National HIV Testing Day 2020
Partner Webinar

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June 9, 2020
Housekeeping

- This presentation is being recorded.
- All lines are muted. Use the Q&A comment box to submit any questions.
- We will share a copy of the slides within the next few days.
- If you have any technical difficulties during the webinar, please use the chat box.
Agenda

- Welcome
- HHS Continued Commitment to *Ending the HIV Epidemic* (EHE)
- HIV Testing and COVID-19
- National HIV Testing Day (NHTD)
- NHTD and *Let’s Stop HIV Together* Supporting Materials
- How Can You Support NHTD to help end HIV?
- Questions & Answers
HHS Continued Commitment to Ending the HIV Epidemic
Harold J. Phillips, MRP – HHS
HIV in the United States

1.2 million
people with HIV
Nearly 14% (1 in 7) have not been diagnosed
(or more than 165,000 people).

~36,400
new infections occur annually
Number is steady in recent years, despite the availability of many highly effective prevention tools, including PrEP.

Only 18.1% of those with an indication for PrEP are using it

Only 56% of people with HIV are virally suppressed despite the availability of highly effective care and treatment that can suppress the viral load to protect the health of people with HIV as well as prevent transmission.

Without intervention another 400,000 Americans will be newly diagnosed over 10 years despite the available tools to prevent infection.
The Time Is Now: Right Data, Rights Tools, Right Leadership

- Epidemiology
  - Most new HIV infections are clustered in a limited number of counties and specific demographics

- Antiretroviral Therapy
  - Highly effective, saves lives, prevents sexual transmission; increasingly simple and safe

- Pre-exposure Prophylaxis (PrEP)
  - FDA-approved and highly effective drugs to prevent HIV infections

- Proven Models of Care and Prevention
  - >25 years of experience engaging and retaining patients in effective care

There is a real risk of HIV increasing again in the U.S. due to several factors including injection drug use and missed opportunities for diagnosis among healthcare providers.
Ending the HIV Epidemic: A Plan for America

**GOAL:**

75% reduction in new HIV infections in 5 years

and at least 90% reduction in 10 years.

**FOCUSED EFFORT**

- 48 counties, DC, and San Juan account for 50% of new infections.
- 7 states with the most substantial HIV diagnoses in rural areas.
EHE’s Key Strategies

**GOAL**

75% reduction in new HIV infections in 5 years and at least 90% reduction in 10 years.

The U.S. Department of Health and Human Services will work with each community to establish local teams to tailor and implement strategies to:

- **Diagnose** all people with HIV as early as possible.
- **Treat** people with HIV rapidly and effectively to reach sustained viral suppression.
- **Prevent** new HIV transmissions by using proven interventions, including pre-exposure prophylaxis (PrEP) and syringe services programs (SSPs).
- **Respond** quickly to potential HIV outbreaks to get needed prevention and treatment services to people who need them.
Federal EHE implementing agencies will maintain a balanced approach—continuing critical HIV operations while responding to the emerging needs resulting from COVID-19.
### EHE Pillar 1: Diagnose
Diagnosing and Linking People with HIV to Effective Care & Treatment Is Critical for Stopping New HIV Transmissions

<table>
<thead>
<tr>
<th>% OF PEOPLE WITH HIV</th>
<th>STATUS OF CARE</th>
<th>ACCOUNTED FOR X% OF NEW TRANSMISSIONS*</th>
</tr>
</thead>
<tbody>
<tr>
<td>15%</td>
<td>didn’t know they had HIV</td>
<td>38%</td>
</tr>
<tr>
<td>23%</td>
<td>knew they had HIV but weren’t in care</td>
<td>43%</td>
</tr>
<tr>
<td>11%</td>
<td>in care but not virally suppressed</td>
<td>20%</td>
</tr>
<tr>
<td>51%</td>
<td>taking HIV medicine and virally suppressed</td>
<td>0%</td>
</tr>
</tbody>
</table>

*Values do not equal 100% because of rounding

HIV Treatment Prevents New Infections

HIV Viral Load and Transmissibility of HIV Infection
Undetectable Equals Untransmittable

Robert Eisinger, Carl Dieffenbach, Anthony Fauci
HIV Testing Is the Gateway to Prevention or Treatment Services

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

**Treat**
- People with HIV rapidly and effectively to reach sustained viral suppression

Ending the HIV Epidemic
Many Effective HIV Prevention Tools, Including PrEP

**WHAT IS PrEP?**

PrEP is an HIV prevention method in which people who don't have HIV take HIV medicine daily to reduce their risk of getting HIV if they are exposed to the virus.
Who Is Eligible for PrEP Through Ready, Set, PrEP?

- 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.
- If you receive PrEP medication through the program, you will not have to pay for the medicine.
- You can pick up your prescription at one of over 26,000 pharmacy locations across the nation.
- The costs of clinic visits and lab tests may vary depending on your income.
- For more information, visit:
  - www.GetYourPrEP.com
  - www.HIV.gov
Whole-of-Society Initiative

- Federal Partners
- County & City Health Departments
- People Living with or at Risk for HIV
- Academic Institutions
- Tribes and Urban Indian Organizations
- You & Your Organization Here
- Patient Advocacy Groups
- Faith-based Organizations
- Non-profit Organizations
- Community Based Organizations
- Professional Associations
- HIV Organizations
- State Health Departments

Ending the HIV Epidemic
HIV Testing and COVID-19
Elizabeth DiNenno, PhD – CDC
HIV Testing Before and During COVID-19

- Prior to Severe Acute Respiratory Syndrome Coronavirus 2 (SARS-CoV-2), CDC recommended that jurisdictions pursue self-testing as part of EHE (see PS20-2010 Notice of Funding Opportunity).

- Due to social distancing, many people are putting off preventive clinical visits or their doctors may only be offering telehealth visits.

- Health departments, CBOs, and other CDC-funded testing sites are not offering normal services.
  - Estimates: Testing by roughly 50% - 70%
Total Tests Performed in February and March 2018, 2019, and 2020 and Reported to CDC for NOFOs 15-1502 and 17-1704*

~70% of average of prior two

~35% of average of prior two

2020 preliminary data from EvalWeb as reported by directly funded CBOs

*2020 preliminary data from EvalWeb as reported by directly funded CBOs
CDC’s Dear Colleague Letters

HIV Self-Testing Options (April 28, 2020)
- Acknowledged disruption of testing requiring face-to-face contact
- Encouraged HDs and CBOs to expand support for self-testing services

PrEP During COVID-19 (May 15, 2020)
- Provided guidance on PrEP provision when facility-based services and in-person patient-clinician contact is limited

www.cdc.gov/hiv/covid-19
Three Options For HIV Testing During COVID-19

Clinical Testing
- Many labs have capability for clinician-ordered tests and lab only visits.
- Quest Direct allows patients to order an HIV test online and go to a Quest site for testing.

Mail-in Test Kits
- Several online companies offer a self-collection specimen kit for HIV-only or HIV/STI tests.
- A special kit for those taking PrEP.

Rapid Self-Test Kits
- In 2012, FDA approved Oraquick® In-Home HIV Test.
- Test is less sensitive than lab-based tests and is not recommended for persons initiating or taking PrEP.
National HIV Testing Day
Francisco Ruiz, MS – CDC
National HIV Testing Day (NHTD)

Each year on June 27, we:

- Raise awareness about the importance of HIV testing and early diagnosis of HIV.
- Unite with partners, health departments, and other organizations.
- Ensure people know their status, and get linked to care and treatment services.
NHTD 2020

Goals

- Inform people that they have non-clinical HIV testing options
- Educate/provide information on testing options
  - How the tests work
  - How/where to get and programs offering test kits
  - Features of each type of test
- Include “wrap-around messaging” – risk, prevention, and treatment options
NHTD 2020 Theme – “Knowing”

“Knowing” provides opportunities to expand testing messaging and calls-to-action to include all aspects related to one’s HIV status including:

- Knowing your risk.
- Knowing your testing options.
- Knowing your prevention options.
- Knowing about treatment options.
- Knowing that together, we can end the HIV epidemic.
NHTD & *Let’s Stop HIV Together*
Supporting Materials
Updated CDC HIV Web Content

https://www.cdc.gov/hiv/basics/testing.html
NHTD Digital Toolkit

The digital toolkit highlights promotional resources and provides specific recommendations on how to get involved. It includes:

- An overview of NHTD
- Shareable social media graphics and messages in English and Spanish
- Links to fact sheets and other resources featuring data on HIV

https://www.cdc.gov/hiv/library/awareness/testingday.html
#KnowingChallenge Social Media Resources

**Knowing Your Status**
For National HIV Testing Day, we are asking you to share why knowing your HIV status is important to you.

1. Screenshot template in the next slide.
2. Upload to your Instagram story and fill in your answer.
3. Be sure to tag @cdchiv so we can see your responses!

**Location:** [City or State]

**My Name is:**

**Knowing My HIV Status is Important Because:**

Don’t forget to tag @cdchiv

**Location:** [City or State]

**My Name is:** LISA T.

**Knowing My HIV Status is Important Because:**

IT HELPS ME AND MY COMMUNITY STAY HEALTHY.

@CDCHIV
HIV Rapid Self-Test Instagram Story

HIV RAPID SELF-TEST

What You Need to Know.

Rapid self-tests are an alternative to going to a clinic for medical testing. They are available for purchase at a pharmacy or online.

You can take an HIV self-test and find out the results from your own home.

The process is easy.

Insert the swab in the tube provided.

Results are ready in as little as 20 minutes.

Take charge of your health.

LEARN MORE!
Animated HIV Testing Videos

www.cdc.gov/StopHIVTogether/Testing
New HIV Testing Testimonial Videos

www.cdc.gov/StopHIVTogether/Testing
Additional *Together* HIV Testing Resources

- Free bilingual (English and Spanish) digital and print resources: videos, palm cards, web banners, etc.
- Integrated sort capability to search based on:
  - Campaign
  - Language
  - Topic
  - Audience
  - Format

www.cdc.gov/StopHIVTogether
Updated HIV Risk Reduction Tool

- An interactive and dynamic web-based application that delivers comprehensive, accurate, and timely information about HIV, its risk factors, and ways to prevent HIV transmission and acquisition
- The site’s HIV prevention content can be tailored based on:
  - Gender
  - Gender of sex partner(s)
  - HIV status

https://hivrisk.cdc.gov/
Content Syndication

- Allows partners to add CDC.gov content to their own website
  - Content is automatically updated in real time
- Content is in “Question and Answer” format
  - Users remain on your website

www.cdc.gov/hiv/library/syndicated
HIV Nexus

One-stop hub for resources designed to support clinicians with:

- Latest research & information on HIV prevention, screening, and treatment
- Access to free continuing medical education programs
- CDC guidelines and recommendations
- Patient education materials

www.cdc.gov/HIVnexus
How Can You Support NHTD?
Share Your “Knowing” Statement

- Use the customizable Instagram story template.
- Start a conversation on Facebook by posing questions.
  - What does knowing mean to you on National HIV Testing Day?
  - How does knowing your HIV status make you feel?
- Amplify your message by using: #HIVTestingDay and #StopHIVTogether.
Integrate NHTD into Communications Efforts

- Write **blog post** to promote HIV testing in your community highlighting information about testing options.
- In your next **newsletter**, ask staff and constituents to share their HIV testing experience using various testing methods.
- Reach out to **local radio stations** about an on-air discussion on HIV and the importance of knowing your HIV status and your testing options.
- Ask local officials to **issue a proclamation** for NHTD including their personal “Knowing” statement.
Host and/or Support Social Dialogue

- Host a Twitter Town Hall or Twitter Chat.
- Conduct a Facebook Live demonstration of an HIV self-testing kit.
- Host an Instagram Live that features members of the community or organizations talking openly about HIV.
- Write an NHTD feature for your LinkedIn community.
Hispanic Heritage Foundation is hosting a virtual charla that will include Latinx panelists from across the United States.

Friday, June 12, 2020
4:00 PM - 5:15 PM EDT

Registration: https://hhf.page.link/trza
Central East Addiction Technology Transfer Center Network Webinar Training

The Central East ATTC is conducting webinar on the CLAS in Behavioral Health: Health Equity for Individuals Living with HIV/AIDS

Wednesday, June 17, 2020
11:00 AM - 12:00 PM EDT

Registration: training@danyainstitute.org
Balm in Gilead Facebook Live

Balm in Gilead is hosting an NHTD-themed Facebook Live event that will feature leaders at the intersections of faith, social justice, and LGBTQIA+ empowerment discussing HIV in the Black community.

Thursday, June 25, 2020
2:00 PM - 3:30 PM EDT

www.facebook.com/TheBalminGileadInc
National Hispanic Medical Association Twitter Chat

National Hispanic Medical Association is hosting a Twitter Chat using the hashtags #NHMAHIVChat and #HIVTestingDay.

Friday, June 26, 2020
1:00 PM - 2:00 PM EDT

www.twitter.com/NHMAmdd
The Kelly Wright Show Online Segments

Two segments on HIV prevention in Black communities will air on the Kelly Wright Show. The expert panelists include Dr. Donna McCree, Dr. David Malebranche, and Freda Jones.

Thursday, June 25 and Friday, June 26, 2020
6:00 PM EDT

https://blacknewschannel.com/tv/the-kelly-wright-show/
The Cut Life Instagram Live

The Cut Life is hosting a virtual HIV testing party featuring appearances from a diverse set of experts.

Saturday, June 27, 2020
3:00 PM - 5:00 PM EDT

www.instagram.com/thecutlife/
The Honey Pot founder, Beatrice Dixon, is hosting an Instagram Live discussion on HIV testing and sexual health.

Saturday, June 27, 2020
6:00 PM - 7:00 PM EDT

www.instagram.com/thehoneypotco/
Questions & Answers
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.