



The time is now.

Ending
the
HIV
Epidemic

October 26th, 2020

Communications Toolkit for November Stakeholder Events

Strategies: Overarching, Prevent

November 2nd: Diagnose, Treat, Respond

Considerations

- **Feasibility** – can this strategy actually be done?
- **Measurability** – can success be measured?
- **Funding** – is there a funding source for this strategy?
- **Timing** – how long will it take to fully realize this strategy?
- **Flexibility** – can this strategy be flexible to a changing environment?
- **Limitations** – what could prevent success with this strategy?
- **Impact** – will this actually reduce new HIV infections?

Overarching Strategies



Overarching strategies impact all Ending the HIV Epidemic pillars; Treat, Diagnose, Prevent, Respond. Each pillar will include specific strategies that cover the overarching issues. The pillar strategies will complement and build upon each other as they reflect the overarching strategy.

- Systemic Racism
- HIV Criminalization
- Education
- Data Infrastructure
- Public Awareness
- Priority Populations

Systemic Racism

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Issue Statement

Institutionalized racism impacts the health disparities and social determinants of health that contribute to the HIV/ AIDS Epidemic including but not limited to: access to care, inequitable diagnoses, inequitable prevention (i.e. PrEP Rx.), inequitable viral load suppression, lack of gender affirming and LGBTQ inclusive care, incarceration, educational/vocational opportunities, housing, food insecurity, employment opportunities, substance abuse and mental health.

Goal

End HIV health disparities associated with race

Strategy

Increase access and reduce barriers for BIPOC population in all aspects of HIV prevention, treatment, diagnosis and outbreak response.

HIV Criminalization

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Issue Statement

Criminalization laws contribute directly to decreases in diagnoses and issues surrounding partner identification, further stigmatizes & penalizes those who are practicing safe sex and obtaining undetectable viral loads.

Goal

Eliminate criminalization laws in the state of Ohio

Strategy

Engage and support advocacy efforts to change policies that result in the criminalization of HIV.

Education



Ending the HIV Epidemic

Issue Statement

Education on HIV transmission and treatment plays a crucial role in reducing new transmissions. In the early years of the epidemic, education efforts were more visible and more widely spread. Increasing education will likely reduce the rate of new transmissions.

Goal

Increased general knowledge of HIV among the general public and specialized knowledge specific populations.

Strategy

Develop education tools, methods and requirements to use with the both the general public and specific populations such as youth, patients, providers, social workers and community health workers.

Data Infrastructure

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Issue Statement

Consistent, reliable access to HIV and other health related data sets helps decision makers effectively reach targeted populations to promote harm reduction strategies, linkage to care, treatment adherence and continuity of care among other services relevant to reducing new HIV transmission.

Goal

Use data to make informed decisions regarding HIV prevention, treatment, diagnosis and outbreak response.

Strategy

Enter into data use agreements across various organizations to ensure consistent access to data including but not limited to HIV testing data, PrEP & PEP prescriptions, ART prescriptions, Electronic Medical Records (EMR), Incarcerated HIV rates

Public Awareness

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Issue Statement

Community wide public awareness of HIV reduces stigma and creates an environments where people feel safe to discuss sexual health and behaviors and other harm reduction methods proven to reduce HIV transmissions.

Goal

Use public awareness campaigns to quickly & effectively inform public on HIV issues

Strategy

Use various tools including traditional and social media, billboards, dating apps and the EMR alert system to push information regarding HIV to the public as necessary.

Priority Populations

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Issue Statement

Surveillance data and qualitative data provided by community partners indicate a number of specific populations should be considered a priority when developing strategies to ending the HIV epidemic due to the high transmission rates within the populations.

Goal

Reduce new HIV transmission among Black & Latino MSM, Black Trans Women, Youth & Young Adults and Sex Workers

Strategy

All programs, services and interventions will be designed to best serve priority populations



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Issue Statement

Goal

Strategy

Prevent



Prevent new HIV transmissions by using proven interventions, including pre-exposure prophylaxis (PrEP) and syringe services programs (SSPs)

Guiding Principles: Empowerment, Access, Education

Condom Distribution



Strategy

Create and sustain consistent access to condoms

Activities

- Ensure that Ryan White providers have access to condom resources to provide to clients/patients
- Explore home delivery options and/or promote home delivery option via [OHIV.org](https://www.OHIV.org)
- Provide condoms to community based centers and non-traditional settings (Local bars, county buildings, LGBT Center, CRCC, Domestic Violence Centers etc)

Equitable PrEP/PEP prescription access



Strategy

Provide equitable access to PrEP and PEP prescriptions throughout Cuyahoga County

Activities

- Over the counter availability at local pharmacies
- PrEP/PEP availability in geographies with high percentage of BIPOC residents
- Rapid PrEP/PEP availability at local hospitals, clinical settings especially in localities with elevated HIV levels and/or outbreaks
- Data on PrEP/PEP consumers to monitor equity and access
- Pathway for those with unstable housing to have consistent access to prescriptions
- Expand provider training for PrEP/PEP management and referral

Harm Reduction/Supportive Services



Strategy

Create an environment that reduces risk of contracting HIV.

Activities

- Support and expand syringe exchange programs including mobile programs
- Identify and expand youth drop-in centers/hours throughout the county
- Provide youth friendly clinic services (special hours, days of week)
- Expand supportive services to include off-hours and street outreach
- Identify and develop social behavioral interventions beyond sexual risk behaviors

Public Education & Awareness Campaign



Strategy

Increase awareness and knowledge of HIV & sexual health among school age youth, young adult MSM and the general public.

Activities

- School based programming targeting Gay Straight Alliances after school programs
- Community based programming targeting youth/young adult MSM utilizing evidenced based interventions (i.e. D-up; Many Men, Many Voices; Mpowerment)
- Promote online sex education opportunities
- Create and promote LGBTQ sex education
- HIV Prevention social awareness campaigns to promote U=U, PrEP/PEP and other HIV related topics through social media/dating apps

Positive Sex Education for PLWH



Strategy

Provide multiple avenues for PLWH to learn the role they can play in prevention of new transmissions

Activities

- Identify or create mini-video lessons, apps and/or websites for educational purposes on topics including but not limited to U=U, Communication skills (i.e. tips for disclosures), refusal skills & affirmative consent
- Universal distribution of PrEP/PEP educational tools for partners
- Provide education checklists for providers to review with new clients



Strategy

Activities