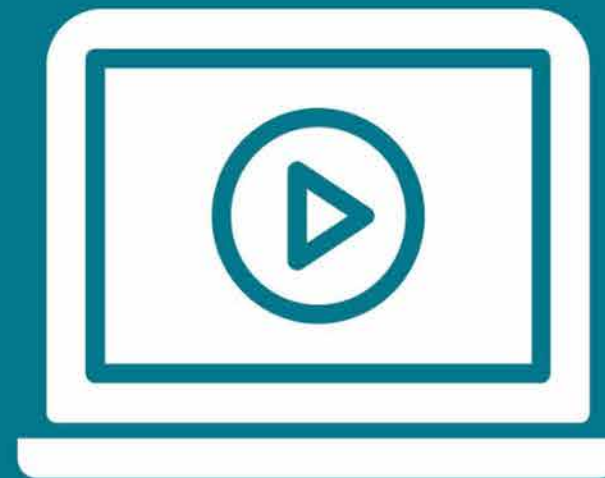


Ending
the
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A PLAN FOR AMERICA

Quarterly Stakeholder Webinar

THURSDAY, OCTOBER 29, 2PM - 3:30PM ET



Welcome

Kaye Hayes

- ▶ Welcoming Remarks



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Harold Phillips

► Housekeeping, COVID-19, EHE & AHEAD Dashboard

- Review webinar agenda and objectives
- Provide update on OIDP EHE Activities
- Provide update on AHEAD Dashboard



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Objectives

United States Department of Health and Human Services, Office of the Assistant Secretary of Health will host a quarterly Ending the HIV Epidemic Initiative stakeholder webinar designed to:

- ▶ Provide updates on major federal activities related to the implementation of the Ending the HIV Epidemic initiative
- ▶ Highlight models of community engagement during COVID-19
- ▶ Answer questions from jurisdictional EHE stakeholders



New Data Releases

Incorporating The Most Up-To-Date Data

- ▶ ODP and CDC are working hand in hand to prioritize HIV data **expediency** and **transparency**.

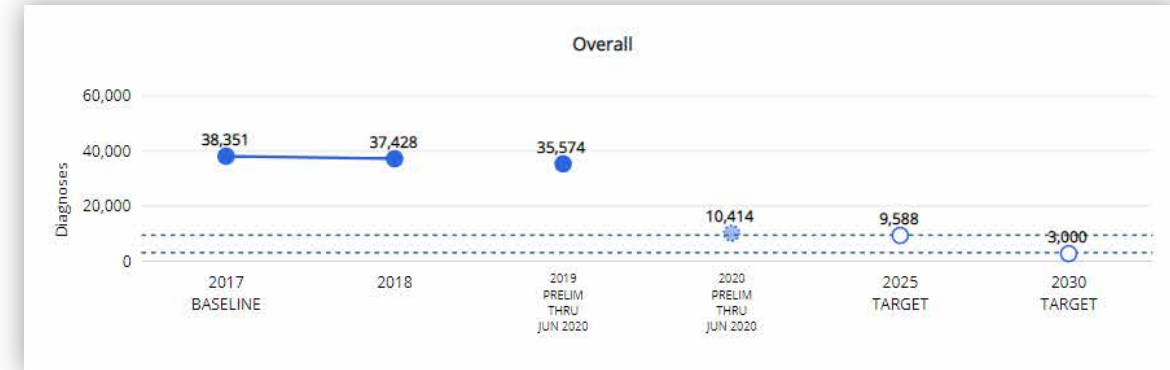
On 16 Oct 2020, additional cumulative quarterly data was made available on the dashboard:



Preliminary 2020 data through Q2
(Jan 2020 – Jun 2020) for **diagnoses**.



Preliminary 2020 data through Q1
(Jan 2020 – Mar 2020) for **linkage to HIV medical care**



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AHEAD →
America's HIV Epidemic Analysis Dashboard

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AHEAD as a Common Resource

As presented at USCHA Workshop, October 20, 2020

JURISDICTIONS



- ▶ Compare, coordinate, strategize, evaluate programmatic interventions
- ▶ Improve community plans and grant applications

COMMUNITY-BASED ORGANIZATIONS



- ▶ Identify service gaps
- ▶ Prioritize interventions
- ▶ Compare outcomes with CBOs in other jurisdictions

ADVOCATES



- ▶ Develop priorities for advocacy and education
- ▶ Download information for advocacy briefings
- ▶ Benchmark progress against other communities

HEALTH EDUCATORS



- ▶ Make educational materials locally relevant and more impactful

SERVICE PROVIDERS



- ▶ Understand the specific characteristics of the clients served



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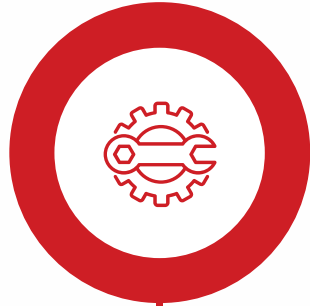
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The Road Ahead – Upcoming Events



Engagement

- Small stakeholder group testing
- HIV community photo shoot



Enhancements

- Interactive analyses
- Jurisdictional comparisons
- Additional Resources



New Data

- Annual & quarterly data
- State & county-level stratifications
- Data for all states



Context

- Innovative strategies & success stories
- Social Determinants of Health



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Todd Post

- ▶ Ready, Set, PrEP Update



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READY SET PrEP

This program makes
PrEP medications
available at no cost
for qualifying recipients

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Campaign Updates

- ▶ GetYourPrEP.com “relaunch” on October 29
- ▶ Mail order fulfillment coming in November
- ▶ More than 32,000 co-sponsoring pharmacies
- ▶ Working to increase program enrollment



Coming Soon – I'm Ready Campaign

- ▶ Online
 - Display banners
 - Radio and Digital Audio Spots
 - Videos
- ▶ Print
 - Posters (English/Spanish)
- ▶ Shareables
 - Social graphics (English/Spanish)

More to come in 2021...



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Erica Dunbar

- ▶ Community Engagement: Strategies and Approaches with Partners to Support Ending the HIV Epidemic
 - ▶ Division of HIV/AIDS Prevention (DHAP)
 - ▶ National Center for HIV, Viral Hepatitis, STD and TB Prevention (NCHHSTP)
 - ▶ Centers for Disease Control and Prevention (CDC)



Highlights for Today's Call

- ▶ EHE Initiative- Where We Are Now
 - Planning and Implementation progress
- ▶ Critical Importance of Community Engagement
 - How it's essential for EHE and adapting engagement during COVID-19
- ▶ Available Resources
 - Program Guidance
 - Website Resources
 - Technical Assistance Webinars
 - Townhall Sessions
 - Capacity Building Assistance Providers



CDC awarded \$109M to accelerate progress in the fight to end the HIV epidemic in the U.S.

- ▶ Project Period
 - 5 years, starting August 1, 2020
- ▶ Total Award Amount for Year 1
 - \$109 million
 - Awards range from \$1.9M to \$10.6M
- ▶ Project Areas
 - Component A: 32 Health departments (\$106M)
 - Single-Funded Phase I County/Juris. (n=16)
 - ≥ 2 Phase I Counties (n=9)
 - Statewide/High Rural HIV Burden (n=7)
 - Component C: 7 STD Clinics (\$3M)
 - Alabama, Arizona, Baltimore City, Missouri, Philadelphia, San Francisco, and Washington DC



EHE Implementation Program Highlights



- ▶ Under Component A of the EHE implementation program, health departments must allocate 25% of their total funds to support EHE planning and implementation by community organizations
- ▶ Health department funding recipients are required to establish a new or expand an existing EHE advisory group or committee; must be inclusive of representatives from the Phase 1 counties.
- ▶ Local planning bodies should include “new voices” that represent communities identified in Phase I jurisdictions who have not previously participated in the planning process.



EHE Jurisdictional Plans

With funding provided for local planning and implementation, jurisdictions have developed draft overarching Ending the HIV Epidemic plans for their area.

- ▶ CDC continues to encourage jurisdictions to engage local stakeholders to develop/implement their EHE plans



EHE Jurisdictional Plans

- ▶ Key findings from draft EHE plans show that jurisdictions:
 - Engaged local community partners, providers, and other partners (e.g., focus groups, community advisory boards, town hall meetings, ad hoc committees, roadshows and social media) during planning process
 - Will increase or expand targeted testing efforts in non-traditional and home-based settings
 - Plan to increase access to and use of HIV self-tests or expand syringe services programs (SSPs) and harm reduction programs/services
 - Will develop or expand social marketing, media campaigns, and text messaging communication

Revised EHE plans due December 31, 2020



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Community Engagement Is Critical For Ending HIV

- ▶ Community engagement:
 - Essential and paramount to the success of the EHE initiative
 - Foundational to support the development (or update) of HIV programs
 - Vital to supporting your locally designed EHE planning process, plan development, and program implementation to address the four EHE pillar strategies
 - Need “new voices” that represent communities impacted by HIV



EHE Planning Guidance for Community Engagement

- ▶ Ongoing community engagement
 - Engage with existing local prevention and care integrated planning bodies as key participants in the planning process
 - Engage directly with local community partners, including engaging new voices
 - Engage with local HIV service provider partners
- ▶ Key to success is local community engagement and support
- ▶ Engage diverse community perspectives



CDC Expectations For Community Engagement

- ▶ Will look differently across jurisdictions
- ▶ EHE planning will add to or enhance - not replace - previous planning efforts
- ▶ EHE Plans will serve as a blueprint for ongoing and upcoming implementation activities
- ▶ EHE Plans are *“living documents”*



Community Engagement Continues To Be A Priority For CDC And EHE



- ▶ Although engagement will have to remain virtual and socially distant due to the pandemic, previous expectations for community engagement from the EHE planning funding opportunity remain in place.
 - It is expected that health departments immediately share draft EHE plans and CDC feedback with community partners.
- ▶ It is expected that as part of the EHE implementation program, new fiscal relationships with organizations serving Black, Hispanic/Latinx, and Trans and Gender-Nonconforming communities will be documented.
- ▶ Engagement activities are expected to include community partners even while the jurisdiction is adapting to COVID-19 circumstances.



Community Engagement Technical Assistance

- ▶ Developed Program Guidance – included proposed framework for the inclusion of community engagement in the EHE plan
 - (<https://www.cdc.gov/hiv/pdf/funding/announcements/ps19-1906/cdc-hiv-PS19-1906-component-B-program-guidance.pdf>)
- ▶ Website Resources and At-a-glance: For Partners and Stakeholders
- ▶ Capacity Building Assistance (CBA) Services



Community Engagement Technical Assistance

- ▶ Series of Technical Assistance Webinars aimed to support health departments and community-based organizations (CBOs) to sustain EHE community engagement activities amid COVID-19
 - Exploring virtual meetings, webinars, and technological platforms to effectively continue to engage community in the EHE process.
 - HIV Self-Testing and TelePrEP services
- ▶ Virtual Town Hall Sessions with local EHE communities 



Now is the time.

#EndingHIV

Our goal is ambitious.
Our pathway is clear.

hiv.gov/ending-hiv

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Resources

- ▶ Notice of Funding Opportunity PS19-1906: Strategic Partnerships and Planning to Support Ending the HIV Epidemic in the United States
 - <https://www.cdc.gov/hiv/funding/announcements/ps19-1906/index.html>

- ▶ Funding Opportunity Announcement PS20-2010: Integrated HIV Programs for Health Departments to Support Ending the HIV Epidemic in the United States
 - <https://www.cdc.gov/hiv/funding/announcements/ps20-2010/index.html>



Laura Cheever

MD, ScM Associate Administrator
HIV/AIDS Bureau (HAB)

- ▶ HRSA – Community Engagement to End the HIV Epidemic



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HRSA's HIV/AIDS Bureau Community Engagement Activities

- ▶ **HRSA visited 23 EHE Jurisdictions (2019)**
- ▶ **IAS Symposium: Telling Our Stories (July 2020)**
- ▶ **Community Engagement Plenary at the 2020 National Ryan White Conference (August 2020)**
- ▶ **People with HIV listening Session at 2020 National Ryan White Conference (August 2020)**
- ▶ **National Conferences (fall 2020)**
- ▶ **CHAC NHAS/EHE Community Engagement Workgroup (2020)**



COVID-19 Lessons to Accelerate EHE Response



- ▶ Adoption of telemedicine
 - Reaching those out of care
 - Improving retention rates
 - Concerns about the “digital divide”
- ▶ Extension of medication refills
 - 90 day fills
 - Increased home delivery
- ▶ Self Testing
 - HIV, STIs
- ▶ Reassess processes
 - Eligibility and recertification



FY 2020 HRSA HAB Initiatives to Support EHE

Reducing Stigma at Systems, Organizational, and Individual Client Levels in the Ryan White HIV/AIDS Program

- Minority HIV/AIDS Fund Awarded to: NMAC
- ESCALATE – Ending Stigma through Collaboration And Lifting All To Empowerment

Building Capacity to Implement Rapid Antiretroviral (ART) Initiation for Improved Care Engagement

- Minority HIV/AIDS Fund Evaluation & TA Center Awarded to: The Regents of the University of California, San Francisco
- 15 Demonstration Sites

Improving Care and Treatment Coordination: Focusing on Black Women with HIV

- Minority HIV/AIDS Fund Evaluation & TA Center Awarded to: University of Massachusetts
- 12 Demonstration Sites

Enhancing Engagement of People with HIV through Organizational Capacity Development and Leadership Training

- Awarded to NMAC
- ELEVATE – Engage Leadership through Employment, Validation, and Advancing Transformation and Equity for People Living with HIV



Upcoming 2020-2021 EHE Community Engagement

- ▶ HRSA's HIV/AIDS Bureau will be resuming Community Engagement Listening Sessions to discuss successes and challenges with RWHAP recipients, stakeholders, people with HIV, and other community members as we continue to move forward with coordination of the Ending the HIV Epidemic initiative.
- ▶ Sessions will be held virtually.

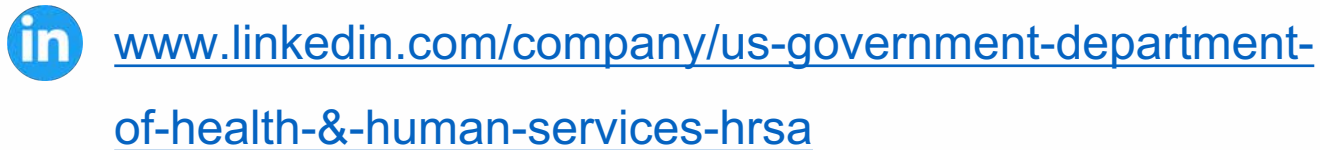
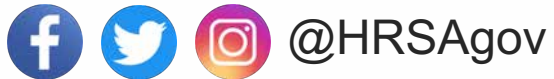


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- Sign up for HRSA eNews [here](#)

- Follow us:



► Connect with Laura

- Email: Lcheever@hrsa.gov
- Phone: 301-443-1993
- Web: hab.hrsa.gov



Michelle Allen

Allen-GA Department of Public Health

Rev. William Francis

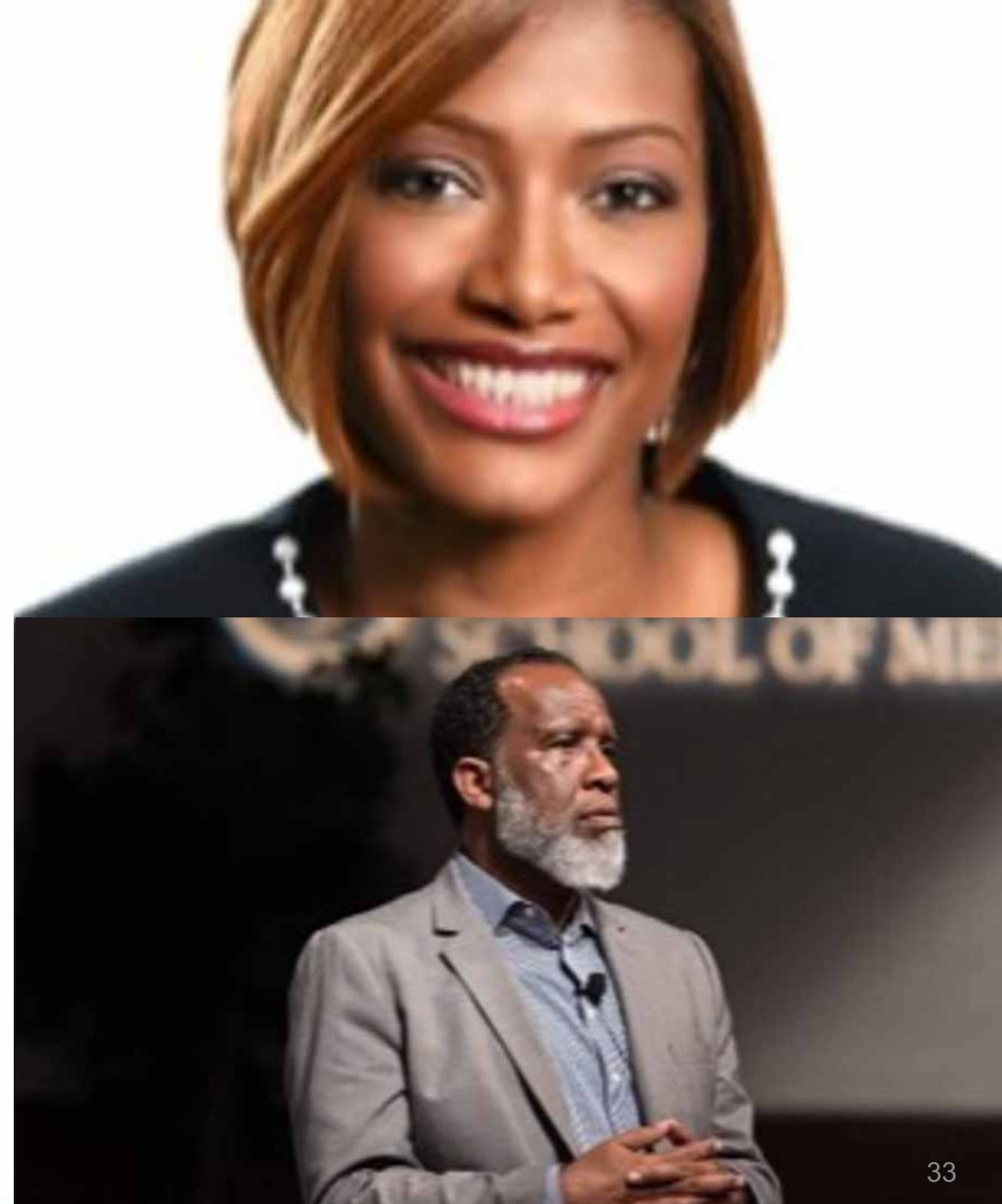
Lead Servant at the Hub

- ▶ Community Engagement Examples
 - Atlanta, GA
- ▶ Faith without Works: Introducing Atlanta Faith in Action (AFIA)



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The Great State of Georgia

- ▶ 10.2 million residents
- ▶ 159 counties
- ▶ 18 public health districts
- ▶ Metro-Atlanta is comprised of 20 counties
- ▶ EHE counties
 - Cobb
 - Dekalb
 - Fulton
 - Gwinnett



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Working with Faith Based Organizations (FBOs)

- ▶ Meeting held with metro-ATL FBOs, PACE Director (CDR John Oguntomilade), PACE COO(Mr. Harold Phillips), EHE Counties, and GA Department of Public Health
- ▶ FBOs expressed the desire for authentic engagement in strategic decision-making processes
- ▶ Partnerships should be on-going and not exclusively for awareness events
- ▶ Faith Based Coalitions should be inclusive and diverse (i.e. religious freedom; gender, LGBTQ+; race & ethnicity, etc.)



Meeting Objectives from meeting with PACE

May 21, 2020

- ▶ Increase Faith Based Organizations (FBOs) awareness and participation in the Ending the HIV Epidemic (EHE)
- ▶ Identifying unique opportunities to leverage FBOs outreach and trust in the community towards EHE
- ▶ Explore opportunities to build a strategic FBO coalition in EHE response
 - Atlanta Faith in Action





**In observance of National Faith HIV & AIDS Awareness Day,
you are invited to an Atlanta Faith in Action Zoom meeting.**

- ▶ August 27, 2020, 2PM Eastern Time (US and Canada)



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Atlanta Faith in Action

The goal of AFIA is to establish an inter-faith council with representation from all EHE metro counties. AFIA will be...

- ▶ More Transformational
- ▶ Less Transactional



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Questions?

“We are stronger when we march forward together.”

- Rev. Dr. Martin Luther King, Jr.

- ▶ Connect with Michelle L. Allen
 - Michelle.Allen@dph.ga.gov
- ▶ Connect with Pastor William Francis
 - revwilliamfrancis@gmail.com



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Lonnetta Wilson

LBSW, Ending the HIV Epidemic Coordinator

- ▶ Community Engagement Examples
 - Fort-Worth, TX



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Overview



Pre-Planning

- ▶ Created workgroups dedicated to each of 4 pillars
- ▶ Diverse engagement
- ▶ Support from leadership

Execution

- ▶ Strong inclusion of People Living with HIV (PLWH)
- ▶ Hosted community meeting
- ▶ Recruitment of community



Community Engagement

- ▶ 90 participants
- ▶ County Commissioners
- ▶ Rural representation
- ▶ PLWH
- ▶ AIDS Service Organizations
- ▶ Community-Based Organizations
- ▶ Federally Qualified Health Centers



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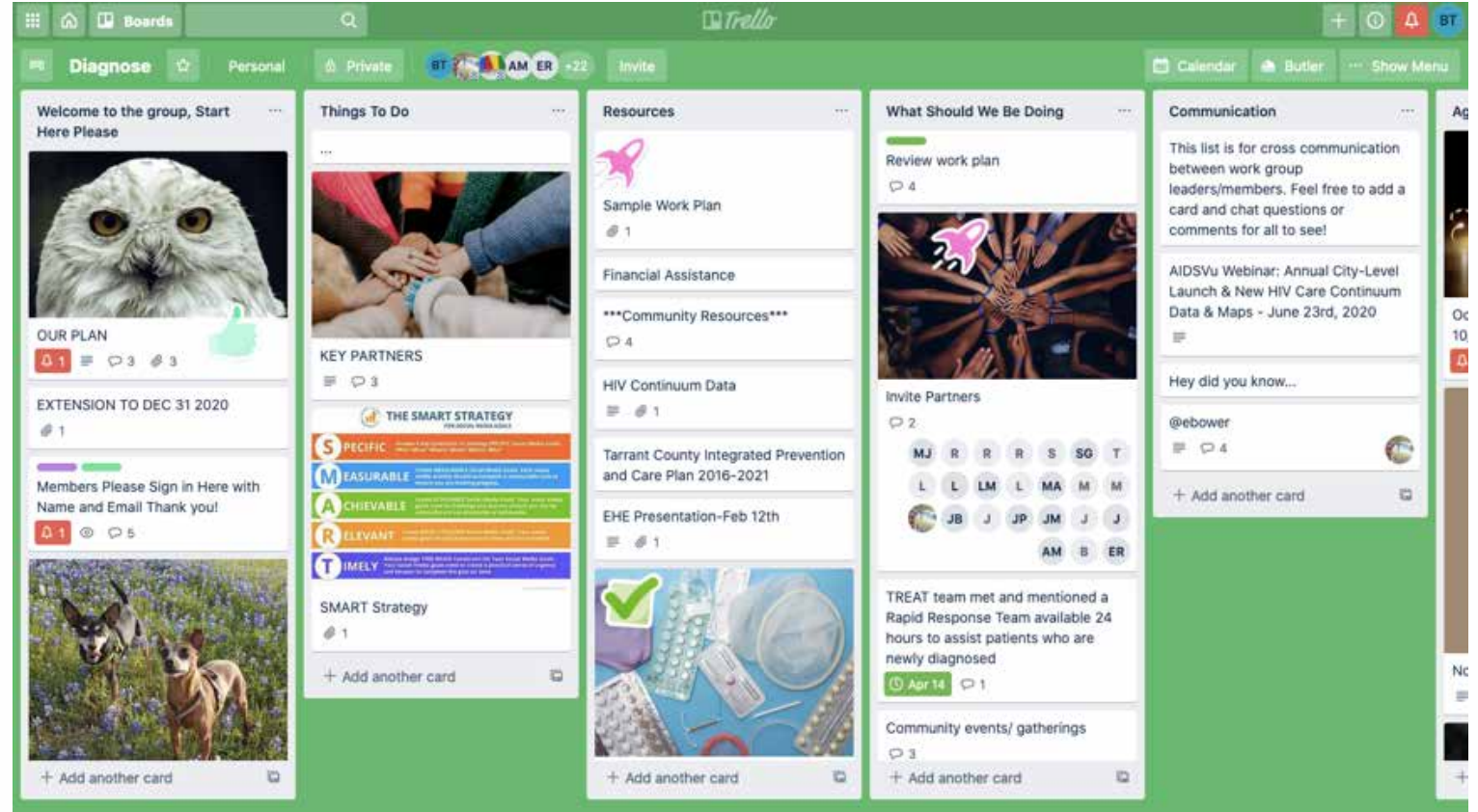


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Adjusting with COVID-19

- ▶ Moved to virtual platforms
- ▶ Able to host meetings after normal business hours
- ▶ Allowed incorporation of more community members
- ▶ While some members have dropped off, many are still engaged in the planning process



Engaging Community Partners

- ▶ Open lines of communication
- ▶ Active with various community groups
 - Planning Council, BWHI, Aging Coalitions
- ▶ Leverage relationships to boost social media presence
- ▶ Prioritize accountability to consumers
- ▶ Project reveal to community



Uniting New Partners

- ▶ Health Equity Summit
- ▶ Collaboration with grassroots groups
 - Link Up, Universities, IPV partners
- ▶ Continue collaborations during implementation phase



Let's Connect

Connect with Lonnetta

- Email: LNWilson@tarrantcounty.com

Tarrant County Public Health Department

- 1101 S. Main Street
Fort Worth, TX 76104
- 817-321-4998



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Tarrant County
Public Health

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Jennifer Bennett

► Community Engagement

Examples

- Reno, NV
- Best Practices for Community Engagement- Clark County, Nevada EHE Plan

PAETC-NV

- Jennifer Bennett, PhD, MPH
- Victoria Young, MPH
- Mary Karls, MPH

UNR School of Community Health Sciences

- Elizabeth Christensen, PhD
- Kelly Morning, MPH



Disclaimer

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University of Nevada, Reno
School of Medicine

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Why PAETC-NV?

- ▶ HRSA's AIDS Education and Training Center (AETC) Program supports national HIV priorities by building clinician and care team capacity and expertise along the HIV care continuum; RWPF; Neutral convener
- ▶ PAETC-NV
 - Jan. 2019- All RW Parts Summit
 - Focus on EHE
 - EHE Workgroup developed
 - June 2019- CDC 19-1906
 - Well-integrated in the HIV community, collaboration, partnerships



Community Engagement

- ▶ Statewide EHE Workgroup
- ▶ Anyone interested may join monthly video calls
- ▶ 60+ members, representation from 30+ organizations statewide
 - Clinics, social services, behavioral health, health districts, state HIV offices, educational groups, advocacy groups, pharmaceutical reps, all RW Parts, PLWH
 - Broad representation
 - Partner with Fast Track Cities



Needs Assessment Data Collection Modes

- ▶ Provider Engagement:
 - Three Focus Groups
 - Provider Engagement Survey
 - Provider-in-Training Survey
- ▶ Clark County Community Engagement:
 - Nine Focus Groups
 - Community Engagement Survey



Engaging Priority Populations

Providers

- ▶ Provider engagement
 - 2 HIV provider focus groups (n=44)
 - 1 Primary care provider focus group (n=50)
 - Provider engagement survey (n=126)
 - Provider-in-training survey (n=122)
 - Utilized AETC network, faculty and contacts



Engaging Priority Populations

Community

- ▶ Men who have sex with Men (MSM), transgender women, racial minorities, people who use substance, and those who are underhoused are highly impacted by HIV in Clark County

- 9 Focus Groups (n=94)

- 34% MSM
- 10.6% Transgender women
- 41.5% Latinx/Hispanic
- 26.6% Black/ African American
- 22.3% people who use substances
- 16% underhoused
- 42.6% PLWH

- Community Survey (n=122)

- 37% MSM
- 13% Transgender women
- 21% Latinx/Hispanic
- 23% Black/ African American
- 2% people who use substances
- 32% PLWH



Community Engagement- Summary

► Key strategies:

- Posted focus group and survey on CBO social media accounts
 - Advertised heavily 3-4 weeks before each focus group and then again one week prior
 - Offered gift cards and food to focus group participants as an incentive for participation
- PAETC-NV had strong existing ties to providers and medical schools to engage providers and students in needs assessment
- Collaboration with all HIV entities in the state
- Also utilized rural coalitions and other community agencies not specifically focused on HIV (statewide EHE)
- Utilize connections in the community
- Recognize strengths brought by individuals and organizations



Q&A

WITH MARISSA ROBINSON



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World AIDS Day

Ending the HIV/AIDS Epidemic: Resilience and Impact



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Thank You!

CLOSING REMARKS WITH HAROLD PHILLIPS

