PLEASEPREPME.ORG (PPM) is pleased to submit our 2017 annual report. Funding from the California Department of Public Health, Office of AIDS supported three key programs for Californians:

1) PleasePrEPMe:Directory, searchable, location responsive PrEP provider directory, in collaboration with PrEPLocator.org.

2) PleasePrEPMe:Resources, providing local HIV-prevention resources in English and Spanish for patients and providers.

3) PleasePrEPMe:Connect, helping Californians find PrEP/PEP services in their area through chat, text, email and telephone with experienced navigators.

PPM visitors were provided clinically sound and consumer-friendly PrEP/PEP information and access to providers. With a focus on disproportionately impacted populations, PPM reached over 127,000 individuals in California through real-time navigation services, trainings and presentations, promotion and dissemination.

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PleasePrEPMe:Directory

With over 370 clinics listed statewide, PPM serves as the comprehensive California state PrEP provider directory. Over 80 providers were added in 2017, including California Office of AIDS–funded navigation locations. We felt these sites were important to include despite the fact that not all of them provide PrEP prescriptions, given the relative scarcity of services in some of the counties in which the navigators are stationed. The restriction of services is made clear in the listing in order to avoid confusion. Example: https://www.pleaseprepme.org/find-a-provider/12007.

With 385 hits on the listing, Adventist Health in Sanger was the most-visited provider in 2017 (https://www.pleaseprepme.org/find-a-provider/1543). This was followed by Planned Parenthood - Riverside Health Center with 223 hits (https://www.pleaseprepme.org/find-a-provider/706), and One Medical Group in San Francisco (https://www.pleaseprepme.org/find-a-provider/779) with 209 hits. Each of these listings attracted less than 1% of all pageviews for 2017 (over 265,000 total).

Based on consumer feedback and data in the California PrEP assessments about the reliability of listings in the PleasePrEPMe:Directory, and in order to sync California clinic listings with the excellent PrEPLocator vetting process, we undertook the formidable task of individually re-vetting all California-based clinic listings in July 2017. This process allowed us to further develop relationships with key stakeholders, provide referrals for training to clinics who indicated a need, and illuminated a number of clinics that needed to be removed from the public directory.

Reasons for removal included:

- Long (over 20 minutes) hold times on the telephone
- Difficult phone trees
- A lack of PrEP awareness among frontline staff members and, therefore, the inability to assist patients with accessing PrEP

Lessons learned in this re-vetting process have informed a streamlined approach to adding new clinics to the directory. Further, in response to the need for PrEP 101 training of frontline staff, we created a publicly available PrEP 101 video. The purpose is for clinics to share the brief video with frontline staff and provide guidance when a client calls the front desk inquiring about PrEP. The video engenders a more streamlined process for potential PrEP patients to access PrEP. This video is shared in the confirmation email clinics receive when they are approved to join the PleasePrEPMe directory and was distributed to all listed clinics via a direct mailing. The most recent mailing occurred in January 2018 and involved sending all 370+ clinics some
PPM-branded “schwag” (tote bag, keychains, stickers, and palm cards) as well as links to resources that may be helpful, inclusive of the frontline provider training video.

The graphic shows the current distribution of PrEP providers in the PleasePrEPMe directory against 2015 syphilis incidence rates (an indication of vulnerability to HIV). This comparison demonstrates the need for additional provider outreach, support, and training in moderate- to high-incidence counties.

In partnership with PrEPLocator, the PPM directory additionally lists 1,750 PrEP providers across the United States. In the combined national database, 18% of listings are Planned Parenthoods. Provider listings from PrEPLocator are refreshed manually on a monthly basis, with new California listings that are not already in PPM receiving the same vetting process as all other California listings that come to PPM directly. The project plan for 2018 includes developing the ability to search PrEPLocator listings within the PPM directory web page for all searches conducted outside of California, negating the need for this manual process.
In order to assist the range of populations served by PPM's outreach, specific resource pages were created through a collaborative process, and designed to meet a variety of needs.

What is PrEP?

Pre-exposure prophylaxis (PrEP) is an effective HIV prevention strategy in which an individual who does not have HIV takes a daily pill to stay HIV negative.

When taken as prescribed, PrEP is more than 90% effective in preventing HIV. It is safe and generally well tolerated. PrEP does not prevent pregnancy or other sexually transmitted infections. PrEP is only available by prescription from a healthcare provider. Most private health insurance, as well as Medicaid, covers PrEP.

Coming soon: resources for Youth. The content for this landing page is currently undergoing review by individuals aged 13–25 and will be live in early spring 2018.

Specific highlights:

- With funding from Gilead, in 2017 PPM hired a State Resources Coordinator to build individual web pages featuring online PrEP resources for every U.S. state and Washington, D.C. Each page includes websites about PrEP; videos; information on paying for PrEP; provider directories; quick-start pocket guides; clinical guidelines; billing codes; and training opportunities for consumers, navigators, providers, and non-clinicians.

The California-specific page can be found at [https://www.pleaseprepme.org/states/CA](https://www.pleaseprepme.org/states/CA). This will soon change with the relaunch of PPM to PleasePrEPMe.org/California. Since the official launch of the state resources pages in December 2017, the California landing page has already received 100 views.
In partnership with AltaMed, we targeted online outreach to transgender women. In collaboration with the launch of their Fierce/Ella video campaign (http://svseries.com/ask-me-about-prep/), we created a vanity URL (https://www.pleaseprepme.org/trans) which AltaPride promoted on their Facebook page. The page contains key resources for transgender women which were supplied and vetted by the Center of Excellence for Transgender Health. We also received permission to use the images from the campaign to launch paid Facebook advertising linking to this page. In 2017, we had over 7,500 page views and 4 chats confirmed through this pilot collaboration.

Dr. Dominika Seidman and the HIVE team assisted in providing key content surrounding PrEP for women: https://www.pleaseprepme.org/women. This URL is featured on PrEP for Women palm cards which are distributed at events and conferences as well as provided to partners both within California (hard copy) and throughout the U.S. (digital files). It is also the landing page for ongoing Facebook and Google AdWords ad campaigns. In 2017, the URL received over 2,700 views, of which 2,500 occurred since the launch of PleasePrEPMe:Connect.

Overall, we received almost 11,500 visitors to the resource pages from California IP addresses in 2017.

**California PrEP Navigation Manual**


The manual is meant to establish baseline knowledge for staff who are new to PrEP navigation and to fill gaps in knowledge for others. Three sections describe the following topic areas: PrEP research, PrEP care, and PrEP navigation. The manual is framed within the context of healthcare programs unique to the state of California, although much of the content can be used by other states.

The manual is free to download in English and Spanish: https://www.pleaseprepme.org/prepnavigatormanual
PPM subcontracted with Project Inform to provide online and distance-based (chat, email, telephone) PrEP navigation for California-based website visitors.

PleasePrEPMe:Connect launched April 24, 2017. Three types of consumers are prioritized: potential PrEP/PEP users, non-medical staff, and medical providers. The vast majority of visitors (84%) were interested in PrEP/PEP, while 15% were navigators or other staff seeking support for their clients, and 1% were medical providers wanting to update their contact info.

Through PleasePrEPMe:Connect, we offered information via online chat (68%); email (29%); and text, social media and telephone calls (<1% each). Emailed interactions were primarily in response to messages received via the chat platform while PleasePrEPMe was offline. These offline messages increased toward the end of the grant period, so our navigator responded to a higher volume of emails. Chat consumers had the option of calling at any time, and we recommended phone contact for PEP cases. Non-valid contacts to PPM—called non-Connects—were outside the scope of service or chats that disconnected. Non-Connects represented one-third of the total number of contacts to PleasePrEPMe, which is in alignment with other rapid-response services such as crisis hotlines.

Since launching in April, we received 1,043 contacts through PPM; 642 were Connects (62%) and 401 (38%) were non-Connects (irrelevant or inappropriate chat engagements). Many Connect interactions include more than one topic area: 59% involved navigation (explaining the healthcare and coverage systems); 24% involved PrEP safety, effectiveness, side effects, and dosing questions; 22% included identifying specific providers; and 2% included HIV 101 and questions surrounding treatment as prevention (TasP). Nine percent of Connect interactions were in Spanish. One consumer used Google translate to engage with us in Chinese.

<table>
<thead>
<tr>
<th>Total (April 24, 2017 – December 31, 2017)</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total contacts received</td>
<td>1,043</td>
</tr>
<tr>
<td>Connects</td>
<td>642</td>
</tr>
<tr>
<td>Non-Connects</td>
<td>401</td>
</tr>
<tr>
<td>Topics*</td>
<td></td>
</tr>
<tr>
<td>Navigation (explaining the healthcare and coverage systems)</td>
<td>59%</td>
</tr>
<tr>
<td>PrEP (safety, effectiveness, side effects, dosing, adherence)</td>
<td>25%</td>
</tr>
<tr>
<td>Identified a specific medical provider/clinic</td>
<td>34%</td>
</tr>
</tbody>
</table>
### Connect Topics:

Most of our encounters had overlapping topic areas, and were not limited to the examples used here alone.

On average, chats lasted 8.5 minutes and service was usually completed within the initial Connect. However, 4% of Connects required additional research and follow-up to complete the encounter, taking several hours to overnight depending on the complexity of the case.

- **PrEP** was, unsurprisingly, the most requested topic area. Consumers seeking to discuss PrEP were looking for a general PrEP overview as well as information on safety, effectiveness, and side effects. Some consumers also discussed dosing and adherence with our navigators. Several consumers wished to share personal PrEP stories with us while others were still in the early stages of determining whether it would be the right option for them. A small minority of consumers came on chat to discuss their dislike for or mistrust of PrEP.

- **PEP**: A small portion of consumers reported interest in PEP or, through screening either during the course of the chat or through completing the manual pre-chat form, indicated a recent HIV exposure. Our internal Connect protocol streamlines referral to a PEP provider when there has been a recent exposure. We typically encourage moving these conversations to a phone call to provide more rapid support.

- **How to get and pay for PrEP**: As the bulk of our service, we guided consumers to understand how to get PrEP within their geographic and socioeconomic contexts, and how to pay for medication and associated labs. There was a notable lack of knowledge of payer terminology and how insurance works, and visitors frequently expressed gratitude for the services provided to walk them through their options. We were also able to provide assistance to other navigators and providers in this regard, as several consumers were staff from other organizations seeking advice on how to handle specific and complex cases.

- **Insurance**: We saw the full spectrum of insured (private, public) and uninsured individuals through Connect. On occasion, the need to collect insurance information was not relevant to the conversation and so remained unknown. As noted above, visitors included several organizational employees seeking to provide insurance assistance to their clients.

- **Anonymity and confidentiality**: We saw a number of potential PrEP users who preferred a siloed approach to their sexual health care and sought to keep their PrEP use anonymous and private. A notable number of consumers were looking for a different clinician for PrEP. We learned that potential PrEP users may have concerns going to their primary care provider when the provider has already referred them to an HIV specialist for their PrEP request; their partner or parent/s also receive care from this provider; the provider is a friend or community member; the provider has told them to use condoms instead or insists the patient is not vulnerable to HIV or eligible for PrEP; the client feels judged about their sex life; or the provider is not sex positive.
The top 20 *Connect* themes for 2017:

1. Where can I get PrEP?
2. What is the cost of PrEP?
3. Where can I find out more information about PrEP?
4. How do I get PrEP?
5. Where can I get free PrEP?
6. PrEP navigators looking for local providers
7. Does insurance cover PrEP?
8. How can I find PrEP assistance programs?
9. I am uninsured and want to start PrEP.
10. What are the requirements to start PrEP?
11. Do I need a prescription to get PrEP?
12. Is there confidential or anonymous PrEP services?
13. I don't feel comfortable asking my provider about PrEP.
14. I don't want to use my insurance for PrEP.
15. Can you refill my PrEP prescription?
16. My doctor refused to prescribe PrEP.
17. Where can I get PEP?
18. PrEP for minors, how and where?
19. What's the best insurance plan for PrEP?
20. My partner is living with HIV and on treatment. Do I need PrEP?

*Connect* interactions are complex and wide-ranging, despite their relatively short duration. PPM navigators have been trained to seek “the question behind the question,” eliciting a deeper level of engagement with consumers. We have included a selection of *Connect* transcripts highlighting both the variety of topics discussed within the *Connect* space as well as the customer-service model navigators use to guide their work.

**Topic:** HIV 101

**Visitor** how can i get PrEP? i'm on the down low and don't want to have to see my regular doctor about this. I have unprotected sex a lot more than I should and really wanna get on it.

**Navigator** I will do my best to help you with that.

**Visitor** do you know the latest info as to whether swallowing cum is relatively safe or not? i know not to brush my teeth vigorously so there's no cuts, etc. i go to adult bookstores a lot, so don't usually know whether the loads i may swallow are from poz guys or not

**Navigator** Swallowing is safe when it come to HIV and assuming that there are have no deep cuts in you mouth. there is also the possibility of becoming exposed to other STIs. This is why testing periodically while on prep is important. if you are going to brush your teeth i suggest doing it atleast 2hrs before any type of oral sex.

**Visitor** i feel so much better after chatting with you. Always worry after i frequent the adult bookstores, sex clubs, etc., cause sometimes i suck off a lot of guys. now, not gonna worry and really enjoy it more!

**Navigator** sounds like prep can be a great option for you. remember prep is not just for men who have sex with men, it is for everyone. so your doctor does not need to know that you have sex with men to prescribe it.
Topic: Assisting with PEP access

**Navigator** May I ask when the exposure happened?
**Visitor** Saturday night at 10pm. I’m still within the 72-hour window
**Navigator** ok, where in the Bay Area are you, may I please have a zip code?
**Navigator** I will do my best to find you a local PEP provider
**Visitor** 94083
**Navigator** thank you, btw what type of insurance do you currently have?
**Visitor** PPO through Blue Shield I believe
**Navigator** ok I found location for you
**Navigator** Stanford Positive Care Clinic address 211 Quarry Road, Suite 202, Palo Alto, CA 94035 phone 650-723-9001
**Navigator** let me see if i can find a few more just in case
**Visitor** great. thank you!
**Navigator** you are very welcome. here is another one.
**Navigator** Menlo Medical Clinic address 321 Middlefield Road, Suite 260, Menlo Park, CA 94025 phone 650-498-6500 , 650-498-3524
**Visitor** i appreciate the help. I will call both now to see what their hours are.
**Navigator** double check on insurance and if for any reason you need other locations let us know
**Visitor** will do. thank you
**Navigator** or you can also go to a local ER and ask for PEP
**Visitor** got it. thanks.

Topic: Stigma busting

**Visitor** It’s just I know this seems to be like a good thing; especially in it being a preventative measure... But I don’t want my doctor to think like I’m a whore sleeping around or whatever & feel a little bit embarrassed... But sometimes I don’t care & rather be safe than crying & upset if something were to happen.

**Navigator** Taking PrEP, means to many that they care about their health and also would like to use it as an extra layer of protection. And even if you where sleeping around, there is nothing wrong with that. OWN it! You’re getting some! And that is awesome!!!! Doctors are there to hopefully support you and help you when you need it.

**Visitor** Ok, thanks for that.

**Navigator** I think about it this way, If there is something that can help me stay negative. Why not take advantage of that?

**Visitor** I really do appreciate all the advice and help that you’ve given me. Thanks

**Navigator** You can always start when you are ready.

**Visitor** True

**Navigator** You can also stop anytime, just make sure to talk to your doctor before stopping.
Topic: PrEP/HIV 101

**Visitor** Why is it that ppl on gay sites feel just cause they are on Prep that it's ok to have unprotected sex. I'm confused on the HIV positive ppl that act like it's really no big deal. It's to a point like I feel an out break on other STI's is bound to break out eventually. Also what's the rash ppl are talking about when there taking Prep. Not sure how what or it even looks like yet but I would like to know.

**Navigator** PrEP can be used as an extra layer of protection to help prevent HIV infection. Everyone has a different reason why they choose to go on PrEP.

**Navigator** People that are HIV positive and are getting treatment are living long and healthy lives.

**Navigator** Also most people on PrEP or HIV medication are seeing their doctor on a regular basis, which helps detect STIs if any and treat them right away.

**Navigator** The rash can be a side effect that someone might experience while on prep. Side effects are soooo rare! This why it is important to go to follow up doc appointments and report it. There can also be other reasons for that rash. Your primary doctor can help you find the reason for that rash.

**Navigator** There are large studies that prove that prep is safe to take.

Topic: Sex positivity

**Visitor** hiv is why im str8 and oinly very rarely bi. i cant rish passing something to whatever girl im with at the time. im more worried about that than myself and too many guys try to play unsafe. so i dont bother much. i would probably be the slut if i had that so maybe is good i don't

**Navigator** Anyone can be exposed to HIV, people that use condoms and then go on PrEP continue to wear condoms according to research.

**Visitor** ya i would still use condoms

**Visitor** if you had to guess ballpark with insurance what doe the price come to ? 0 ? or depends on plan and prescriptuon drug package it comes with

**Navigator** yes the price will depend on the plan you end up getting.

**Visitor** condoms scare me cause it could break. i havent had one break with guys but i ahve with girls so its always a possibility

**Navigator** being a slut is not a bad thing, learning how to continue to have safer sex is a great thing,

**Visitor** safe slut is the way to go lol

**Navigator** always!
Visitor I am already taking prep but it is expensive

Navigator Got it!

Navigator Do you have insurance?

Navigator And may I ask what you're paying monthly?
Visitor 150.00

Navigator Have you heard about the Gilead Copay Card?

Visitor no

Navigator The maker of Truvada is Gilead. They have a Copay Card that helps pay up to $3,600 per year. That may be something you should look into to help you cover your costs.

Visitor is there a link for that?

Navigator one moment.

Navigator Let me copy some text here ...
While PPM visitors come from a diverse regions in California, the map below, which displays 2015 syphilis rates as an indication of vulnerability to HIV mapped against locations of chats that have come in to PPM, shows that greater outreach needs to be done in areas of moderate to high syphilis incidence.

At the conclusion of each Connect, satisfaction surveys are sent to those consumers who have provided contact information. The purpose of this survey is to provide data for quality improvement and identify training opportunities for navigators.

- Of 241 surveys sent, 31 were completed (13% response rate)
- The median age of responders was 39
- Average responses (out of 5):
  - PleasePrEPMe met my needs: 4.23
  - PleasePrEPMe helped me make decisions about my HIV prevention: 3.94
  - How likely are you to refer a friend to PleasePrEPMe.org?: 4.23

If a consumer has provided contact information, received a referral to a provider via PleasePrEPMe:Connect, and has not opted out of receiving further surveys (presented as an option at the end of the satisfaction survey), they are sent a follow-up survey 14 days after the Connect interaction. The purpose of this survey is to identify facilitators and barriers to PrEP access as well as act as quality control for the providers in the directory.

- Of 115 surveys sent, 5 were completed (4% response rate)
- Responses
  - How satisfied were you with the referral(s) to a PrEP provider?: 4.4
  - 4 of 5 respondents had contacted a PrEP provider since the Connect
  - 3 of 5 had visited a PrEP provider
  - 2 of 5 had received a PrEP prescription and were taking PrEP at the time of the survey
- Reasons for not obtaining a prescription included long waiting times to see a provider and needing to wait for additional tests or initial test results.
Other Collaborations

PPM thrives on collaborations. We have featured a few of the notable partnerships we have forged here, but these are by no means exhaustive nor have the collaborations ended. We look forward to building upon the work we have already done and creating new partnerships in 2018.

Alameda County Collaboration: Facebook ads

Campaign Dates: April 18 2017-May 8 2017
Results: Reached 87,647 users, 373 link clicks, 175 "reactions" (likes, loves, wows), Number of visitors from Alameda County increased by 650%
Cities: Visitor increases over the previous period: Oakland 350%, Berkeley 750%, Hayward 1000%+, Fremont 1000%+, Pleasanton 200%

Collaboration with AltaMed: PleasePrEPMe.org/trans

Ongoing collaboration maintaining /trans landing page.

2017 results: 8,658 users, 77% sourced from paid promotion (Facebook and Google ads), 15% collaborative referrals.

2017 User locations: Los Angeles (15%), San Francisco (7%), San Diego (5%) San Jose (4%), Sacramento (3%), Fresno & Bakersfield (1% each).
BHOC Collaboration: Grindr/Adam4Adam/Jack’d Ads

Campaign Dates: June 2017-December 2017
Results: 62,700 website hits, 50% of chats originate from apps
Cities: Los Angeles 10.2%, San Diego: 7%, Fresno: 4.6%, Bakersfield: 4.3%

Tri City Health Collaboration

PrEP in Alameda County

Campaign: Alameda-specific landing page and mass mailing to 6,000+ households
Date: Oct 2017-Ongoing

Results: Visitors from Alameda County increased 4% from before start of collaboration. Livermore 157%, Hayward 23%, Pleasanton 16%, Fremont 12%, Alameda 6%.
Overall online referrals from Tri City Health: 90
Key Anecdotes

Edwin Corbin-Gutierrez, Manager, Health Systems Integration, NASTAD: “NASTAD works with all 50 states and territories. It would be incredibly hard to gather [PrEP] resources, sort them, keep them updated for every single state. Having this resource has been amazing. The staff at PleasePrEPMe has been super responsive, it’s been a pleasure to work with all of you.”

Dennis Fleming, California Department of Public Health, Office of AIDS: “I have a great review for the Please PrEP Me website. I was attending a Partner Services training in San Diego a few weeks ago. They now have a module on PrEP, and one participant (who works with teenagers and youth) asked if there were providers in San Diego who would prescribe PrEP to teenagers under the age of 18. The presenters were not sure, but they mentioned the PleasePrepMe site. So while the session continued, I went on PleasePrepMe using my phone and had a chat with one of your staff. Shortly afterwards I received an email giving me the names of providers in San Diego County providing PrEP services to youth under 18. I shared this with the participants, and they were all very impressed.”

Caitlin Conyngham, HIV Prevention Services Coordinator, AIDS Activities Coordinating Office, Philadelphia Department of Public Health: “Just wanted to send you a note to say that the new PrEP Navigator Manual is absolutely fantastic! Thanks for all the work that Project Inform and PleasePrEPMe did on this one- you all are such valuable resources for HDs and providers. I will definitely be sharing this with our subrecipients.”

Feedback left on PleasePrEPMe:Connect satisfaction survey:

“[Navigator] was extremely helpful in providing me with the information I was seeking. I had been a bit confused & a little intimidated in asking & had been trying to get information on my own, but I feel more knowledgeable on this matter. I also feel a little bit more comfortable now for when I go in to see my doctor in the future to ask for this medicine. So I am very grateful & appreciate the time & help [Navigator] gave to me. THANKS VERY MUCH!”

“Great assistance and demeanor with questions and providing answers!”

“WONDERFUL, extremely knowledgeable!”

“Very thorough and clear”

“Very responsive”

“Excellent costumer [sic] service and clear information very helpful”

“This is a great tool Thank you”

“Charlie was a great help. they ask great questions to help give the best information they could provide. I was very satisfied with their assistance.”

“Charlie [sic] is very patient with me during the assisting time.”

“Very gracious. Laura went above and beyond to help me find the information I was looking for.”
“So exciting to hear that navigators are comfortable doing basic PrEP education via chat. I think this will be a HUGE service for folks and I will definitely recommend that providers refer patients here to learn more!”

“Charlie was knowledgeable and very patient with me. Please allow us to donate money so that everyone can use this service. I have never seen anything like this. This chat service is confidential and convenient! Our youth really need this knowledge and support from professionals like Charlie.”

“Very informative and helpful. The navigator was very engaging and comfortable to chat with. This chat feature is a great addition to a website that was already helpful. It's exciting to see this website constantly evolve/update to meet current PrEP needs of those seeking information. Very innovative!”

“Charlie was extremely helpful in providing me with the information I was seeking. I had been a bit confused & a little intimidated in asking & had been trying to get information on my own, but I feel more knowledgeable on this matter. I also feel a little bit more comfortable now for when I go in to see my doctor in the future to ask for this medicine. So I am very grateful & appreciate the time & help Charlie gave to me. THANKS VERY MUCH!”

“Charlie really took a lot of time and slowed down so I could ask questions and understand answers. He’s got a good bedside manner. I hope he sticks around.”

“Thank you for making this step towards prep easy and engaging”

“Ok so mr Allen was Amazing! Helped me alot i fo [sic] hope i will get everything thanks!”

“What a helpful sweetheart!”

“Promote her!”

“Accurate, informative and friendly”

“Very nice rep.”

PLEASEPrEPMe Website Analytics

In 2017, PleasePrEPMe.org received almost 80,000 visitors from within California. 24% of these were returning visitors. 76,000 visitors came to the website after June 24, 2017 when paid advertising via hookup apps (grindr, Adam4Adam, Jack’d), Google AdWords and Facebook was initiated.
Grindr was the top driver of traffic to the website in 2017 (See Other Collaborations section, above, for more information), followed by Google AdWords. Other important sources of website traffic included referrals from partner organizations and other collaborators, as well as organic searches via Google.

The top 4 cities where visitors were based were Los Angeles, San Francisco, San Diego, and San Jose. Los Angeles and San Francisco traffic was driven primarily through grindr (14% of sessions) while San Diego and San Jose traffic was driven primarily by Google AdWords (4% of sessions).

<table>
<thead>
<tr>
<th>City</th>
<th>Sessions</th>
<th>% Sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Los Angeles</td>
<td>16,155</td>
<td>15.62%</td>
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<tr>
<td>2. San Francisco</td>
<td>12,396</td>
<td>11.98%</td>
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<tr>
<td>3. San Diego</td>
<td>11,481</td>
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<td>(8.57%)</td>
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<td>8. l.facebook.com / referral</td>
<td>1,741</td>
<td>(1.68%)</td>
</tr>
<tr>
<td>9. getprepla.com / referral</td>
<td>801</td>
<td>(0.77%)</td>
</tr>
<tr>
<td>10. jackd / banner</td>
<td>477</td>
<td>(0.46%)</td>
</tr>
</tbody>
</table>

Because grindr ads pointed predominantly to [www.PleasePrEPMe.org/Swallow-This](http://www.PleasePrEPMe.org/Swallow-This), the landing page created specifically for this ad campaign, that page was the most-visited for 2017 (34%), followed by the home page (27%) and then Find a Provider (19%). Google and Facebook ad campaigns successfully directed visitors to the two landing pages designated for cis and trans women ([www.PleasePrEPMe.org/Women](http://www.PleasePrEPMe.org/Women) and [www.PleasePrEPMe.org/Trans](http://www.PleasePrEPMe.org/Trans)), boosting these pages into the top 5 pages for 2017 as well.
**PLEASEPRÉPME PRINT AND DIGITAL ASSETS**

While PleasePrEPMe is primarily focused on online outreach, we have heard from our partners how important it is to have collateral to share at events, particularly in building relationships with community. As such, we have created cards & key chains for distribution in waiting rooms and outreach events.

<table>
<thead>
<tr>
<th>Asset</th>
<th>Purpose</th>
</tr>
</thead>
<tbody>
<tr>
<td>PleasePrEPMe ♡’s California postcard. Used to show appreciation to key individuals or clinics with the ability to highlight areas of interest.</td>
<td></td>
</tr>
<tr>
<td>PrEP for women palm cards (English and Spanish).</td>
<td></td>
</tr>
<tr>
<td>Image</td>
<td>Text</td>
</tr>
<tr>
<td>-------</td>
<td>------</td>
</tr>
<tr>
<td><img src="image1.png" alt="Image" /></td>
<td>PleasePrEPMe services cards (double sided English and Spanish).</td>
</tr>
<tr>
<td><img src="image2.png" alt="Image" /></td>
<td>PleasePrEPMe general information cards (double sided English and Spanish).</td>
</tr>
<tr>
<td><img src="image3.png" alt="Image" /></td>
<td>PleasePrEPMe pill holder keychain.</td>
</tr>
</tbody>
</table>
Our Team

Our team at the 2017 Biomedical HIV Prevention Summit in New Orleans (in-person and in-spirit)

From left to right, row 1:
Charlie Romero Bilingual Online Navigator for PrEP and Sexual Health, Project Inform
Laura Lazar Coordinator, PleasePrEPMe
Caroline Watson Social Justice and Communications Coordinator, HIVE
Shannon Weber Founder, PleasePrEPMe
Reilly O’Neal Editor and Special Projects Coordinator, PleasePrEPMe
Alan McCord Director of Education, Project Inform
Karishma Oza Program Coordinator, HIVE

From left to right, row 2:
Taft Weber-Kilpack Website Coordinator, PleasePrEPMe.Global
Yamini Oseguera-Bhatnagar Special Projects Coordinator, PleasePrEPMe