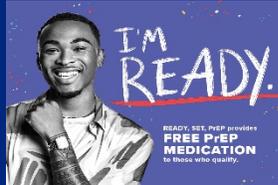


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Ending the HIV Epidemic Initiative Updates and the HIV National Strategic Plan 69th Presidential Advisory Council on HIV/AIDS December 2, 2020



Updates

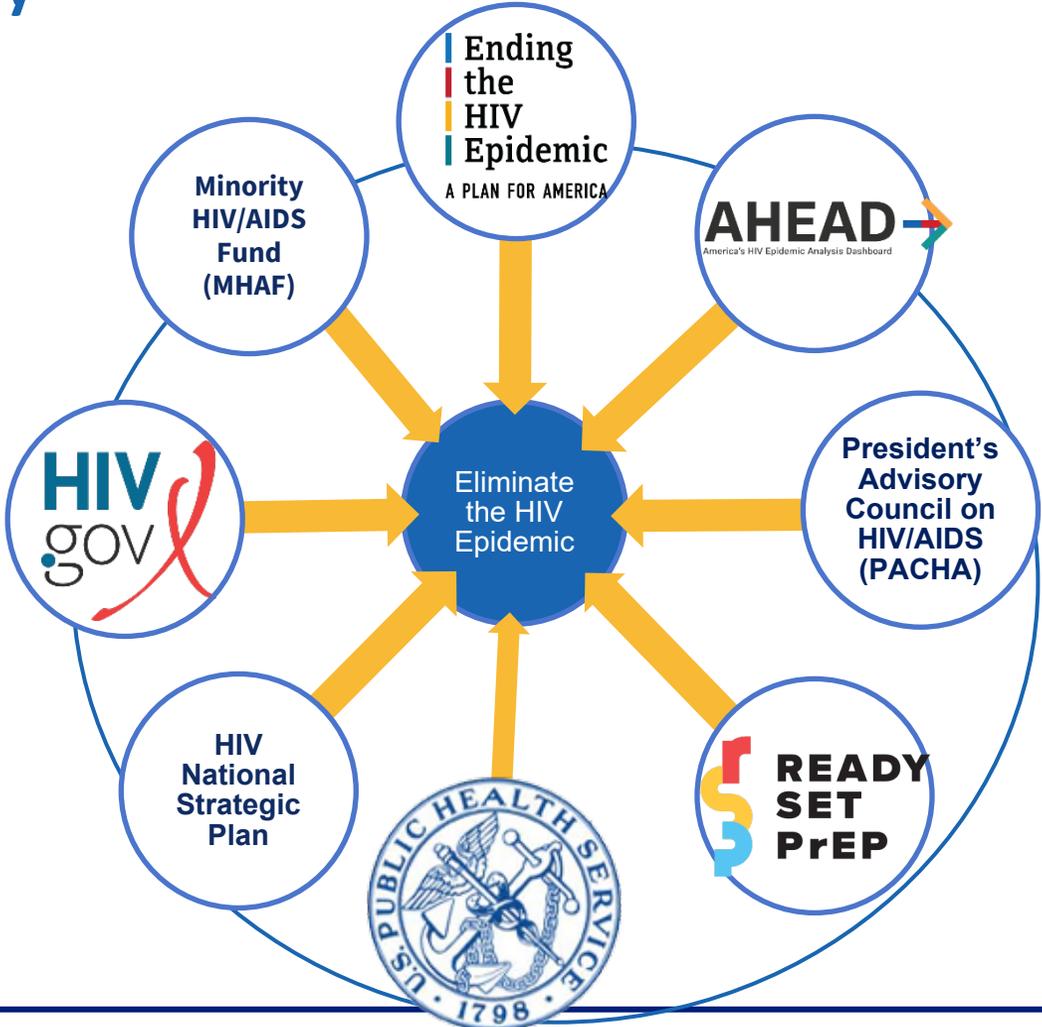
Ending the HIV Epidemic Initiative

- Coordination and Collaboration with Federal Partners
- Stakeholder and Partnership Engagement
- Prevention through Active Community Engagement (PACE)
- America's HIV Epidemic Analysis Dashboard (AHEAD)
- Ready, Set, PrEP

HIV National Strategic Plan



OIDP HIV Team - One Goal: Ending the HIV Epidemic by 2030



Coordination and Collaboration with Federal Partners

- EHE Organizational Leadership Team
- HIV/Viral Hepatitis National Plan Federal Steering Committee
- AHEAD Dashboard
- Ready, Set, PrEP implementation and refinement
- Information sharing among agencies
- Joint messaging for community recipient and stakeholders
- MHAF resources used to compliment EHE implementation
- Communications coordinated with agencies and HIV.gov
- Documenting and reporting EHE milestones



Whole-of-Society Initiative: Stakeholders and Partnerships



PACE Program Regions 4, 6 and 9



Convener



Collaborator



Connector

Ending the HIV Epidemic in the US



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Pre-decisional and deliberative;
For Official Use Only

Stakeholder, Provider, and Partnership Engagement (SPPE)

- Health Care Professionals
 - Pharmacists
 - Nurses
 - Primary Care Providers
- -State/Local Health Departments Business & Corporate
- Faith-based Organizations

2020 OIDP SPPE Activities

Schools of Pharmacy Outreach

- Engage 21 Schools of Pharmacy representing HSIs
- Potential outreach to over 20,000 pharmacy students in California & Florida Schools of Pharmacy

- American Pharmacists Association 2021 Annual Meeting EHE session
- Outreach to HBCUs, medical, allied-health, public health universities

Expansion SPPE



New Data Releases

Incorporating the most up-to-date data

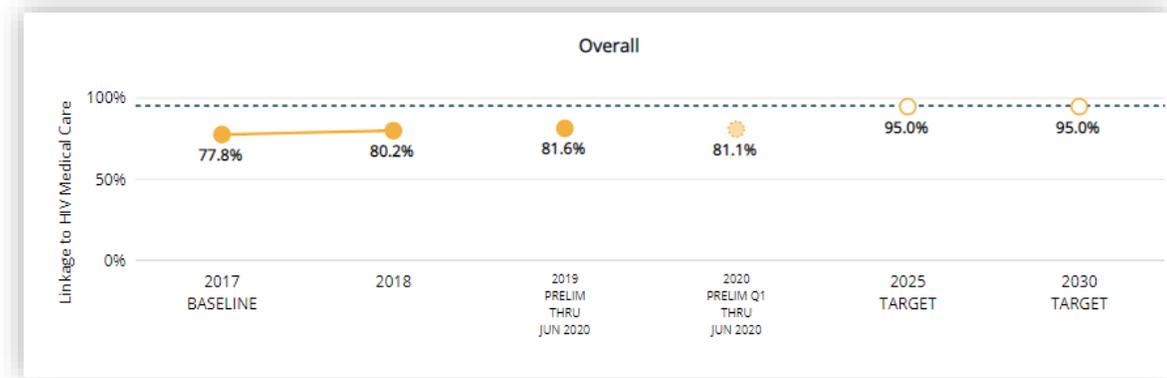
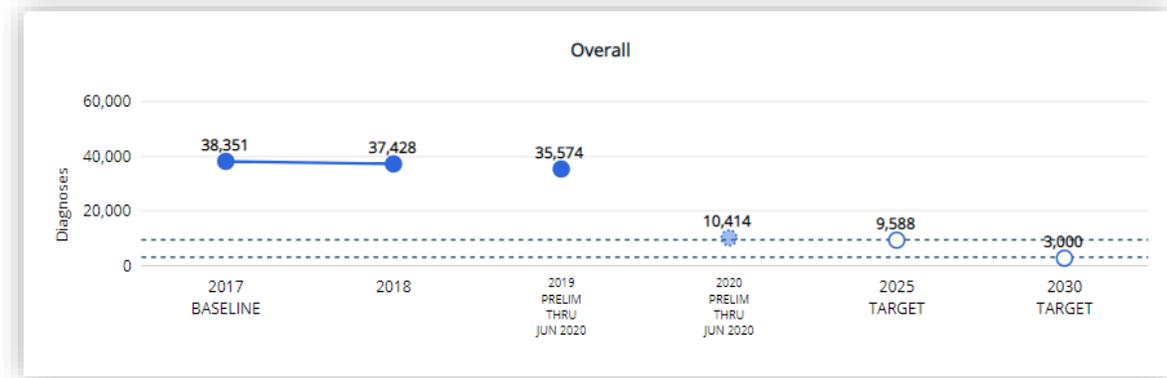
- ODP and CDC are working hand in hand to prioritize HIV data **expediency** and **transparency**.

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**

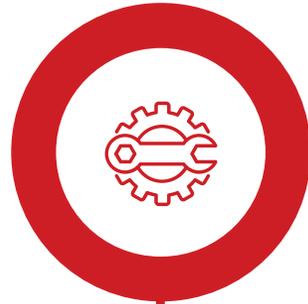


The Road Ahead – Upcoming Events



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

READY

SET

PrEP

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

Ending
the
HIV
Epidemic

 **READY
SET
PrEP**

Campaign Updates



- GetYourPrEP.com “relaunch” with Trialcard with the vendor
 - New data to analyze our program effectiveness
 - Trialcard Mail order fulfillment coming in early 2021
- More than 32,000 co-sponsoring pharmacies reducing program cost to government
- Steadily increasing 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...



Additional Ready, Set, PrEP Tactics Planned for 2021



- **Wikipedia Pages** for EHE and Ready, Set, PrEP
- **Radio News Releases:** 30- and 60-second stories packaged to appear as news stories distributed to radio stations
- **Paid Social Posts:** Amplified social media content developed for awareness days boosted to primary audiences on Facebook, Twitter, and Instagram
- **Influencer/Ambassador Campaign:** Pushes social content out to iHeart's influencer network, as well as providing influencers talking points and materials to promote the campaign to their social networks
- **Public Service Advertising (PSA) Campaign:** Television, radio and online video PSAs distributed to more than 1,500 TV stations, 8,500 English radio stations and 200 Spanish radio stations, as well as online
- **Native Health Network:** Airing 30-second Ready, Set, PrEP videos in over 300 partnering Tribal, IHS, and Urban Indian Health Centers throughout the country, reaching approximately over 70,000 patients, family and tribal members daily



HIV National Strategic Plan Development Process to Date

- Scope – reducing new HIV transmissions, improving health outcomes, reducing health inequities, coordinating efforts
- Five-year plan (2021-2025) with five-year (2025) targets and goal of ending HIV epidemic by 2030
- Public comment process
- Federal Steering Committee (SC) – 6 federal departments and 14 HHS offices; formed January 2019; met regularly from January 2019 – February 2020, October 2020
 - Subcommittees
 - ✓ Prevention & Care; Disparities & Coordination; Indicators
 - ✓ SC members appointed SMEs from their agencies; met at least monthly from Mar-Nov 2019 (indicators subcommittee continued through Feb 2020); made recommendations to SC
- Alignment with *Ending the HIV Epidemic* initiative, Hepatitis National Strategic Plan, STI National Strategic Plan, and Healthy People 2030
- Federal implementation plan with federal partner commitments to be developed post release of HIV Plan



HIV and VH Plan – Joint Stakeholder Engagement/ Public Comments with Separate HIV and VH Analyses

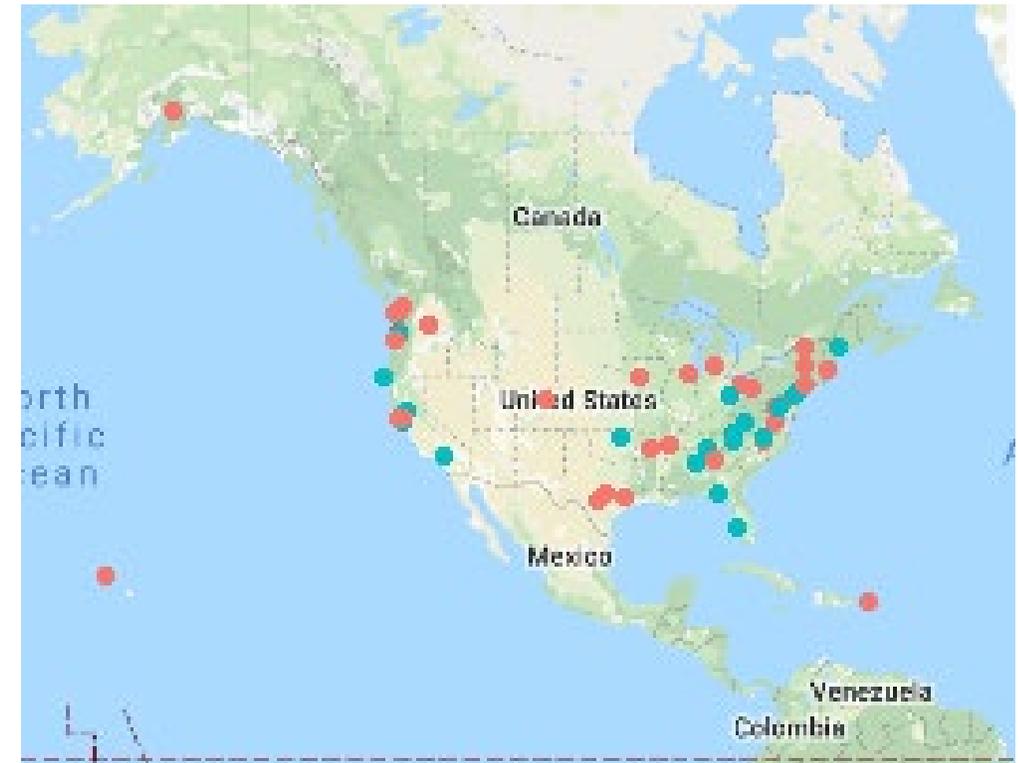
- **Listening Sessions**

- 18 sessions from Sept 2018 – March 2019
 - ✓ 5 National Conferences
 - ✓ 2 National Virtual Meetings
 - ✓ 7 State/Regional Community Planning/ Stakeholder Meetings
 - ✓ 2 Local HIV Prevention Trainings (MT, USVI)
 - ✓ 2 Federal Advisory Committees
- 426 Total Comments (VH 255/HIV 312)

- **RFI Comments**

- RFI open Feb - March 2019
- 80 Sets of Comments Received (VH 28, HIV 49)

Map of Comment Locations



- Listening Session
- RFI



Alignment and Common Themes Across HIV, VH, & STI Plans

- Integrated approach to prevention, screening and linkage to care among the syndemic
- Addressing stigma and social determinants of health an integral part of addressing the epidemics
- In-depth comparison across the three plans:
 - Alignment of vision, goals, objectives, strategies
 - Aligned approaches to priority populations and indicators across the three plans
 - Aligned structure and approach of the three plan documents
- HP2030 will be updated so that its objectives/targets will be aligned



HIV Plan and EHE: Aligned and Complementary

Common Goal: Both focused on reducing new HIV infections in the U.S. by 90% by 2030

HIV Plan

- Nation's 3rd national HIV strategy
- Covers 2021-2025
- How entire federal government is working to end the epidemic & a roadmap for stakeholders across nation
 - Developed & will be implemented by partners from 6 federal departments, incl. 12 HHS agencies/offices
- Nationwide focus
- 4 goals: Reduce new infections; Improve health outcomes for PWH; Reduce disparities; Improve coordination
- 8 core indicators (6 same as EHE) + disparity indicator
- Also addresses:
 - integration of efforts related to the syndemic of HIV/viral hep/STIs/substance use and mental health disorders
 - stigma and discrimination
 - social and structural determinants of health
- Informed by a lot of public input and nearly 2 years of work by partners across federal government

Ending the HIV Epidemic initiative

- New initiative launched in 2019
- 10-year plan
- HHS-designed and led initiative
- Launched ahead of the HIV Plan, but will be a leading component of the work by HHS to implement the HIV Plan
- Geographic focus: 57 jurisdictions
- Focus on supporting those jurisdictions to scale up 4 locally tailored strategies – Diagnose, Treat, Prevent, and Respond
- 6 indicators to monitor progress



HIV Plan Vision

The United States will be a place where new HIV infections are prevented, every person knows their status, and every person with HIV has high-quality care and treatment and lives free from stigma and discrimination.

This vision includes all people, regardless of age, sex, gender identity, sexual orientation, race, ethnicity, religion, disability, geographic location, or socioeconomic circumstance.



HIV Plan Goals

Goal 1: Prevent New HIV Infections

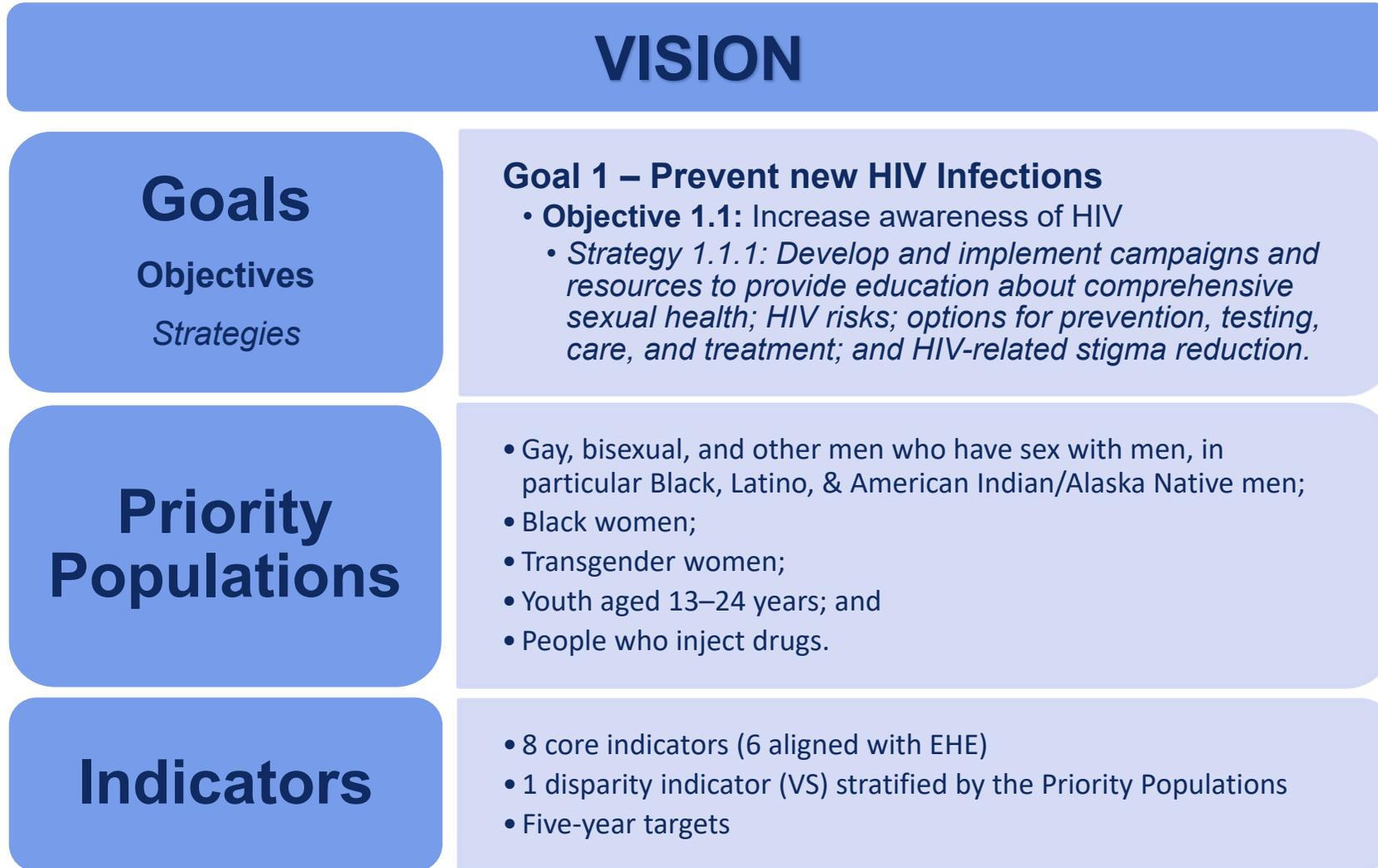
Goal 2: Improve HIV-Related Health Outcomes of People with HIV

Goal 3: Reduce HIV-Related Disparities and Health Inequities

Goal 4: Achieve Integrated, Coordinated Efforts That Address the HIV Epidemic Among All Partners and Stakeholders



Key Components of the HIV Plan



Core Indicators Adopted for HIV Plan

- Knowledge of status*
- Incidence*
- Diagnoses*
- PrEP coverage*
- Linkage to Care*
- Viral suppression*
- Stigma
- Homelessness

**also indicators for Ending the HIV Epidemic initiative*



Adopted Disparity Indicator Stratified by Priority Population

Indicator 6: Increase viral suppression among people with diagnosed HIV to 95% from a 2017 baseline of 62.7%

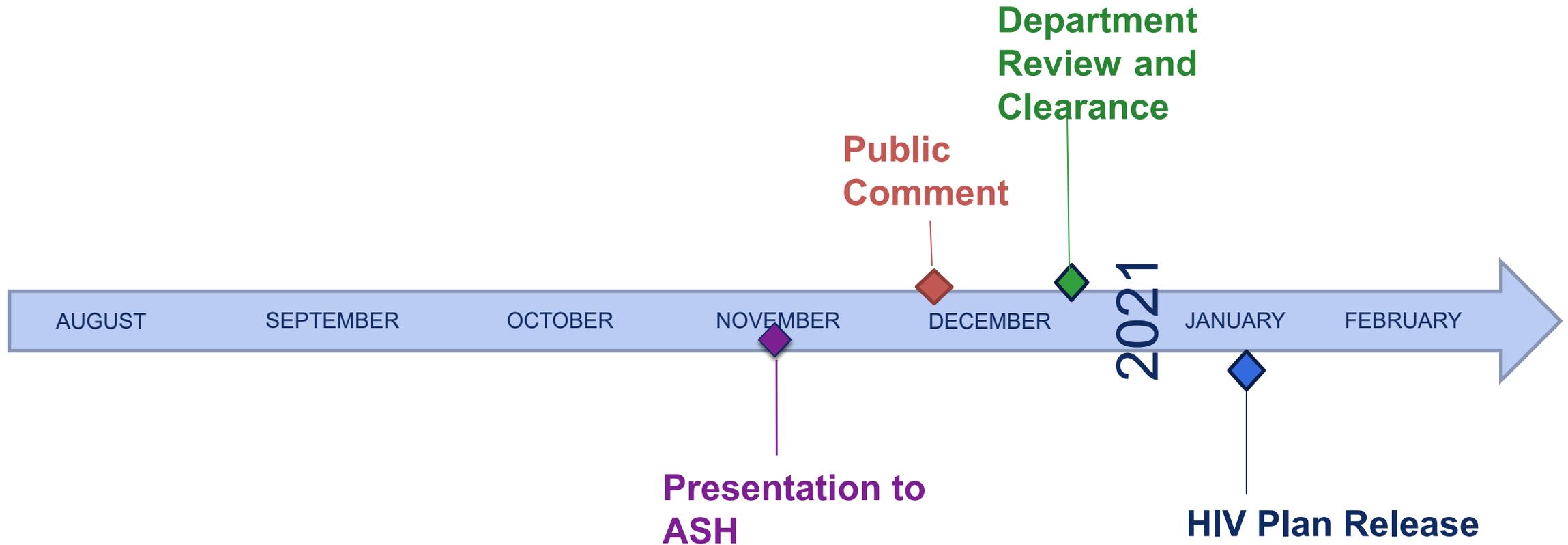
Is stratified by each priority population for the disparity indicator:

Indicator 6a	Increase viral suppression among MSM diagnosed with HIV to 95% from a 2017 baseline of 66.1%
Indicator 6b	Increase viral suppression among African American/Black MSM diagnosed with HIV to 95% from a 2017 baseline of 58.4%
Indicator 6c	Increase viral suppression among Hispanic/Latino MSM diagnosed with HIV to 95% from a 2017 baseline of 64.9%
Indicator 6d	Increase viral suppression among Native American MSM diagnosed with HIV to 95% from a 2017 baseline of 67.3%
Indicator 6e	Increase viral suppression among African American/Black women diagnosed with HIV to 95% from a 2017 baseline of 59.3%
Indicator 6f	Increase viral suppression among transgender women in HIV medical care to 95% from a 2017 baseline of 80.5%
Indicator 6g	Increase viral suppression among people who inject drugs diagnosed with HIV to 95% from a 2017 baseline of 54.9%
Indicator 6h	Increase viral suppression among youth aged 13-24 diagnosed with HIV to 95% from a 2017 baseline of 57.1%



Timing of Release

HIV National Strategic Plan



Questions & Discussion





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ASPR