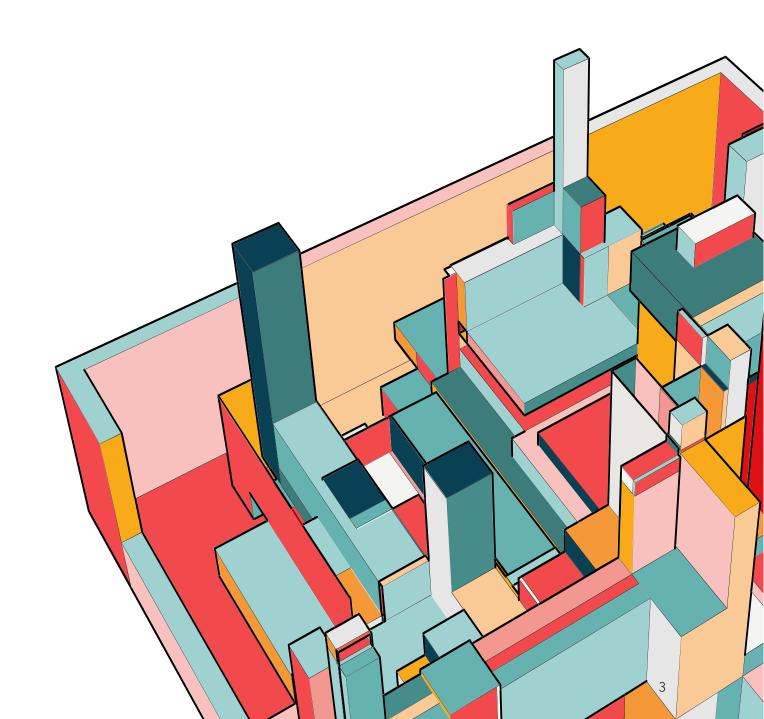


MEET THE PRESENTERS

- Jemine Bryon (she/her), Deputy Assistant Secretary of Special Needs, CPD, HUD
- Dr. Emily Lilo (she/her), Lead for Community Social Marketing in the Prevention Communication Branch, Division of HIV Prevention, CDC
- Erin Collick (she/her), Youth Homelessness Demonstration Program Dedicated Desk Officer, CPD, HUD
- Celia Carpentier (she/her), Senior Housing Program Specialist, PIH, HUD
- Caitlin Morath (she/her), Senior Advisor to the Deputy Assistant Secretary of Special Needs, CPD, HUD

AGENDA

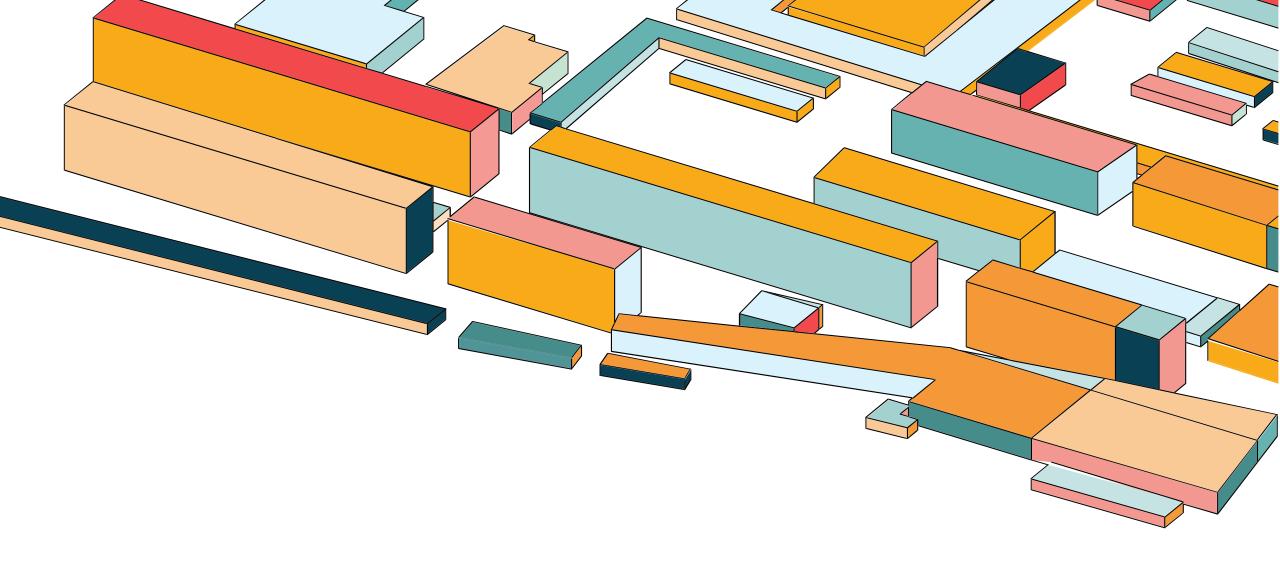
- 1. Welcome
- 2. Framing
- 3. Available Resources
- 4. Application to Homeless Service Projects
- 5. Application to Public Housing Authorities
- 6. Q+A



HALF OF EHE COMMUNITIES PARTICIPATE IN FYI OR YHDP

| EHE Community | Youth Program | EHE Community | Youth Program | EHE Community | Youth Program |
|---|------------------|---|------------------|-----------------------------------|------------------|
| Atlanta/Dekalb & Fulton Counties | s YHDP | Houston, Pasadena/Harris County | YHDP | Prince George's County | YHDP |
| Austin/Travis County | YHDP; FYI | Indianapolis/Marion County | YHDP | Riverside County | FYI |
| Baltimore | YHDP | Kentucky | YHDP | San Antonio/Bexar County | YHDP |
| Boston/Suffolk County | YHDP | Los Angeles County | YHDP; FYI | San Diego County | YHDP |
| Cincinnati/Hamilton County | YHDP | Memphis/Shelby County | YHDP | San Francisco | YHDP |
| Columbus/Franklin County | YHDP | New York City/Bronx, New York, Kings, and Queens Counties | YHDP | Seattle/King County | YHDP; FYI |
| Cook County | YHDP; FYI | Oakland/Alameda County | YHDP | Washington, DC | YHDP |
| Detroit/Wayne County | YHDP | Philadelphia | FYI | West Palm Beach/Palm Beach County | YHDP |
| Fort Worth, Arlington/Tarrant County | YHDP | | | | |

- Ending the HIV Epidemic in the U.S. (EHE): CDC initiative which focuses HIV prevention and treatment activities in 50 local areas that account for more than half of new HIV diagnoses, and seven states with a substantial rural burden.
- Youth Homelessness Demonstration Program (YHDP): HUD initiative designed to reduce the number of youth experiencing homelessness.
- Foster Youth to Independence (FYI): HUD initiative targeting housing assistance and supportive services to young people with a child welfare history who are at-risk-of or experiencing homelessness.



FRAMING



HIV AND YOUTH

EMILY A. LILO, PHD, MPH PREVENTION COMMUNICATION BRANCH, DIVISION OF HIV PREVENTION, CDC MAY 2022

ENDING THE HIV EPIDEMIC

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



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).

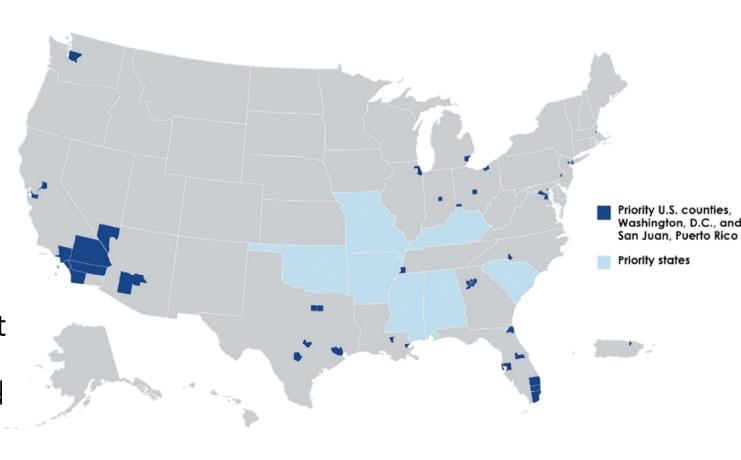




TARGETING RESOURCES FOR GREATEST IMPACT

 More than 50% of new HIV diagnoses* occurred in only 48 counties, Washington, D.C., and San Juan, Puerto Rico. Seven states also have a substantial rural burden.

Prioritize populations at greatest risk in these communities, including African Americans and Hispanic/Latinos







Early Diagnosis is Essential to End the HIV Epidemic

people with HIV have the virus at least

1 in 2

3 years

before diagnosis

people with HIV have the virus at least

1 in 4

7 years

before diagnosis

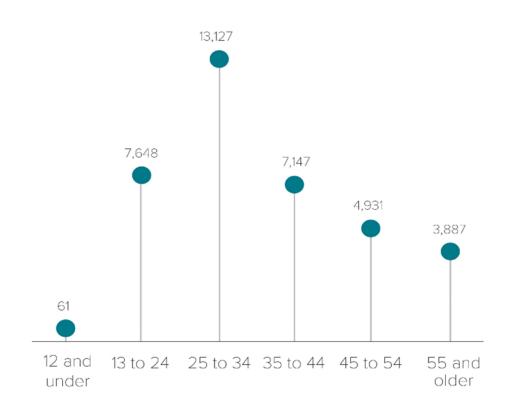
Less than 40%
of people in America
have ever been tested for HIV.

About 80%
of annual HIV infections are
transmitted by people who
don't know they have HIV
or are not in HIV care

NEW HIV DIAGNOSES IN THE US AND DEPENDENT AREAS BY AGE, 2019

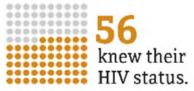
Youth (13 to 24) made up 21% of all new HIV diagnoses in 2019.



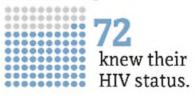


KNOWLEDGE OF STATUS IN THE US BY AGE, 2019

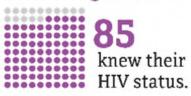




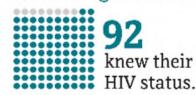
For every 100 people with HIV aged 25 to 34



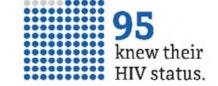
For every 100 people with HIV aged 35 to 44



For every 100 people with HIV aged 45 to 54



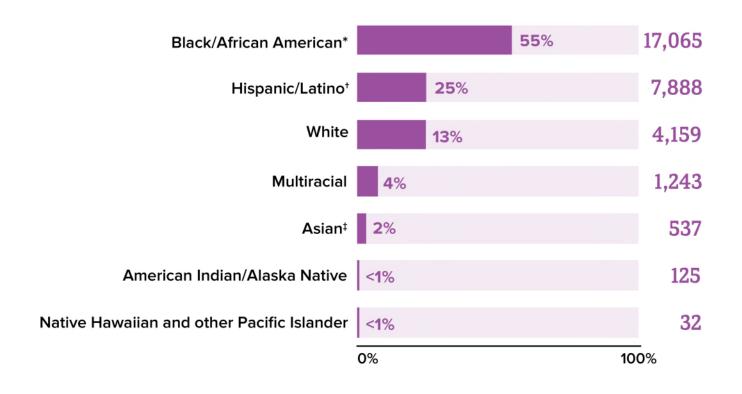
For every 100 people with HIV aged 55 and older





Youth were the least likely to know their HIV status compared to any other age group.

YOUTH WITH DIAGNOSED HIV IN THE US AND DEPENDENT AREAS BY RACE/ETHNICITY, 2019



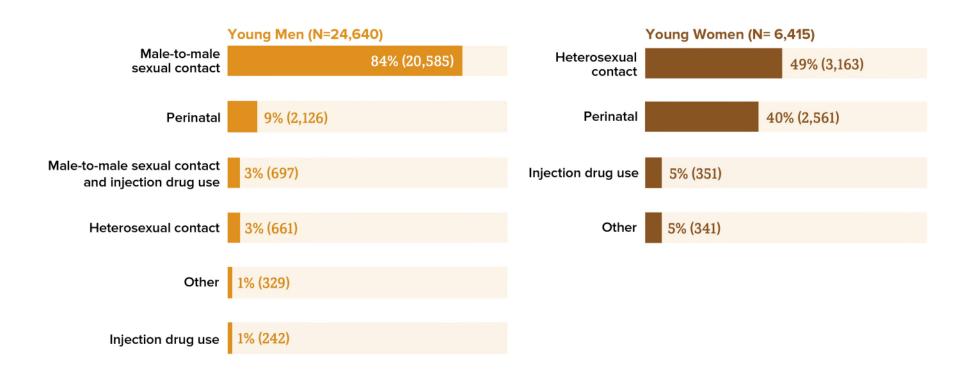
^{*} Black refers to people having origins in any of the black racial groups of Africa. African American is a term often used for people of African descent with ancestry in North America.

CDC. <u>Diagnoses of HIV infection in the United States and dependent areas, 2019</u>. HIV Surveillance Report 2021;32.

[†] Hispanic/Latino people can be of any race.

[‡] Includes Asian/Pacific Islander legacy cases.

YOUTH WITH DIAGNOSED HIV IN THE US AND DEPENDENT AREAS BY SEX AND TRANSMISSION CATEGORY, 2019



Total may not equal 100% due to rounding.



Strategies

- Accelerate efforts to increase pre-exposure prophylaxis (PrEP) use, particularly for populations with the highest rates of new HIV diagnoses and low PrEP use among those with indications for PrEP
- Increase availability, use, and access to and quality of comprehensive syringe services programs (SSPs)

Syringe Service Programs are associated with a 50% decline in the risk of HIV transmission among people who inject drugs. CDC will use EHE funding to help communities strategically establish Syringe Services Programs, where legally permissible, using innovative delivery options such as mobile testing units and peer-delivery systems.

Outcomes

Increased PrEP prescriptions among persons with indications for PrEP

Increased knowledge about the services and evidence base of SSPs in communities

Increased quality of evidencebased SSP service delivery

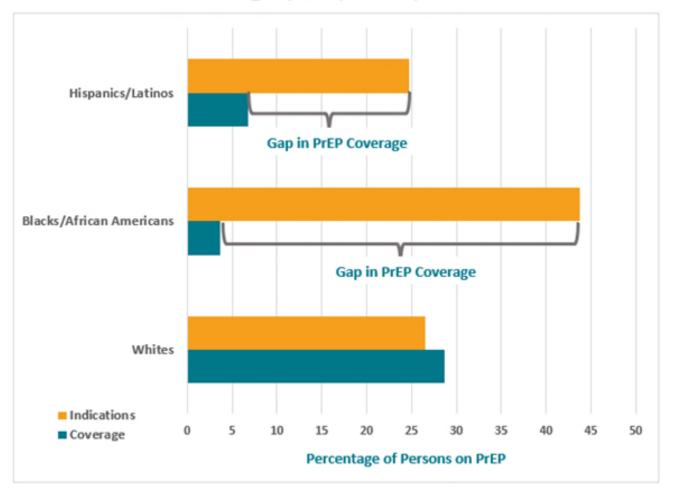


CDC will Work to Address Disparities in PrEP Coverage

PrEP Coverage by Race/Ethnicity in 2017

- Train providers*
- Increase availability of PrEP services in community health centers**
- Outreach to people who can benefit fro PrEP***
- Continue to update clinical guidelines
- Continue adding providers to the PrEP Locator
- Education campaigns
- HHS Ready, Set, PrEP program

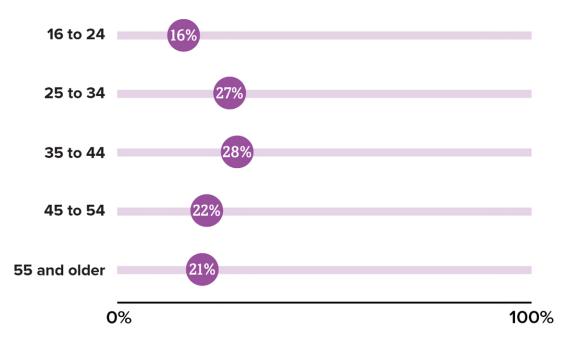
* CDC + HRSA ** HRSA *** CDC + SAMHSA



PREP COVERAGE IN THE US BY AGE, 2019

Youth were less likely than older people to use medicine to prevent HIV called PrEP (pre-exposure prophylaxis).







HIV Treatment Keeps People Healthy and Prevents New Infections

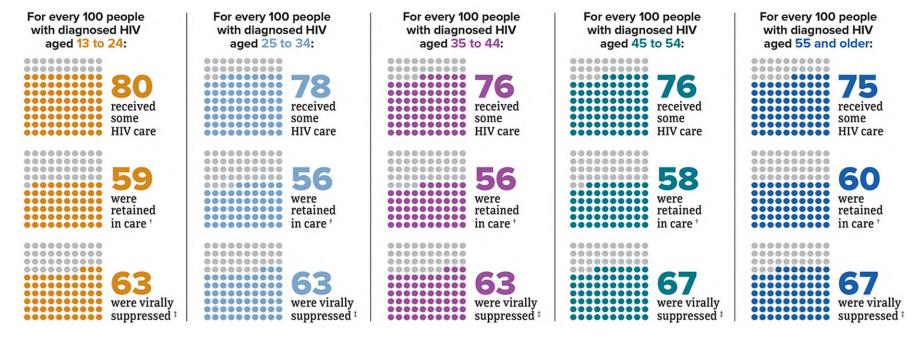
Begin treatment as soon as possible

Keep people in care and on treatment

Target for impact

People with HIV who take HIV medicine as prescribed and get and keep an undetectable viral load (or stay virally suppressed) have effectively no risk of transmitting HIV to their HIV-negative sexual partners.

PEOPLE WITH DIAGNOSED HIV IN 44 STATES AND THE DISTRICT OF COLUMBIA BY AGE, 2019*



For comparison, for every 100 people overall with diagnosed HIV,

76 received some care, 58 were retained in care, and 66 were virally suppressed.

^{*} Data not available for children aged 12 and under.

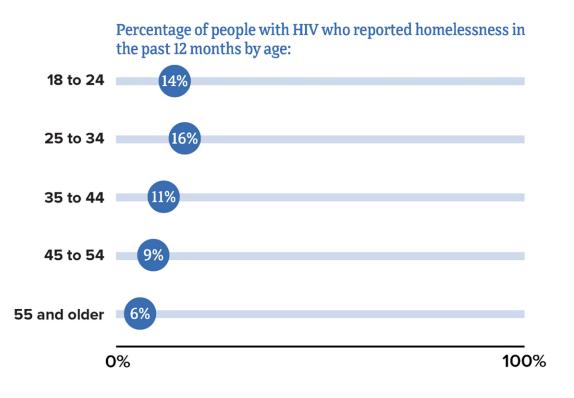
[†] Had 2 viral load or CD4 tests at least 3 months apart in a year.

[‡] Based on most recent viral load test.

HOMELESSNESS AMONG PEOPLE WITH DIAGNOSED HIV IN THE US BY AGE, 2019

Homelessness prevents people from getting the HIV care and treatment they need.





HIV PREVENTION CHALLENGES AMONG YOUTH

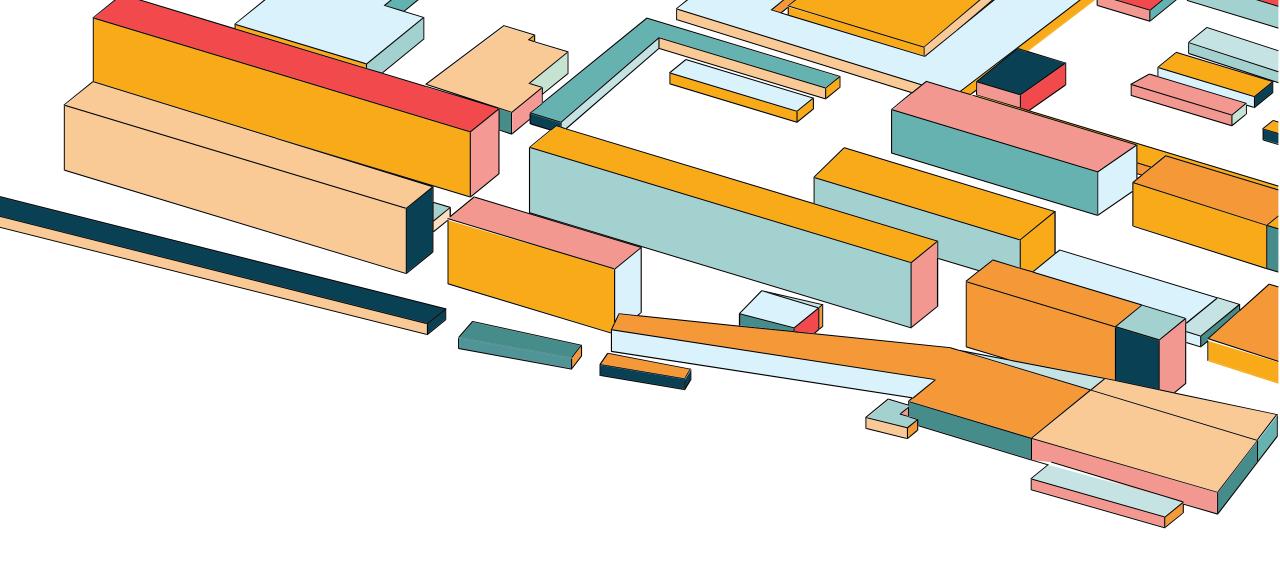
Stigma, homelessness, and limited access to HIV prevention education negatively affect the health and well-being of young people and may prevent them from seeking HIV prevention or treatment services.

Homelessness disproportionately affects LGBTQ+ youth

Additional HIV prevention challenges among youth include

- Inadequate sex education
- Low rates of condom and PrEP use
- High rates of other STDs

Addressing these issues and encouraging safe and supportive environments at home and in school can help improve health outcomes for young people.



AVAILABLE RESOURCES



LET'S STOP HIV TOGETHER CAMPAIGN







Together Content Areas

- Stigma/Inclusive Care
- Testing
- Prevention
- Treatment and Care















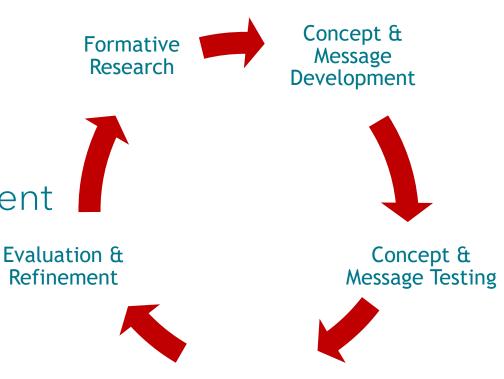


Community

Clinicians

SYSTEMATIC APPROACH TO HEALTH COMMUNICATION

- Formative research
 - Advisory work group
 - Literature review
 - Environmental scans
 - Engagement of intended audiences
- Concept and message development
 - Theory-driven
 - Segmented audiences
- Concept and message testing
- Implementation
 - Effective channels
- Evaluation and refinement



Implementation



PRIORITY AUDIENCES

- Gay, bisexual, and other men who have sex with men (collectively referred to as MSM). Especially Black/African American, Hispanic/Latino, and American Indian/Alaska Native men.
- Black/African American cisgender women
- Transgender women of all races/ethnicities
- Youth (18-24)
- People who inject drugs





LET'S STOP HIV TOGETHER **COMMUNITY RESOURCES**

CAMPAIGN STORY







Together Community Resources





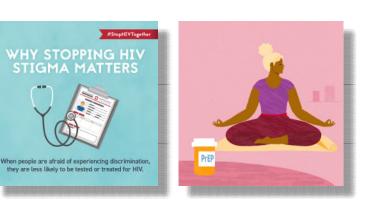




Posters

WHY STOPPING HIV STIGMA MATTERS

they are less likely to be tested or treated for HIV.



Videos



Web banners



Brochures



Social media assets



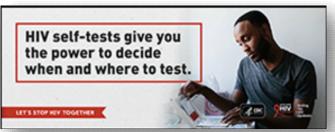
Palm cards

Radio

Out of home

TOGETHER FOR YOUNG ADULTS

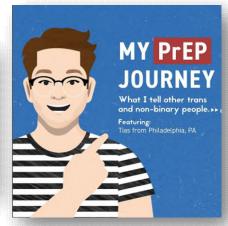
Testing



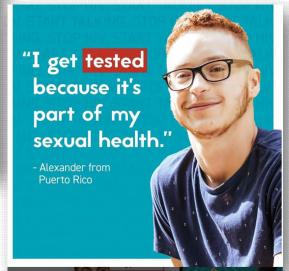


Prevention











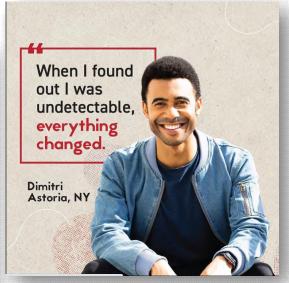




TOGETHER FOR YOUNG ADULTS

Treatment













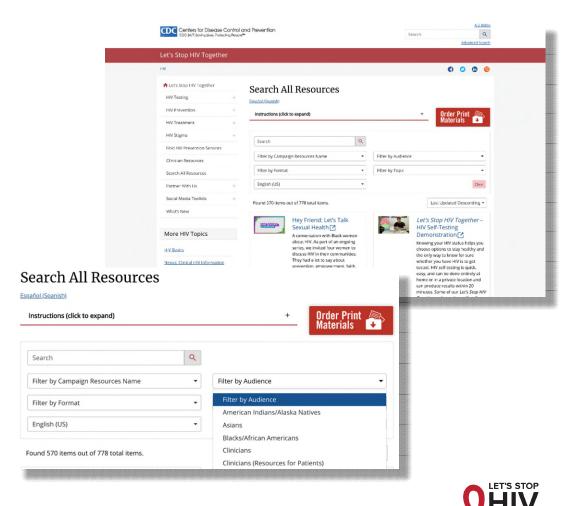


Free Digital & Print Together Resources

- Dynamic sort capability to search based on
 - Campaign Resources Name
 - Format
 - Language (English & Spanish)
 - Audience
 - Topic
- Formats for digital and print

- Banner
- Brochure
- Fact sheet
- Flyer
- Graphic

- Palm card
- Pledge card
- Poster
- Video



www.cdc.gov/stophivtogether

LET'S STOP HIV TOGETHER **CLINICIAN RESOURCES**

Together Clinician Resources







Brochures







Palm cards



Web banners

HIV Nexus: A Clinical Resource



- HIV Nexus is a one-stop source of practical and credible information to help clinicians
 - Stay abreast of the latest HIV recommendations and research.
 - Diagnose and treat patients as early as possible.
 - Prevent new HIV transmissions.
- Nexus contains up-to-date resources for communicating with patients about HIV prevention, screening, and treatment.
- For more information, visit <u>https://www.cdc.gov/HIVNexus</u>

LET'S STOP

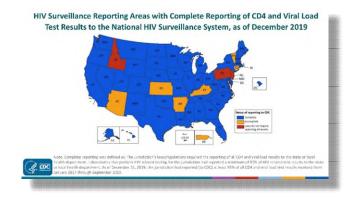
SOCIAL MEDIA TOOLKITS

- We have digital and social media toolkits ready for both clinicians and the public.
- They are pre-prepared with graphics optimized for social media use, and with text that fits in the character limits by site.
- For the clinician side we have social media and other digital assets such as pre-drafted email blasts, infographics and more.
- HIV Awareness Day specific toolkits as well

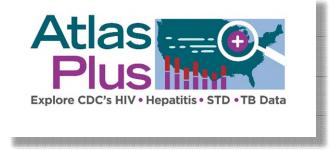




CDC HIV DATA RESOURCES



Slide sets



AtlasPlus



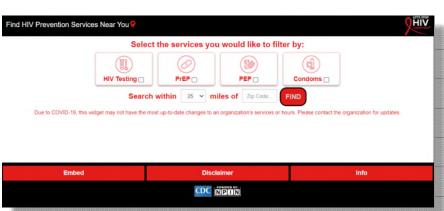
Content syndication

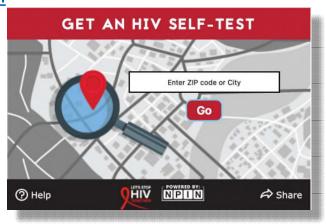
HIV SERVICE LOCATORS

 Location-based search tool that allows you to search for testing, PrEP, condoms, HIV care and treatment, mental health, substance misuse, housing assistance, and family planning services near your current location.

• https://www.cdc.gov/hiv/library/hiv-service-locators.html

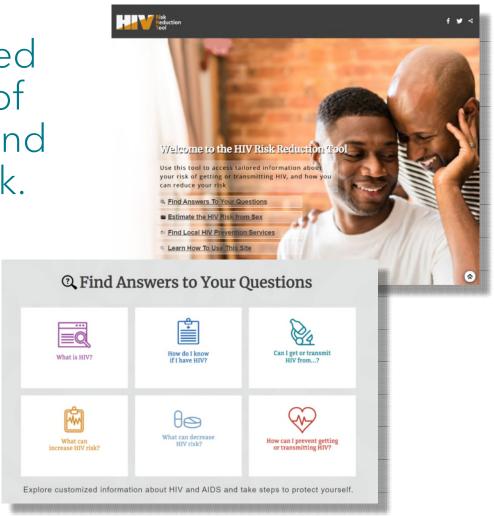






HIV RISK REDUCTION TOOL

- Use this tool to access tailored information about your risk of getting or transmitting HIV and how you can reduce your risk.
 - https://hivrisk.cdc.gov



INFO SHEETS

- HIV 101
- PEP 101
- PrEP 101
- Safer sex 101
- HIV Testing 101
- Living with HIV 101
- HIV Treatment Prevents Sexu Transmission
- HIV & Injecting Drugs
- How to Clean Your Syringes





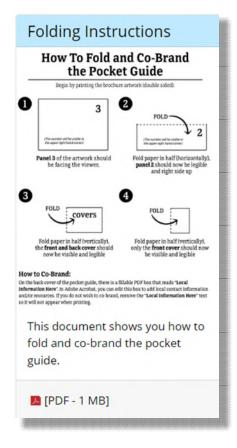








POCKET GUIDES





Treatment as Prevention

HIV Tests

How To Clean Syringes

How To

Clean Your

Syringes

This pocket guide shows you how

to clean a syringe correctly.

PDF - 145 KB)





Facebook: @cdcHIV



Twitter: @CDC_HIV



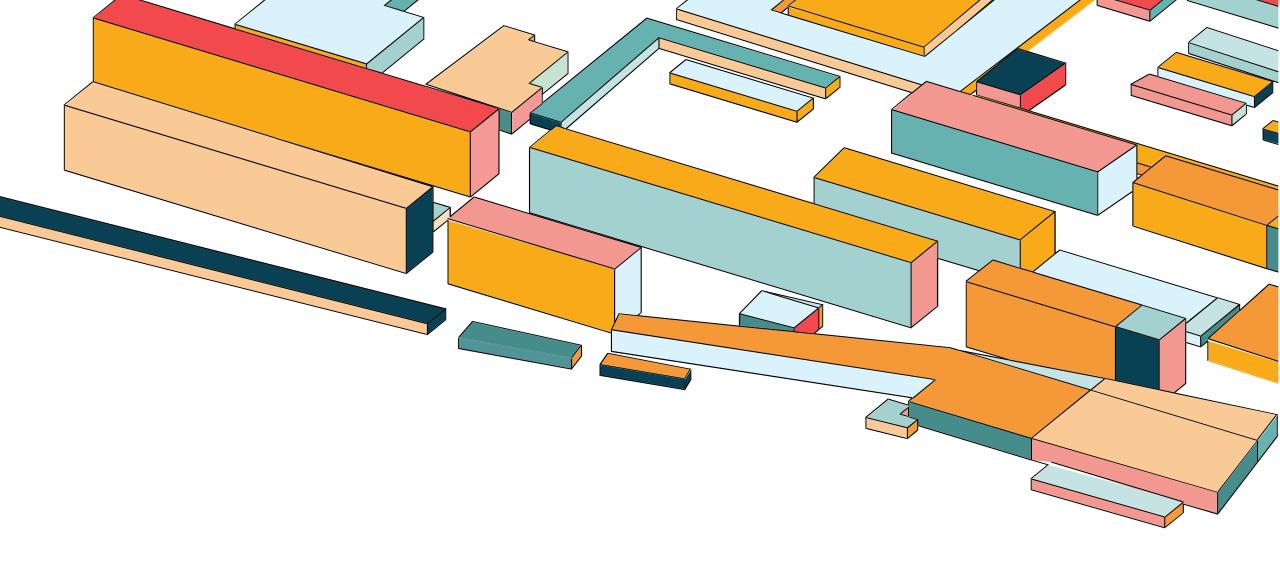
Instagram: @stopHIVtogether



Email us at: StopHIVTogether@cdc.gov

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



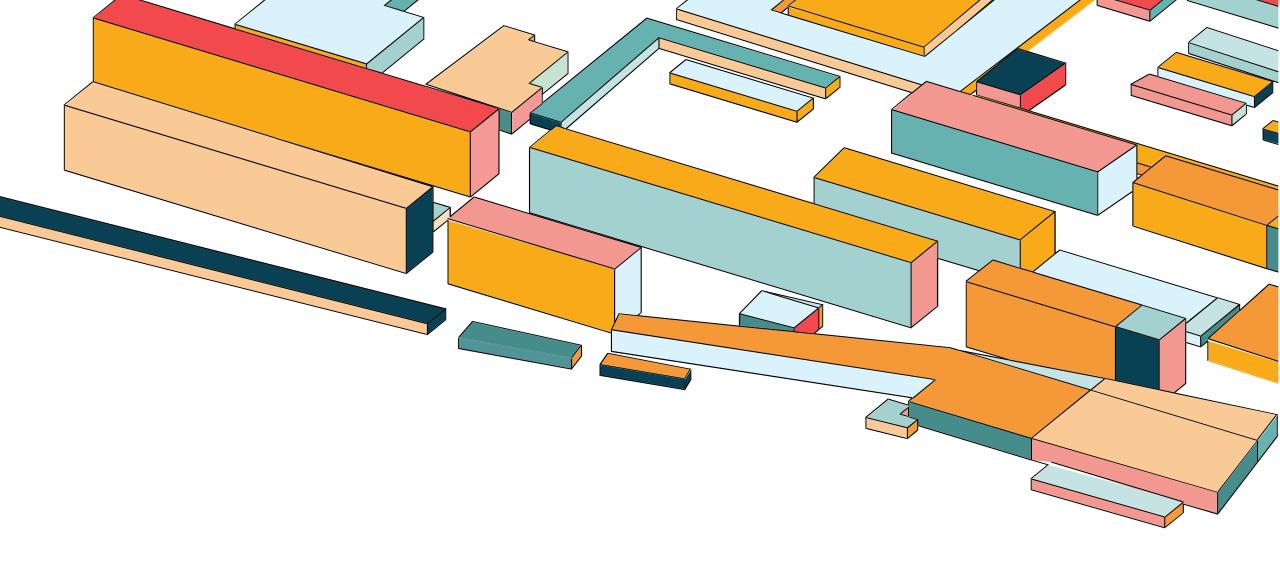


APPLICATION TO HOMELESS SERVICE PROVIDER

COC AND YHDP

- Healthcare and housing have a symbiotic relationship
 - Case Management
 - Strong Partnerships
 - On-Site Client Support
- Integrate HIV resources as part of service package
 - Training
 - Education
 - Support Groups
- Include service providers who specialize in HIV prevention and care in your coordinated community plan
 - Medical Providers
 - Mental Health

• Substance Use



APPLICATION TO PUBLIC HOUSING AUTHORITIES

FYI AND FUP

Foster Youth to Independence (FYI) initiative and Family Unification Program (FUP)

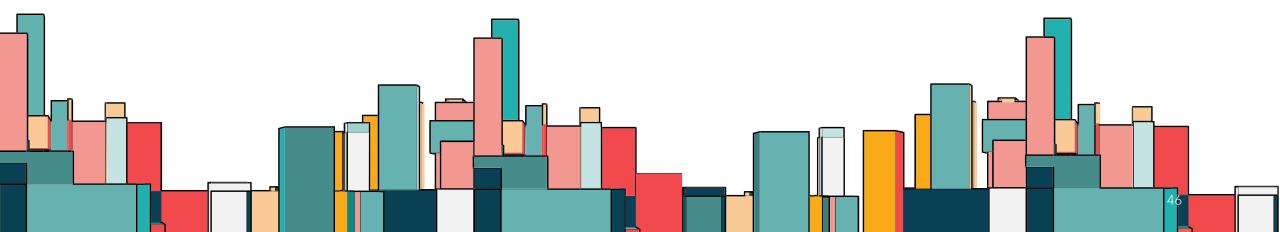
- Provides Housing Choice Voucher (HCV) assistance to youth who have left foster care or will leave foster care within 90 days and who are homeless or at risk of becoming homeless.
- Administered by Public Housing Agencies (PHAs) in partnership with Public Child Welfare Agencies (PCWAs).
- Youth enter the program between ages 18-24.

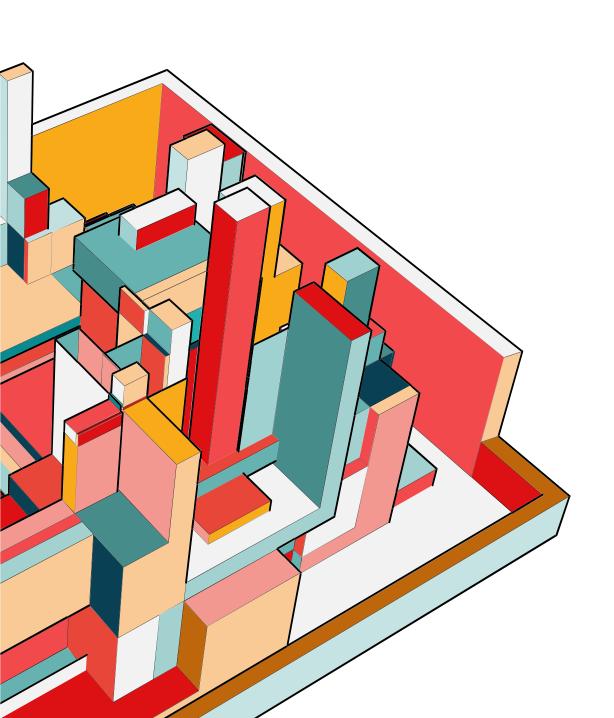


FYI AND FUP

Connecting FYI/FUP Youth with HIV Service Providers for Prevention and Care

- A PHA's partnering PCWA must provide or secure supportive services for FYI/FUP youth that include information on accessing health care.
- FYI/FUP youth may be offered supportive services beyond the services required under the FYI/FUP programs.
- Service providers may be included as part of the partnership agreement between the PHA and PCWA or the PCWA may have a separate partnership agreement with service providers to provide FYI/FUP youth with HIV prevention and care.



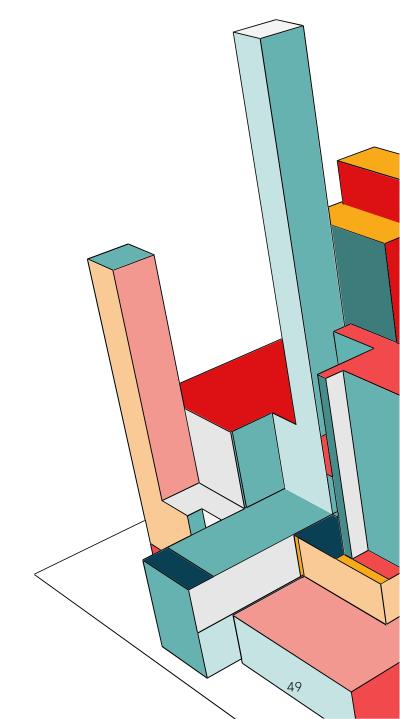






RESOURCES

- https://www.hud.gov/program_offices/public_indian_housi ng/programs/hcv/fyi
- https://www.hud.gov/program_offices/public_indian_housi ng/programs/hcv/family
- https://www.hudexchange.info/trainings/fyi-initiative-webinar-series/
- https://www.hudexchange.info/programs/yhdp/
- www.cdc.gov/stophivtogether
- https://hivrisk.cdc.gov
- https://www.cdc.gov/hiv/library/hiv-service-locators.html
- https://www.cdc.gov/HIVNexus



RESOURCES SHARED IN CHAT BOX

- Ja'Mel's Story https://youtu.be/sy56L5QeMT0
- https://www.cdc.gov/stophivtogether/partnerships/social-media-toolkit.html
- YRBS trend survey.
 https://www.cdc.gov/healthyyouth/data/yrbs/pdf/YRBSDataSummaryTrendsReport2019-508.pdf
- Link to the Harm Reduction TA Center where there are many resources about how to connect to SSP (Syringe Services Programs) https://harmreductionhelp.cdc.gov/s
- https://www.hudexchange.info/news/methods-for-integrating-a-hopwa-program-and-a-coordinated-entry-system-a-resource-of-case-studies-now-available/
- https://www.hudexchange.info/housing-and-homeless-assistance/
- https://www.hudexchange.info/news/fair-housing-month-hiv-housing-discrimination-poster-available/



RESOURCES SHARED IN CHAT BOX CONT.

- https://www.hudexchange.info/housing-and-homeless-assistance/
- https://www.hudexchange.info/news/fair-housing-month-hiv-housing-discrimination-poster-available/
- https://www.hud.gov/program_offices/fair_housing_equal_opp/online-complaint
- https://www.hudexchange.info/news/fair-housing-month-hiv-housing-discrimination-poster-available/
- <u>Https://www.hud.gov/program_offices/fair_housing_equal_opp/online-complaint</u>
- https://www.cdc.gov/hiv/clinicians/index.html
- For those interested in HIV case management. Link to the upcoming National Conference on Social Work and HIV: https://paswha.org/