

# Public Health Detailing Campaign to Implement Routine HIV Screening Among Primary Care Providers in Baltimore City

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*On behalf of*

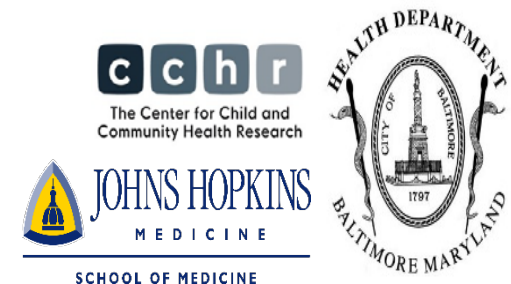
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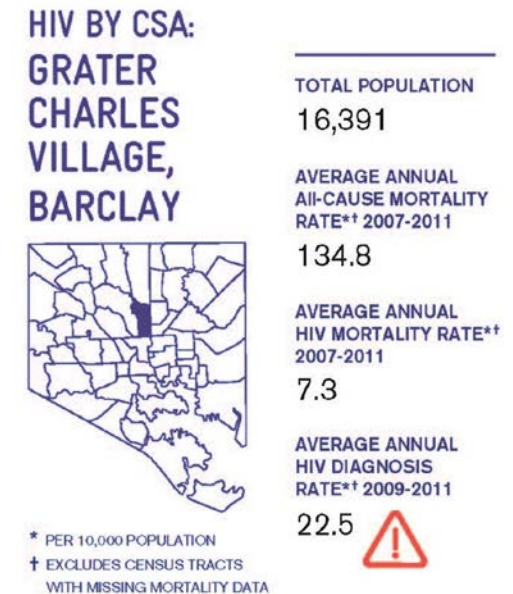
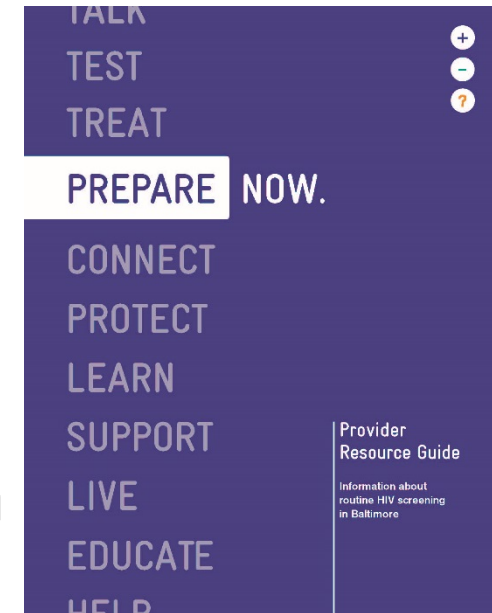


# Background

- Baltimore ranks 6<sup>th</sup> of new HIV diagnoses in the country
- CDC & USPSTF recommends routine HIV screening of those eligible, regardless of risk.
- Primary care providers (PCPs) likely to have influx of new patients PCPs will be new frontline of HIV prevention and linkage to care
- Public health detailing successful means of outreach and behavior change
- Partnership between Baltimore City Health Department (BCHD) and the Center for Child and Community Health Research (CCHR) to
  - develop relationships with PCPs to advance routine HIV screening
  - understand associated opportunities and barriers
  - evaluate public health detailing campaign.

# Methods

- Met with members of the NYC Dept of Health
- Compiled list of PCPs in Baltimore
- Developed Protect Baltimore HIV Testing Action kit and materials
- Hired and trained two public health detailers
- Visited sites to survey, deliver kit, answer questions and train
- Evaluation at baseline and during follow-up, 6 months later.



# Results

**Reach:** 281 kits were delivered to 100% (n=85) primary care practice sites

## Receptivity

- 96% providers report being satisfied or very satisfied with the campaign
- 95% practice managers satisfied or very satisfied with kit

“I used the kit as soon as I saw a positive result come back. It was very useful in helping me feel confident that I was able to post test counsel my patient and connect him to care. It is also nice to know that the BCHD can help us with that if necessary.” (P-F-I-171103)

## Impact

- 44% PCPs starting/already routinely screening, increased to 80% at followup
- 73% PCPs increased screening as a result of the campaign
- 58% PCPs changing activities associated with screening
- At followup, 43% PCPs increased screening in the prior week from baseline

# Main Conclusions

- Relationship development
- Increased PCPs' screening and associated behaviors
- Responded to questions, identified needs and provided updated information (i.e. training and technical assistance)
- Leveraged initial CDC funding to provide intensive support to selected sites via GILEAD Sciences' HIV FOCUS initiative

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