



The time is now.

Ending  
the  
HIV  
Epidemic

# November 9th, 2020

One Word Video + Promote November Stakeholder Events

November 9th: Respond, Overarching

November 12<sup>th</sup> & 13<sup>th</sup> Community Stakeholder Virtual Forums

- <https://padlet.com/emilymuttillo/Strategies>
- EHECuyahoga

# 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
- Modernization of HIV Laws
- Education
- Data Infrastructure
- Public Awareness
- Priority Populations
- LGBTQ and Gender Affirming

# Systemic Racism

## Ending the HIV Epidemic

### 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, transportation, employment opportunities, substance abuse and mental health.

### Goal

End HIV health disparities associated with race over time

### Strategy

Increase access and reduce barriers for Black and Brown communities in all aspects of HIV prevention, treatment, diagnosis and outbreak response.

# Modernization of HIV Laws

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## Issue Statement

Outdated criminalization laws are not based in science, undermine public health and perpetuate stigma against PLWH. These 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

Modernize laws related to HIV in the state of Ohio

## Strategy

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

# Health 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 (remove) specialized knowledge for specific populations.

### Strategy

Identify and support use of education tools, methods and requirements to use with the both the general public and specific populations such as school-age youth, PLWHA, 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



# Social Impact Media

## 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

# LGBTQ and Gender Affirming

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Epidemic

## Issue Statement

Institutionalized LGBTQ discrimination and stigma 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, transportation, employment opportunities, substance abuse and mental health.

## Goal

End HIV health disparities associated with sexual orientation, gender identity and gender expression

## Strategy

Institute an integrated comprehensive approach to transgender health care and human rights to reduce stigma, discrimination, HIV and other poor health outcomes.

# 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 community based organizations & local health care centers have access to condom resources to provide to clients/patients
- Explore home delivery options and/or promote home delivery option via OHIV.org
- Provide condoms to community based centers and non-traditional settings (Local bars, LGBT Center, CRCC, Domestic Violence Centers etc) & those doing street outreach
- Include educational materials about condom negotiation along with condoms when distributed

# 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 Black and Brown residents; create a clearinghouse resource
- 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 medications
- Expand provider training for PrEP/PEP management and referral
- Increase number of PrEP navigators in the community including through PAPI
- Develop ways for adolescents and those on other people's insurance to access PrEP and maintain privacy
- Provide effective training and technical assistance to enhance and scale up HIV prevention services including PrEP and PEP provision in STD specialty clinic

# Protective Factors and Risk Reduction



## 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 late night hours and street outreach
- Identify and develop social behavioral interventions beyond sexual risk behaviors
- Expand and promote telemedicine for PrEP and PEP care
- Guarantee minors the right to consent to HIV/STI treatment, diagnosis, prevention and prophylaxis

# Public Health Education & Awareness Campaign



## Strategy

Increase awareness and knowledge of HIV & sexual health among the general public.

## Activities

- Promote online sex education opportunities
- Create and promote LGBTQ sex education
- HIV Prevention social **impact** campaigns to promote U=U, PrEP/PEP and other HIV related topics through social media/dating apps



# Empowering Youth and Young Adults



## Strategy

Create opportunities for school age youth & young adult MSM to understand how their behavior interacts with HIV & sexual health.

## Activities

- Create and promote school based programming including 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)

# Sex Positive Education for PLWH



## Strategy

Provide multiple avenues for PLWH to come into their own power to prevent HIV

## Activities

- Support people coming to terms with HIV diagnosis by creating opportunity to ask questions and practice conversations as adjustments to emotions, behaviors, thoughts and relationships occur.
- 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, condom negotiation & affirmative consent
- Universal distribution of PrEP/PEP educational tools for partners
- Provide education checklists for providers to review with new clients
- Promote resources including mental health agencies
- Integrate HIV prevention into STI/STD education and treatment

# Diagnose



Diagnose all people with HIV as early as possible

Guiding principles:

# Equitable access to HIV testing



## Strategy

Increase availability of equitable HIV testing throughout the community

### Activities

- Deploy community testers for community based testing events/opportunities
- Continue DIS partner notification
- Electronic Medical Record alert system: client meets criteria and/or exhibits certain symptoms should be offered rapid testing
- Routine HIV Testing via Primary Care, OB/GYN, Urgent Care, Plasma centers, Substance Use Disorder clinics STI clinics & Pride clinics
- Identify sites who may require additional testing kits
- Examine feasibility and pilot of “Testing Together” strategy
- Testing offered on location during syringe services outreach
- Create a list of places youth (under 18) can receive testing without parental permission and/or with out insurance. Should include information on law allowing 13+ to access testing.
- Expand emergency department testing initiative
- Work with OHIV.org to grant access to self-testing to any Cuyahoga resident
- Continue and expand street outreach efforts to provide testing

# Public Education and Increased Utilization Campaigns



## Strategy

Increased utilization of testing locations, events and at-home options

## Activities

- Utilize social media platforms and dating apps to provide information on: testing locations and/or events; public health alerts on outbreaks utilizing geo-coding
- Increase marketing and visibility of at-home testing options
- Target messaging to priority populations
- Pilot campaign encouraging diagnosis with a support person (family/friend?)
- Integrate messaging about testing into school health curriculum
- Conduct community-based targeted testing outside of business hours and in a variety of options (not just social service agencies)

# Partnerships



## Strategy

Create a partnerships with organizations including justice system, domestic violence centers & rape crisis centers and within HIV workforce

## Activities

- Availability of ongoing testing (i.e. not only at time of arrest/sentencing)
- Testing during re-entry process
- Linkage to testing for Domestic Violence centers/homes and survivors of rape/human trafficking
- Coordination of PrEP navigators across funding sources
- Revitalize HIV Prevention Planning Group locally
- Work with pharmacies to offer pharmacy based HIV Testing
- Work with STI/STD clinics to refer people for HIV testing

# Community Health Workers (Peer Naviga



## Strategy

Integrate  
Community Health  
Workers (Peer  
Navigator) within  
hospital systems

## Activities

- Training Initiative to increase Credentialed Candidates able to engage priority populations
- Support PCP in initial linkage to care for HIV+ clients
- Develop funding stream to provide pay and resources for peer navigators within existing organizations
- Utilize innovative and successful models including POL (popular opinion leaders), Promise Model, Community Promise

# Professional Development



## Strategy

Encourage the HIV workforce to engage in professional development activities on an ongoing basis

## Activities

- Create a list serve of HIV professionals and ancillary professionals (clinical & non-clinical) for ongoing promotion of professional development opportunities
- Provide ongoing training opportunities to clinicians, HIV testers, social workers, CHWs etc. on topics related to: **Implicit Bias, Anti-racism**, Referral process & procedures; Cultural Competency; De-escalation; Testing Together; Human Trafficking; STEPS to Care. Additional interventions to consider via CDC - <https://www.cdc.gov/hiv/effective-interventions/diagnose/index.html>
- **Provide opportunities for continuing education units**
- **Create performance standards for DIS that follow national guidelines to include quality and effectiveness measures regarding partners disclosed.**
- **Connect DIS to national network for training and support**



# Treat



Treat people with HIV rapidly and effectively to reach sustained viral suppression

Guiding Principles:

# Viral Suppression



## Strategy

Provide opportunity for equitable sustained viral suppression

## Activities

- Rapid start of ART widely available and incorporated
- Incorporate adherence support and interventions based on best practices and innovative practices
- Develop an adherence plan for every PLWH
- Utilize Community Health Workers/Peer Navigators to assist in developing personal adherence plans
- Monitor trends in viral suppression amongst priority populations where available
- Develop mobile lab draws/mobile nursing for long acting injectables
- ODAP and formulary

# Linkages to Care



## Strategy

Ensure all individuals diagnosed with HIV have a clear pathway to medical care/treatment

## Activities

- Referral & Linkage procedures in place for Primary care, OB/GYN, Urgent Care, Plasma centers, ED/ER, STI Clinics & Pride clinics
- Transitional Care Coordination intervention for recently incarcerated clients
- Data to Care: Streamlined and accurate data systems to identify clients out of care
- Availability of tele-health visits and/or expanded hours
- Support Linkage to Care and DIS workers as they work directly with PLWH

# Support Networks for PLWH



## Strategy

Develop and strengthen **formal** support networks for PLWH

## Activities

- Hospital systems incorporate STEPs to Care: patient navigation, care team coordination and HIV Self-Management
- Social workers conduct detailed needs assessment with clients to remove barriers to care **including** employment, health care, substance use, mental health, food insecurity, housing & transportation
- Offer additional housing supports including shelter + care vouchers, permanent supportive housing, LGBTQ specific housing, emergency housing
- **Continued development of a certified peer workforce that can provide Medicaid-reimbursable linkage, re-engagement, treatment adherence and retention in care services**

# Peer Support for PLWH



## Strategy

Develop and strengthen **informal** support networks for PLWH

## Activities

- Utilize community health workers/peer navigators for re-engagement into care outreach, patient navigation, providing linkage and referrals, and promoting medication adherence
- Peer support groups
- Drop-in centers for youth, MSM, caregivers, LGBTQ and other populations as needed.
- Continue to support the expansion of **Apps** to reach young adults living with HIV

# Public Education & Stigma Reduction & Awareness



## Strategy

Increase public knowledge of pathways to enter care and ways to engage with support networks & reduce stigma associated with accessing care

## Activities

- Utilize social media platforms and dating apps to promote U=U, stigma reduction & re-engagement into care
- Promote peer-support groups (in person/virtual) via social media and/or campaign website.
- Encourage use of people first language

# Professional Development



## Strategy

Encourage the HIV workforce to engage in professional development activities on an ongoing basis

## Activities

- Entities select an intervention to pilot from CDC resources available for the HIV prevention workforce to increase their capacity to link, retain and re-engage people from HIV care and treatment
- Continue to build peers as a resource in paid positions within both community-based and clinical settings
- Enhance and strengthen relationship with AIDS Education and Treatment Center and other organizations to conduct programming with providers on topics related to the overarching strategies
- Increased information and training on using stigmatizing language, leading with trauma informed approach
- Expand and integrate Ryan White, all parts, providers clinical quality management programs
- Offer opportunities for HIV workforce to network across their communities and across the state.

# Integrated Care Approach



## Strategy

Work across organizations to provide integrated care for PLWH

## Activities

- Access to Medication Assisted Treatment & Substance use treatment alongside HIV care
- Provide opportunity for PLWH to have needs assessed for intervention
- Increase social supports for holistic wellness
- Increase availability of gender affirming care for transgender folx alongside HIV care
- Focus Linkage to Care efforts to build independence and empower PLWH to take control of their care
- Support care coordination model



# Respond



Respond quickly to potential HIV outbreaks to get needed prevention and treatment services to people who need them

Guiding principles:

# Outbreak Response



## Strategy

Develop a clear plan of action to respond to an HIV outbreak and follow plan if necessary.

## Activities

- Integrate HIV surveillance and response into the Emergency Preparedness structures within ODH and CDC
- Utilize expertise of DIS workers to identify potential clusters and/or outbreaks
- Establish public health advisories during outbreaks to users of dating apps using geo-targeting
- Integrate efforts with the CFAR (Center for Aids Research)
- Include Linkage to Care staff in identifying possible clusters/outbreaks

# Partner Identification



## Strategy

Use multiple methods to identify partners of PLWH and contact as necessary to advise on testing and resources.

## Activities

- Expand contact information of partner(s) to also include username, specific dating apps, email communication, etc.
- Utilize search engines, dating apps and social media for contact tracing activities
- Link potentially exposed persons to testing and resources
- Ohio HIV Criminalization Law amendment
- Utilize text and app-based partner notification services
- Make free vouchers for HIV self-test kits available to those being notified
- Ensure, to the maximum extent possible, that partner notification remains a consensual, confidential and cooperative process, minimizing appropriately the intrusion of criminal law



**Strategy**

**Activities**