



OFFICE OF THE ASSISTANT SECRETARY FOR HEALTH

Ending the HIV Epidemic: Implementation Overview

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



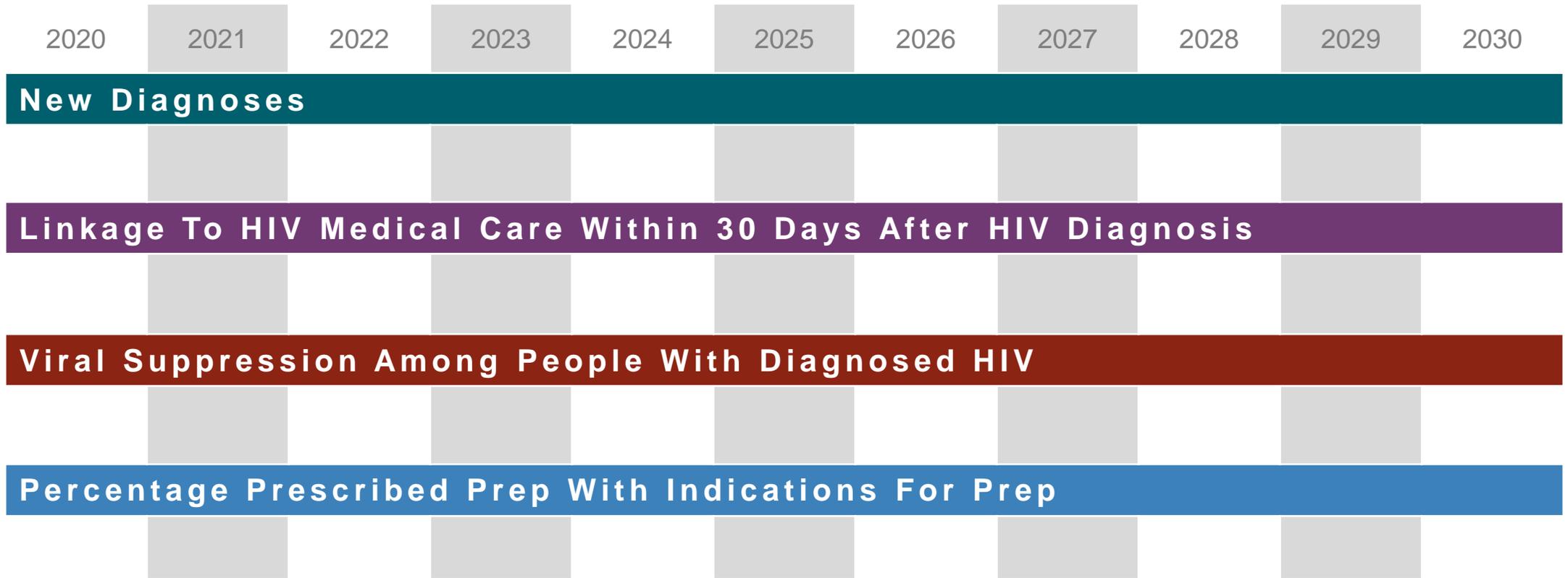
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Director, Office of Infectious Disease Policy and HIV/AIDS

THE INITIATIVE IS ONGOING

\$33M in FY 2019

LEADING INDICATORS*



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

Activity
Jurisdictional Plans
CDC
IHS
Implementation Science
NIH
Data Analysis & Visualization System
PACE Program
Jumpstarts
3 Jurisdictions (Baltimore City; East Baton Rouge; DeKalb County)
Cherokee Nation, Oklahoma
PrEP
Implementation
Education & Awareness

Listening Tour



ADM Brett P. Giroir @HHS_ASH · Mar 20

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, @HRSAGov's Dr. Laura Cheever, and @IHSgov's RADM Michael Toedt.



EHE Jump-Start Sites

DeKalb County, GA

- Implement routine HIV testing in six FQHCs
- Implement emergency department testing in two hospitals
- Initiate opt out testing at DeKalb County jail
- Expand AID Atlanta hotline to triage new diagnoses, link to care and/or re-engage people with HIV
- Promote early ART initiation by same day linkage to care
- Expand current HIV workforce and training for those providing non HIV services in communities to high risk populations

Baltimore City, MD

- Implement POC HIV Testing in Emergency Departments of three MedStar Hospitals
- Implement on-site HIV and STD testing services to school based Violence programs
- Implement HIV Provider Hotline
- Implement PrEP Collaborative in two new FQHCs
- Expand public health detailing to integrate HIV testing/PrEP/PEP

East Baton Rouge, LA

- Double HIV testing capabilities of five CBOs
- Implement and routinize testing in emergency departments
- Expand SSP Capacity in EBR
- Newly hired CHWs work with linkage to care coordinators to identify and re-engage in care

Cherokee Nation (IHS)

- Implement a public education campaign centering on HIV care and HIV prevention
- Educate providers on the need to have discussions about the sexual health of the patients
- Identify and link to care persons who currently access CNHS and are at high risk for HIV
- Establish a robust PrEP program within the CNHS

\$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

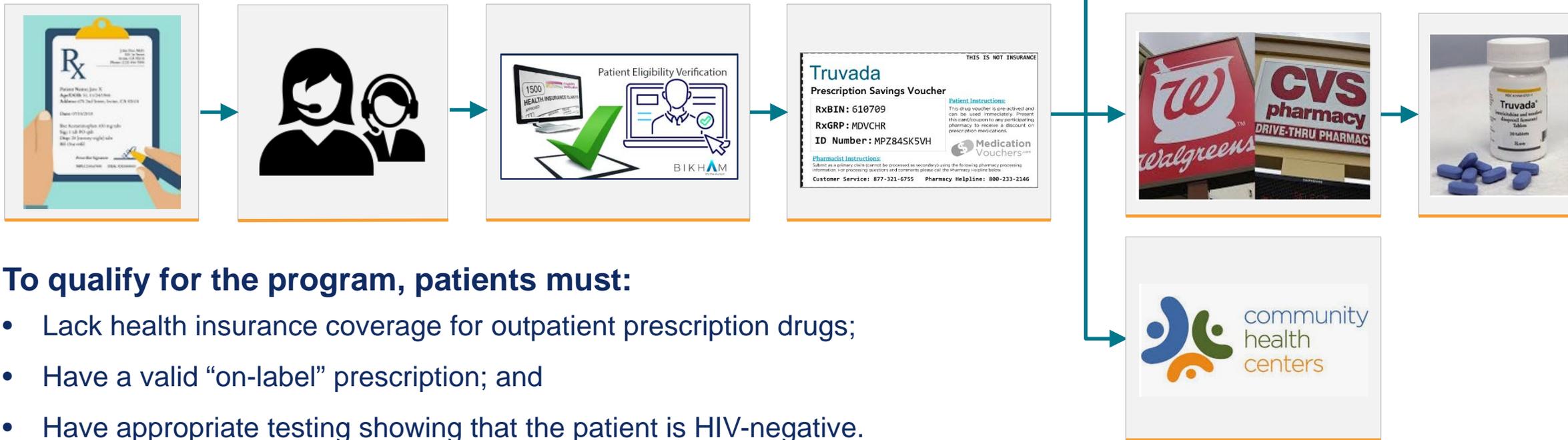
- Given the urgent need to reach those at risk for HIV, HHS has awarded Gilead a six-month contract to administer the distribution of donated PrEP medication to eligible recipients
- During that six-month period, HHS will hold a full and open competition to select a longer-term contractor or contractors

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:
 - Assess the communities’ needs in the regions
 - Assist HHS Regional Offices in ending the HIV epidemic

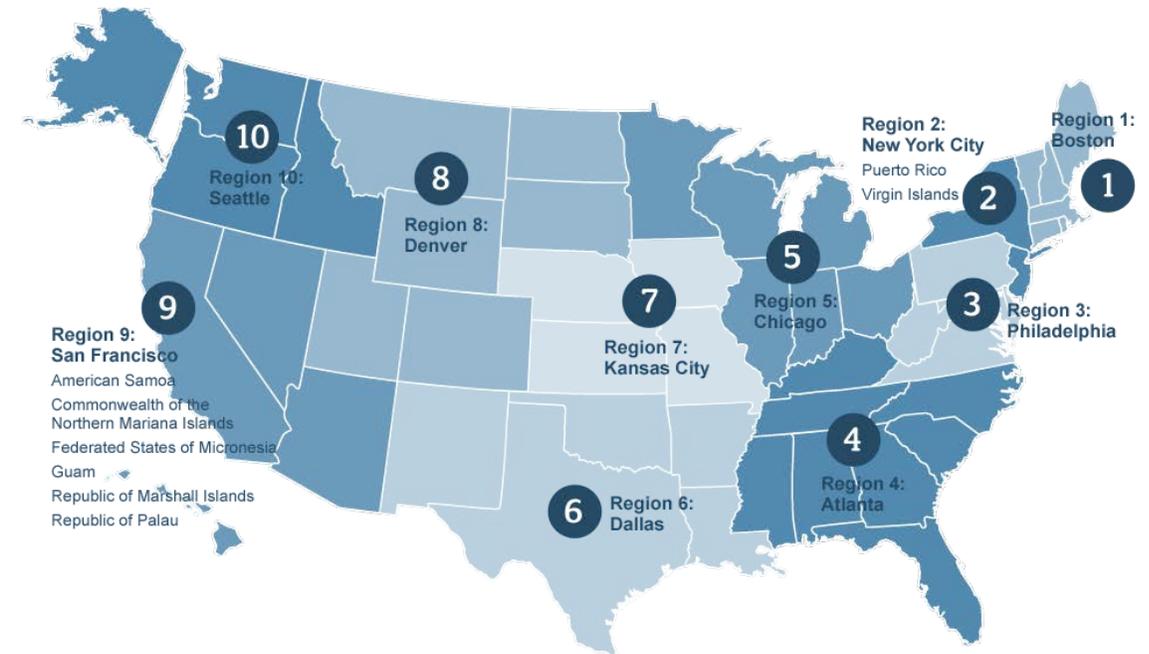
Objectives

- 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
4	CDR John Oguntomilade; LT Neelam Gazarian
6	CDR Luz Rivera; LCDR Rodrigo Chavez
9	CDR Michelle Sandoval-Rosario; LCDR Jose Ortiz



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WWW.HHS.GOV/OIDP