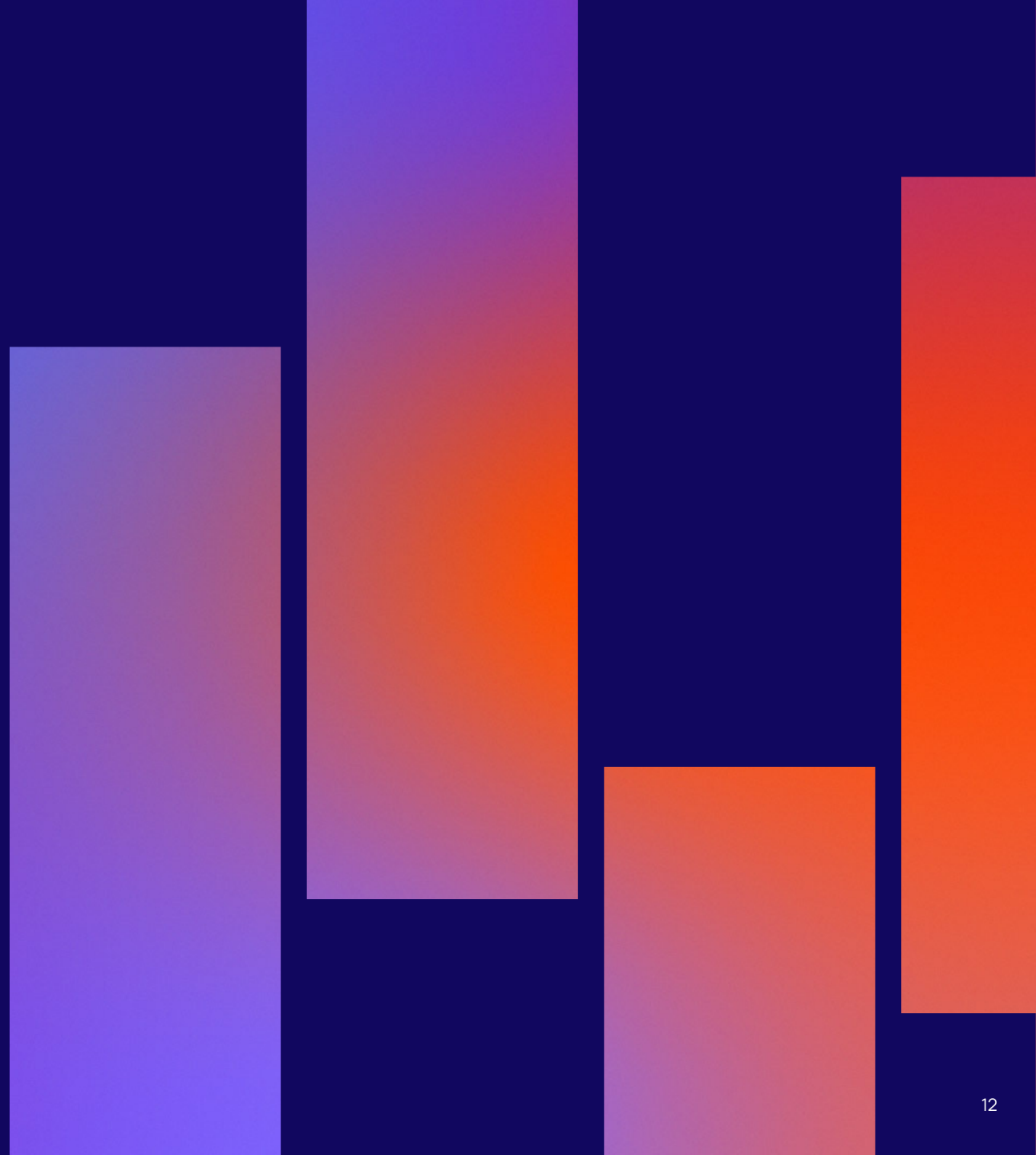
Potential Dissatisfaction with PrEP

- **Side effects:** Physical and mental side effects is a common reason people stop using PrEP
- **Mental Fatigue:** Having to constantly take medication can be overwhelming; having to take medications to have sex reinforces there is shame in having sex
- **Lack of Information:** Not fully understanding PrEP and its side effects

Promoting DHSP-Funded PrEP Providers to Black MSM

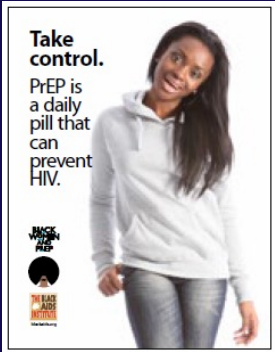
- **Get the Right Orgs:** Fund and use organizations that have are grassrootsed in those communities; place the services in South LA; offer services where communities are
- **Center the Queer Narrative:** Use language queer communities understand

Trans Women Focus Group Findings



Trans Women Focus Group Campaign Review Findings

PrEP Campaign	Number of Respondents	Themes
Campaign #6: Take Control/I PrEP-BAI Market: LA	4 Respondents	Imagery: Diversity of Black women; Black women in their natural form and settings



Trans Women Focus Group Campaign Review Findings

PrEP Campaign	Number of Respondents	Themes
Campaign # 12: Gusty Genuine & Living Sure Market: NYC	3 Respondents	Style: Classy, font Imagery: friendly; but didn't identify with images; colors/style were eye-catching



Trans Women Focus Group Campaign Review Findings

PrEP Campaign	Number of Respondents	Themes
Campaign # 7: Be Sure, Play Sure, Stay Sure Market: NYC	3 Respondents	Style: Classy, font Style: Colors and display are eye-catching (caution to make sure colors speak to trans communities)

A graphic for the 'GET TESTED FOR OTHER STIs' campaign. It features a light blue background with a photo of a man and a woman in white tank tops. The text 'GET TESTED FOR OTHER STIs' is prominently displayed in large, bold, black and pink letters. Below it, a list of bullet points provides information about STIs and testing. The text 'THE ONLY WAY TO BE HIV AND STI SURE IS TO GET TESTED' is at the bottom.

GET TESTED FOR OTHER STIs

- STIs (sexually transmitted infections) can make it easier to get HIV or to pass it to others.
- **You may not know if you have an STI.** Most infections do not cause symptoms.
- If you are a man or transgender person who has sex with men, your medical provider should test your blood and any parts of your body that you use during sex. **If you use it, check it!**
- **Get tested at least annually:** some people may need to get tested every three to six months. Talk to your provider to see what's best for you.

THE ONLY WAY TO BE HIV AND STI SURE IS TO GET TESTED

A graphic for the 'PLAY SURE' campaign. It features a light blue background with a photo of a man and a woman in white tank tops. The text 'PLAY SURE' is prominently displayed in large, bold, black and pink letters. Below it, a line of text reads 'CHOOSE THE SAFER SEX COMBINATION THAT WORKS FOR YOU'. The number '03' is in the bottom left corner.

A graphic for the 'TAKE MEDICATIONS TO HELP YOU STAY NEGATIVE' campaign. It features a light blue background with various icons, including a pill, a clock, and a condom. The text 'TAKE MEDICATIONS TO HELP YOU STAY NEGATIVE' is prominently displayed in large, bold, black and pink letters. Below it, a list of bullet points provides information about PrEP and PEP. The text 'Remember PrEP and PEP help prevent HIV, but they do not protect against other STIs. Use condoms to add more protection against STIs, including HIV.' is at the bottom. The number '06' is in the bottom right corner.

TAKE MEDICATIONS TO HELP YOU STAY NEGATIVE

PrEP* is a daily pill that greatly reduces your risk of HIV infection, especially if you don't always use condoms. Talk with your doctor or nurse about PrEP.

36 **PEP*** is an emergency medication that can prevent HIV infection, if started within 36 hours of exposure. If you may have been exposed to HIV, go immediately to a clinic or emergency room and ask for PEP.

Remember PrEP and PEP help prevent HIV, but they do not protect against other STIs. Use condoms to add more protection against STIs, including HIV.

Call 311 to find a provider with experience providing PrEP or PEP.

*PrEP: Pre-exposure prophylaxis
*PEP: Post-exposure prophylaxis

A graphic for the 'TALK ABOUT SEX' campaign. It features a light blue background with a photo of a man and a woman in white tank tops. The text 'TALK ABOUT SEX' is prominently displayed in large, bold, black and pink letters. Below it, a list of bullet points provides information about talking to partners. The text 'TALK TO YOUR PARTNERS' is at the top. The number '07' is in the bottom left corner.

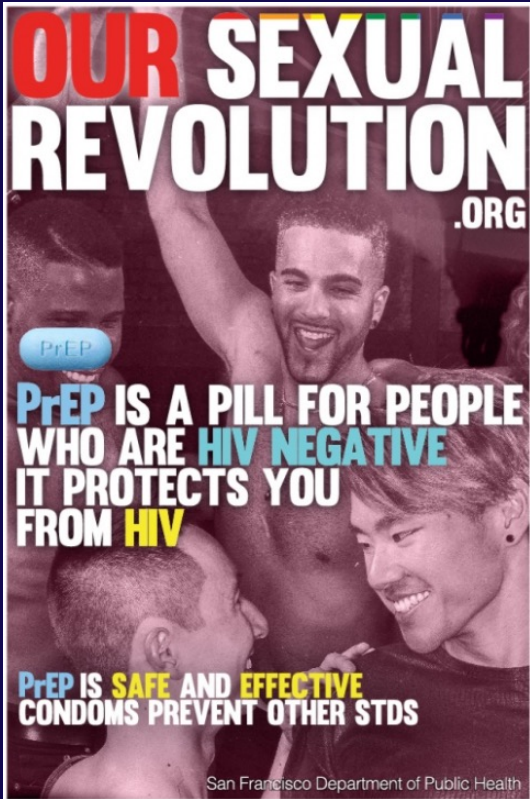
TALK ABOUT SEX

TALK TO YOUR PARTNERS

- Discuss **what you like and don't like** to keep your sex life pleasurable and safe.
- Share **when you last got tested** for HIV and other STIs. To be sure, get tested together.
- **Talk about PrEP** as an option for HIV prevention, especially if you don't use condoms every time you have sex.
- If applicable, plan on how to prevent unintended pregnancy.
- Support partners living with HIV to **get treatment and stay in care**, so they stay healthy and reduce the risk of passing HIV to others.

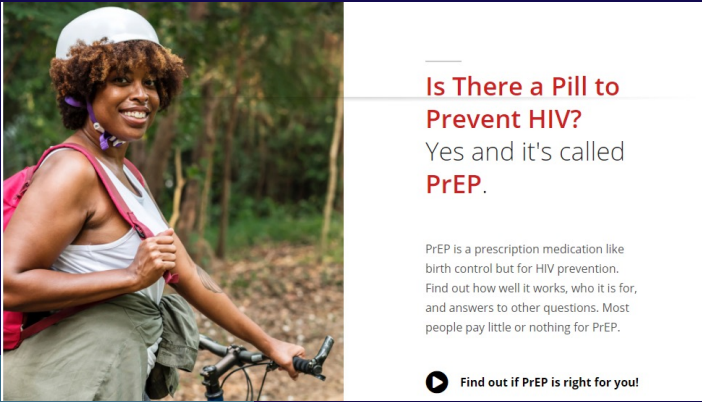
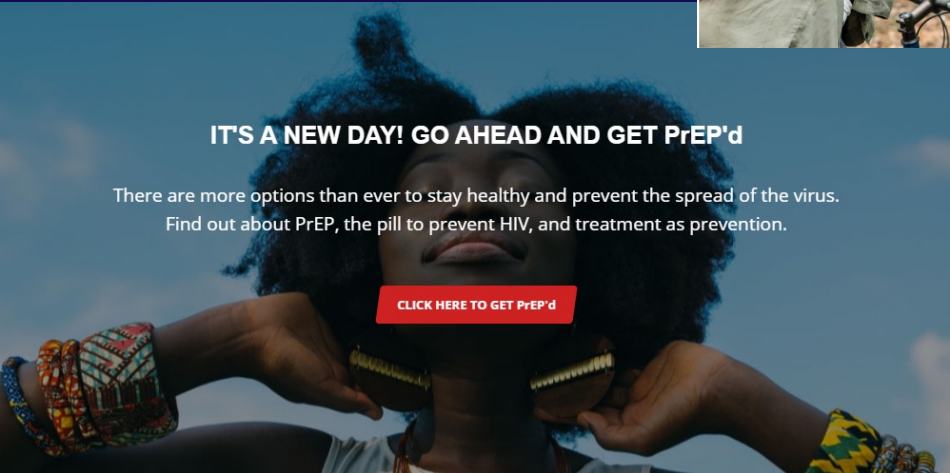
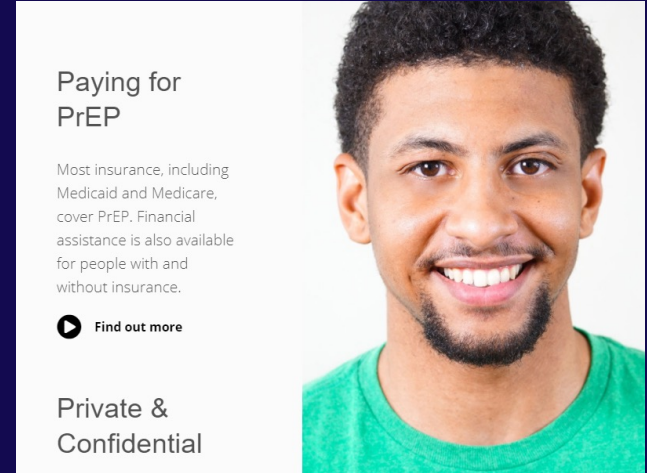
Trans Women Focus Group Campaign Review Findings

PrEP Campaign	Number of Respondents	Themes
Campaign # 6: Our Sexual Revolution-Better World Market: San Francisco	2 Respondents	Imagery: Joy, colorful, young Sex Positive: Celebrating sexual freedom



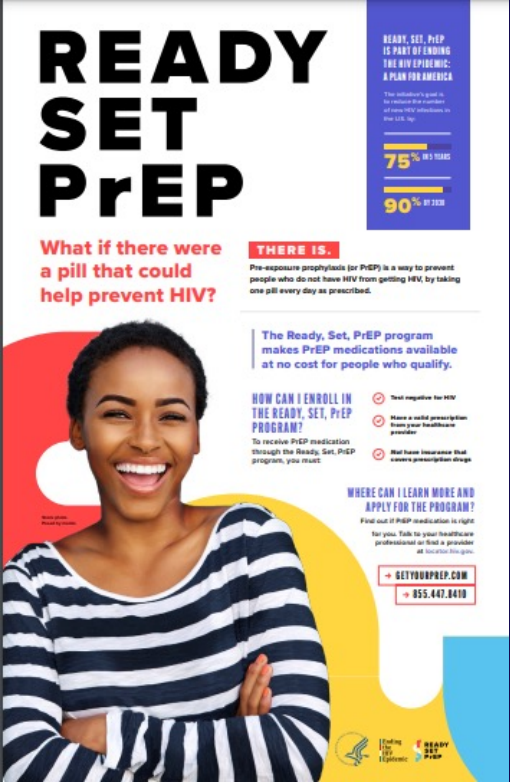
Trans Women Focus Group Campaign Review Findings

PrEP Campaign	Number of Respondents	Themes
Campaign # 8: Get PrEP'd – Empowerment Resource Center Market: Atlanta, GA	2 Respondents	Imagery: Images are empowering; identified with images



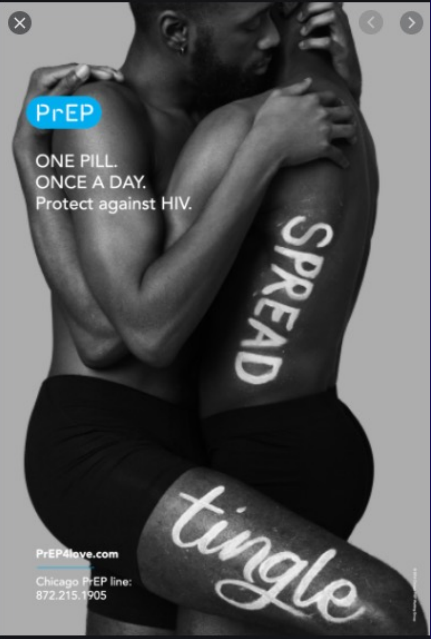
Trans Women Focus Group Campaign Review Findings

PrEP Campaign	Number of Respondents	Themes
Campaign # 10: Ready Set PrEP Market: HIV.gov	2 Respondents	Style: Colors popped



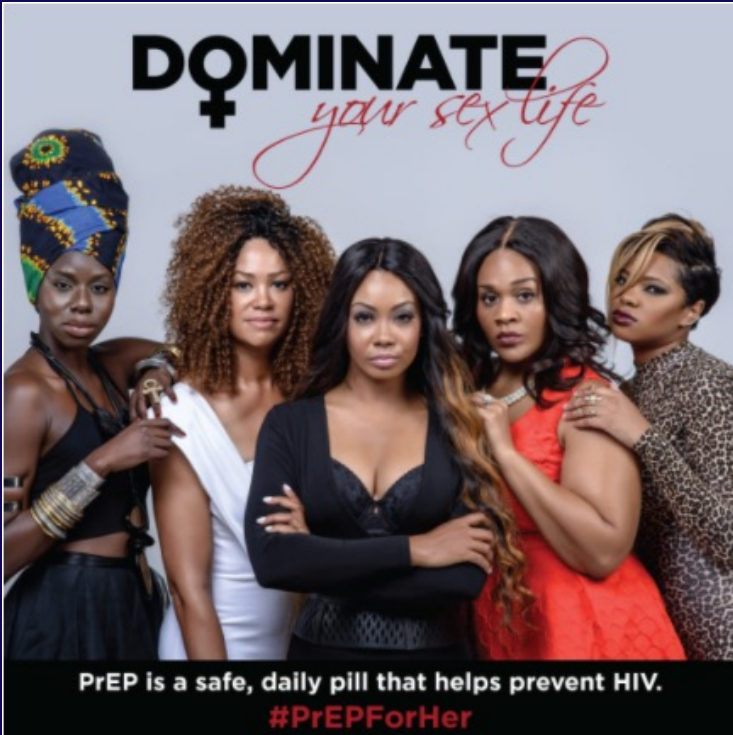
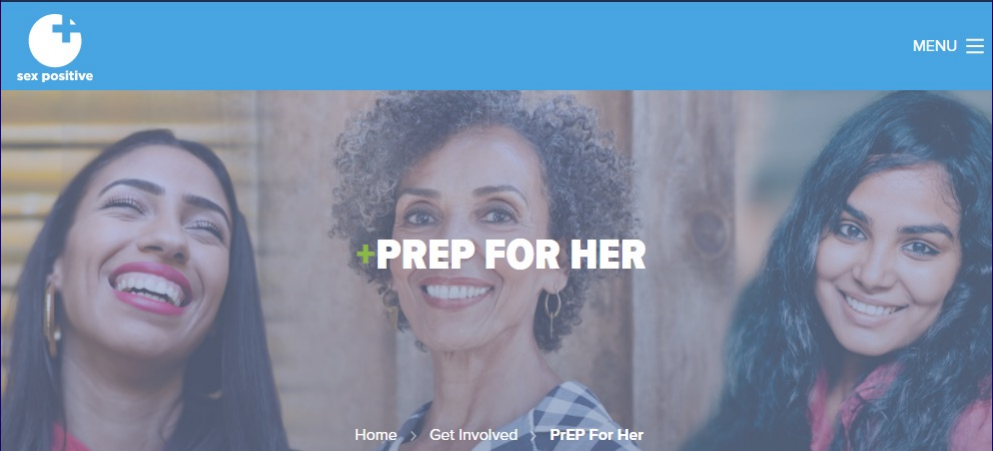
Trans Women Focus Group Campaign Review Findings

PrEP Campaign	Number of Respondents	Themes
Campaign #14: PrEP4Love Market: Chicago	2 Respondents	Imagery: Depiction of love; bare bodies; colors



Trans Women Focus Group Campaign Review Findings

PrEP Campaign	Number of Respondents	Themes
Campaign #15: PrEP for Her Market: D.C.	2 Respondents	Imagery: Shows diversity of women; depicts sisterhood



Trans Women Focus Group Messaging Themes

Positive Outcomes from Using PrEP

- **Empowerment:** Education allows you to make better choices
- **Thriving:** Seeing that you can thrive and successfully age
- **Normalizing PrEP Among Community:** Being able to connect with others about PrEP use in the same way you talk about your hormones
- **Visibility:** Seeing yourself in campaigns because that doesn't usually happen, specifically inclusion of trans men and non-gender conforming people

Core Values & Beliefs that Drive PrEP Utilization

- **Trust:** Personal testimonies; relating to and trusting individuals who advocate for PrEP usage, including celebrities/influencers
- **Safety:** Protection from HIV
- **Thriving Future:** Afrocentrism showing thriving Black communities; couples taking PrEP together and loving each other

Trans Women Focus Group Messaging Themes

Recommended Key Messages for Campaign

- **Self-Care:** PrEP is one way to take care and love yourself
- **Love:** Love of yourself, love of community, intimate relationships

Desired Actions from PrEP Campaign

- **Conversation:** Start conversations with self and community without shame
- **Engage with Clinician:** Talk to doctors and medical providers about PrEP

Trans Women Improvements & Dissatisfaction Themes

Issues, concerns, and problems with trying to get PrEP in LA County

- **Discrimination:** Trans and non-binary people face an extreme amount of discrimination in trying to not only utilize PrEP, but in every aspect of life
- **Providers/Access:** Poor access to facilities; lack of eligibility for PrEP/cost; lack of Black trans/non-binary people who work at facilities

Overcoming Barriers

- **Center Real Trans People:** Use real trans and non-binary people; don't use 'universal look'; do research into communities
- **Peer Navigators:** Help navigating access barriers; use people from community

Trans Women Improvements & Dissatisfaction Themes

Potential Dissatisfaction with PrEP

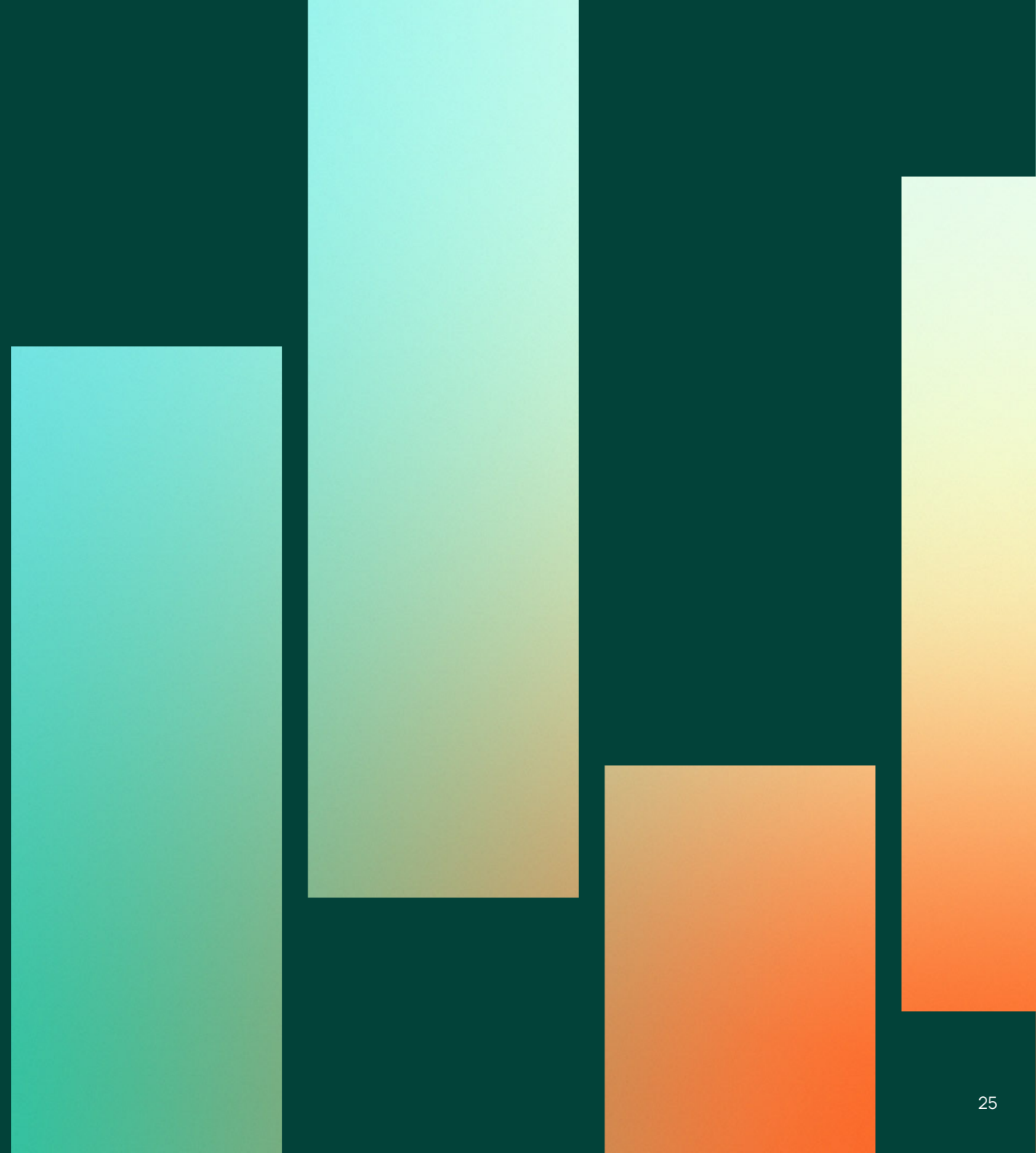
- **Side effects:** Physical and mental side effects is a common reason people stop using PrEP; preparing to take meds is challenging
- **Stigma:** Association of PrEP use with being a 'hoe'

Promoting DHSP-Funded PrEP Providers to Black MSM

- **Events:** Host culturally relevant events; flashy events that show off these organizations
- **Get the Right Orgs:** Partner with organizations that help and service Black trans people
- **Center the Queer Narrative:** Use language queer communities understand and use



Cis Women Focus Group Findings



Cis Women Focus Group Campaign Review Findings

PrEP Campaign	Number of Respondents	Themes
Campaign # 6: Take Control/I PrEP -BAI Market: LA	6 Respondents	Imagery: Represents diversity of community



Cis Women Focus Group Campaign Review Findings

PrEP Campaign	Number of Respondents	Themes
Campaign 1: PrEP Facts Market: San Francisco	5 Respondents	Imagery: Colors stood out and grabbed attention; cartoon images of diversity of community, liked the pill bottle; showed family including baby, couples, young people



Cis Women Focus Group Campaign Review Findings

PrEP Campaign	Number of Respondents	Themes
Campaign 2: Ask About PrEP Marketing: San Francisco	5 Respondents	Imagery: Images of couples and families Information: Lots of information about PrEP

FREQUENTLY ASKED QUESTIONS

What is PrEP?



PrEP stands for Pre-Exposure Prophylaxis.

PrEP (Pre-Exposure Prophylaxis) is a daily HIV prevention pill for HIV-negative individuals who are concerned about their HIV risk. Truvada is currently the only FDA-approved drug used as PrEP. Several studies have shown that PrEP can reduce the risk of becoming HIV-infected when taken as prescribed.

PrEP is highly effective against HIV but doesn't protect against other STDs. Combining PrEP with condoms will provide additional protection against HIV and STDs. PrEP is not a vaccine against HIV nor a cure for HIV.

Protect yourself from other diseases by getting vaccinated for Hepatitis A, B and meningitis.

Does PrEP really work?

Studies have shown that PrEP is more than 90% effective at reducing the risk of getting HIV from sex when used as directed. Among people who inject drugs, PrEP reduced the risk of getting HIV by more than 70%. PrEP is most effective when combined with other prevention methods such as condoms. PrEP can be taken even if drinking alcohol, using recreational drugs or taking hormones.

How do I talk to my doctor about PrEP?

When discussing your options, be clear and give your healthcare provider any and all details that may pertain to your health. Explain your interest in PrEP and remember, your healthcare provider is here to help you and provide the best practices for your total life health.

Your Freedom, Your Choice. PrEP is here to support you.



PrEP is a personal choice that allows you to take control of your sexual health and wellness. PrEP is intended for people who are HIV negative, and is recommended for those with potential exposure to HIV.

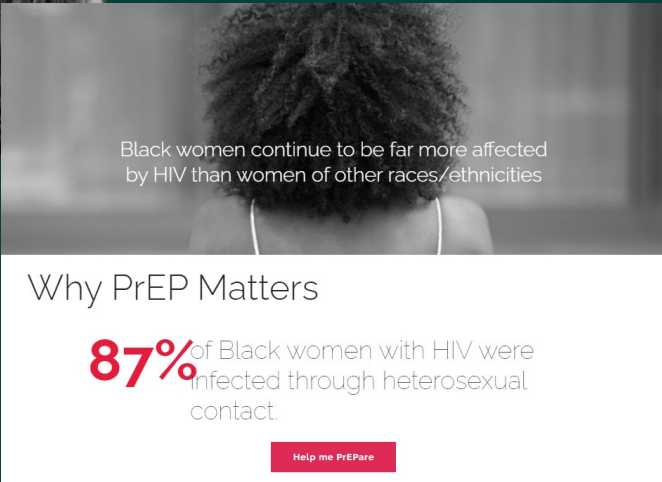
How can I get PrEP?

- PrEP is covered by most insurance programs including Medi-Cal.
- If you have health insurance (including Medi-Cal), you can:
1. Talk to your primary care physician about getting a prescription for PrEP
 2. Find a local PrEP-friendly provider below
 3. Call the Citywide PrEP Navigation Line for assistance: (415) 634-PrEP (7737) (accessible with or without insurance)
- Payment assistance programs are available if you do not have health insurance. This assistance can help cover out-of-pocket costs, regardless of your citizenship status.

PREP RESOURCES —

Cis Women Focus Group Campaign Review Findings

PrEP Campaign	Number of Respondents	Themes
Campaign # 12: Let'sTalkAboutPrEP – The Black Women's Health Imperative	5 Respondents	Imagery: Makes you want to read it; pictures that look like participants; relaxed and comfortable; comradery Sex positive



Cis Women Focus Group Campaign Review Findings



PrEP Campaign	Number of Respondents	Themes
Campaign # 14: Gutsy Genuine & Liking Sure Market: NYC	4 Respondents	Imagery: Generations of families Messaging: Clear, direct



Cis Women Focus Group Messaging Themes

Positive Outcomes from Using PrEP

- **Empowered:** In control of your sex life; supports serodiscordant relationships; feel connected to community who is using PrEP; empowered to have conversations with others about PrEP
- **Education:** Understanding how far we've come in HIV and the many different options to protect yourself; interested in learning more about PrEP and HIV prevention
- **Safety:** Protecting yourself so you feel safe; safety in discordant relationships or in relationships where you don't know serostatus
- **Gives Choice:** Allows for a freedom and choice for sexual partners

Cis Women Focus Group Messaging Themes

Core Values & Beliefs that Drive PrEP Utilization

- **Self-Care/safety:** Taking care of yourself and your body; staying healthy; self-care is more than just the physical/external; identifying spaces for self-care outside of doctors' offices; prioritizing self and self-care
- **Awareness:** Understanding full pros and cons; understanding side effects and benefits; knowing about PrEP
- **Relationships with Providers:** Having a positive relationship with a clinician (though this doesn't often happen with Black women and their doctors)
- **Advocacy:** Knowing how to advocate for yourself
- **Messaging:** Inclusive messaging of other illnesses
- **Thriving:** Growing old with or without HIV; seeing older and diverse individuals living and aging gracefully
- **Choice:** Gives choice to PrEP user and partner

Cis Women Focus Group Messaging Themes

Recommended Key Messages for Campaign

- **Self-Advocacy with Clinicians & Empowerment:** If doctors/clinicians won't offer HIV testing/PrEP detail strategies to advocate for yourself; know the screenings you should be offered
- **Identifying PrEP Candidates:** Detail who is a good candidate for PrEP; within community and self-assessment
- **Self-Care:** Black women often take care of themselves last; prioritize PrEP as a part of your self-care
- **PrEP Navigators:** They are available and represent community

Desired Actions from PrEP Campaign

- **Self-Efficacy:** Increased capacity and comfort to discuss sexual health with partner; empowered to protect themselves by using PrEP
- **Increased Knowledge:** Knowing and understanding PrEP; knowing PrEP is an option for cis women; knowing the need to protect against the range of STIs, including HIV

Cis Women Focus Group Improvements & Dissatisfaction Themes

Issues, concerns, and problems with trying to get PrEP in LA County

- **Stigma:** Questions about number of partners can feel shaming; scared family or friends might find out they're taking it; stereotyped for using PrEP
- **Access:** Can't afford it if it's not free; not the same availability that MSM have
- **Pill Burden:** Taking a pill everyday can be burdensome
- **Social Determinants:** Having to deal with poverty, housing insecurity, etc, makes it hard to focus on PrEP
- **Medical Mistrust:** Believing the medications only work for MSM; believing only HIV+ people take medications; not understanding why PrEP takes longer to work in women than men
- **Lack of Support:** No PrEP support groups in LA for Black cis women
- **Campaigns with Cis Women:** Not enough campaigns with Black cis women in clinics and publicly
- **Holistic Focus:** Not enough focus on general well-being, access to healthcare and social support services everyone deserves

Cis Women Focus Group Improvements & Dissatisfaction Themes

Overcoming Barriers

- **Clinicians:** More physicians need to know about PrEP, particularly that it's good for Black cis women; make prescribing and physically getting PrEP a one-stop-shop; clinicians should talk to every client about PrEP; educate providers to help them feel more comfortable talking about sex; ensure all clinicians, including OBGYN's feel more comfortable talking about sex
- **Access:** Home delivery options; make it readily available in all areas/SPAs
- **Empower Black Women:** Get women to take their health into their own hands and give the tools they need to do that
- **Knowledge:** There are still many misconceptions about HIV, including what PrEP is for; ongoing education in different modalities is important (townhalls, webinars, etc)

Cis Women Focus Group Improvements & Dissatisfaction Themes

Potential Dissatisfaction with PrEP

- **Side effects:** First few weeks can be really hard; gastrointestinal side effects are hard; pill fatigue
- **Stigma:** Stigma from family and friends because they are on PrEP
- **Discordant Couple Use:** Only see it as an option if you are in a relationship with someone who is living with HIV
- **Promoting DHSP-Funded PrEP Providers** to Black Cis women
- **Organization Collaboration:** Collaborate and partner with organizations for meetings, outreach and materials
- **Social Media:** use of paid ads
- **Youth:** Work with high schools and places young people go
- **PrEP Navigators:** Employ more Black Peer PrEP Navigators who are using PrEP

Recommendations

UNIFYING CAMPAIGN FEEDBACK

SHOWCASE LOCAL COMMUNITY MEMBERS

- Influencers
- Advocates
- Celebrities

IMAGERY DIVERSITY

- Families
- Couples
- People of varying age
- People of varying gender
- Diverse traits
- Gender non-confirming people
- Trans men
- Vibrant colors and fonts

EMPOWERMENT FOR AND BY THE COMMUNITY

- Key messaging developed in partnership with priority populations
- Use empowerment tactics recommended by participants
- Speaks to the wholeness of Black life; not focus solely on HIV

NEXT STEPS

- Can we adapt something that is already created? – **the answer is NO!**
- Overwhelming support of a new campaign with representation with L.A. based influencers/community leaders and trusted voices.

POTENTIAL CAMPAIGN DIRECTION

PARTNER STRATEGY

- PrEP NAVIGATORS AS OUR INFLUENCERS



IDENTIFY “INFLUENCERS” AND MEMBERS OF THE COMMUNITY THAT CAN BE A TRUSTED SOURCE

- SOURCE INFLUENCERS

Media Creative – knowledge and awareness

Media Placement/ PR – social media/digital/strategic broadcast (audio/video that allows for communication to audiences), Interviews and press roll-out (if needed)

Partner Engagement

Clinic Readiness

Community Mobilization

Engage with *community leaders & influencers*

Events

Meeting the community where they are

Discussion

What are your recommendations for campaign outcomes? Potential examples: Increase traffic to PrEP Centers of Excellence, increase traffic to the GetProtectedLA.com website for more info, increase knowledge about PrEP, etc.

CREATIVE DIRECTION

Do you feel images inclusive of everyone together (MSM, ciswomen, transwomen) is preferred OR specific images in separate print documents (one document has MSM only, one document has ciswomen only, etc.)?

Thank you



Equity & Impact Solutions