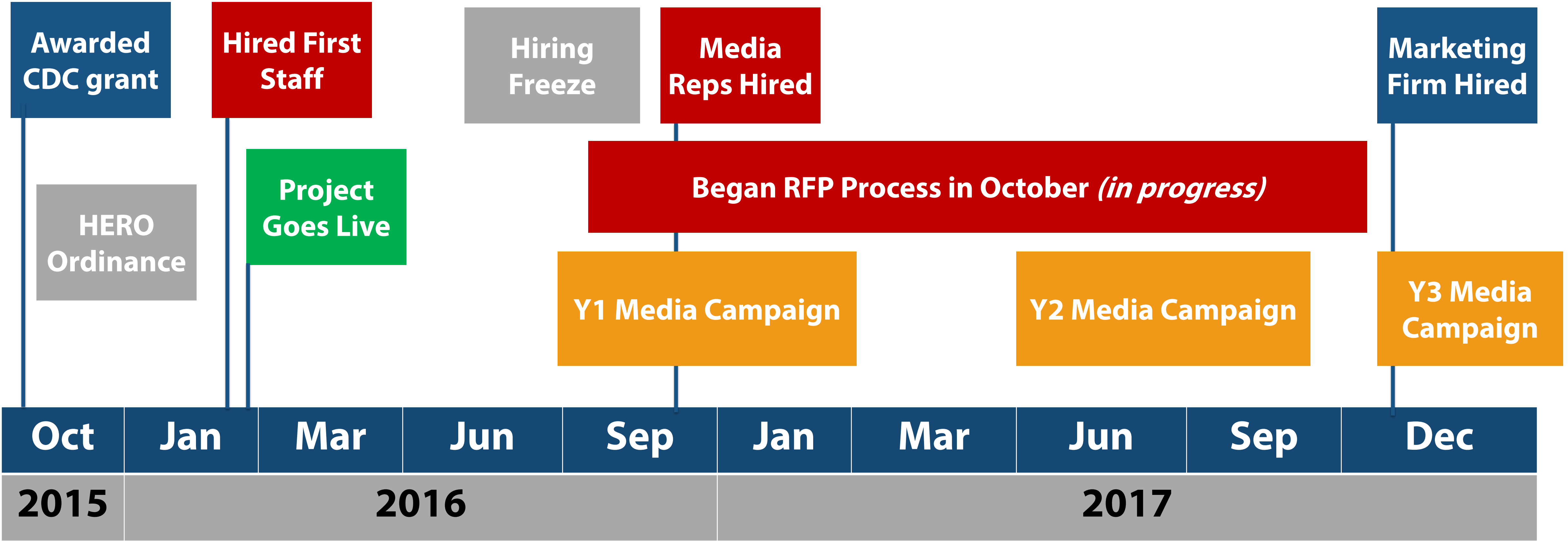


SOCIAL MARKETING



**HOUSTON HEALTH
DEPARTMENT**

Social Marketing Timeline



RFP ACHIEVEMENTS AND CHALLENGES

Achievements	Challenges
RFP approved by HHD Legal Department	HERO Ordinance
RFP draft was successfully submitted to Strategic Procurement Department (SPD)	New Administration entering office
RFP was well received by the public – approximately 15 individuals from marketing firms attended pre-proposal conference	Hiring freeze per Mayor’s Office
Six (6) social marketing campaign proposals submitted to HHD	Hiring process changes
Two (2) marketing firms shortlisted; in-person presentations are upcoming	Slow RFP process - typically takes six (6) to nine (9) months

MEDIA BUYS



**HOUSTON HEALTH
DEPARTMENT**

39,730,178+ = Total Number of Individuals Touched By This Campaign

PAID MEDIA CAMPAIGN

- **Total number of media outlets:**
20 (6 radio spots; 9 print publications; 1 movie theatre PSA, 2 dating apps)
- **Time period:**
Year 1 - Oct 2016 – Jan 2017; ads ran over the course of 12-15 weeks depending upon the media source.
Year 2 - July 2017 – Aug 2017; ads ran over the course of 8-12 weeks depending upon the media source.
- **Next steps:**
New national magazine campaign began in July 2017. In Spring/Summer 2018, assess this campaign's impact by measuring PrEP awareness in the community.

YR2 Media (Online and In-Print; 1 Year Run from July 17 – July 18)	
Houston Style Magazine	Local Publication
The Tre Magazine	Local Publication; African American Following
Tagg Magazine	National Publication; MSM and Lesbian Following
Krave Magazine	National Publication; MSM Following
Ur3an Socialites Magazine	National Publication; MSM Following

Media Buys: Year 1 Co-Branded Ads



ONE PrEP PILL A DAY IS 92% EFFECTIVE AT PREVENTING HIV.



One pill. Once a day.
PrEP now. Prevent HIV.


PrEPtoPreventHIV.org



Supported by funding from Gilead Sciences, Inc.

ONE PrEP PILL A DAY IS 92% EFFECTIVE AT PREVENTING HIV.

One pill. Once a day.
PrEP now. Prevent HIV.



More info at PrEPtoPreventHIV.org

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PrEP now. Prevent HIV.



[More info at PrEPtoPreventHIV.org](http://PrEPtoPreventHIV.org)

Supported by funding from Gilead Sciences, Inc.

SOMOS FAMILIA
¡El apoyo de nuestros seres queridos salva vidas!



You Tube /GreaterThanAIDS
Ver. Compartir. ¡Discutir!

Tu familia, ya sea en la que naciste o una que tu creaste, es sumamente importante.

Las personas que viven con el VIH que tienen una fuerte red de apoyo tienen mejores probabilidades de continuar su tratamiento, lo cual mejora el efecto de los tratamientos y reduce el avance de la enfermedad.

Descubre más sobre el VIH/SIDA y como apoyar a tus seres queridos:

 texas.masquesida.org



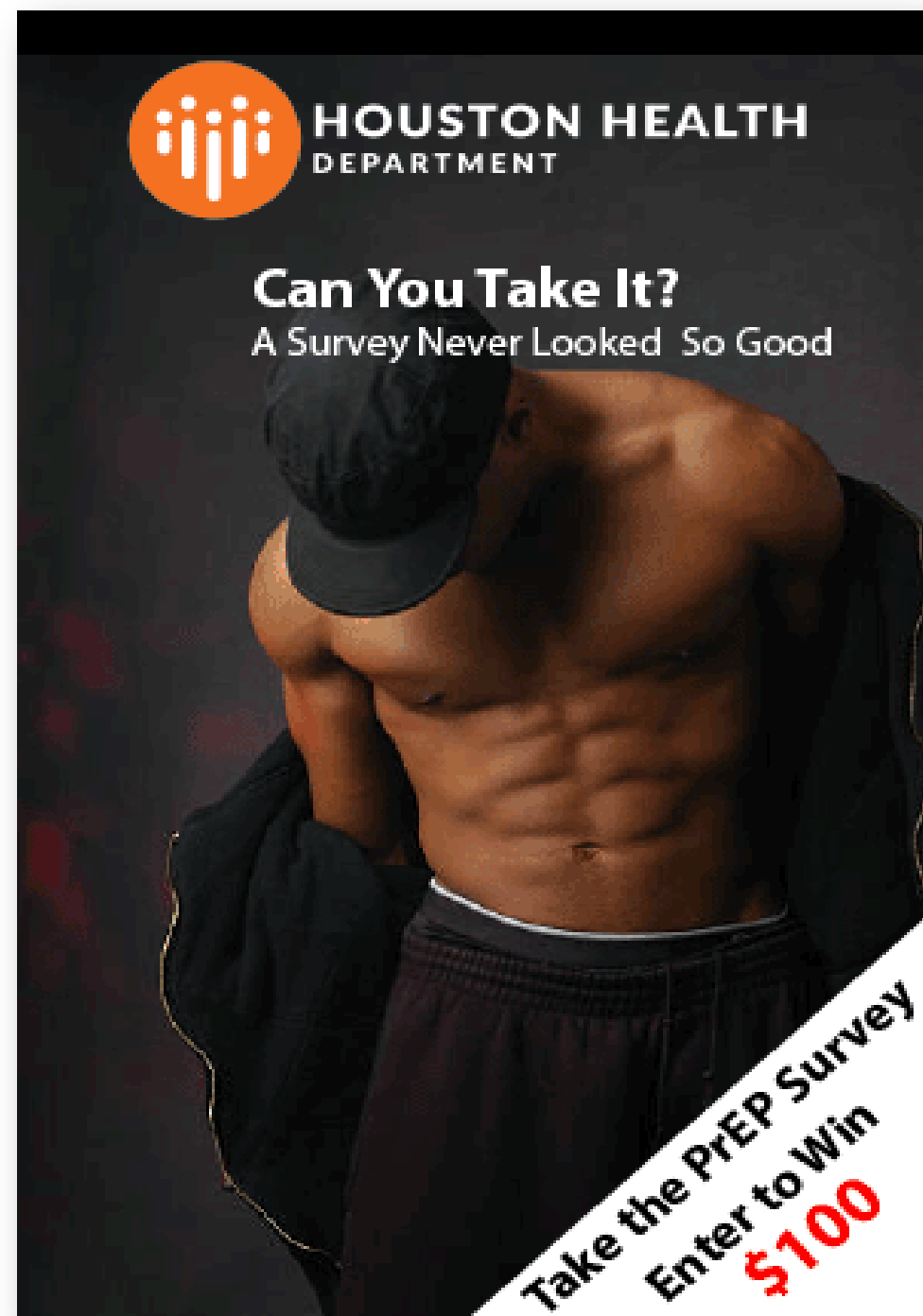
Media Buys: Year 2



PrEP SURVEY ADS Surveys Completed June-August 2017: 284

3 Geo-Targeted e-Blasts
Sent to Adam4Adam
Houston Subscribers
14,071 impressions
494 clicks

Scruff Banner and Pop-Up
Geo-Targeted Ads
1,615,845 Impressions
2,275 Clicks

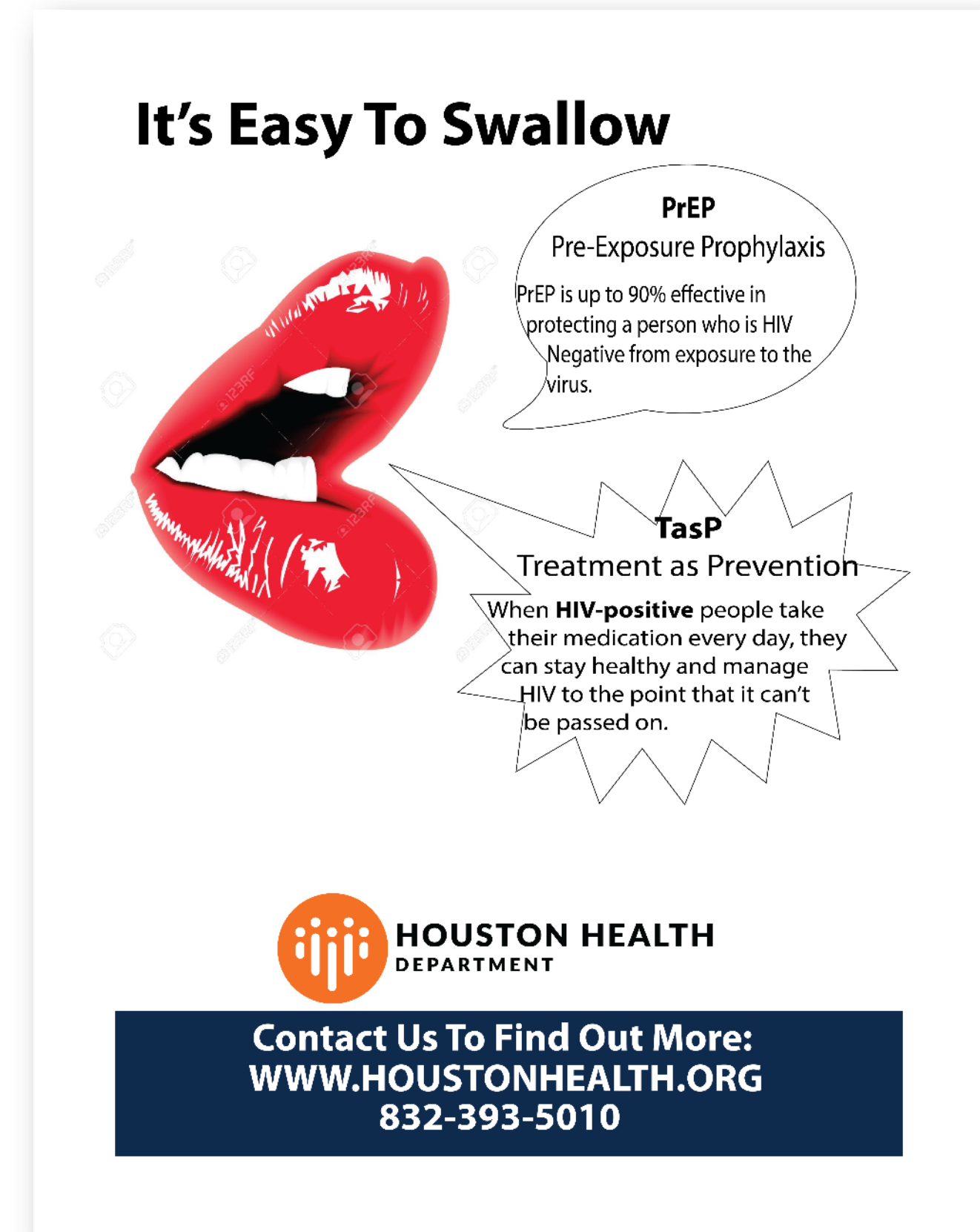


BATHROOM POSTER CAMPAIGN

To be distributed at:

19 - Gay Bars

13 - Bars in high prevalence zip codes



OUTREACH COLLATERALS



**HOUSTON HEALTH
DEPARTMENT**



PrEP PROVIDER BI-FOLD BROCHURE

WHERE CAN I GET PREP?

Avenue 360 Health & Wellness

2150 W. 18th St., 77008

(713) 426-0027 | www.hacstx.org

Bee Busy Wellness Center

8785 W. Bellfort St., 77031

(713) 771-2292 | www.mybbwc.org

Dr. Gary Brewton

1213 Hermann Dr., 77004

(713) 529-9224 | www.garybrewton.com

Capital Infectious Disease Associates

Dr. Sarfraz Aly

1201 Creekway Dr., Ste. B, Sugar Land, 77478

(832) 886-4994 | www.sarfrazalymd.com

Carroll Clinic

Dr. James Carroll

1213 Hermann Dr., Ste. 620, 77004

(713) 520-6360 | www.carrollclinic.com

Dr. Alan J. Chapman

9055 Katy Fwy., Ste. 400, 77024

(713) 467-1365

Dr. Gordon Crofoot

3701 Kirby Dr., Ste. 1230, 77098

(713) 526-0005 | www.crofootmd.com

Infectious Disease Specialists of Texas

16659 Southwest Fwy., Ste. 371, Sugar Land, 77479

281-265-0760

Legacy Community Health Services

1415 California St., 77006

(832) 548-5221 | Montrose Campus

www.legacycommunityhealth.org/prep | (832) 548-5221

Do You Live Outside of the Houston Area?

Visit www.PreLocator.org

Michael E. DeBakey VA Medical Center

2002 Holcombe Blvd., 77030

(713) 791-1414 | www.houston.va.gov

Midtown Family Medicine

Dr. Rolando Maldonado

548 Waugh Dr., 77019

(713) 933-0501

Dr. Edward R. Rensimer

9230 Katy Fwy., Ste. 400, 77055

(713) 973-6078 | www.traveldoc.com

Schrader Clinic

Dr. Shannon Schrader

4101 Greenbriar Dr., Ste. 200, 77098

(713) 526-7736 | www.mdvip.com/shannonschradermd

St. Hope Foundation

6800 W. Loop South, Ste. 560, Bellaire, 77401

(713) 839-7111 | www.offeringhope.org

Thomas Street Health Center

2015 Thomas St., 77009

(713) 873-4157

West Houston Infectious Disease Center

1331 North Grand Pkwy., Ste. 310, Katy, 77493

(281) 599-3222

*Accepts Insurance

*Accepts Uninsured

*Sliding Scale

*Accepts Medicare and/or Medicaid

*Call to check if your insurance plan is accepted.

*Subject to change.

Distributed throughout the community
and in the HHD Health Clinics.

PrEP PROVIDER TOOLKIT

PrEP Provider Toolkit

HOUSTON HEALTH DEPARTMENT

July 2017

HOUSTON HEALTH DEPARTMENT

PrEP Provider Toolkit

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PrEP Provider Billing Codes

MEDICAID BILLING AND CODING GUIDE FOR HIV PREVENTION

PROCEDURE CODE	DESCRIPTION	MODIFIERS	FEE	FEE EFFECTIVE DATE	AGE
87490	Infectious disease agent detection by nucleic acid (DNA or RNA) Chlamydia trachomatis, direct probe technique		\$22.95	7/1/2016	0-999 YEA
87491	Infectious diseases agent detection by nucleic acid (DNA or RNA) Chlamydia trachomatis, amplified probe technique		\$40.15	7/1/2016	0-999 YE
87517	Hepatitis B quantitation		\$32.47	7/1/2016	0-999 Y
87534	HIV-1, direct probe technique		\$22.95	7/1/2016	0-999
87535	HIV-1, amplified probe technique, includes reverse transcription when performed		\$40.15	7/1/2016	0-999
87536	HIV-1, quantification, includes reverse transcription when performed		\$97.37	7/1/2016	0-999
87537	HIV-2, direct probe technique		\$22.95	7/1/2016	0-99
87538	HIV-2, amplified probe technique, includes reverse transcription when performed		\$40.15	7/1/2016	0-9
87539	HIV-2, quantification, includes reverse transcription when performed		\$32.47	7/1/2016	0-4
87590	Infectious agent detection by nucleic acid (DNA or RNA) Neisseria gonorrhoeae, direct probe technique		\$22.95	7/1/2016	0
87591	Infectious agent detection by nucleic acid (DNA or RNA) Neisseria gonorrhoeae, amplified probe technique		\$40.15	7/1/2016	
87592	Infectious agent detection by nucleic acid (DNA or RNA) Neisseria gonorrhoeae, quantification		\$32.47	7/1/2016	
87800	Infectious agent detection by nucleic acid (DNA or RNA), multiple organisms; direct probe(s) technique		\$45.90	7/1/2016	
87810	Infectious agent antigen detection by immunoassay with direct optical observation chlamydia trachomatis		\$13.72	7/1/2016	
87900	Infectious agent drug susceptibility phenotype prediction using regularly updated genotypic bioinformatics		\$149.15	7/1/2016	
87901	HIV-1 genotype by nucleic acid (RNA or DNA)		\$209.71	7/1/2016	
98960	Self-management education and training face-to-face, 1 patient		\$22.17	7/1/2016	

PrEP Provider FAQs

Houston Health Department Contact Information:
Jovaun Hicks
PrEP Outreach Specialist
Jovaun.Hicks@houstontx.gov
(832) 393-4555
Website: www.houstontx.gov/health

Megan Canon
PrEP Coordinator
Megan.Canon@houstontx.gov
(832) 393-4746

1. What is Truvada® as PrEP?

Truvada® as PrEP, or pre-exposure prophylaxis, is the use of antiretroviral medication to prevent the acquisition of the HIV infection. PrEP is used by HIV-negative people who are at risk of being exposed to HIV through sexual contact or injection drug use. Truvada® as PrEP is a pill taken once daily that contains two HIV medications: Tenofovir and Emtricitabine. The combination of these two drugs, when used for PrEP, is called Truvada®. Currently, Truvada® is the only antiretroviral medication approved by the FDA for use as PrEP.

2. How effective is Truvada® as PrEP?

When used consistently, Truvada® reduces the risk of contracting HIV from sex by more than 90%; and by 70% for injection drug users. Adherence to PrEP is essential; clinical trials have shown a positive correlation between adherence and PrEP efficacy.

3. Who can prescribe Truvada® as PrEP?

Any licensed provider can prescribe Truvada® as PrEP. Specialization in infectious diseases or HIV medicine is not required. In fact, primary care providers who see members of populations at high risk of HIV on a routine basis are encouraged to offer Truvada® as PrEP to all eligible and interested patients.

4. What are the clinical practice guidelines?

The Centers for Disease Control and Prevention (CDC) provides comprehensive guidelines, including a Clinical Providers Supplement, for prescribing Truvada® as PrEP. The Clinical Providers' Supplement contains several tools for clinicians, such as billing codes, provider information sheets, patient/provider checklists, patient information sheets, a risk incidence assessment, and supplemental counseling information. For more information, visit www.cdc.gov/hiv/pdf/prepguidelines2014.pdf.
*For guidance documents from Gilead, please visit at www.truvadaprepregs.com.

5. What side effects may be experienced by patients?

Some patients will experience serious side effects including loss of bone density (1 in 100) or renal issues (1 in 200). More common side effects include: upset stomach, headache, vomiting, and loss of appetite. These side effects will typically fade during the first month of taking Truvada®. However, if a patient experiences side effects that do not go away within a month, the patient should notify his/her provider immediately.

6. What happens if my patient tests positive while taking Truvada® as PrEP?

Truvada® should be discontinued immediately if: 1) the patient becomes HIV-infected; 2) the patient experiences toxicity or symptoms that cannot be managed; or 3) the patient becomes pregnant.

1/2017

Project PrIDE Marketing Materials



HOUSTON HEALTH
DEPARTMENT

DATA-TO-CARE CLIENT BROCHURE & PALM CARD

 **HOUSTON HEALTH**
DEPARTMENT

Are You Into It?

If You are Living with HIV,
Getting into Care is important.

- Treatment can prevent damage to your immune system and help you fight off infection.
- Treatment can help to reduce the amount of HIV in your body and reduce your chances of transmitting HIV to others.
- Treatment will help you live a longer, healthier life.
- We can link you to providers and other vital services: Housing, Food, Financial Assistance, Transportation, and more.

Phone: 832-393-5010

 **HOUSTON HEALTH**
DEPARTMENT

You Can Get Into It Here!

Bee Busy Wellness Center
8785 W. Bellfort St. Houston, TX 77031
(713) 771-2292 | mybbwc.org

**Avenue 360/
Houston Area Community Services**
2150 W.18th St. Houston, TX 77008
(713) 426-0027 | hacstxs.org

Legacy Community Health Services
1415 California St. Houston, TX 77006
(832) 548-5221 |
legacycommunityhealth.org/prep

St. Hope Foundation
6800 W. Loop South, Ste. 560 Bellaire, TX.
77401
(713) 839-7111 | offeringhope.org

Thomas Street Health Center
2015 Thomas St. Houston, TX 77009
(713) 873-4157 | harrishealth.org

Are You Into It?

Because I Care

Are You Into Your HIV Care?

We can connect you with healthcare providers and other services if you or someone you know is a person living with HIV.

Why should I be in care?

Proper treatment can help you live a longer, healthier life.

Protect Yourself

HIV treatment can prevent damage to your immune system and help you fight off other infections.

Protect Your Partner

HIV treatment can help to reduce the amount of HIV in your body and reduce your chances of transmitting HIV to others.

What can you do to assist me?

We can assist you with identifying and connecting with medical providers.

We can assist you with enrolling in programs to help pay for doctor's visits and medications.

We can assist you with other services including: substance abuse counseling, mental health, dental care, transportation assistance, food and housing/rental/mortgage/insurance.



Are you Transgender?

We recognize you may have specific concerns regarding your care.

We have knowledgeable and courteous staff who can accompany you to appointments to ensure your comfort with a provider.

We can assist in linking you to providers who are knowledgeable about transgender health concerns or we can assist you with communicating your concerns to your provider.

What will I need?

Proof of Identity: license or photo ID
Proof of residency: utility bill, award letter, etc.

HIV Care Providers

Bee Busy Wellness Center
8785 W. Bellfort St.
Houston, TX 77031
(713) 771-2292 | mybbwc.org

**Avenue 360/
Houston Area Community Services**
2150 W.18th St. Houston, TX 77008
(713) 426-0027 | hacstxs.org

Legacy Community Health Services
Montrose Campus
1415 California St.
Houston, TX 77006
(832) 548-5221
legacycommunityhealth.org/prep

St. Hope Foundation
6800 W. Loop South, Ste. 560
Bellaire, TX. 77401
(713) 839-7111 | offeringhope.org

Thomas Street Health Center
2015 Thomas St. Houston, TX 77009
(713) 873-4157 | harrishealth.org

AIDS Healthcare Foundation
1200 Binz Street Suite 1290
Houston, TX 77004
713-524-8700 | www.aidshealth.org



DATA-TO-CARE PROVIDER BROCHURE

