

## Funded Categories

### Category 1: PrEP (Preexposure Prophylaxis)

## Background

Men who have sex with men (MSM) and MSM who inject drugs (MSM/IDU) have consistently represented more than 65% of the state's HIV epidemic. CDPHE recognizes PrEP as a potent new prevention tool and uses state and federal funds to plan and implement a range of PrEP-related services. CDPHE's Disease Investigation Specialists (DIS) routinely interact with a significant number of HIV-seronegative MSM who report substantial HIV risks and additional factors, including having one or more STIs, being a partner of a newly diagnosed HIV/STI-positive person, or being identified as an individual in a sero-discordant relationship. CDPHE estimates that a 25% reduction in HIV incidence could occur in Colorado if approximately 12,000 MSM were utilizing PrEP over the next 10 years.

## Overview of Colorado's Project PrIDE Plan

CDPHE will implement Colorado PrIDE by using a comprehensive approach for promoting PrEP that contains the following components: 1) PrEP Infrastructure/Capacity Building; 2) PrEP Provider Outreach; 3) Increasing PrEP-related knowledge among MSM and Transgender persons; 4) Systems Integration and capacity building; 5) Prescribing PrEP; 6) Data Sharing; and 7) Use of state funds to provide PrEP financial assistance.

## Programmatic Activities

CDPHE aims to realize the following achievements by implementing its Colorado PrIDE initiative:

- (a) Increase the capacity of CDPHE clinic staff and providers through public health detailing, a strategy to deliver PrEP support services through the use of integrated HIV, STD, and hepatitis data, resulting in increased numbers and proportions of MSM and transgender persons (priority populations) at high risk served by CDPHE who are identified as eligible for PrEP, who can potentially benefit from PrEP, and who are prescribed PrEP
- (b) Sustainably increase community-based provider capacity to deliver PrEP support activities to priority populations by (i) increasing providers' PrEP-related knowledge through social marketing campaigns, (ii) increasing the number and proportion of providers willing and able to deliver PrEP, (iii) training new and existing providers to offer PrEP
- (c) Increase access to and participation by priority populations in PrEP-related services by (i) increasing their PrEP-related awareness and knowledge through social marketing campaigns, outreach and education, (ii) increasing the number of priority populations that are identified and screened as eligible to receive, and who are offered PrEP, and (iii) increasing the number of eligible priority population members who are prescribed PrEP and who adhere to and are retained in the PrEP treatment regimen through provider and consumer education on PrEP, social marketing campaigns targeted at providers and consumers to increase PrEP awareness, and PrEP navigation.

**PROGRAM POINT(S) OF CONTACT**

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