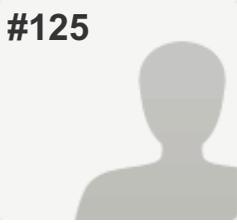


Ending the Epidemic Task Force Recommendation Form

#125



COMPLETE

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Q1: OPTIONAL: This recommendation was submitted by (please provide your first and last name, affiliation, and email address)

First Name	Michael
Last Name	Westervelt
Affiliation	Employee
Email Address	michael.westervelt@gmail.com

Q2: Title of your recommendation Increase public awareness of PrEP

Q3: Please provide a description of your proposed recommendation

Create a public ad campaign that tells New Yorkers about PrEP. Also, let them know about the programs (especially through Gilead) that provide PrEP for free to the insured, underinsured and uninsured (basically, everybody).

Q4: For which goal outlined in the Governor's plan to end the epidemic in New York State does this recommendation apply? (Select all that apply) Facilitating access to Pre-Exposure Prophylaxis (PrEP) for high-risk persons to keep them HIV negative

Q5: This recommendation should be considered by the following Ending the Epidemic Task Force Committee (Select all that apply) Prevention Committee: Develop recommendations for ensuring the effective implementation of biomedical advances in the prevention of HIV, (such as the use of Truvada as pre-exposure prophylaxis (PrEP)); for ensuring access for those most in need to keep them negative; and for expansion of syringe exchange, expanded partner services, and streamlined HIV testing by further implementing the universal offer of HIV testing in primary care, among others. The Committee will focus on continuing innovative and comprehensive prevention and harm reduction services targeted at key high risk populations, as well as grant-funded services that engage in both secondary and primary prevention.

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Q6: Does this recommendation require a change to an existing policy or program, or the creation of a new policy or program?

New program

Q7: Would implementation of this recommendation be permitted under current laws or would a statutory change be required?

Permitted under current law

Q8: Is this recommendation something that could feasibly be implemented in the short-term (within the next year) or long-term (within the next three to six years)?

Within the next year

Q9: What are the perceived benefits of implementing this recommendation?

People who are at risk for contracting HIV will know about another way to prevent it. Even some healthcare professionals don't know about Truvada for PrEP!

Q10: Are there any concerns with implementing this recommendation that should be considered?

Yes, PrEP is a politically sensitive topic because some suggest that it could lead some to participate in more unprotected sex because they believe they are protected.

Q11: What is the estimated cost of implementing this recommendation and how was this estimate calculated?

The cost of an ad campaign in NYC can vary greatly depending on the scope.

Q12: What is the estimated return on investment (ROI) for this recommendation and how was the ROI calculated?

I cannot estimate the ROI for this; however, the reduction of long-term healthcare expenses for Medicaid alone could be significant.

Q13: Who are the key individuals/stakeholders who would benefit from this recommendation?

The individual people who will be protected from contracting HIV, as well as the government entities and private healthcare institutions who would not be spending money on long-term treatment.

Q14: Are there suggested measures to accompany this recommendation that would assist in monitoring its impact?

I would suggest that providers ask potential clients where they heard about PrEP to judge whether the campaign had been successful.

Q15: This recommendation was submitted by one of the following

Member of the public