

Heightened National Response to the HIV/AIDS Crisis among African Americans

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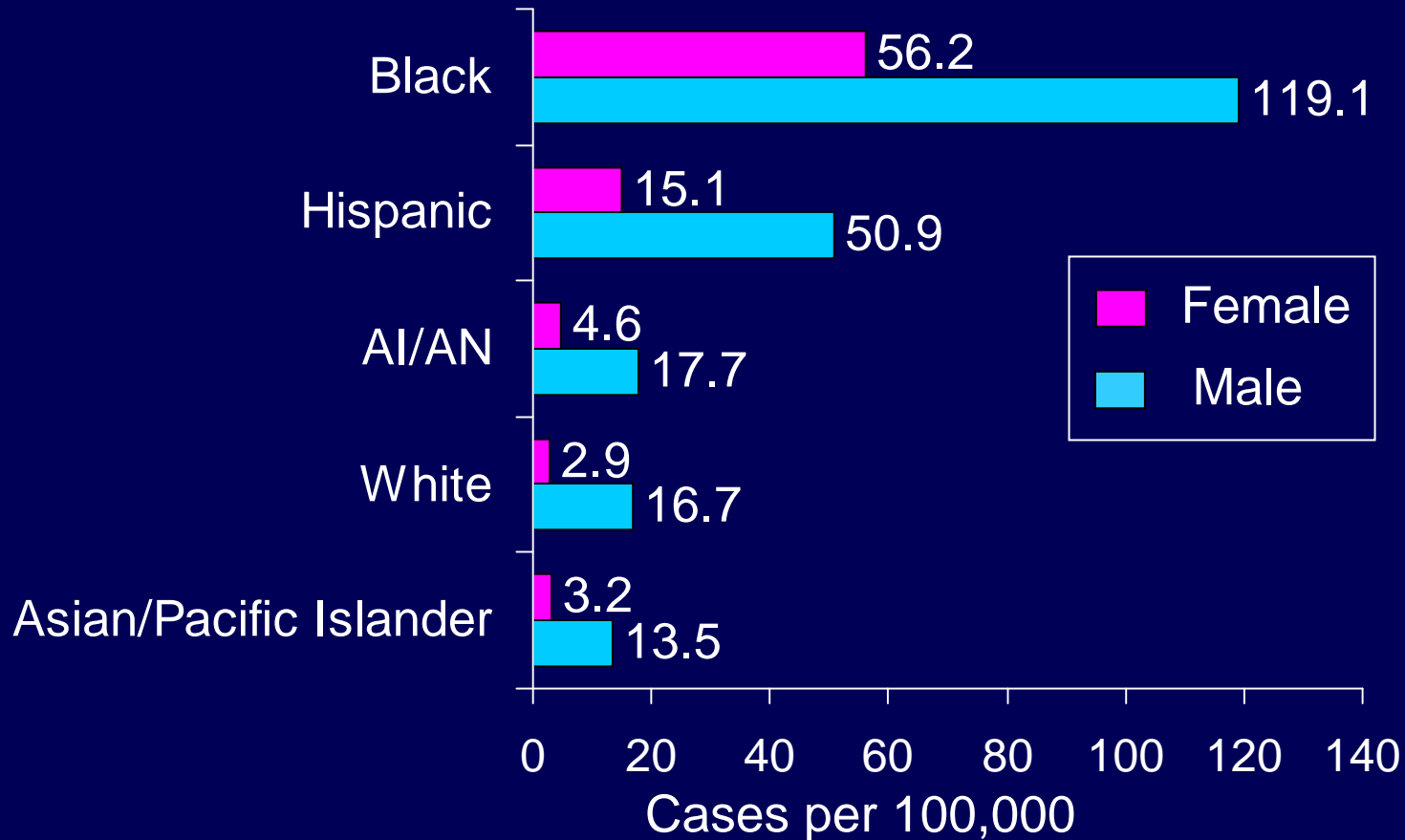
African Americans are Disproportionately Affected by the Epidemic

- African Americans account for about **13%** of population
- But accounted for **nearly half** of all new HIV diagnoses (**49%**) in 2006 (data from 33 states)
- Black gay and bisexual men and black women bear the greatest burden





Rates of Estimated HIV/AIDS Cases – Adults and Adolescents, 2006



Note. Data from 33 states with confidential name-based HIV infection reporting since at least 1999. Data have been adjusted for reporting delays.





Epidemic: Why the Disparity?

- Factors that can influence risk
 - Socioeconomic factors (poverty, incarceration, drug use, lack of access to care)
 - Misperception of personal risk
- High rates of STDs
- Stigma





CDC's Response to HIV/AIDS in African American Community





Mobilizing a Broader Community Response

- Partnership meeting held at CDC March 8, 2007
- Brought together >75 leaders to mobilize response to HIV/AIDS in the African American community





Heightened National Response

1. Expanding the reach of prevention services
2. Increasing opportunities for diagnosing and treating HIV
3. Developing new, effective prevention interventions
4. Mobilizing broader community action





Expanding Prevention

- CDC: Helping communities implement effective programs
 - Women
 - Youth
 - Black MSM
 - Increase implementation of interventions
 - Improve targeting and evaluation
- Bishop Jakes & Potter's House (Texas):
 - Training HIV educators in Dallas
 - HIV education at "For Men Only" conference



Increasing HIV Testing

- CDC: launched HIV Testing Initiative
 - \$35 million to health departments in 23 jurisdictions to increase HIV testing for populations disproportionately affected by HIV—primarily African Americans unaware of their HIV status
 - \$10 million to support training, capacity building, social marketing, program evaluation, and technical assistance
- HIV tests available mainly in clinical settings – EDs, CHCs, STD clinics, and correctional health facilities
- 100 Black Men of America: Planning testing activities to reach 10,000 nationwide





Campaign: Take Charge. Take the Test.

Single African American Women

- **Ages 18-34**
 - **Who make less than \$30,000 per year**
 - **Have some college education or less**
 - **Reside in specific areas of Philadelphia and Cleveland based on AIDS data**
 - **Are having unprotected sex with men**





Developing New Interventions

- On October 17-18, 2007, CDC (in collaboration with NIH and HRSA) held a research consultation to address intervention strategies for HIV/AIDS prevention with African Americans
- CDC research projects underway for:
 - African American women
 - Heterosexual black men
 - Black gay and bisexual men
 - Incarcerated individuals
- New research on individual level programs
- New research on social and structural factors
 - Economic empowerment
 - Stable housing





Mobilizing African American Communities to **ACT!** Against AIDS

ACT!

Awareness - Break the silence and increase **awareness** of HIV/AIDS among friends, family, and co-workers

Communication - Deliver **communication** messages in places where African Americans live, work, play, and worship

Testing - Promote **testing** that will lead to early diagnosis and treatment of HIV/AIDS



Community Efforts

- Baltimore & Houston: Citywide “ACT Against AIDS” efforts (plans for adding additional cities)
- Philadelphia & Cleveland: “Take Charge, Take the Test”
- Chicago & Detroit: Action by local business (5 more cities planned)
- National:
 - Capacity Building Assistance Providers implemented various activities and programs to mobilize African American communities by working with health, civic/social and faith organizations and communities



Sample HNR Activities



Dr. Ronald Mason

President, Jackson State University

- Led the development of a campus wide HIV/AIDS awareness and prevention agenda for JSU.
- Sent a letter to the presidents of 53 historically black colleges and universities discussing the importance of the education sector's involvement in HIV Prevention.



Sample HNR Activities



Darian “Big Tigger” Morgan *TV and radio show host*

- Hosted the Street Corner Foundation’s 6th Annual Celebrity Classic Basketball game to promote HIV/AIDS awareness
- The event featured rapid HIV testing and distribution of HNR leader outreach information to the more than 200 leaders in attendance



2008 HNR Partnership Meeting

- Partnership Meeting held May 29-30, 2008 in Atlanta, Georgia
- Goals:
 - To support and partner with leaders in African American communities who are mobilizing to sustain ACT!ON against HIV/AIDS.
 - To demonstrate CDC's sustained leadership, commitment to and progress toward preventing HIV/AIDS in African American Communities.
 - Share successes, best practices, new resources
 - Make new commitments





CDC's Priorities for HNR

- Continuing financial commitment to African American communities
 - More than half of CDC's annual HIV prevention budget (\$300 million in 2007)
- Partnering with communities to make dollars go further
- Accelerating progress in all four key areas of the Heightened National Response





Moving Forward to Further HNR Efforts

- CDC remains committed to HIV prevention community planning – Community voices are essential!!
- CDC is launching several new prevention program and capacity building announcements and a revised community planning guidance within the next 1 – 2 years.
- Newly revised CDC guidelines will be released, e.g., partner services, as well as counseling and testing in non-clinical settings.





Moving Forward

- CDC remains committed to partnering with African American communities to reduce the impact of HIV/AIDS.
- Currently undergoing an internal and external assessment of what has worked with HNR and what has not, and how we can do it better.
- Communication, communication, communication.....!!!!
- CDC remains committed to working with state/local health departments, CBOs, CBAs and CPGs to identify and explore ways in which the burden of HIV/AIDS among African American communities is reduced.
- On-going commitment to identifying and supporting culturally appropriate and relevant, evidence-based prevention interventions.





Community Planning *is not* going away and neither is HPLS!!!!

- Newly revised guidance will accompany new health department funding opportunity
- Multiple opportunities for input
- *HPLS will occur on a bi-annual basis* – alternate years from the National HIV Prevention Conference (Aug. '09). HPLS returns in 2010.
 - More accountability regarding #s of HIV/AIDS conferences/year
 - More efficient use of \$\$ in a time of constrained resources





What Can *YOU* Do?

- Be a Leader
- Ask “what if?”
- What do you have to do today to prepare for a better tomorrow?
- Embrace yourselves, embrace each other.

Remember...if *one* of us is *infected*, we are *all* affected.