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Let's Stop HIV Together resources, please email

StopHIVTogether@cdc.gov.

We're in This *Together!* 2021 National Black HIV/AIDS Awareness Day

Partner Webinar

January 28, 2021





Agenda

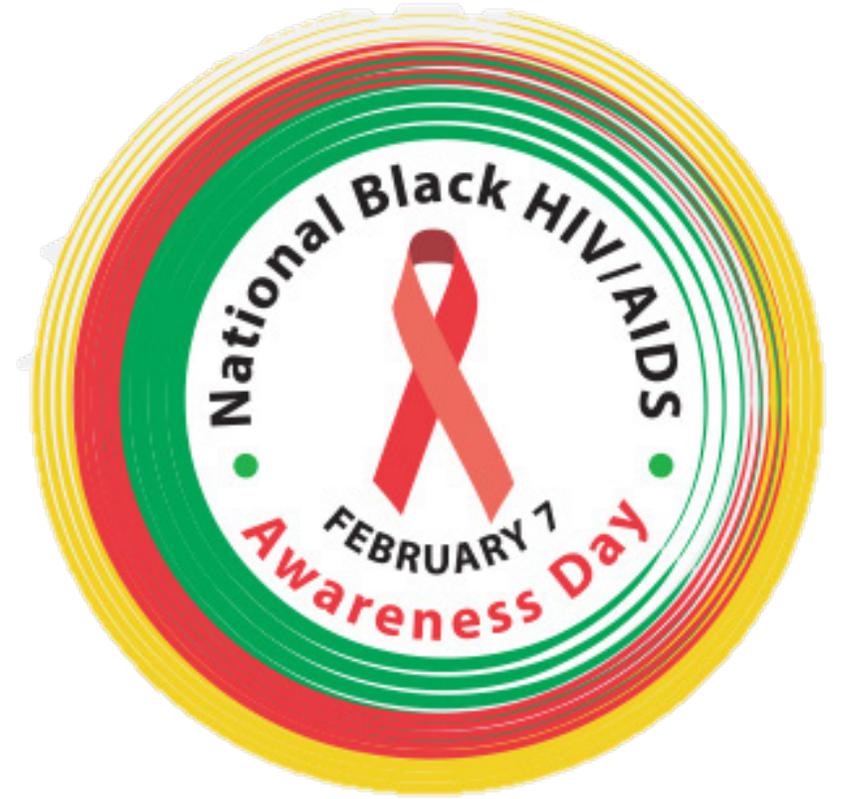
1. Welcome
2. National Black HIV/AIDS Awareness Day(NBHAAD)
3. HIV and Black/African Americans
4. We're In this *Together*. Strategies and Best Practices Panel
5. *Let's Stop HIV Together* Resources
6. Strategies for Virtual Engagement
7. Q & A
8. NBHAAD Events

National Black HIV/AIDS Awareness Day (NBHAAD)



**Deja Abdul-Haqq, Director
Office of Organizational Development
My Brother's Keeper
Member, Strategic Leadership Council**

- NBHAAD was founded in 1999 to amplify the impact that HIV had on Black communities across the country.



- **NBHAAD 2021: Voices of Change: Drafting the Blackprint for Progress ... Together**
 - Heightened Sense of Need for Cohesive Understanding, Planning, and Ending the HIV Epidemic
- **Goal:** Strengthen our collective capacity to end the HIV epidemic by:
 - Enhancing HIV awareness
 - Reducing HIV stigma
 - Increasing interest and engagement
 - Gaining insight



NATIONAL BLACK HIV/AIDS AWARENESS DAY

VOICES OF CHANGE

DRAFTING A BLACKPRINT FOR
PROGRESS...TOGETHER

INCLUDING GUEST PANELIST

HAROLD J. PHILLIPS

SENIOR HIV ADVISOR AND CHIEF OPERATING OFFICER
ENDING THE HIV EPIDEMIC: A PLAN FOR AMERICA
OFFICE OF INFECTIOUS DISEASE AND HIV/AIDS POLICY (OIDP)

THURS., FEB. 4, 2021 | 2:00 PM CST



FEBRUARY 7

**NATIONAL
BLACK
HIV/AIDS
AWARENESS DAY**



Ending
the
HIV
Epidemic

HIV and Black/African Americans



**Dr. Demetre Daskalakis, Director
Division of HIV/AIDS Prevention
Centers for Disease Control and
Prevention**

HIV and Black/African American People

NBHAAD Webinar

Demetre C. Daskalakis, MD, MPH

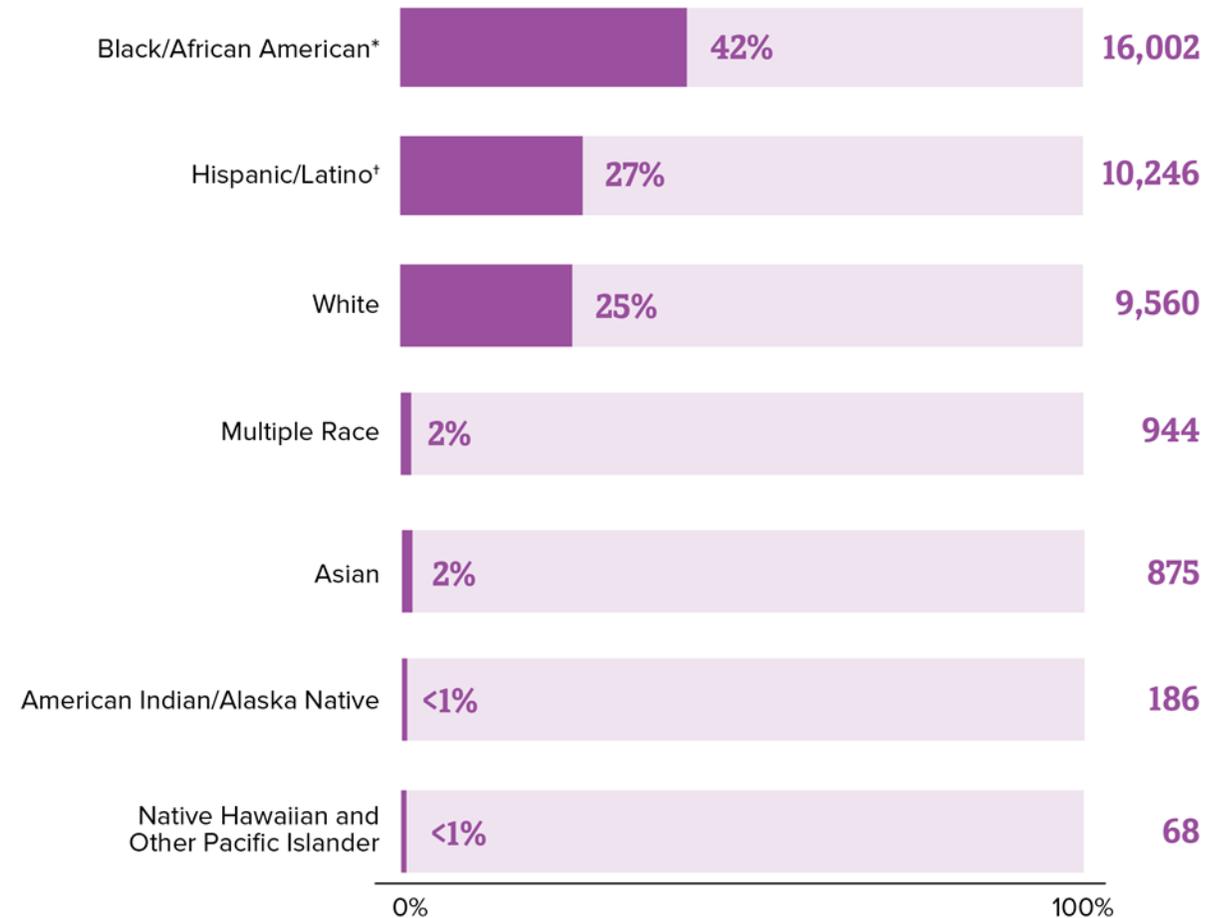
Director, DHAP

January 28, 2021



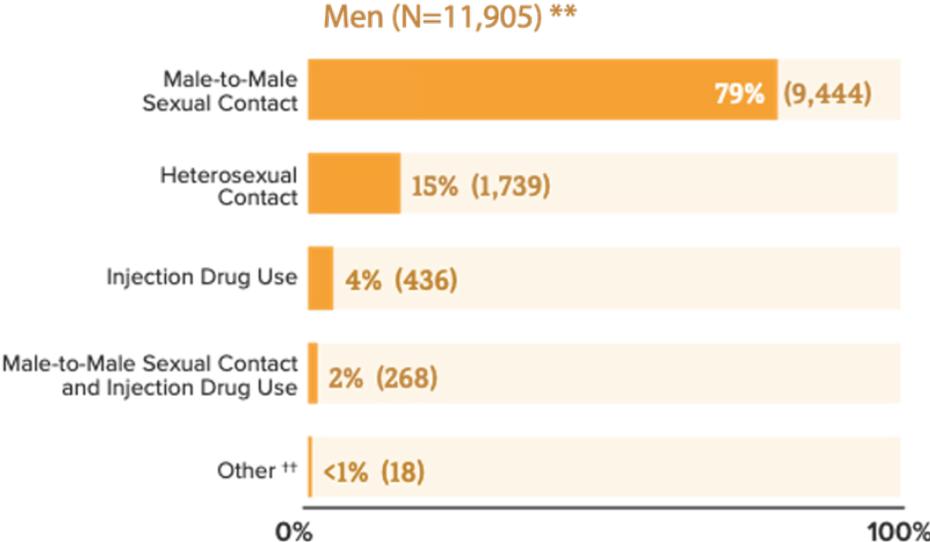
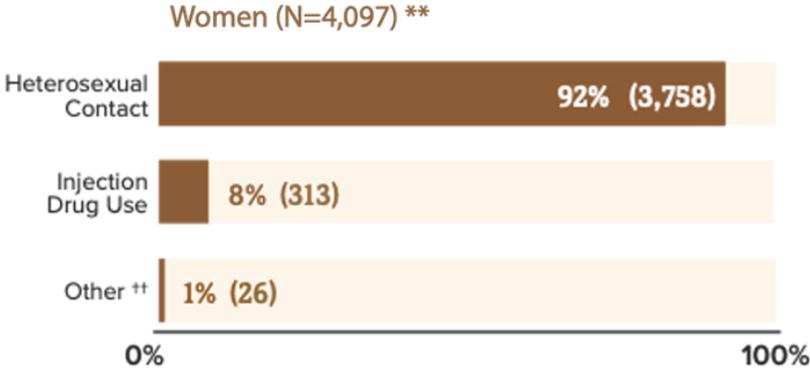
New HIV Diagnoses in the US and Dependent Areas by Race/Ethnicity, 2018

Blacks/African Americans and Hispanics/Latinos are disproportionately affected by HIV.



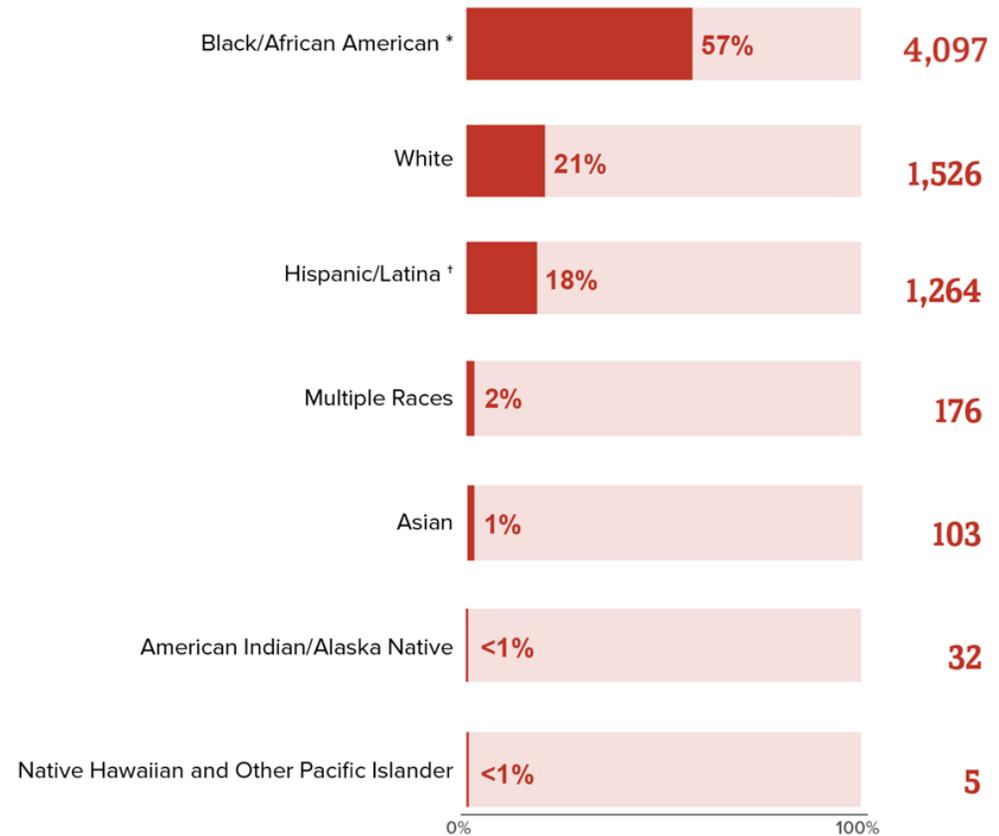
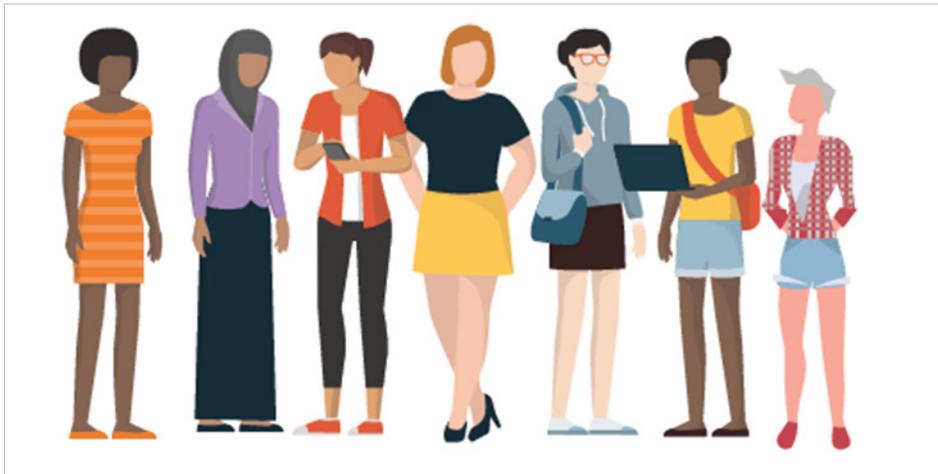
New HIV Diagnoses in the US and Dependent Areas among Black/African American People by Transmission Category, 2018

Among Black/African American people, most new HIV diagnoses were among men.

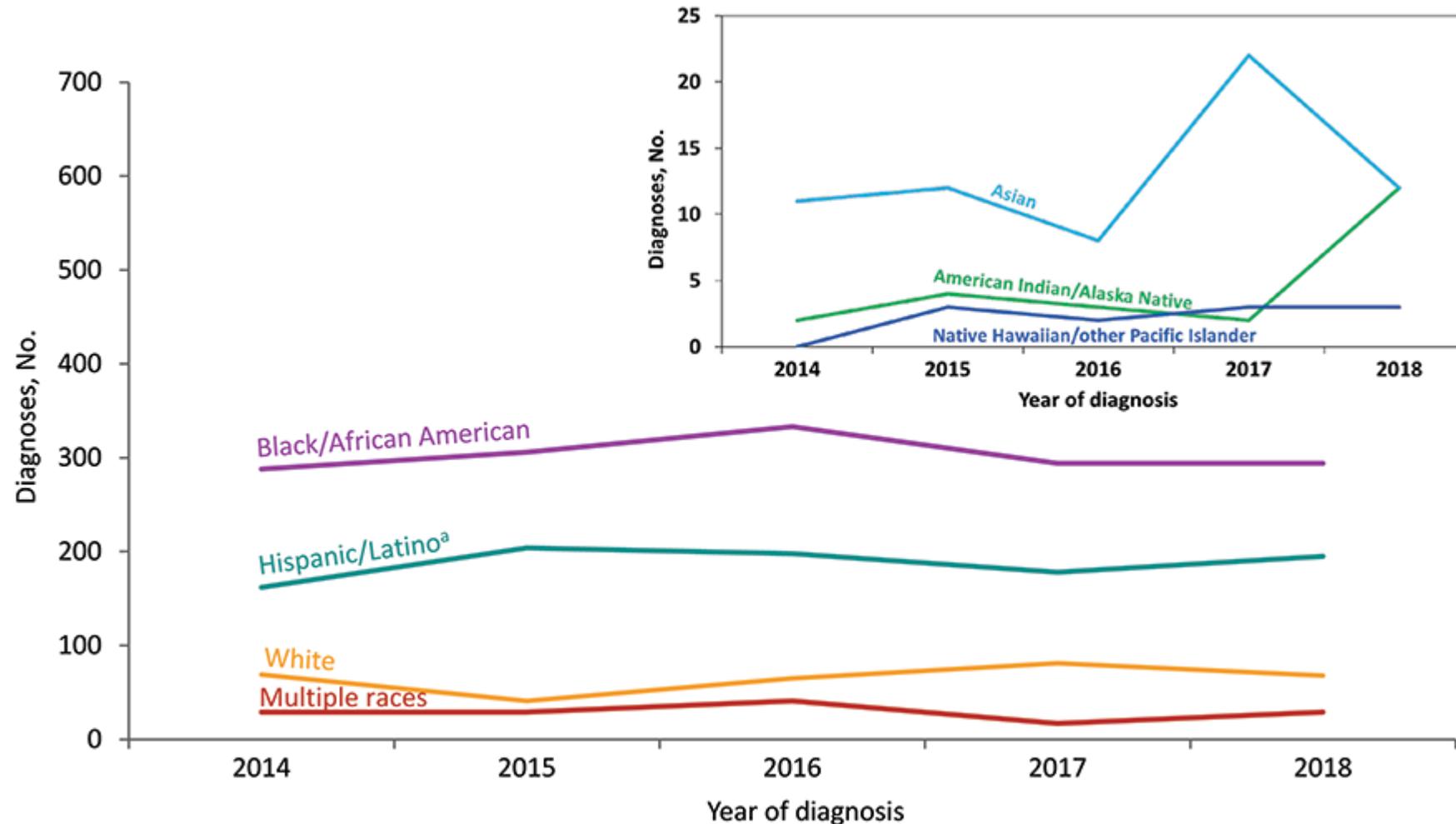


New HIV Diagnoses in the US and Dependent Areas among Women by Race/Ethnicity, 2018

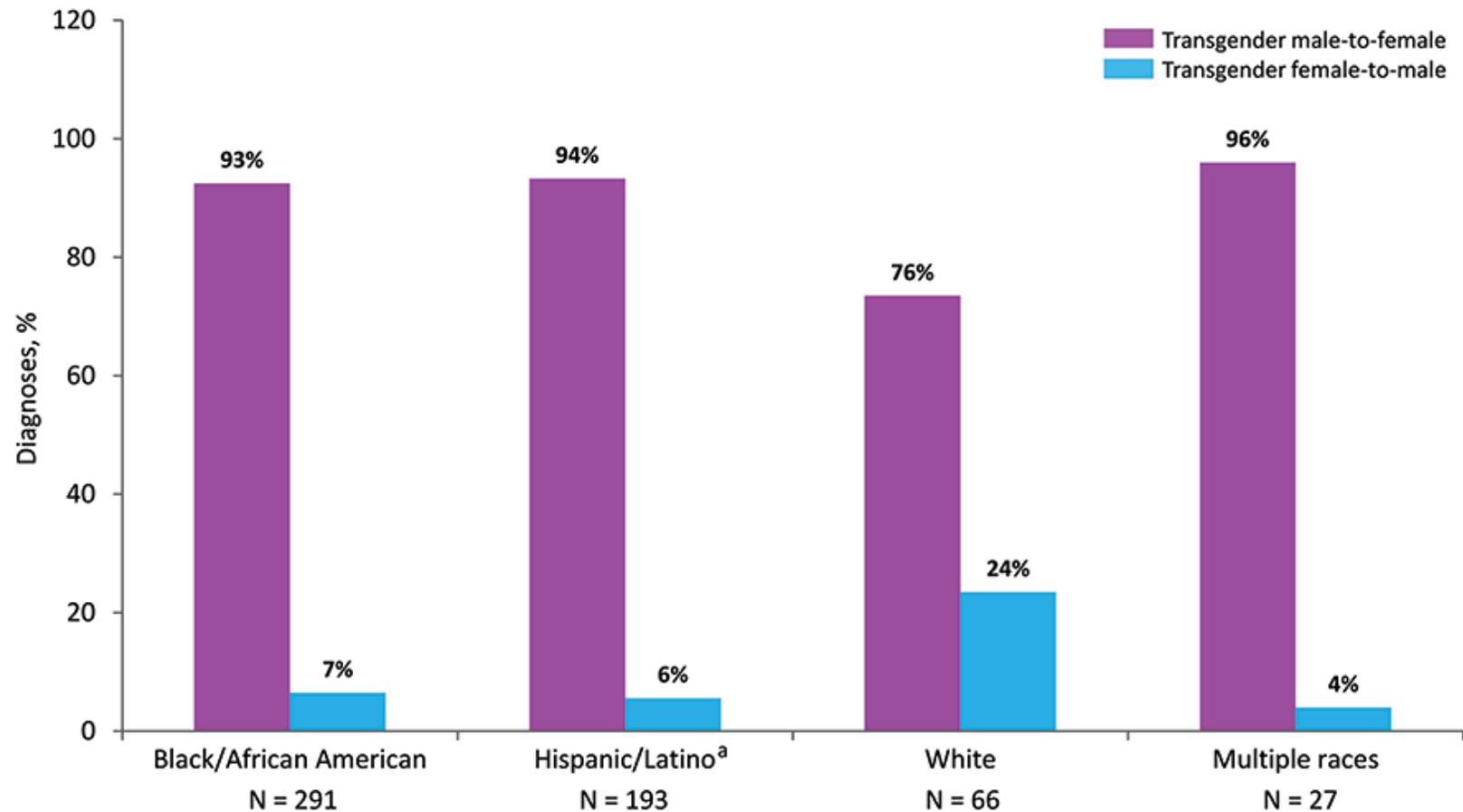
Black women make up 57% of all HIV diagnoses among women.



Diagnoses of HIV among Transgender Adults and Adolescents, by Race/Ethnicity, 2014–2018—United States and 6 Dependent Areas



Percentages of Diagnoses of HIV among Transgender Adults and Adolescents, by Gender and Race/Ethnicity, 2018—United States and 6 Dependent Areas

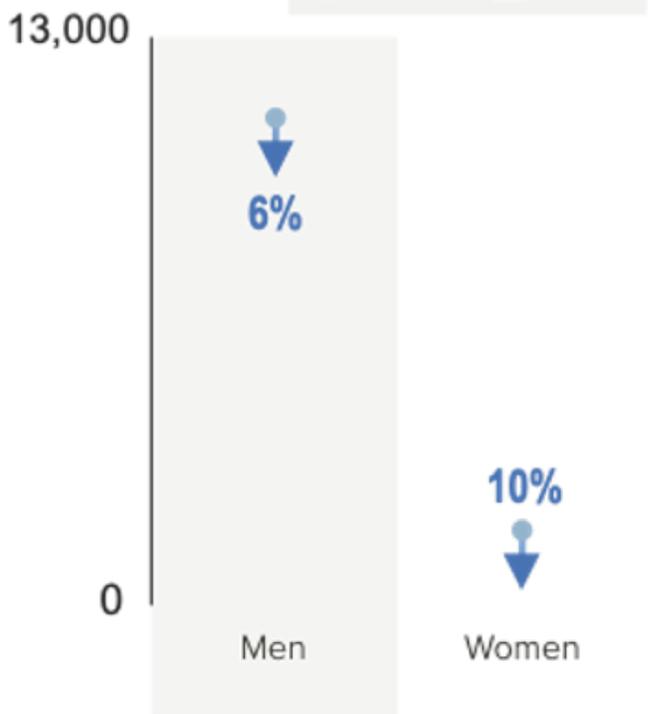


Good progress has been made with reducing HIV diagnoses among Black/African American people by 7% from 2014 to 2018.



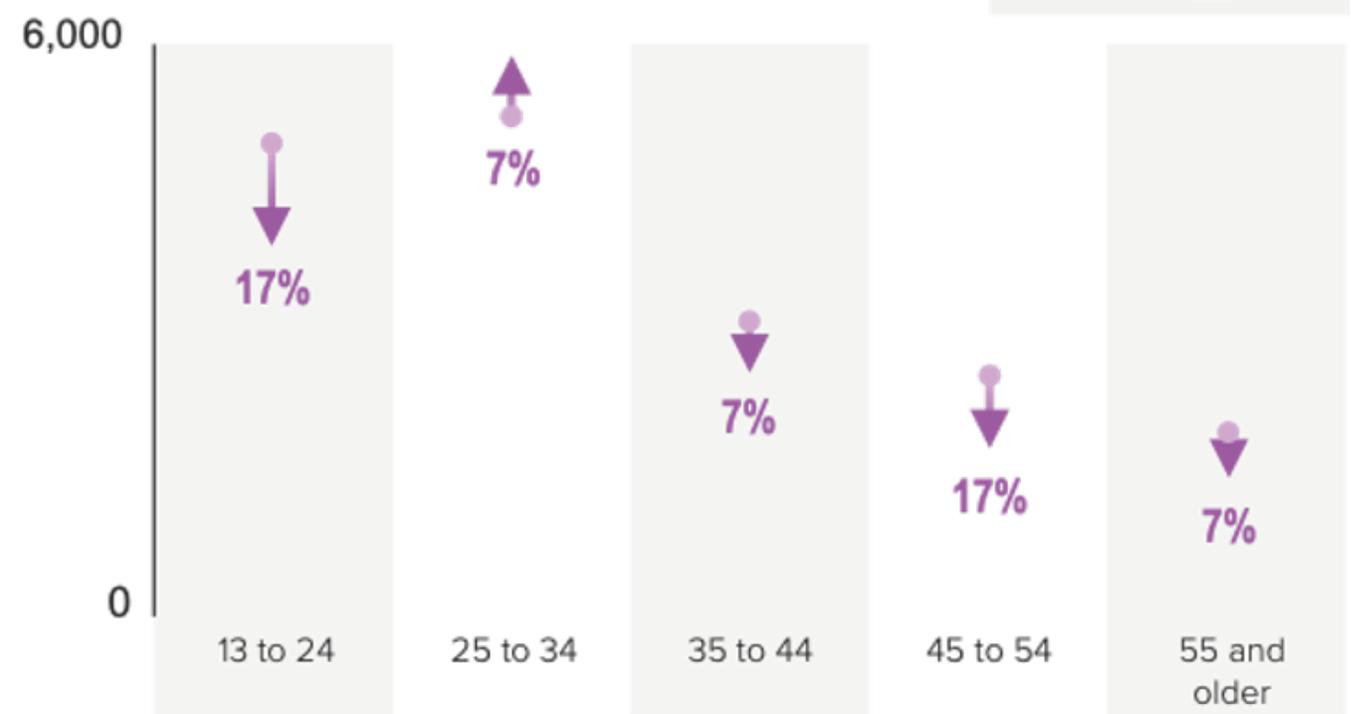
Trends by Sex

● 2014 ▲ 2018



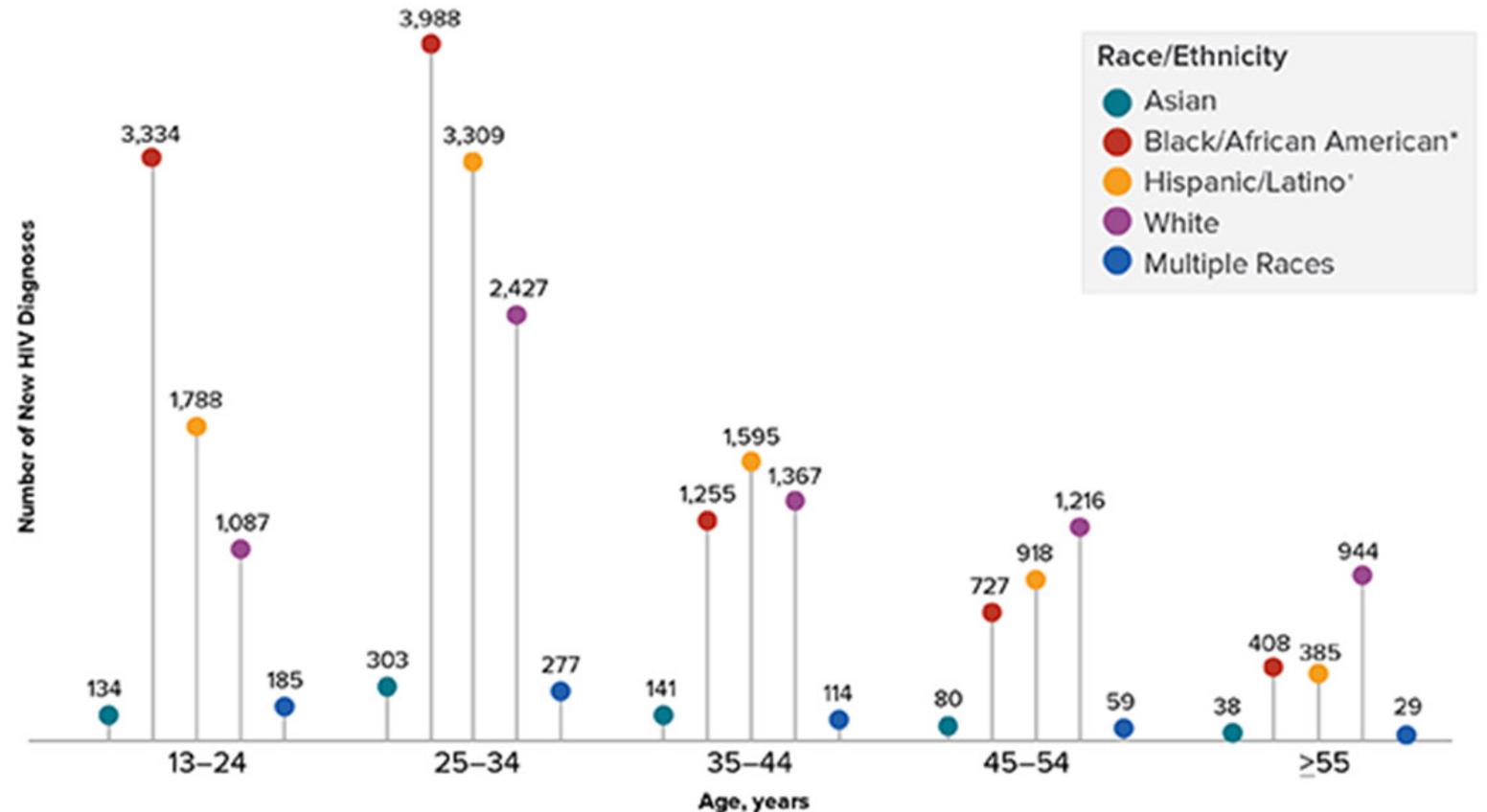
Trends by Age ††

● 2014 ▲ 2018



New HIV Diagnoses Among Gay and Bisexual Men in the US and Dependent Areas by Age and Race/Ethnicity, 2018

About 3 out of 4 Black/African American gay and bisexual men who received an HIV diagnosis were aged 13 to 34.

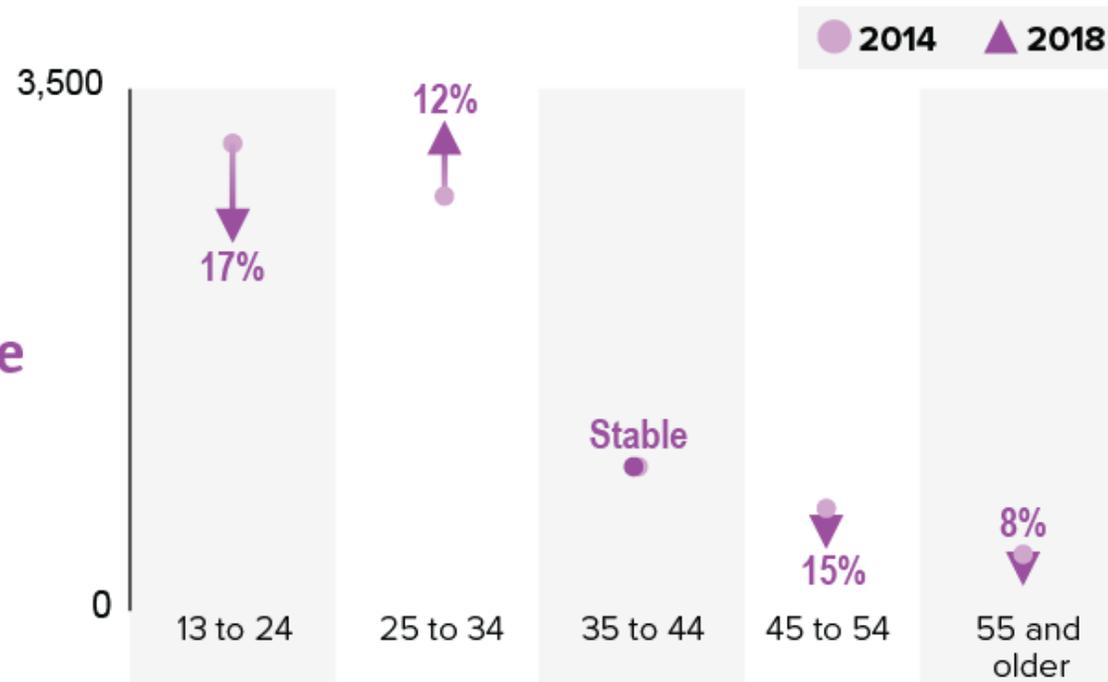


Subpopulations representing 2% or less of HIV diagnoses among gay and bisexual men are not reflected in this chart.

HIV Diagnoses Among Black/African American Gay and Bisexual Men in the US and Dependent Areas, 2014-2018

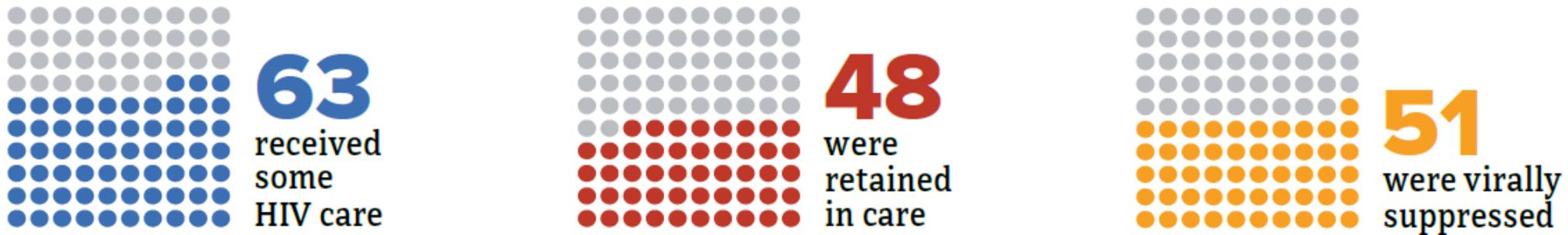


Trends by Age



At the end of 2018, an estimated 1.2M people had HIV. Of those, 482,900 were Black/African American people.

Compared to all people with HIV, Black/African American people have lower viral suppression rates. More work is needed to increase these rates. For **every 100 Black/African American people with HIV in 2018:**



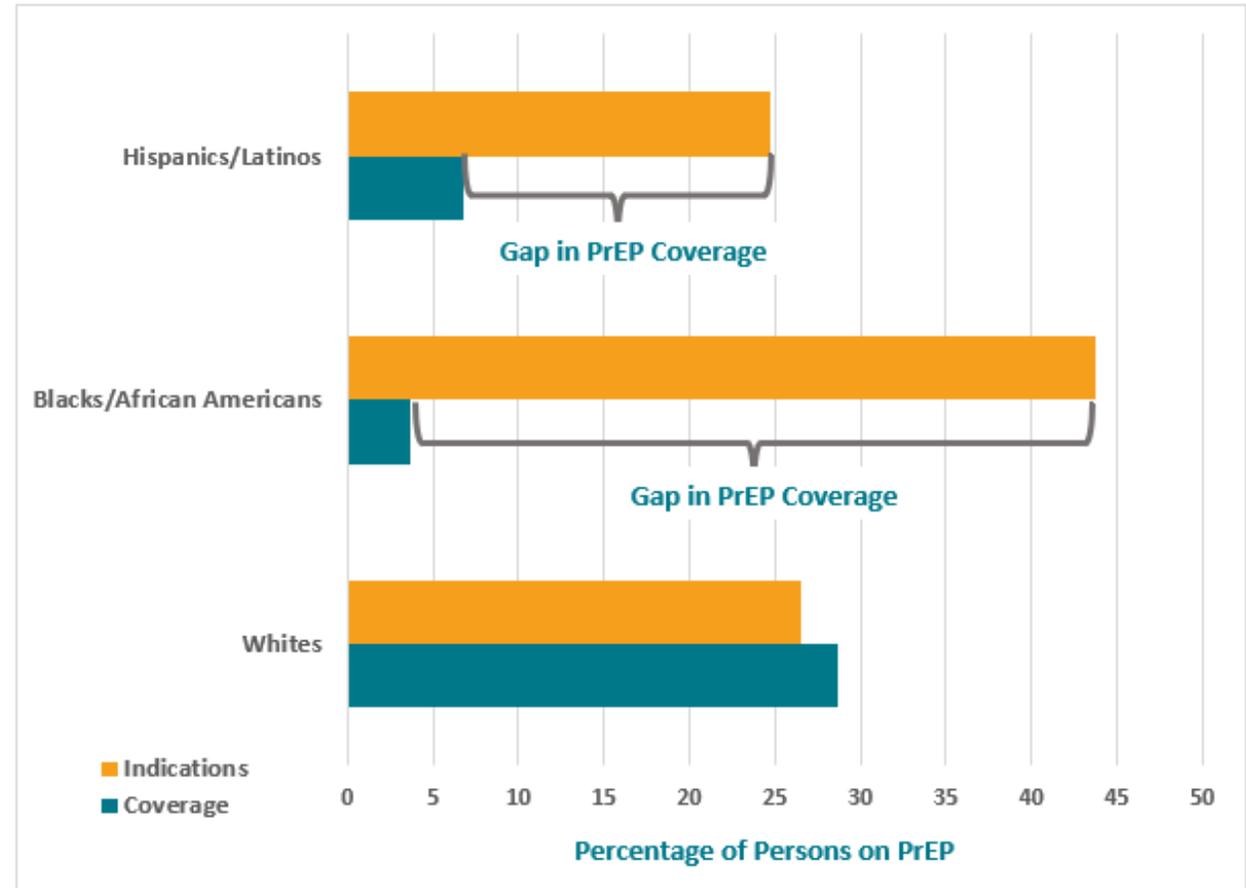
For comparison, for every **100 people overall** with HIV, **65** received some HIV care, **50** were retained in care, and **56** were virally suppressed.

6 in 7
Black/African American people knew they had the virus.

More than 1 Million persons could benefit from PrEP

Less than
25%
who could
benefit from
PrEP are using it

PrEP Coverage by Race/Ethnicity in 2017





Income inequality, stigma, and discrimination may influence how Black/African American people access HIV prevention and treatment services

Ending
the
HIV
Epidemic

Creating EHE

March 2018 | Dr. Redfield announced at CDC All Hands that “We can end HIV in 5-7 years”.

December 2018 – January 2019 |
Final briefings (i.e. OMB, DPC)
Rollout planning and creation of support materials (Q&As, key messages, graphics, etc)
Budget narrative finalized

Summer - Fall 2018 | DHAP’s Senior Medical Advisor (Dr. Brooks) works directly with OASH office to develop the framework, justification and calculations for EHE

February 2019 | In the State of the Union, the President announces HHS’ Ending the HIV Epidemic: A Plan for America initiative.

EHE Progress at CDC

Summer 2019 | CDC Director and leaders of others Federal agencies (HHS/OIDP, HRSA HAB, HRSA BPHC) made visits to nearly all Phase 1 jurisdictions on combination presentation to elicit support for EHE and listening sessions for how to implement it.



June 2019 | CDC awards \$4.5 million from the HHS Minority HIV/AIDS Fund to jumpstart key EHE activities in Baltimore City, Maryland; Dekalb County, Georgia; and East Baton Rouge Parish, Louisiana.

September 2019 | CDC awards \$12 million from the HHS Minority HIV/AIDS Fund for all EHE jurisdictions to develop multi-year and community-tailored EHE strategic plans, with an emphasis on bringing “new voices” to the table.

EHE Progress at CDC

August 2020 | CDC awards \$109 million to 32 state and local health departments that represent the 57 EHE jurisdictions. Communities will use the funding to implement innovative HIV diagnosis, treatment, prevention, and response strategies.



August 2020 | CDC awards \$2 million EHE supplemental capacity-building assistance funds to 4 regional technical assistance providers to provide technical assistance on community engagement.

August 2020 | CDC awards \$4 million from HHS Minority HIV/AIDS Funds to eight regional and two national training centers – The National STD Prevention Training Centers Coordination Center – to provide technical assistance to scale up HIV prevention services, like PrEP and PEP provision, in STD specialty clinics.

EHE Progress at CDC

October 2020 | CDC hires and sends seven additional Public Health Field Assignees to EHE jurisdictions across the country to increase the HIV workforce capacity of health departments in these areas.



September 2020 | CDC awards \$2 million from HHS Minority HIV/AIDS Funds for mass mailing HIV self-tests to transgender women and to racial/ethnic minority communities.

December 2020 | EHE jurisdictions will submit revised jurisdictional plans by Dec 31st.

Thank you!

National Center for HIV/AIDS, Viral Hepatitis, STD, and TB Prevention
Division of HIV/AIDS Prevention



Disclaimer

The findings and conclusions in this presentation are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.



We're In This *Together*: Strategies and Best Practices Panel

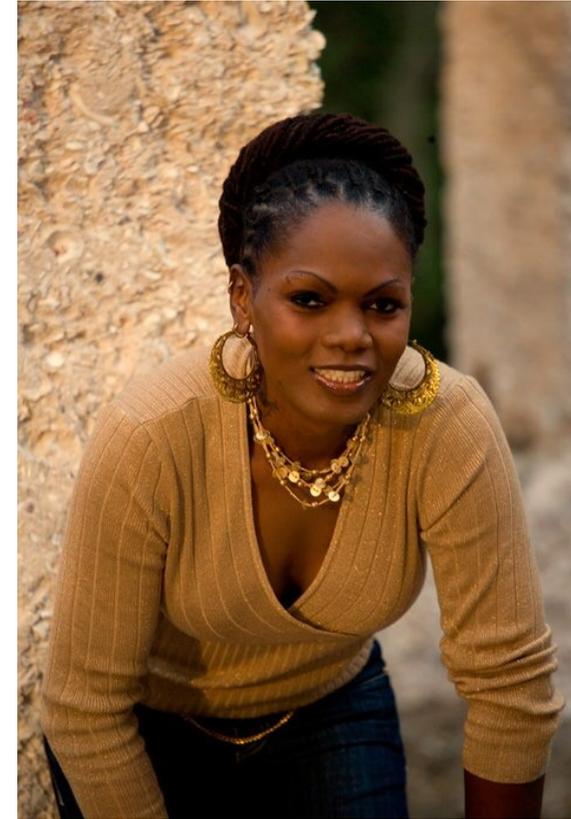
We're In This *Together* Panelists



Sherrilyn Crooks
Lead Sr Public Health
Analyst
HIV/AIDS Bureau
HRSA



Daniel Driffin
Co-Founder
THRIVE SS



Queen Hatcher-Johnson
Prevention Specialist
Positive Impact Health Centers

Let's Stop HIV Together Resources



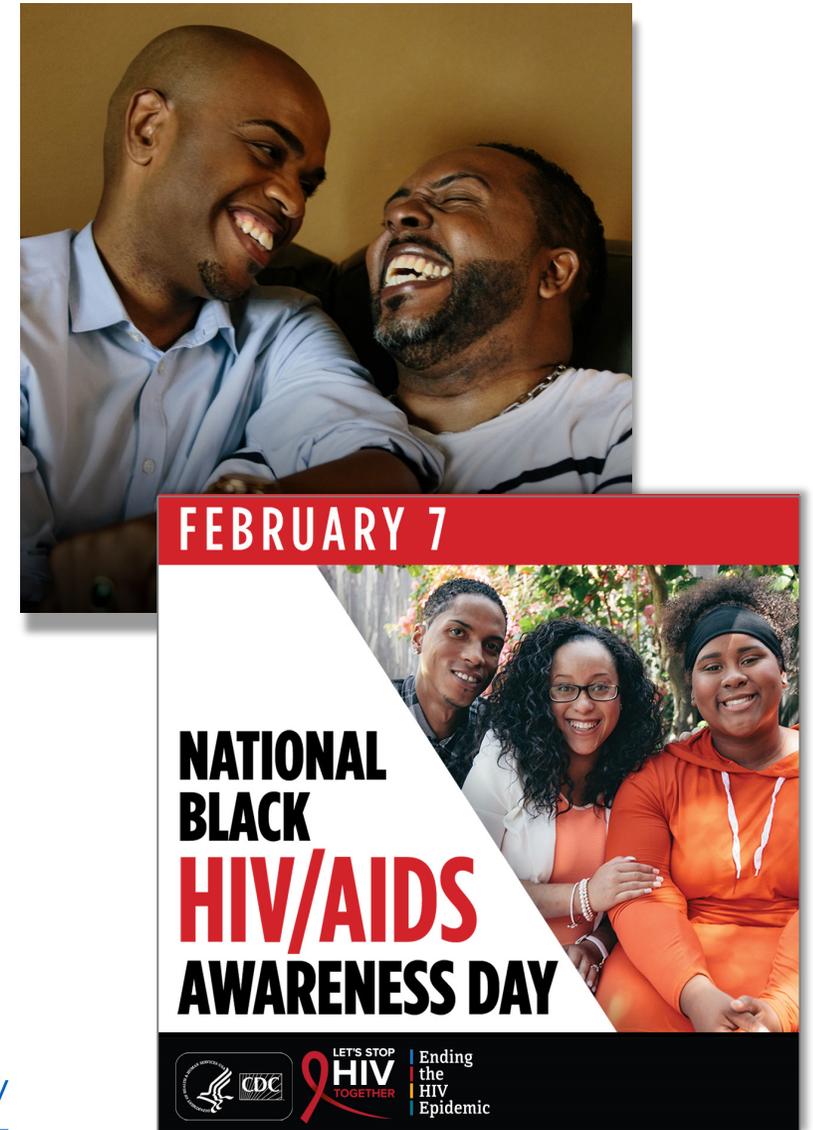
**JaPeera Edmonds, Health
Communications Fellow
National Partnerships Team
Division of HIV/AIDS Prevention
Centers for Disease Control and
Prevention**

The digital toolkit highlights promotional resources you can use to support NBHAAD.

It includes:

- An overview of NBHAAD
- Shareable social media graphics and messages
- Links to fact sheets and other resources featuring new data on HIV rates among African Americans
- Digital toolkit

<https://www.cdc.gov/hiv/library/awareness/nbhaad.html/>



A suite of *Let's Stop HIV Together* campaign materials and other CDC HIV resources is available to support your efforts for NBHAAD and beyond.

- Palm Cards
- Posters
- Memes and GIFs
- Widgets and Web Banners
- Fact Sheets
- Infographics
- Radio Clips
- Videos
- Spokespersons

Resources:

§ *Let's Stop HIV Together* materials (www.cdc.gov/StopHIVtogether)





The *Ready, Set, PrEP* program provides access to PrEP medications at no cost to people who qualify.

To receive PrEP through the program, you must:

- Test negative for HIV;
- Have a valid prescription from your healthcare provider; and
- Not have health insurance coverage for outpatient prescription drugs.

Resources: § *Ready, Set, PrEP* Program (www.GetYourPrEP.com)



Strategies for Virtual Engagement



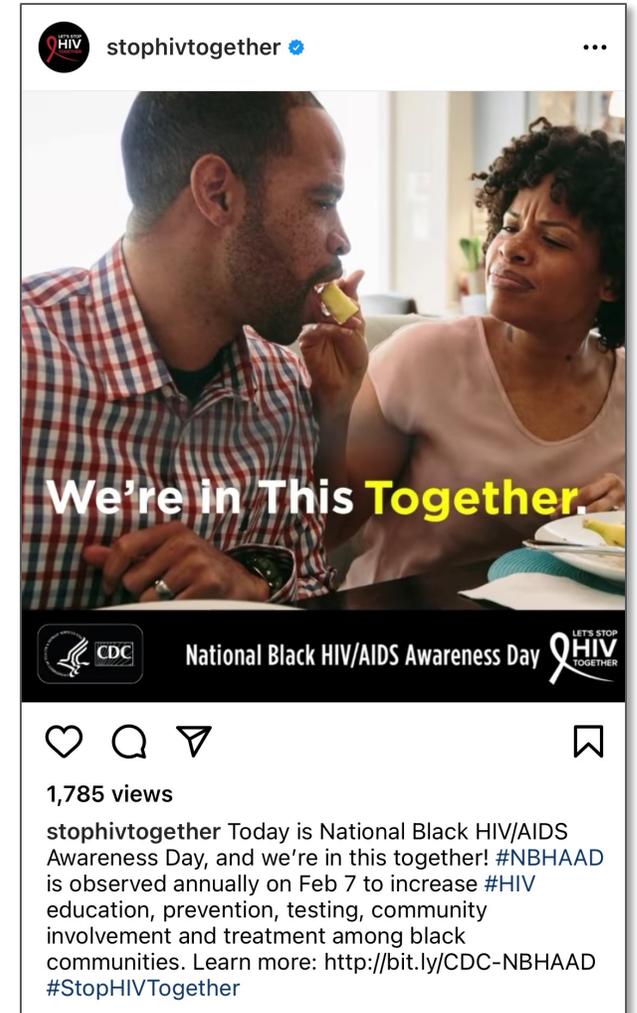
Monique Thornton
Digital/Social Media Strategist
Westat

Strategies for Virtual Engagement

- Share NBHAAD and *Together* resources via your channels.
- Engage partners to share NBHAAD and *Together* resources via their channels.
- Host or support virtual activations that share and promote NBHAAD and *Together* resources.

Resources:

- Digital tools, sample social media content, and links to new materials available at <http://www.cdc.gov/hiv/library/awareness/nbhaad.html>.
- *Let's Stop HIV Together* materials (www.cdc.gov/StopHIVtogether)

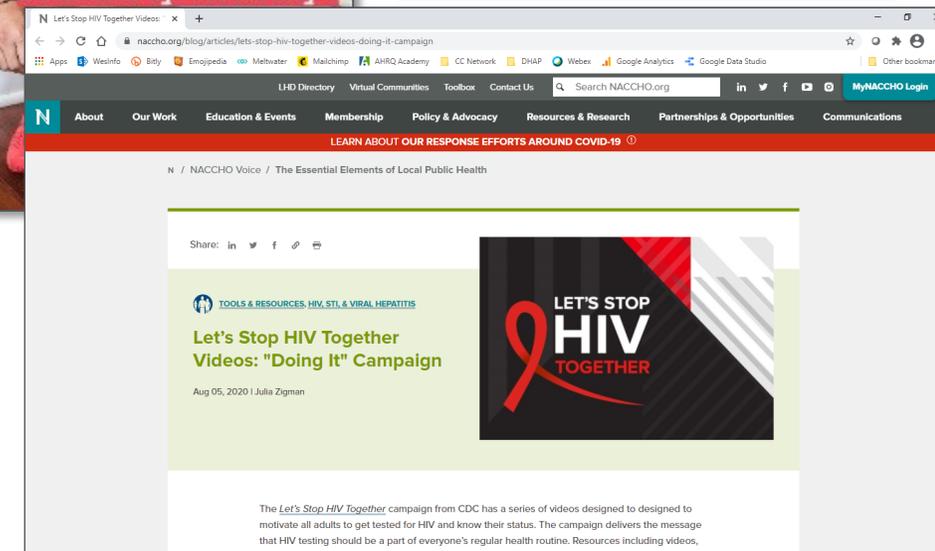
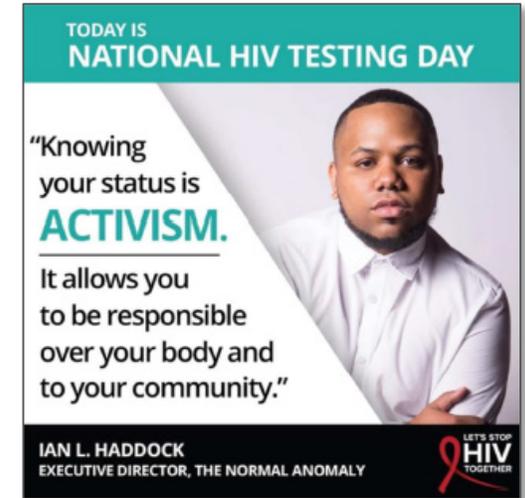


Sharing NBHAAD and *Together* Resources

- Share on your social media channels
Be sure to include **#StopHIVTogether** and **#NBHAAD**.
- Post on your website or blog.
- Send via your e-newsletter or e-blast.
- Issue a statement or press release.

Resources:

- Digital tools, sample social media content, and links to new materials available at <http://www.cdc.gov/hiv/library/awareness/nbhaad.html>



Engaging Partners to Share NBHAAD and *Together* Resources

- Send the NBHAAD digital toolkit to partner organizations.
- Pitch guest blog posts and/or other content for partner channels.
- Work with a partner to host a virtual activation promoting NBHAAD and *Together* resources.

Resources:

- Digital tools, sample social media content, and links to new materials available at <http://www.cdc.gov/hiv/library/awareness/nbhaad.html>.



The image shows a screenshot of a web browser displaying a blog post from NACO (National AIDS Clearinghouse). The blog post is titled "Guest Blog: National HIV Testing Day—Ending HIV Starts with Knowing" and is dated June 24, 2020. Below the blog post, there is a social media graphic for National HIV Testing Day on June 27. The graphic features the text "NATIONAL HIV TESTING" and "HOSTED BY @SOUTHERNAIDSCO LIVE ON FACEBOOK, JUNE 25TH 2:00 - 3:30 PM ET". It also includes five circular portraits of individuals involved in the event: Moderator Derrick B. Wilson, MHA, Executive Director, Southern AIDS Coalition; Dr. Pennessa Seele, Founder & CEO, The Balm in Gilead; Venton C. Hill-Jones, Founder & CEO, The Southern Black Policy and Advocacy Network; Ian Haddock, Executive Director, The Normal Anomaly; and Shylia Fields, HIV District Manager of Jefferson County, ADPH. The Southern AIDS Coalition (SAC) logo is also present. At the bottom of the graphic, it says "JOIN US FOR A COMMUNITY CONVERSATION ABOUT HIV" and includes the "Let's Stop HIV Together" logo.

Hosting or Supporting Virtual Activations

- Virtual conversations and events are key ways to share NBHAAD and *Together* resources
 - Host a Twitter Town Hall or Twitter Chat.
 - Host a discussion series in a social media group.
 - Use live streaming on social media to host panel discussions, interviews, Q&As, guided activities, live demonstrations, or other live programming.
 - Use shared viewing features on YouTube and Facebook to host watch parties and video premieres.
 - Host a virtual summit, health fair, day party, conference or other event.



Tips for Boosting Engagement

- Ask questions in your posts. "Do you know your HIV status?"
- Share videos. Live videos gain the most traction—host a virtual activation!
- Boost social media posts. Paid promotion expands the reach of your content.
- Tell a story. Use the Stories feature on social media to craft a narrative.
- Tag relevant accounts and locations. Make sure your content is discoverable.
- Include relevant hashtags. Including hashtags specific to a day (e.g., [#NBHAAD](#), [#MotivationMonday](#)), topic area ([#HIV](#)), or cultural reference ([#blacklove](#)) also make content more discoverable.

We're In This *Together* Beyond NBHAAD

Use evergreen *Together* resources as you promote HIV testing, prevention, and/or treatment in Black/African American communities throughout the year.

- Embed widgets and banners on your website
- Share materials in your social media posts, blogs, newsletters
- Pitch guest blog posts, op-eds, and other articles to partners and news media
- Host virtual conversations and events with *Together* resources

Resources:

- *Let's Stop HIV Together* materials (www.cdc.gov/StopHIVtogether)





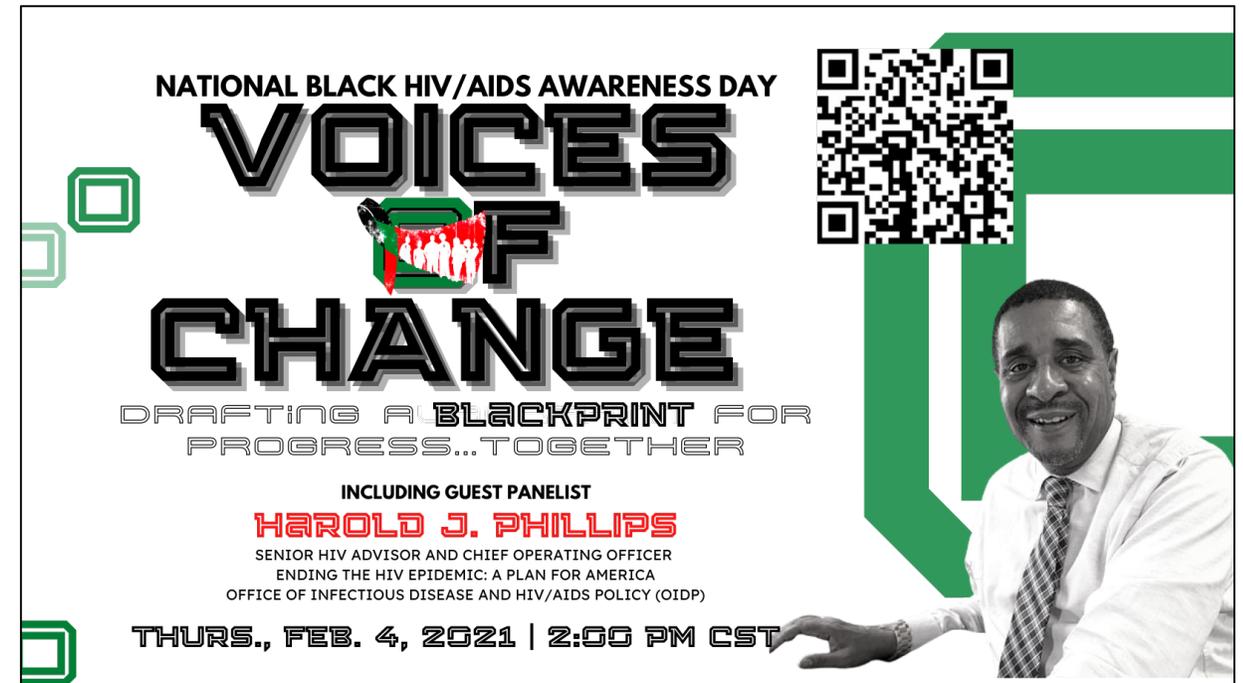
NBHAAD Events

A few activities:

- Southern AIDS Coalition
- Strategic Leadership Council

Let us know what you are doing!

- Email us at StopHIVTogether@cdc.gov



NATIONAL BLACK HIV/AIDS AWARENESS DAY

VOICES OF CHANGE

DRAFTING A **BLACKPRINT** FOR
PROGRESS...TOGETHER

INCLUDING GUEST PANELIST
HAROLD J. PHILLIPS
SENIOR HIV ADVISOR AND CHIEF OPERATING OFFICER
ENDING THE HIV EPIDEMIC: A PLAN FOR AMERICA
OFFICE OF INFECTIOUS DISEASE AND HIV/AIDS POLICY (OIDP)

THURS., FEB. 4, 2021 | 2:00 PM CST

Partner Events with Dr. Daskalakis:

- February 9, 2021, 6:30 PM – 7:00 PM via [@cdcHIV](#) and [@NBJC](#)
- February 13, 2021, 11:30 AM – 12:00 PM via Instagram Live [@StopHIVTogether](#) and *Together* Ambassador, David Lester-Massey



New CDC NOFO Informational Webinar

- PS21-2104: Partnering and Communicating Together
- Two Webinar opportunities

Webinar Details

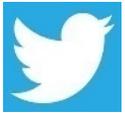
- February 17, 2021 at 1:00 pm EST
- February 23, 2021 at 1:00 pm EST



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Twitter: [@cdc_HIVAIDS](#)



Instagram: [@stophivtogether](#)



Email: StopHIVTogether@cdc.gov

FEBRUARY 7

**NATIONAL
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