

ECHPP Project

Workbook #2: GOALS, STRATEGIES, AND OBJECTIVES

(DRAFT Nov 23, 2010)

This workbook is to document:

- **Goals set for each intervention or public health strategy (from Workbook #1)**
- **Strategies to achieve each goal**
- **“SMART” Objectives associated with each goal**

Instructions:

1. The purpose of this Workbook is to document strategies and SMART objectives for the goals established in Workbook #1.
2. List all goals for *each* intervention described in Workbook #1.
 - a. Goals: Broad aims that define the intended results of each intervention or public health strategy included in the Enhanced Plan. Collectively, these goals should optimize the provision of HIV prevention, care and treatment in your jurisdiction.
3. List all specific funding sources that will be utilized to achieve each goal (e.g. federal agency, federal program, state resources).
 - a. Separate funding sources by strategy if appropriate.
4. List specific strategies associated with each goal.
 - a. Strategies: Step-by-step descriptions of necessary activities for achieving each goal.
5. List “SMART” objectives (Specific, Measurable, Achievable, Realistic, and Time-based) that support each goal.
 - a. SMART Objectives: Specific and quantifiable targets that measure the overall accomplishment of a goal over a specified period of time. They should describe actions that are distinct, able to be documented or quantified, feasible to execute, realistic to accomplish in the given time frame for the one-year plan and be linked to time-based milestones.
 - b. Where goals explain where you are going, objectives are the metrics showing whether or not you got there. SMART objectives will allow grantees to monitor the progress of achieving programmatic implementation goals for each intervention. Provide specific data sources that will be used to monitor progress on each objective.
 - c. If a data source does not currently exist, provide a brief description of how a specific objective will be measured.

EXAMPLE

Required Intervention #1: “Routine, opt-out screening for HIV in clinical settings”

Goal 1: Increase the provision of routine opt-out screening in hospital admissions located in areas of high HIV prevalence	Funding sources: CDC, HRSA
<p>Strategy 1: Assess the willingness of hospitals located in areas of high HIV prevalence in the MSA to implement routine opt-out screening.</p> <p>Strategy 2: Provide logistical support, training and technical assistance to staff and administrators at hospitals to implement routine opt-out HIV screening.</p>	
<p>Objective 1: By January 2012, Increase the number of annual HIV tests conducted from 3,000 to 10,000 in Hospital X.</p> <p>Objective 2: By January 2012, Increase the number of annual HIV tests conducted from 1,500 to 4,000 in Hospital Y.</p> <p>Objective 3: By January 2012, Increase the number of persons previously unaware of their HIV infection from 30 to 100 in Hospital X.</p> <p>Objective 4: By January 2012, Increase the number of persons previously unaware of their HIV infection from 15 to 40 in Hospital Y.</p>	Data sources:

Goal 2: Increase the provision of routine opt-out rapid testing in jail settings located in the MSA	Funding sources: CDC
<p>Strategy 1: Develop partnerships and contractual agreements with two jails located in the MSA.</p> <p>Strategy 2: Provide logistical support, rapid test training and technical assistance to staff and administrators at jails to implement routine opt-out HIV screening.</p>	
<p>Objective 1: By January 2012, Increase the number of annual rapid HIV tests conducted from 0 to 5,000 in jail X.</p> <p>Objective 2: By January 2012, Increase the number of annual rapid HIV tests conducted from 1,000 to 10,000 in jail Y.</p> <p>Objective 3: By January 2012, Increase the number of persons previously unaware of their HIV infection from 0 to 100 in jail X.</p> <p>Objective 4: By January 2012, Increase the number of persons previously unaware of their HIV infection from 15 to 40 in jail Y.</p>	Data sources:

Goal 3: Raise the awareness of private physicians to offer routine HIV screening to patients 13-64	Funding sources: State
<p>Strategy 1: Identify physicians providing HIV care in high risk communities (e.g. zip code).</p> <p>Strategy 2: Develop communication strategies to raise physician awareness of providing routine opt-out screening to patients 13-64 years of age.</p>	
Objective 1: By July 2012, Increase the number of reported annual HIV positive test results from private providers by 25%, as identified from surveillance data.	Data sources: HIV surveillance

Required Intervention #1: "Routine, opt-out screening for HIV in clinical settings"

Goal 1:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Goal 2:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Goal 3:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Required Intervention #2: "HIV testing in non-clinical settings to identify undiagnosed HIV infection"

Goal 1:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Goal 2:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Goal 3:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Required Intervention #3: “Condom distribution prioritized to target HIV-positive persons and persons at highest risk of acquiring HIV infection”

Goal 1:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Goal 2:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Goal 3:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Required Intervention #4: “Provision of Post-Exposure Prophylaxis to populations at greatest risk”

Goal 1:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Goal 2:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Goal 3:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Required Intervention #5: “Efforts to change existing structures, policies, and regulations that are barriers to creating an environment for optimal HIV prevention, care, and treatment”

Goal 1:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Goal 2:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Goal 3:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Required Intervention #6: “Implement linkage to HIV care, treatment, and prevention services for those testing HIV positive and not currently in care”

Goal 1:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Goal 2:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Goal 3:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Required Intervention #7: “Implement interventions or strategies promoting retention in or re-engagement in care for HIV-positive persons”

Goal 1:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Goal 2:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Goal 3:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Required Intervention #8: “Implement policies and procedures that will lead to the provision of antiretroviral treatment in accordance with current treatment guidelines for HIV-positive persons”

Goal 1:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Goal 2:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Goal 3:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Required Intervention #9: “Implement interventions or strategies promoting adherence to antiretroviral medications for HIV-positive persons”

Goal 1:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Goal 2:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Goal 3:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Required Intervention #10: “Implement STD screening according to current guidelines for HIV-positive persons”

Goal 1:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Goal 2:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Goal 3:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Required Intervention #11: “Implement prevention of perinatal transmission for HIV-positive persons”

Goal 1:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Goal 2:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Goal 3:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Required Intervention #12: “Implement ongoing partner services for HIV-positive persons”

Goal 1:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Goal 2:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Goal 3:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Required Intervention #13: “Behavioral risk screening followed by risk reduction interventions for HIV-positive persons (including those for HIV-discordant couples) at risk of transmitting HIV”

Goal 1:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Goal 2:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Goal 3:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Required Intervention #14: “Implement linkage to other medical and social services for HIV-positive persons”

Goal 1:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Goal 2:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Goal 3:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Recommended Intervention #15: “Condom distribution for the general population”

Goal 1:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Goal 2:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Goal 3:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Recommended Intervention #16: “HIV and sexual health communication or social marketing campaigns targeted to relevant audiences”

Goal 1:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Goal 2:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Goal 3:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Recommended Intervention #17: “Clinic-wide or provider-delivered evidence-based HIV prevention interventions for HIV-positive patients and patients at highest risk of acquiring HIV”

Goal 1:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Goal 2:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Goal 3:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Recommended Intervention #18: "Community interventions that reduce HIV risk"

Goal 1:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Goal 2:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Goal 3:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Recommended Intervention #19: “Behavioral risk screening followed by individual and group-level evidence-based interventions for HIV-negative persons at highest risk of acquiring HIV; particularly those in an HIV-serodiscordant relationship”

Goal 1:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Goal 2:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Goal 3:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Recommended Intervention #20: “Integrated hepatitis, TB, and STD testing, partner services, vaccination, and treatment for HIV infected persons, HIV-negative persons at highest risk of acquiring HIV, and injection drug users according to existing guidelines”

Goal 1:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Goal 2:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Goal 3:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Recommended Intervention #21: “Targeted use of HIV and STD surveillance data to prioritize risk reduction counseling and partner services for persons with previously diagnosed HIV infection with a new STD diagnosis and persons with a previous STD diagnosis who receive a new STD diagnosis”

Goal 1:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Goal 2:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Goal 3:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Recommended Intervention #22: “For HIV-negative persons at highest risk of acquiring HIV, broadened linkages to and provision of services for social factors impacting HIV incidence such as mental health, substance abuse, housing, safety/domestic violence, corrections, legal protections, income generation, and others”

Goal 1:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Goal 2:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Goal 3:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Recommended Intervention #23: “Brief alcohol screening and interventions for HIV-positive persons and HIV-negative persons at highest risk of acquiring HIV”

Goal 1:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Goal 2:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Goal 3:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Recommended Intervention #24: “Community mobilization to create environments that support HIV prevention by actively involving community members in efforts to raise HIV awareness, building support for and involvement in HIV prevention efforts, motivating individuals to work to end HIV stigma, and encouraging HIV risk reduction among their family, friends, and neighbors”

Goal 1:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Goal 2:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Goal 3:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Innovative Intervention #25:
Intervention/Strategy

Fillable PDF box here

Goal 1:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Goal 2:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Goal 3:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Innovative Intervention #26:
Intervention/Strategy

Fillable PDF box here

Goal 1:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Goal 2:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

Goal 3:	Funding sources:
Strategy 1: Strategy 2:	
Objective 1: Objective 2: Objective 3: Objective 4:	Data sources:

National Strategic Goals Tool

This tool is designed to document how the elements of the Enhanced Plan work together to achieve goals set forth in the National HIV/AIDS Strategy (NHAS). It is acknowledged that each jurisdiction is in a different position regarding their capacity to reach these goals. Nevertheless, a critical step toward ensuring that maximum effort is given to achieving these national goals is to make them a key component in the planning process.

Specific 2015 targets* have been set to help reach the three broad NHAS goals. In the space provided below, please describe how the Enhanced Plan is designed to make the most progress toward achieving each target (grouped by higher level NHAS/DHAP goals). Describe the key activities from the Enhanced Plan that will serve as the principle means for reaching the 2015 target and address how other activities included in the plan work in combination to achieve this target. Specifically, descriptions for each 2015 target should address how the combination of interventions and public health strategies used in the Enhanced Plan achieve the following:

1. Utilizes an optimal combination of cost-effective and efficacious public health approaches at the right scale
2. Work together to maximize their intended impact
3. Addresses the need within your jurisdiction based on all available information (i.e., local epidemiology, situational and gap analyses, etc.)
4. Takes advantage of opportunities for optimal resource leveraging and coordination across funding streams

*These targets are based on the National HIV AIDS Strategy and the proposed DHAP strategic plan for 2015, which will be finalized soon.

Reducing New HIV Infections

1. Reduce the annual number of new HIV infections by 25% and reduce the HIV transmission rate by 30%

2. Increase the percentage of people living with HIV who know their serostatus to 90%

3. Increase the percentage of people newly diagnosed with HIV infection who have a CD4 count of 200 cells/ μ l or higher by 25%

4. Reduce the proportion of MSM who reported unprotected anal intercourse during their last sexual encounter with a partner of discordant or unknown HIV status by 25%

5. Reduce the proportion of IDU at risk for transmission/acquisition of HIV by XX% [Indicator TBD pending DHAP strategic plan]

6. Decrease the number of perinatally acquired pediatric HIV cases by 25%

Increasing Access to Care and Improving Health Outcomes for People Living with HIV

7. Reduce AIDS diagnoses by 25%

8. Increase the percentage of persons diagnosed with HIV who are linked to clinical care as evidenced by having a CD4 count or viral load measure within 3 months of HIV diagnosis to 85%

9. Increase by 10% the percentage of HIV-diagnosed persons in care whose most recent viral load test in the past 12 months was undetectable

10. Reduce the percentage of HIV-diagnosed persons in care who report unprotected anal or vaginal intercourse during the last 12 months with partners of discordant or unknown HIV status by 33%

11. By 2015, increase the proportion of Ryan White HIV/AIDS Program clients who are in continuous care (at least two visits for routine HIV medical care in 12 months at least 3 months apart) from 73% to 80%

12. By 2015, increase the number of Ryan White clients with permanent housing from 82% to 86%

Reducing HIV-Related Disparities

13. Increase the percentage of HIV-diagnosed gay and bisexual men with undetectable viral load by 20%

14. Increase the percentage of HIV-diagnosed Blacks with undetectable viral load by 20%

15. Increase the percentage of HIV-diagnosed Latinos with undetectable viral load by 20%

16. Reduce the disparity in HIV incidence for Blacks versus Whites (Black:White ratio of new infections) by 25%; By 2015, reduce the disparity in HIV incidence for Hispanics versus Whites (Hispanic:White ratio of new infections) by 25%

17. Reduce the disparity in HIV incidence for MSM versus other adults in the United States by 25%

18. Ensure the percentage of persons diagnosed with HIV who have a CD4 count within 3 months of HIV diagnosis is 75% or greater for all racial/ethnic groups