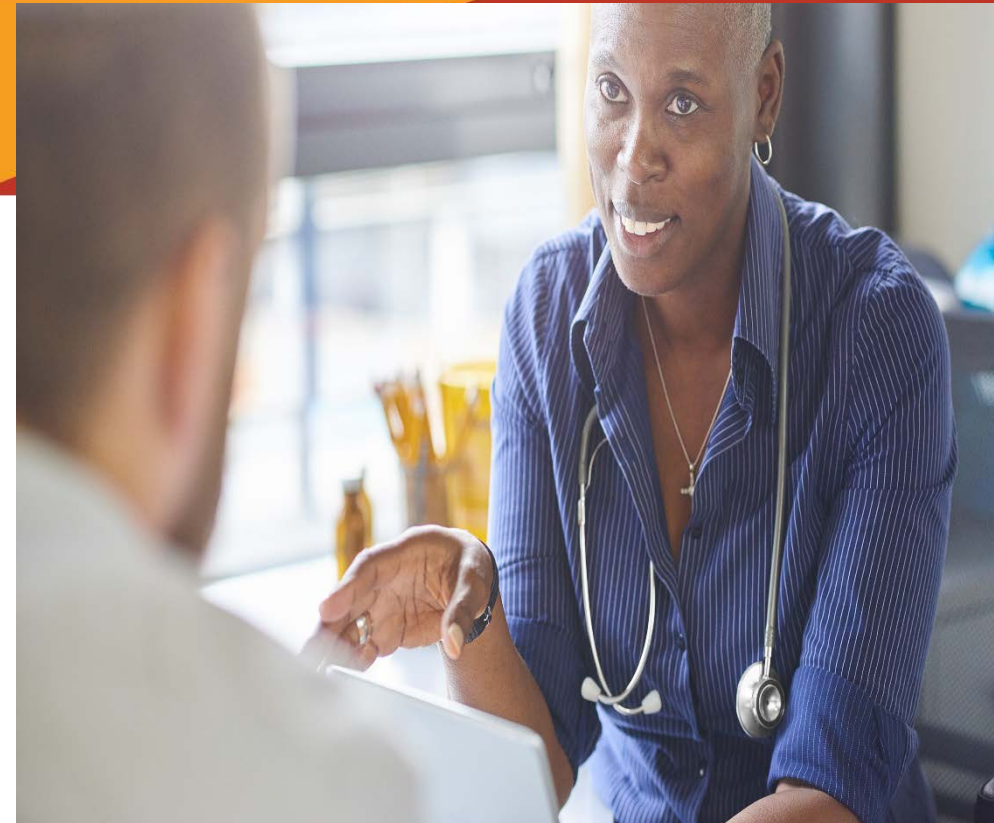


*Let's Stop HIV Together:  
Reducing Stigma through  
Promotion of HIV Resources*

**Judith Griffith, RN, MS**

October 12, 2021

Prevention Communication Branch, Division of HIV Prevention  
Centers for Disease Control and Prevention

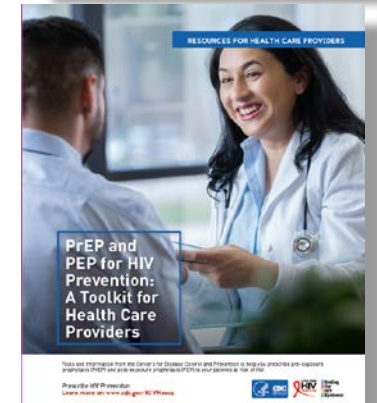
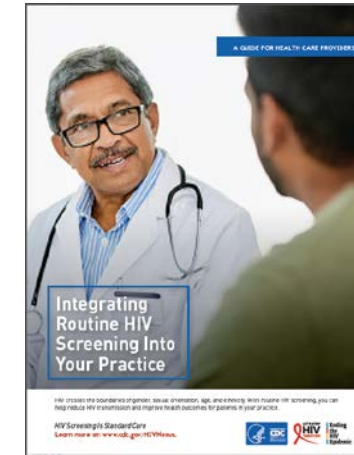


Ending  
the  
HIV  
Epidemic

# The CDC HIV Campaign

## Content Areas:

- Stigma/Patient Centered Care
- Testing
- Prevention
- Treatment and Care



Consumers

Clinicians

# Systematic Approach to Health Communication

## ■ Formative Research

- Advisory work group
- Literature review
- Environmental scans
- Engagement of intended audiences

## ■ Concept and Message Testing

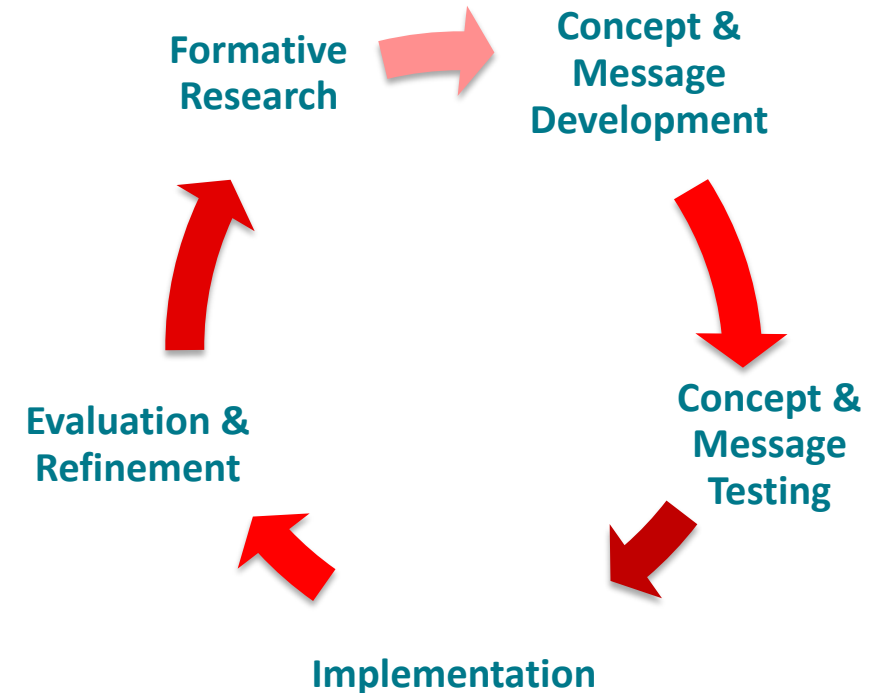
- Theory-driven
- Segmented audiences

## ■ Media Strategy Development

## ■ Launch and Implementation

- Effective channels

## ■ Evaluation



[www.cdc.gov/StopHIVTogether](http://www.cdc.gov/StopHIVTogether)



# HIV Nexus: A Clinical Resource

- Serves as a one-stop hub for resources designed to support clinicians
- Contains latest research and information on HIV prevention, screening, and treatment
- Provides access to free continuing medical education programs
- Highlights CDC guidelines and recommendations
- Includes patient education materials



[www.cdc.gov/HIVNexus](http://www.cdc.gov/HIVNexus)



# COVID-19 and HIV

[www.cdc.gov/hivnexus](http://www.cdc.gov/hivnexus)

- Self-testing and PrEP one-pager for health care providers
- Social media focused on patients with HIV, self-testing, and PrEP services via telemedicine

## What are the TOP 3 THINGS

HIV care providers need to know about COVID-19?



### HIV Testing and PrEP Services During COVID-19 Guidance for Health Care Providers

The coronavirus disease 2019 (COVID-19) epidemic has made it more difficult to access traditional settings where HIV testing and pre-exposure prophylaxis (PrEP) are provided, such as clinic-based testing sites, community-based organizations, and health care settings. Given the unprecedented challenges and demands that health care providers face during the COVID-19 pandemic, the Centers for Disease Control and Prevention (CDC) has issued guidance to help ensure continued access to critical HIV testing and prevention services.

#### HIV Self-Testing

CDC recommends that people at risk for HIV infection get tested in ways that are compliant with stay-at-home orders and social distancing practices, including self-testing. Providers of clinical HIV testing services can expand their support for HIV self-testing services by using the [U.S. Food and Drug Administration \(FDA\)-approved self-test](#) and are encouraged to provide residents in their service areas with HIV self-test kits by having the kits shipped to residents' homes or other locations. If a patient's test is positive, they should receive information on linkage to care, which is included in the FDA kit.

#### Practice Tips for Health Care Providers

- Provide your patients at risk for HIV with HIV self-test kits by shipping kits directly to their homes or other locations. If a patient's test is positive, provide them with information on linkage to care.
- Ensure the availability of PrEP for patients newly initiating PrEP and patients continuing PrEP use.
- Continue quarterly HIV testing for patients taking PrEP, with lab-only visits, to help ensure their safety. If lab visits are not available, consider:
  - Home specimen collection kits for HIV and sexually transmitted disease (STD) tests.
  - Oral swab-based HIV self-tests [least preferred].
- Consider providing a prescription for a 90-day supply of PrEP medication for your patients to minimize trips to the pharmacy and to facilitate PrEP adherence.
- If clinic or PrEP services are suspended, refer your patients to other clinics, telemedicine services, or pharmacies to retain your patients in PrEP care.

# *Together* Clinical Ambassadors



[Clinicians Chat - HIV Screening: Making it Part of the Routine - YouTube](#)

# Pri-Med – *Together* Collaborative 40<sup>th</sup> anniversary HIV Faculty:



**Oni Blackstock, MD, MHS**

Founder & Executive Director, Health Justice  
*Let's Stop HIV Together* Clinical Ambassador  
Primary Care Physician, HIV specialist, and researcher



**Leandro Mena, MD, MPH**

Founding Chair and Professor, Department of Population Health Science, University of Mississippi Medical Center John D. Bower School of Population Health;  
Professor of Medicine, Division of Infectious Diseases

Dr. Mena is the Director of the Division of STD Prevention, CDC since August 2021.



CDC HIV

August 14 at 11:37 AM

HCPs: Have you heard this recent CME/CE Podcast series? It was developed by Pri-Med and features Dr. Charles Vega, Dr. Oni Blackstock, and Dr. Leandro Mena.

Learn how primary care clinicians can help #EndHIVEpidemic. <https://bit.ly/3hjmESR>

**Let's Stop HIV Together & Pri-Med: 40 Year Recognition of HIV**

- 1 Addressing Health Equity and Overcoming Barriers in Primary Care
- 2 Strategies for Ending the HIV Epidemic



# *Let's Stop HIV Together* Team Approach

## *HIV Testing, Prevention, and Treatment: A Stepwise Approach*

- Free, web-based for PCPs, ID specialists, HIV specialists, nurses, public health & preventive medicine specialists
- Multidisciplinary expert panel
- Examines role of primary care clinicians across various disciplines in preventing HIV infection & optimizing care of people with HIV

**Medscape**  
EDUCATION



Introduction by Paul Sax, MD; Panel:  
David Malebranche, MD, MPH; Jason E.  
Farley, PhD, MPH, ANP-BC, AACRN,  
FAAN; Ariel Watriss, MSN, NP-C;  
Sampath Wijesinghe, DHSc, MS, MPAS,  
AAHIVS, PA-C



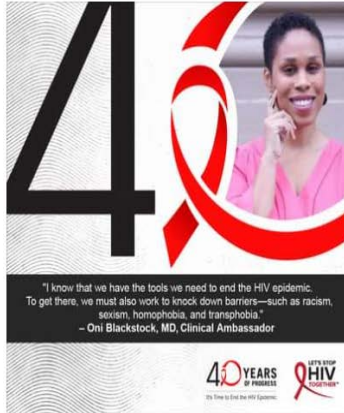
# Social Media

Let's Stop HIV Together & Stigma Reduction



We have the tools to end HIV. But we must work together to knock down barriers and ensure that the needs of the communities most affected by HIV are met.

#40YearsOfHIV #StopHIVTogether



Instagram



stophivtogether

#StopHIVTogether

WHAT DOES HIV STIGMA LOOK LIKE?



**STIGMA:**

Socially isolating a member of a community because they have HIV.



252 likes

stophivtogether #HIV stigma can happen anywhere. It's time to do our part to #StopHIVStigma. Learn ways to speak up against stigma: [cdc.gov/StopHIVTogether/Stigma](https://cdc.gov/StopHIVTogether/Stigma)

#StopHIVTogether



Facebook: [@cdcHIV](#)



Twitter: [@cdc\\_HIV](#)



Instagram: [@stopHIVtogether](#)



Email: [StopHIVTogether@cdc.gov](mailto:StopHIVTogether@cdc.gov)

