

HIV/AIDS among African Americans: CDC's Strategies for a Heightened National Response

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Over the last two years, CDC has re-examined and intensified its response to the HIV/AIDS epidemic in African American communities.



Activities

- Convened cross CIO Workgroup to address HIV/AIDS among African Americans
- Conducted inventory of activities targeting African Americans
- Held national consultations on HIV/AIDS among African American MSM, The Role of Faith Communities, and the Crisis of HIV/AIDS among African Americans
- Disseminated a *Dear Colleague* Letter from CDC Director emphasizing CDC's commitment to addressing this epidemic



Additional Activities

- Developed two Fact Sheets on the Impact of HIV/AIDS in the African American Community
- Developed a Web page on the CDC Website focused on HIV/AIDS among African Americans
- November 16, 2006 Satellite Broadcast
- Launched CDC's Heightened National Response on March 8, 2007



Budget

- CDC's current budget for domestic HIV research and prevention activities is \$605 million, 49% is directed to programs for African Americans.
- U.S. HIV prevention resources have decreased for several years.
- As new funding becomes available or existing programs end, CDC is directing most of these resources to intensify efforts targeting African Americans.
 - A total of \$35.7 million in new funds were available in FY 2006 and 2007. Approximately 63%, or \$22.4 million of these funds were directed to African Americans.
 - Additional \$35 million available in FY 2007 for health departments to support HIV testing for African Americans



CDC's 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 the Reach of Prevention Services

CDC is:

Increasing investment in prevention programs serving African Americans and enhancing culturally appropriate strategies for delivering services to this population

Ask Partners to:

Build linkages with other organizations that provide related social and health services to African Americans



Increasing Opportunities for Diagnosing and Treating HIV

CDC is:

Increasing investments and expanding access to HIV testing for African Americans

Ask Partners to:

Increase access to HIV testing and treatment services by offering them or partnering with community organizations that offer them



Developing New, Effective Prevention Interventions

CDC is:

Initiating new research projects to test newly developed, community-based, or adapted interventions for African Americans at increased risk for contracting or transmitting HIV

Ask Partners to:

Involve African American community stakeholders in developing and implementing research designs that address a range of issues related to accessing HIV prevention, treatment, and care



Mobilizing Broader Community Action

CDC is:

Developing new channels for communicating about the impact of HIV/AIDS on African American families and communities, and the consequences of silence and stigma about HIV

Ask Partners to:

Break the silence and increase awareness of HIV/AIDS among friends, family, co-workers, and others within African American communities



ACT! Against AIDS

A-Awareness. Be aware of the HIV/AIDS crisis within the community. Keep yourself informed about ways to protect yourself, your family, and others.

C-Communicate with others. Tell your partner, family, friends, and co-workers. Have conversations about HIV/AIDS and its impact on all of us.

T-Test for HIV. This includes you and the ones you love – your family and friends. Everybody needs to know whether they have HIV, so they can protect their health and the lives of others.



Launch of the Heightened National Response

Meeting held March 8, 2007 at CDC headquarters with Director, Dr. Julie Gerberding to discuss

- The impact of HIV/AIDS among African Americans
- CDC's priority activities responding to HIV/AIDS among African Americans
- Examples of what African American leaders are doing
- What commitments/actions attending leaders will make in response to the HIV/AIDS crisis among African Americans



Participating African American Leaders

More than 70 African American leaders attended from various sectors including:

- Arts and Entertainment
- Business
- Civic/Social
- Education
- Faith
- Health
- Media





Highlights of Leader Commitments

Vivian Berryhill, President and Founder - National Coalition of Pastors' Spouses

- Increase distribution of HIV/AIDS: a Manual for Faith Communities and trainings in black churches
- Ask network of 2,598 clergy spouses to work through husbands to include HIV/AIDS information in bulletins, church fans, newsletters at least once per quarter

Cheryl Cooper, Executive Director - National Council of Negro Women

- Increase visibility of issue through its website and blast e-mails to its members
- Conduct a forum on HIV/AIDS at the NCNW convention

Marva Smith Battle-Bey, President - National Coalition of 100 Black Women, Inc.

- Support and lead in the mobilizing efforts to end HIV/AIDS



Plans for Mobilizing African American Leaders for a Heightened Response

CDC will be working in partnership with African American leaders to ensure completion of their initial and future commitments to use their organizations to raise awareness and increase actions to halt HIV/AIDS

- Conducting follow-up strategies to facilitate the fulfillment of pledges, including
 - Discussing how leaders will implement activities
 - Identifying points of contact
 - Inquiring about needs for assistance
 - Sharing information about HIV/AIDS
 - Developing time line for executing activities
- Linking leaders and their organizations to traditional HIV/AIDS partners (e.g., health departments, CBOs, ASOs)



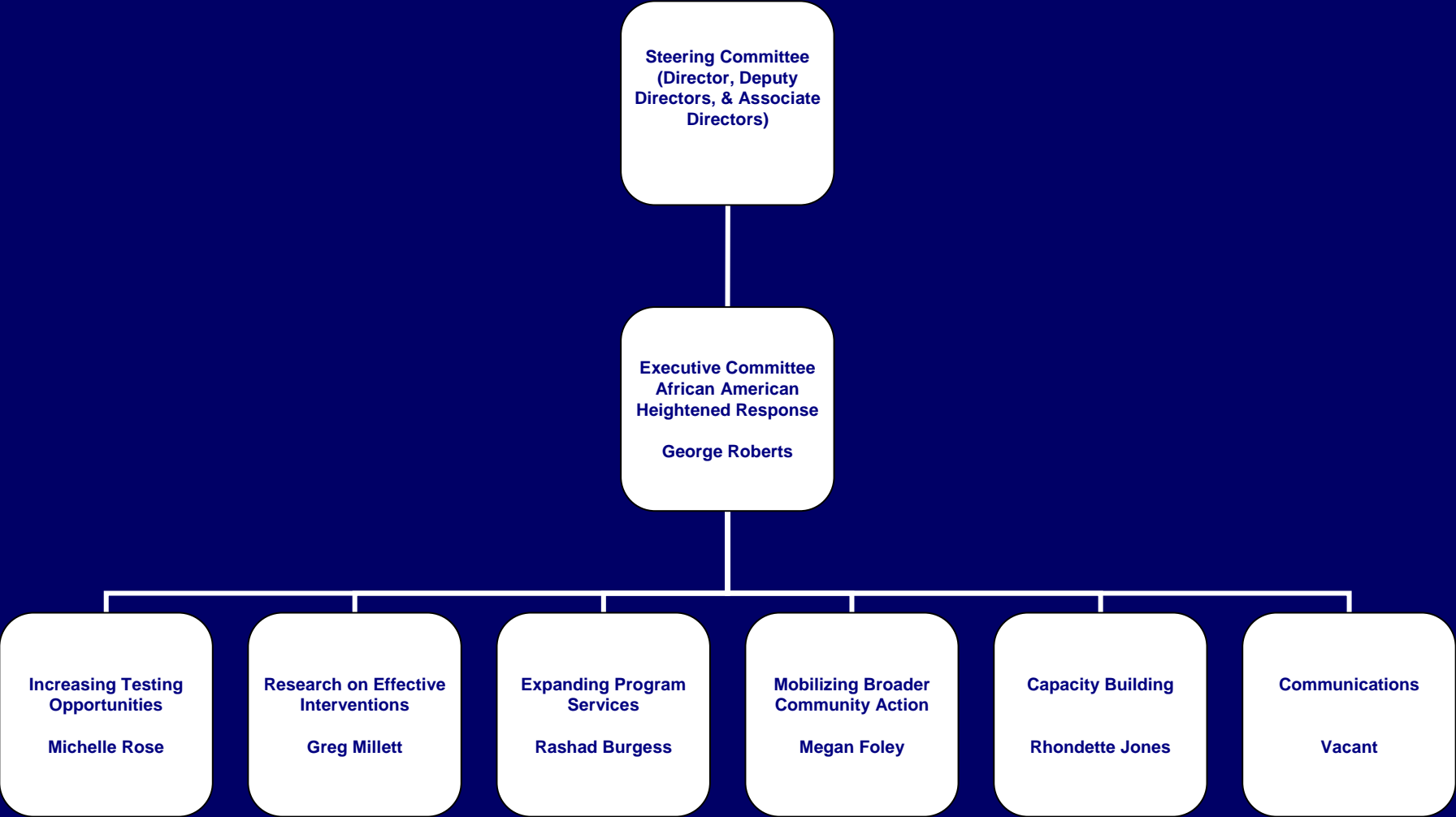
Reporting on progress made in fulfilling leadership commitments



DHAP has created an internal governing structure to ensure support and success of cross-cutting activities such as the African American Heightened Response



CDC's Heightened National Response to the HIV/AIDS Crisis among African Americans Internal Organization Chart



Steering Committee

- Comprised of Division Director, Department Directors, and Associate Directors who are responsible for deciding policy and governance to support cross-cutting priorities
- Decisions and recommendations communicated to Branch Chiefs for their consideration and response



Executive Committee

The Executive Committee includes the Chair and Work Group leaders who are responsible for:

- Prioritizing activities
- Overseeing cross-workgroup and cross-branch coordination and implementation of those activities
- Monitoring progress
- Communicating about the progress of the work groups
- Recommending policy and budget directions



Work Groups

The Work Groups are comprised of experts from DHAP and other CDC branches responsible for:

- Communicating with branches about priority strategies and intended outcomes
- Coordinating across branches the implementation of activities
- Recommending strategies to address gaps
- Developing synthesis documents and other work products that result from the branches' activities
- Assessing progress and barriers to implementation



Internal Communication

Important that everyone in the Division is aware of the heightened response priority activities

- Regular updates will keep staff informed and report on progress
 - Email
 - Website (DHAP intranet)
 - Branch meetings
 - Lecture series
 - Periodic All Hands meetings



Questions?

