

HIV Prevention Updates

GPACC Meeting / Brooke Mootry, HIV Prevention Manager / February 24, 2021

Testing Trends . . .

*Preliminary data, Jan – Dec 2020

67,179 total test events

- 250 Newly D_x
- Roughly 53% of newly identified positives were identified in **clinical settings**.
- **More than 50% (132)** of newly diagnosed individuals were tested in the Fulton Health District.

SOURCE: C&T - HIV Counseling and Testing Database, as of 11 Feb 2021. Georgia Department of Public Health, Division of Health Protection, HIV Prevention Unit



HIV Testing Trends (N = 67,179)

*Preliminary data, Jan – Dec 2020

- By Race/Ethnicity, **the most tested group** identified as “Black,” accounting for 62% of total test events and 74% of newly diagnosed individuals.
- **20–39-year-olds** accounted for the most diagnosed age group, representing 77% (192) of the newly dx positives.
- A total of 166 (66%) of newly diagnosed individuals reported **MSM** and **MSM/IDU risk factors**.

SOURCE: C&T - HIV Counseling and Testing Database, as of 11 Feb 2021. Georgia Department of Public Health, Division of Health Protection, HIV Prevention Unit

Linkage to Care

*Preliminary data, Jan – Dec 2020

HIV Positive Test Result Outcomes	Newly Confirmed Positive ¹	
	Number	Percent
Confirmed HIV positive test	250	0.5%
Referred to medical care	234	93.6%
Linked to medical care (attended first appointment):	205	82.0%
Referred to Partner Services	230	92.0%
Interviewed for Partner Services	125	50.0%
Pregnant	1	0.4%
Need Perinatal HIV Service Coordination	1	100.0%
Referred for Perinatal HIV Service Coordination	1	100.0%

¹Newly identified confirmed positive are measured by combined self-reported HIV status and a positive test result at the current testing event.

SOURCE: C&T - HIV Counseling and Testing Database, as of 11 Feb 2021. Georgia Department of Public Health, Division of Health Protection, HIV Prevention Unit

Linkage to PrEP

*Preliminary data, Jan – Dec 2020

HIV Negative Test Result Outcomes	Number	Percent
	Total test-level testing events	67,179
HIV negative test	66,840	99.5%
Screened for PrEP Eligibility	48,781	73.0%
Eligible for PrEP	29,667	44.4%
Referred to PrEP Provider	13,491	20.2%
Provided Navigation or Linkage to PrEP Provider	10,842	16.2%

SOURCE: C&T - HIV Counseling and Testing Database, as of 11 Feb 2021. Georgia Department of Public Health, Division of Health Protection, HIV Prevention Unit

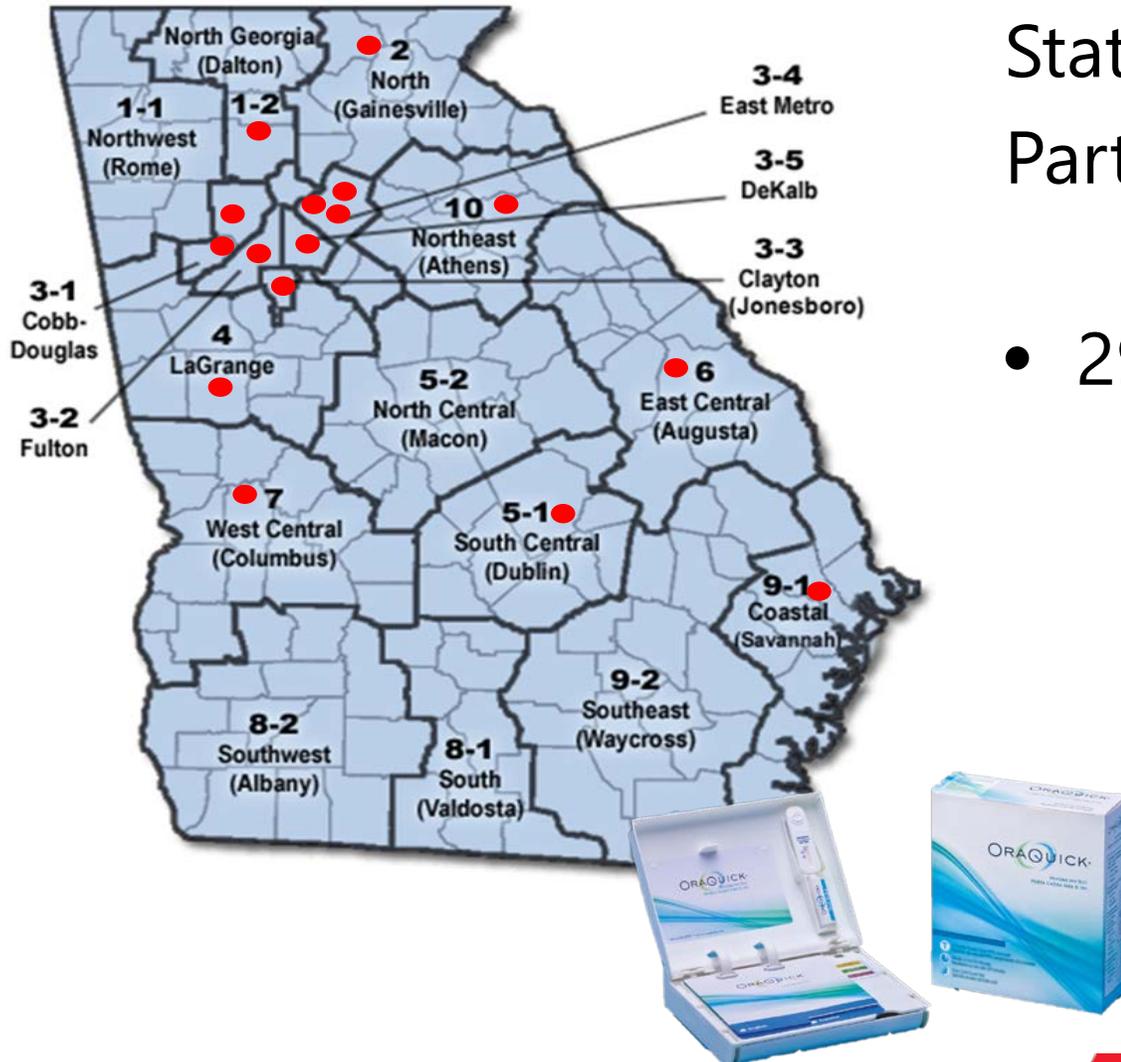
Georgia Self-Testing Pilot

*preliminary data (Nov-Feb 2021)

Statewide Initiative (Nov 2020)

Participation from 12 HDs and 3 CBOs

- 294 pre-test surveys completed
 - 226 mail requests
 - 68 pick-up requests



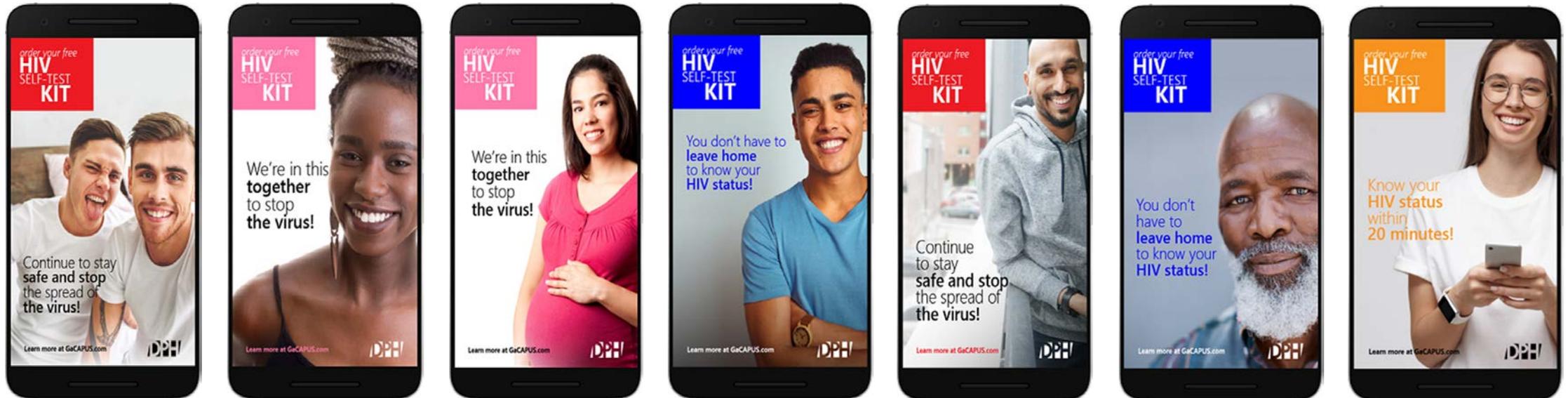
Digital Promotion

Platforms:

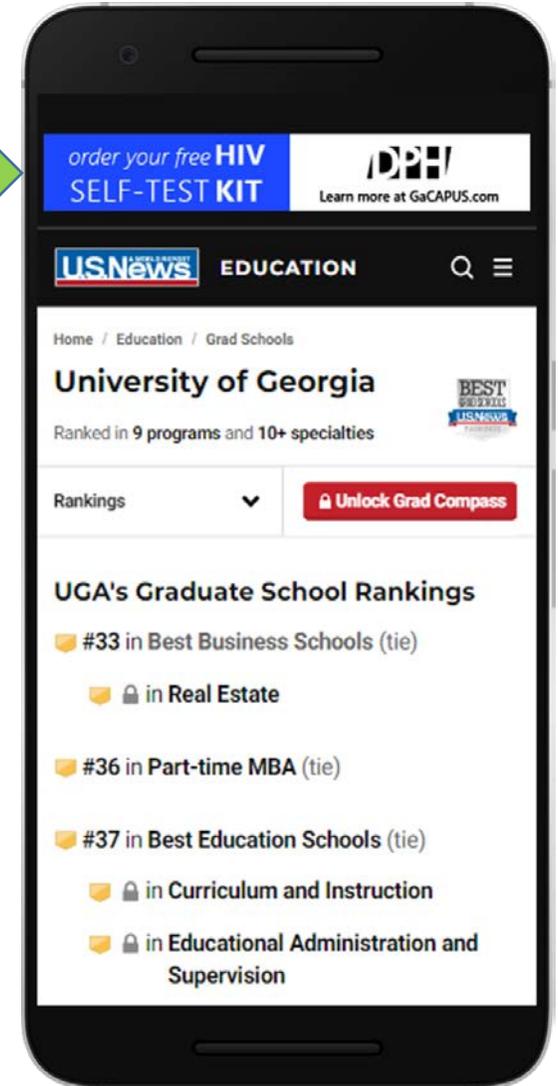
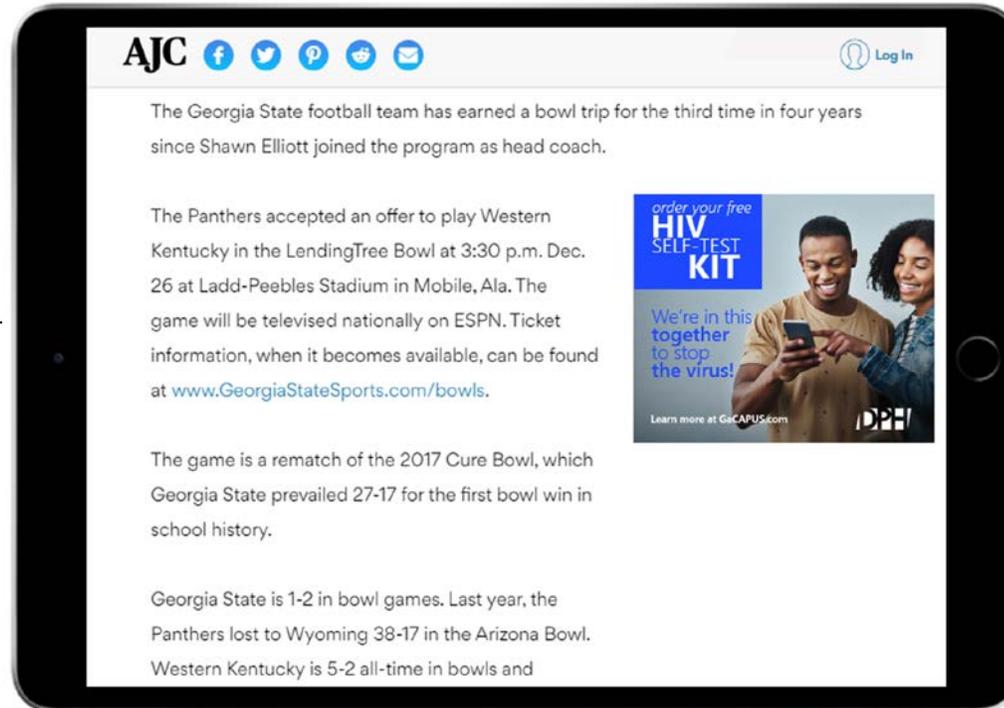
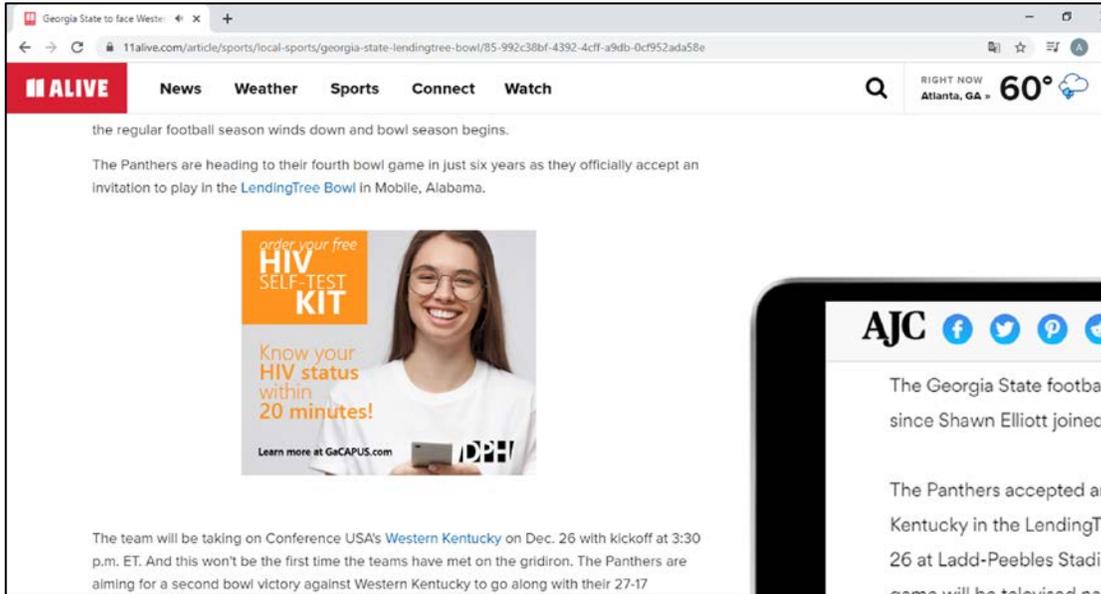
- Facebook, Twitter, Instagram, Grindr & Google Ad Display

Media Strategy:

- Geotargeting & Geofencing by zip code and demographics



Banner Ads & Pop Ups



Prevention Program Updates

- **Initiation of PY4.** District HIV Prevention Programs continue personnel reassignment to support local COVID-19 efforts (*39 local prevention staff at present*).
- **State PrEP funds.** Legislative funds appropriated for 3-year pilot to increase in PrEP uptake (HB290). A total of \$389,062 will be allocated towards PrEP activities in Towns and Fulton counties.

Prevention Program Updates

- Applications have been collected for a **Training of Trainers (TOT)** for our virtual Counseling and Testing Training Course. The 2-day virtual training is expected in April.
- **Capacity Building Assistance (CBA)** and **Technical Assistance (TA)** - Community partners that are *not* directly funded by the DPH OHA/CDC, *are* eligible to receive CBA and TA from CDC by submitting a request through the State Office. To request support visit: gacampus.com/edu/cba-request/.
- **Quarterly Prevention Update Call** will take place on March 11th from 10:30 am to 12:00 pm. Providers that would like to feature one of your projects during this call may email michael.seabolt@dph.ga.gov.

LGBTQIA-focused Prevention Activities

- Virtual Health Equity Workshops
- Assessment to identify staff and client needs around cultural humility
- Continuation of rural and metro-focused J2C conference
- Workshop focused on PrEP Retention during COVID-19
- Statewide LGBTQIA Coalition – Coming Soon!

Women-focused Prevention Activities

- Virtual Economic Empowerment Series
 - Entrepreneurship
 - Mental Health
 - Homeownership
- Ladies Who PrEP Summit (Virtual)
- *“Making Cent\$: Connecting Community to Resources, Capital, & Health Advice”* on March 10th from 2:00-3:30PM
 - Educate women on the interconnectivity of HIV and financial wellbeing
 - Educate women on entrepreneurship as a strategy to improve financial security
 - Provide local business startup resources



“Adaptability is being able to adjust to any situation at any given time.” -John Wooden

- Many prevention-related activities will remain virtual.
- Expect an increase in social media presence, HIV self-testing and mail-order condoms.
- Greater connectivity between HIV prevention and SDOH/other health topics.

For additional information . . .

Brooke Mootry, MSW, CHES

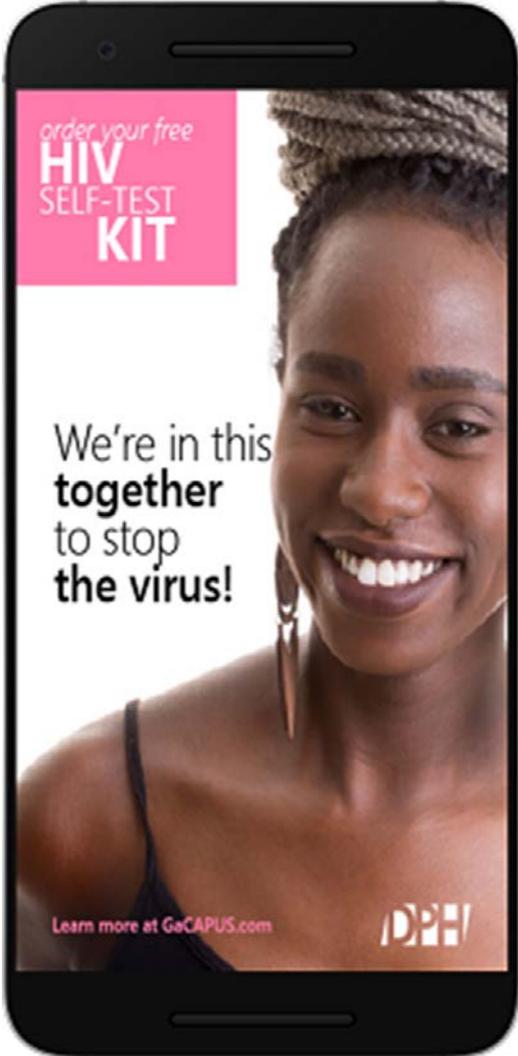
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Office of HIV/AIDS

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