DEVELOPING A MULTI-TIERED PRIMARY HIV PREVENTION DEMONSTRATION PROJECT TARGETING HIV+ GAY MEN IN SAN FRANCISCO

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CAB Project Overview

Between July - September 1999, the CAB formally met six times with the following standing agenda of topics discussed:

1. Finance Your Team:
   - History of Community Planning and HIV+ Primary Prevention in the SF area and its challenges.

2. Finance and Policy:
   - CAB as an instrument to present a broad overview of qualitative information.
   - CAB identified additional information it needs.

3. Build Your Base:
   - Social marketing campaign to provide a multi-tiered and integrated primary HIV prevention interventions for HIV+. By October 2000, the CAB had successfully defined the parameters for the "multi-tiered" Request For Proposals (RFP) from the Health Department seeking proposals to develop and implement a team-based, integrated primary prevention intervention for HIV+ gay and bisexual San Franciscans.

The Multi-Tiered Intervention Design

Level 1: Social Marketing:
   - Agency: AIDSWORLD SERVICES
   - Target Population: HIV+ gay and bisexual San Franciscan males.
   - Primary Message: "HIV Stops With Me".
   - Social Marketing Campaign: "Primary TV — Secondary Internet".

Innovative Activities:
   - Social marketing campaign will define target audiences for television and online programming.
   - Social marketing campaign will target facilities of gay men specifically for this campaign, with placement timeframes, with communication software already in place.

Level 2: Training:
   - Agency: AIDS Healthcare Project
   - Target Population: HIV+ individuals and primary prevention service providers at the two CAB/CHAP Planning Bodies: as well as the Treatment on Demand Planning Body.

Innovative Activities:
   - Qualitative interviews highlighting the lack of opportunities for HIV+ individuals to participate with Prevention." View these experiences.

Level 3: Referrals and Linkages:
   - Agency: AIDSWORLD SERVICES
   - Target Population: HIV+ gay and bisexual San Franciscan males.

Innovative Activities:
   - The project is supported by HIV+ community leaders and is administered by the UCSF AIDS Research Institute, who will help ensure project sustainability to overcome the costs, issues and help meet project goals.

Innovative Activities:
   - Training activities will provide opportunities for communities to explore the feasibility of working together to improve the system of care for HIV+ individuals.

Level 4: Community Level Intervention:
   - Agency: AIDSWORLD SERVICES
   - Target Population: HIV+ gay and bisexual San Franciscan males.

Innovative Activities:
   - Treatment on Demand Planning Body activities: include initial planning, consultation, and design.
   - Community needs assessment: for all HIV+ primary services, as well as integration of care-related services (for clinical staging, antiretrovirals, STD screening and treatment, case management, etc.).
   - Community Designers: to help build individual HIV+ tested.
   - Innovative activities: to ensure that the project is supported by HIV+ community leaders and is administered by the UCSF AIDS Research Institute, who will help ensure project sustainability to overcome the costs, issues and help meet project goals.

The Consortium

The agency agreed to fund two contracts to build and plan to include the following:

1. A thoughtful, time-limited planning process can create a comprehensive community design.
   - The consortium now includes representatives of the four federally-funded AIDS Policy Research Centers, AIDS Research Institute/UCSF, and the AIDS Health Project.
   - The community design is to provide opportunities for communities to collaborate with communities to develop a multi-tiered primary prevention intervention for HIV+ individuals.

Evaluation of the CAB Process

The project team developed a comprehensive tool to evaluate the CAB process. Each meeting was evaluated and three months after the RFP team met, a CAB team evaluation was also conducted to evaluate the project.

The Maps

- Using mapping software, the Department of Public Health created a series of maps for the CAB process to track the number, urban, rural, and even the overall community that can be viewed on the Center for AIDS Prevention Studies website.

The CAB's final report and evaluation of the project can be found on the Center for AIDS Prevention Studies website.

Recent HIV Infections and Rectal Gonorrhea Cases Among MSM, MMWR, 1999

AIDS CASES IN SAN FRANCISCO, BY CENSUS TRACT

1984
1989
1994
1999

Conclusions

1. In the present era, a great number of HIV+ individuals can see the opportunity to benefit from HIV+ prevention intervention and participate in a comprehensive, culturally appropriate, accessible and evidence-based primary HIV+ prevention intervention (HIV+ youth and communities) to benefit from the additional intervention.

2. A thoughtful, time-limited planning process can create a comprehensive community design.

3. Mapping software can be used to present data in a meaningful and comprehensive way.

4. The reports resulted in a collaborative effort between communities to develop a multi-tiered primary prevention intervention for HIV+ individuals.

5. The CAB's final report and evaluation of the project can be found on the Center for AIDS Prevention Studies website.