



Ending the HIV Epidemic in East Baton Rouge

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HIV Epidemiological Overview: East Baton Rouge Parish (EBR)

The Initiative will target our resources to the 48 highest burden counties, Washington, D.C., San Juan, Puerto Rico, and 7 states with a substantial rural HIV burden.



Geographical Selection:

Data on burden of HIV in the US shows areas where HIV transmission occurs more frequently. More than 50% of new HIV diagnoses* occurred in only 48 counties, Washington, D.C., and San Juan, Puerto Rico. In addition, 7 states have a substantial rural burden – with over 75 cases and 10% or more of their diagnoses in rural areas.

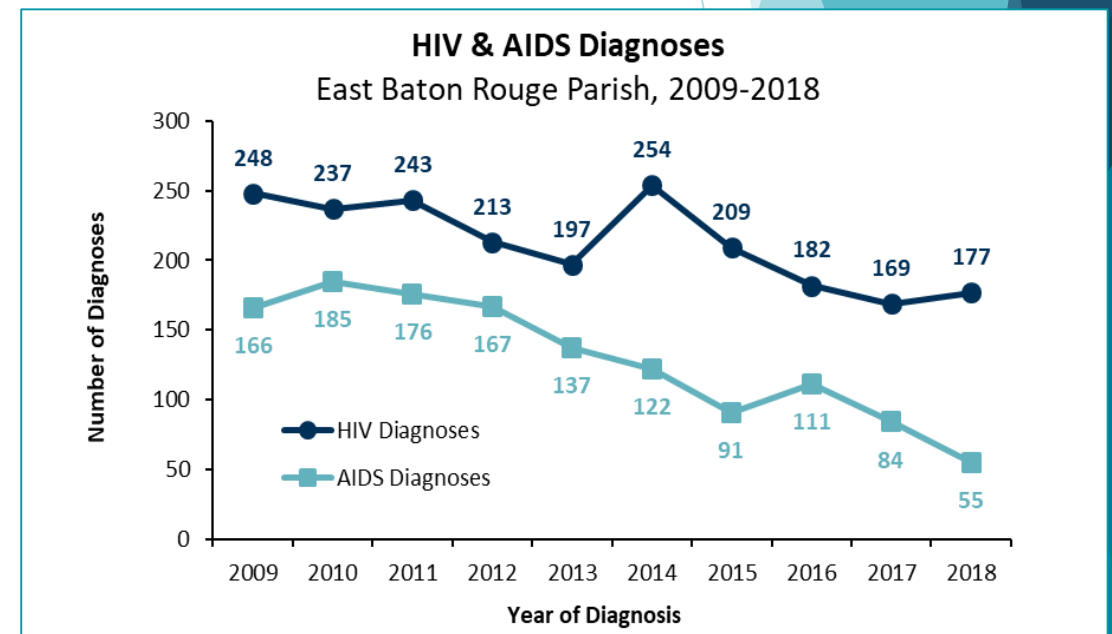
Ending
the
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Epidemic

www.HIV.gov

*2016-2017 data

HIV in East Baton Rouge Parish

- ▶ In 2018, nearly one in five persons newly diagnosed with HIV in Louisiana was from East Baton Rouge Parish (EBR).
- ▶ From 2009-2018, the number of persons newly diagnosed with HIV in EBR Parish decreased by 29%.
- ▶ From 2009-2018, the number of persons newly diagnosed with AIDS in EBR Parish decreased by 67%, reaching a 10-year low in 2018 with 55 persons diagnosed with AIDS.
- ▶ Unlike other regions of Louisiana, EBR Parish continues to have a large proportion of new HIV diagnoses among:
 - **Women.** In 2018, one in three new HIV diagnoses in EBR Parish was female.
 - **Heterosexuals.** In 2018, 52% of new HIV diagnoses in EBR Parish were among high risk heterosexuals.



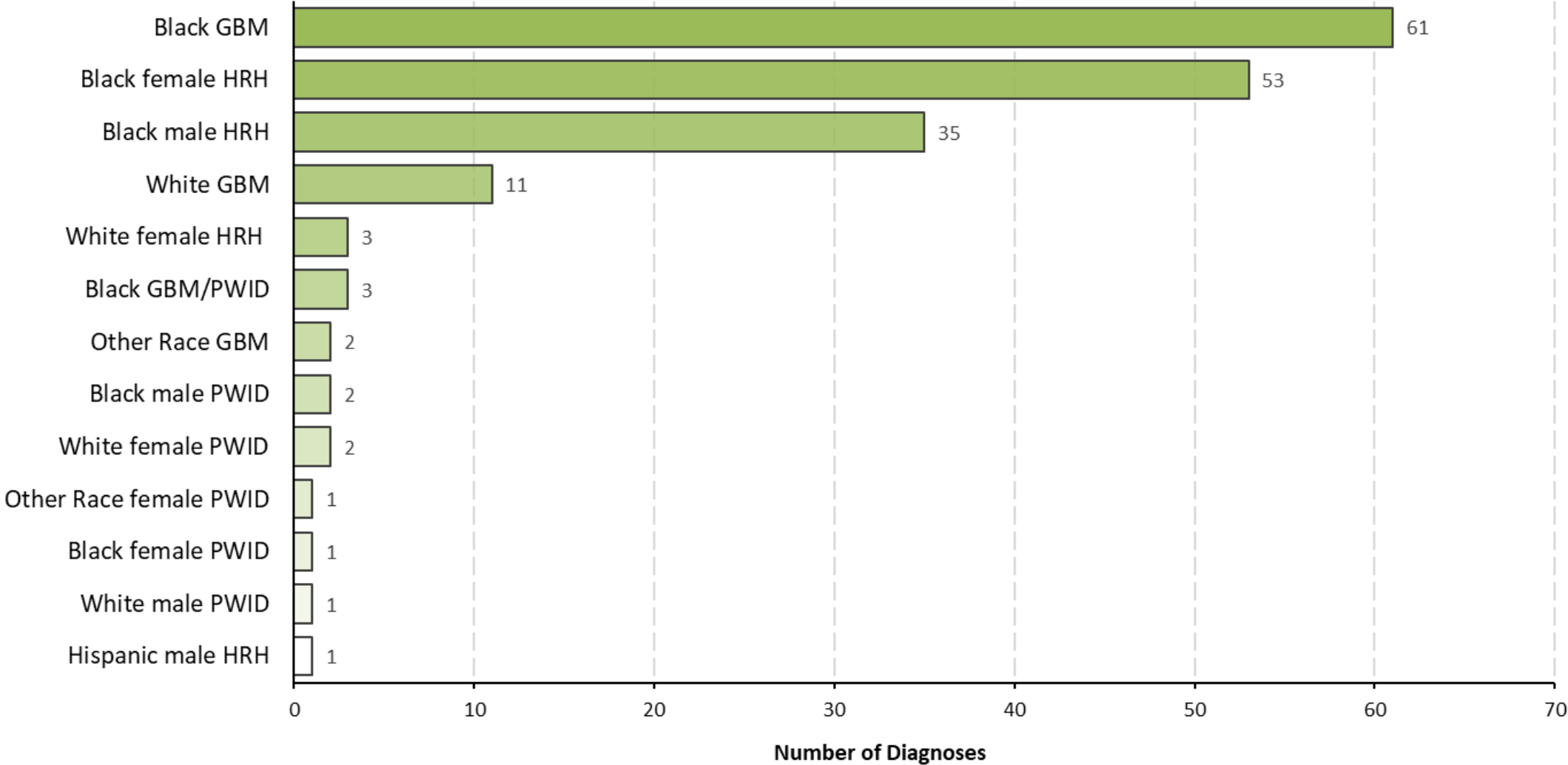
Social Determinants of Health in East Baton Rouge Parish

- ▶ In 2018, an estimated 84% of African-Americans/Blacks in EBR Parish had attained a high school diploma or higher as compared to 95% of Whites.
- ▶ An estimated 21% of African-Americans/Blacks in EBR Parish were living below the poverty level in 2018 compared to 10% of Whites.
- ▶ The estimated median household income in 2018 for African-Americans/Blacks in EBR Parish was \$37,627 compared to \$75,866 for Whites.

HIV Health Disparities in East Baton Rouge Parish

- ▶ African-Americans/Blacks are disproportionately impacted by the HIV epidemic in EBR Parish.
 - 47% of the parish population is African-Americans/Blacks, but accounted for 88% of all new HIV diagnoses in EBR Parish in 2018.
 - Black women comprised 48% of EBR Parish's female population, but accounted for 90% of HIV diagnoses among females in 2018.
- ▶ Among HIV diagnoses in 2018, in EBR Parish, 84% of persons diagnosed with HIV were Black gay, bisexual, and other men who have sex with men (GBM), Black female high risk heterosexuals (HRH), or Black male HRH.
- ▶ The number of Black persons who are newly diagnosed with HIV in EBR Parish is over nine times higher than White persons who are newly diagnosed.

HIV Diagnoses in East Baton Rouge Parish, 2018



One case of perinatal HIV transmission not included in the bar chart above.
GBM = Gay, bisexual, and other men who have sex with men; HRH = High risk heterosexual; PWID = Person who injects drugs

Overview of Program Model



East Baton Rouge Approach – Diagnose

- Expanded testing capacity at five community-based partner agencies (CBOs)
- Expanded Routine Screenings at two of the largest medical facilities emergency departments.
- Expanded Screenings at East Baton Rouge Parish Prison and Department of Corrections

East Baton Rouge Approach – Treat

- Expanded the Health Models Pay-Patient-For-Performance Incentive Program to a partner FQHC
- Employed a Rapid Start Navigator to expedite linkage to HIV medical care and treatment

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East Baton Rouge Approach – Prevent

- Expanded TelePrEP to include an additional TelePrEP Navigator
- Expanded the capacity of Capital Area Re-entry Program's Syringe Services Program

East Baton Rouge Approach – Social Marketing and HIV Workforce

- Developed a robust social marketing campaign focused on Ending the HIV Epidemic
- Employed a team of Community Health Workers to conduct engagement and recruitment activities
- Employed an Ending the HIV Epidemic (EHE) Coordinator to support EBR's EHE Task Force

CDC DSTDP Resources Awarded to LDH/OPH: E. Baton Rouge Parish

- Supporting stand-alone Sexually Transmitted Infection Clinic at a partnering FQHC: Open Health Community Clinic (OHCC)
 - Clinic launched November 11, 2019
 - HIV, Syphilis, GC/CT, HCV, PrEP/PEP, and Metabolic Panel for PrEP Patients
 - 686 persons have received services
 - 145 infections were treated
 - Patients can access additional health care services as needed in main clinic

Early Successes

- ▶ Over 3400 individuals tested for HIV and have identified 62 PLWH
- ▶ 180 clients enrolled in the Health Models Program and among this group, 88% are virally suppressed
- ▶ 17 referrals made to the Rapid Start Program; eight clients enrolled into rapid navigation and five of the eight are currently virally suppressed
- ▶ Tele-PrEP: Increased referrals, outreach and clinical services
- ▶ The Syringe Services Program is currently serving over 690 members in both rural and suburban EBR Parish
- ▶ The Community Health Workers have screened over 175 individuals for HIV and engaged six PLWH; contacted over 2300 individuals and had over 400 encounters
- ▶ Enriched relationship with the City of Baton Rouge and the Mayor's Office

Early Successes

THE ADVOCATE

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72°

To tackle Baton Rouge's HIV epidemic, state hires 'boots on the ground' from communities hardest hit

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BY BLAKE PATERSON | STAFF WRITER DEC 24, 2019 - 11:00 AM 2 min to read



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Isaac Gilliard III, left, Jennifer Moore, Theodore Davis IV, Sheryl Johnson and Kerry Auzenne are the new community health workers working on the HIV/AIDS epidemic in Baton Rouge. They are based in the East Baton Rouge Health Unit on North 12th Street.

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Areas of Barriers/Opportunity

- ▶ Data reporting requirements
- ▶ Multiple meetings and site visits
- ▶ Navigating through a state bureaucratic system
 - Amendment of existing contracts

Areas of Barriers/Opportunity

- ▶ Data reporting requirements
- ▶ Strengthened accountability
- ▶ Meeting and site visit schedules
- ▶ Increased communication, coordination, and engagement with community, funders, and other key stakeholders
- ▶ Navigating through a state bureaucratic system
 - Amendment of existing contracts

“Disruptive Innovations”: Lessons to Offer

- ▶ Establish Personnel Contracts
- ▶ Involve Community at the Beginning
 - Build relationships/trust with Community Partners
- ▶ Value Transparency/Engagement
 - Conduct EHE monthly meetings
 - Participate in HHS and CDC Site Visits
- ▶ Hire, train, and retain the right people in the right positions

What's Next?

- ▶ Apply for funding CDC-RFA-PS20-2010
- ▶ Continue current EHE activities with approval of carry over funds

Acknowledgements

- ▶ LDH OPH STD/HIV/Hepatitis Program Team
- ▶ City of Baton Rouge Team
- ▶ Community Partners
 - Persons Living with HIV
 - Community-Based Organizations
 - Clinical Providers

