Ending the HIV Epidemic: Implementation Overview

65th Presidential Advisory Council on HIV/AIDS (PACHA) Full Council Meeting
Miami, Florida
October 22, 2019

Tammy Beckham, DVM, PhD
Director, Office of Infectious Disease Policy and HIV/AIDS
THE INITIATIVE IS ONGOING

$33M in FY 2019
### LEADING INDICATORS*

<table>
<thead>
<tr>
<th>Year</th>
<th>New Diagnoses</th>
<th>Linkage To HIV Medical Care Within 30 Days After HIV Diagnosis</th>
<th>Viral Suppression Among People With Diagnosed HIV</th>
<th>Percentage Prescribed Prep With Indications For Prep</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2021</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2022</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2023</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2024</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2025</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2026</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2027</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2028</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2029</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2030</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**REDUCTION IN NUMBER OF INFECTIONS**

*Whenever possible will be tracked at jurisdictional level; numbers shown are national targets

**Not a leading indicator (projected data included for comparative purposes)
## FY 2019 ACTIVITIES

### Minority HIV/AIDS Funding

<table>
<thead>
<tr>
<th>Activity</th>
<th>Jurisdictional Plans</th>
<th>Implementation Science</th>
<th>Data Analysis &amp; Visualization System</th>
<th>PACE Program</th>
<th>Jumpstarts</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>CDC</td>
<td>NIH</td>
<td></td>
<td></td>
<td>3 Jurisdictions (Baltimore City; East Baton Rouge; DeKalb County)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Cherokee Nation, Oklahoma</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>PrEP</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Implementation</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Education &amp; Awareness</td>
</tr>
</tbody>
</table>

### Listening Tour

ADM Brett P. Giroir, MD
Assistant Secretary for Health

A great way to end the day at #NHPC2019 - engaging with community members about the new Ending the HIV Epidemic initiative with @CDCDirector Dr. Robert Redfield, @HRSgov’s Dr. Laura Cheever, and @IHSgov’s RADM Michael Toedt.
## EHE Jump-Start Sites

<table>
<thead>
<tr>
<th>DeKalb County, GA</th>
<th>Baltimore City, MD</th>
<th>East Baton Rouge, LA</th>
<th>Cherokee Nation (IHS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Implement routine HIV testing in six FQHCs</td>
<td>• Implement POC HIV Testing in Emergency Departments of three MedStar Hospitals</td>
<td>• Double HIV testing capabilities of five CBOs</td>
<td>• Implement a public education campaign centering on HIV care and HIV prevention</td>
</tr>
<tr>
<td>• Implement emergency department testing in two hospitals</td>
<td>• Implement on-site HIV and STD testing services to school based Violence programs</td>
<td>• Implement and routinize testing in emergency departments</td>
<td>• Educate providers on the need to have discussions about the sexual health of the patients</td>
</tr>
<tr>
<td>• Initiate opt out testing at DeKalb County jail</td>
<td>• Implement HIV Provider Hotline</td>
<td>• Expand SSP Capacity in EBR</td>
<td>• Identify and link to care persons who currently access CNHS and are at high risk for HIV</td>
</tr>
<tr>
<td>• Expand AID Atlanta hotline to triage new diagnoses, link to care and/or re-engage people with HIV</td>
<td>• Implement PrEP Collaborative in two new FQHCs</td>
<td>• Newly hired CHWs work with linkage to care coordinators to identify and re-engage in care</td>
<td>• Establish a robust PrEP program within the CNHS</td>
</tr>
<tr>
<td>• Promote early ART initiation by same day linkage to care</td>
<td>• Expand public health detailing to integrate HIV testing/PrEP/PEP</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Expand current HIV workforce and training for those providing non HIV services in communities to high risk populations</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### $1.5M Minority HIV/AIDS Funds
Awarded to each site to jumpstart initiative in affected jurisdictions
(awards made and administered by CDC June 27, July 1 start - December 31 completion date)
PrEP DONATION

Gilead donated Truvada for PrEP to HHS to expand access for uninsured patients in the U.S.

- Provides medication for individuals who are at risk for HIV and who are uninsured
- Donation will deliver medication to up to 200,000 people per year
- HHS bears all other costs: verifying patient eligibility, enrolling eligible patients, building a network of participating pharmacies, distributing the donated medication, and processing claims

- Given the urgent need to reach those at risk for HIV, HHS has awarded Gilead a six-month contract to administer the distribution of donated PrEP medication to eligible recipients
- During that six-month period, HHS will hold a full and open competition to select a longer-term contractor or contractors
PrEP DISTRIBUTION

INITIAL ROLLOUT (NATIONWIDE):
4,250 patients in the first six months, and up to 10,000 patients in first year

Announced September 27, 2019

To qualify for the program, patients must:
• Lack health insurance coverage for outpatient prescription drugs;
• Have a valid “on-label” prescription; and
• Have appropriate testing showing that the patient is HIV-negative.

Any provider with a qualified patient can access the program
PrEP IMPLEMENTATION

- Implementation 8 weeks from signing of contract
- Enrollment Form/Informational Materials/System Build
- Patient support measures (call center, online portal)
- Logistics (enrollment, reimbursement for vendors)

- Nationwide rollout, focus on Phase I jurisdictions
- Provider and community education & awareness campaign
PrEP Education & Awareness Campaign

- EHE Implementation: Education and Awareness
  - Award to Brunet-Garcia
  - Phase I
    - Provider and Community Education & Awareness Campaign
    - Branding
    - Creation of Materials
  - Phase II
    - Extended education & awareness campaign
    - Jurisdiction Support
    - Community focus groups

- Campaign will be tailored for maximum impact, e.g. through focus groups and other feedback mechanisms
- Approach will entail an integrated approach:
  - Owned Media - webinars, podcasts, mobile apps, and newsletters
  - Earned Media - press releases, speaking engagements, media outreach
  - Shared Media - Facebook, Twitter, Youtube
  - Paid Media - social media ads, sponsored posts/content, in-app ads
Data Analysis & Visualization System

• Implementation: Dashboard
  • Serves as decision support tool for the initiative
  • Supports national and jurisdictional monitoring of indicators and progress
• Interagency working group
  • Define requirements
• Planning and development of the dashboard
  • Phase I – a static version is targeted for launch in mid-December, 2019
  • Phase II will be enhanced interactive version that will integrate and analyze disparate data sources
    • Launched in 2020
PREVENTION THROUGH ACTIVE COMMUNITY ENGAGEMENT (PACE)
COMMISSIONED CORPS OFFICERS “ON THE GROUND”

Region 4 (Atlanta)  Region 6 (Dallas)  Region 9 (Los Angeles)

Three highly trained Public Health Service Commissioned Corps Officers assigned to each region
• Prepare urban and rural areas to quickly and successfully implement the EHE initiative in FY2020
• Develop both short and long term action plans to:
  o Assess the communities’ needs in the regions
  o Assist HHS Regional Offices in ending the HIV epidemic

Objectives

• Serve as public health educators and coordinators
• Engage public at public forums and community centers, increasing effectiveness and national reach of evidence based prevention strategies
• Serve as force multipliers
PREVENTION THROUGH ACTIVE COMMUNITY ENGAGEMENT (PACE)

PACE Program

- Two senior officers hired for each region, with a third forthcoming
- Senior officers will assist the EHE program as follows:
  - Serve as public health educators and coordinators on EHE strategies, interventions, and messaging
  - Engage with the public at public forums and community centers, increasing effectiveness and national reach of evidence-based prevention strategies
  - Serve as force multipliers and partners with federal, state and local stakeholders

Region PACE Personnel

<table>
<thead>
<tr>
<th>Region</th>
<th>PACE Personnel</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>CDR John Oguntomilade; LT Neelam Gazarian</td>
</tr>
<tr>
<td>6</td>
<td>CDR Luz Rivera; LCDR Rodrigo Chavez</td>
</tr>
<tr>
<td>9</td>
<td>CDR Michelle Sandoval-Rosario; LCDR Jose Ortiz</td>
</tr>
</tbody>
</table>