



# Overview of Public Health Strategies and Behavioral Risk Reduction Interventions

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# Diagnose





# HIV Testing with Personalized Cognitive Counseling (PCC)

- **PCC is:**
  - individual-level
  - single session counseling
- **To reduce unprotected anal sex among MSM**
- **Focuses on the person's self-justifications for unprotected anal sex during a recent episode (of unprotected anal sex)**
- **Always used in combination with HIV testing and counseling**
- **A typical PCC session lasts 30 to 50 minutes**



# HIV Testing with PCC

- **PCC is conducted on repeat HIV testers who:**
  - Previously tested for HIV
  - Told they were HIV-negative
  - Had unprotected anal sex since last test:
    - Condomless
    - Without consistent PrEP use
    - Partner of unknown HIV status and not known whether virally suppressed or not



# Treat





# Linkage to Care and/or Re-engagement in Care



**Applicants may select to implement ARTAS or they may select to implement a linkage and re-engagement strategy that the CBO has developed.**





# ARTAS - Antiretroviral Treatment and Access to Services Intervention



- **Individual-level intervention to link individuals with recently diagnosed HIV to medical care**
- **Encourages clients to use personal strengths for linkage purposes**
- **Consists of up to five client sessions conducted over 90 days or until the client links to medical care\***

\*Please note that the national HIV prevention goal is to link persons to medical care within 30 days of HIV diagnosis. In the original ARTAS study, the mean number of sessions required for linkage to care was two sessions.



# Recruiting Clients for ARTAS

- **Potential strategies include:**
  - Using available testing programs
  - Collaborating with local health department
  - Peer recruitment and social network strategies



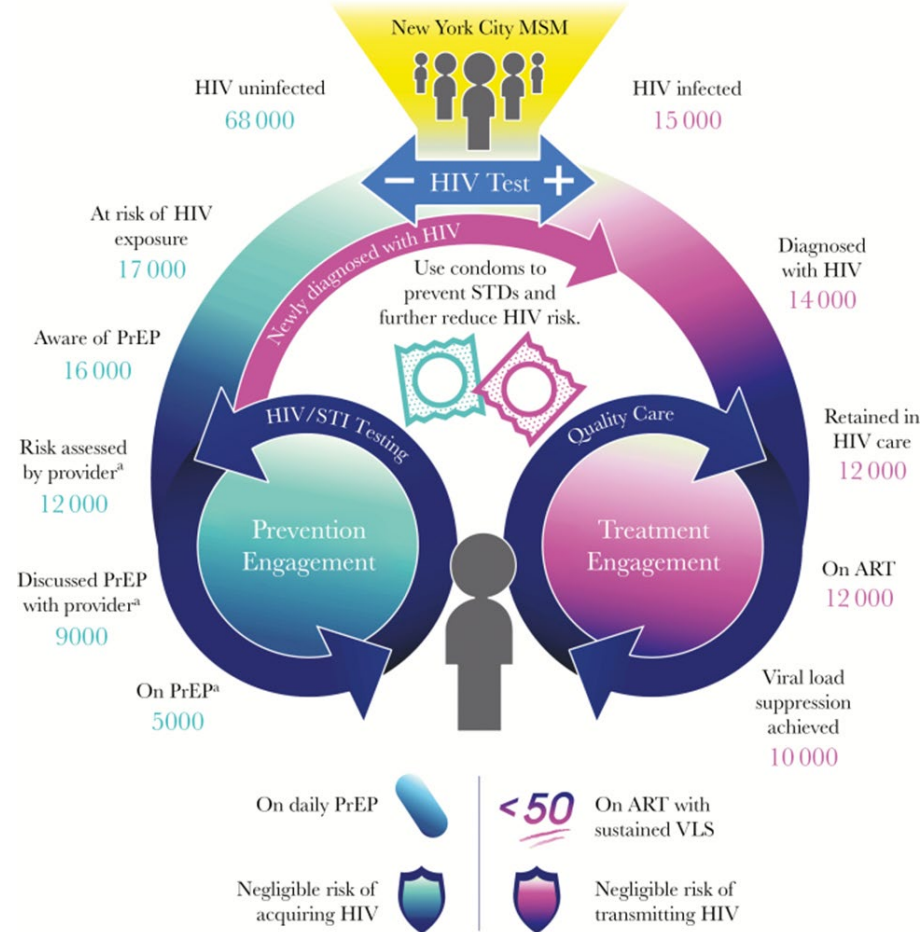


# HIV Navigation Services (HNS)

*Helping persons obtain medical or social services given their preferences about providers, insurance status, scheduling issues, and other factors that may complicate access to or utilization of services.*



# Status Neutral



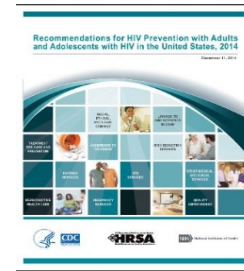
People at risk of HIV exposure **taking daily PrEP** and people with HIV **with sustained viral load suppression** have negligible risk of acquiring or transmitting HIV.

# HIV Navigation Services (HNS)

- Assist patients with HIV to:
  - make use of resources
  - develop effective communication with providers
  - sustain HIV care over time
  - navigate the complexities of multidisciplinary treatment



# Examples of HNS activities



- Build trust
- Use motivational interviewing
- Participate in case conferences to determine courses of action with clients
- Educate the client about treatment services, including benefits of early ART
- Reinforce patients as they access health care
- Provide appointment reminders
- Use directories of services to link patients to services
- Address language barriers



# HNS Across the HIV Continuum

*Address knowledge gaps about barriers to care*

*Support the client to remain in or re-engage in care*

*Elicit and understand patient's questions and concerns about treatment*

*Create individualized adherence plan and provide support*





# STEPS to Care Toolkit

- **Online toolkit to support agencies with three strategies to improve engagement in HIV care:**
  - Patient Navigation
  - Care Team Coordination
  - HIV Self-Management

# STEPS to Care - Types of Tools

- **Protocols, Templates, and Forms:**
  - Staffing
  - Assessments
  - Care planning
  - Scheduling & tracking
  - Supervision
  - Quality assurance
  - Adherence



# Interventions that may be delivered by your clinical medicine partner

- **Stay Connected (found on CDC TRAIN as Stay Connected for Your Health)**
- **Partnership for Health – Medication Adherence**



# Stay Connected (found on CDC TRAIN as Stay Connected for Your Health)

- **Clinic-based intervention components:**
  - Messages delivered through brochures and posters in the clinic and examination room
  - Medical provider and other clinic staff verbally encourage clients to attend all clinic appointments and offer praise when clients successfully attend medical appointments.
  - Stay Connected also increased ART adherence
  - Clinic staff must agree to implement the intervention

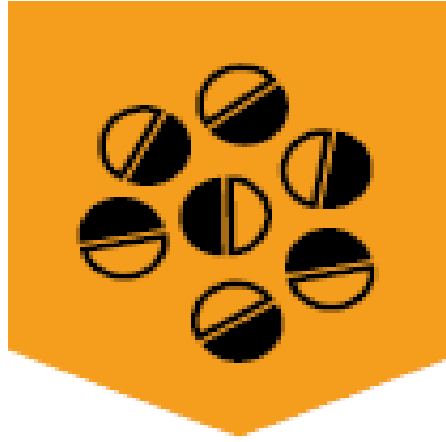
# Partnership for Health: Medication Adherence

- **Clinic-based intervention components:**
  - Messages delivered through brochures and posters in the clinic and examination room
  - Medical provider discusses ART adherence briefly with patient at every visit

# Partnership for Health: Medication Adherence

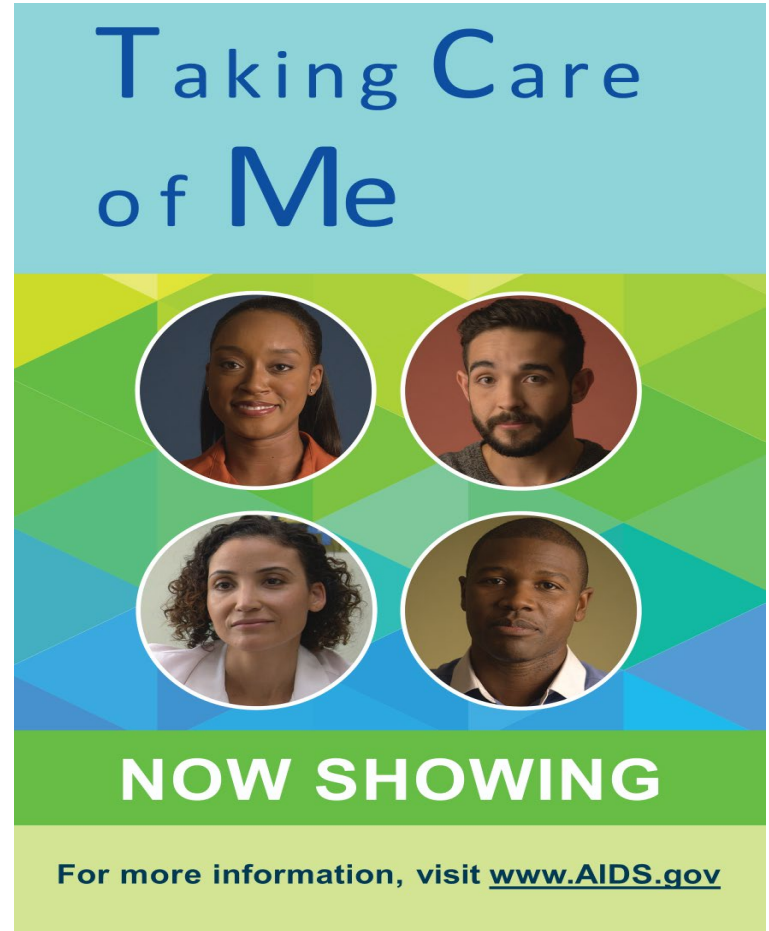
- **Provision of medication information**
- **Problem solving and identifying supportive people**
- **Cues/reminders when to take medication**
- **Implementing organizations should have an associated clinic**
- **Clinic staff must agree to implement the intervention**

# Prevent: Prevention with Positives



# Taking Care of Me

A video-based, waiting room, behavioral intervention.



The graphic features a light blue top section with the title 'Taking Care of Me' in a large, dark blue font. Below this is a central area with a colorful geometric pattern of green and blue triangles. Four circular portraits of diverse individuals (two women and two men) are arranged in a 2x2 grid. The bottom section is a solid green band with the text 'NOW SHOWING' in white, and a light green footer with the text 'For more information, visit [www.AIDS.gov](http://www.AIDS.gov)' in dark blue.

Taking Care  
of Me

NOW SHOWING

For more information, visit [www.AIDS.gov](http://www.AIDS.gov)

**It doesn't matter how long you've had the virus.  
The sooner you start HIV medication, the better.**



For more information, visit [www.AIDS.gov](http://www.AIDS.gov)

Taking Care  
of Me

**Coming in regularly for care, helps prevent problems or catches them early.**



For more information, visit [www.AIDS.gov](http://www.AIDS.gov)

Taking Care  
of Me

**The key to staying healthy is taking your meds  
every day. Same time. Same place.**



For more information, visit [www.AIDS.gov](http://www.AIDS.gov)

Taking Care  
of Me



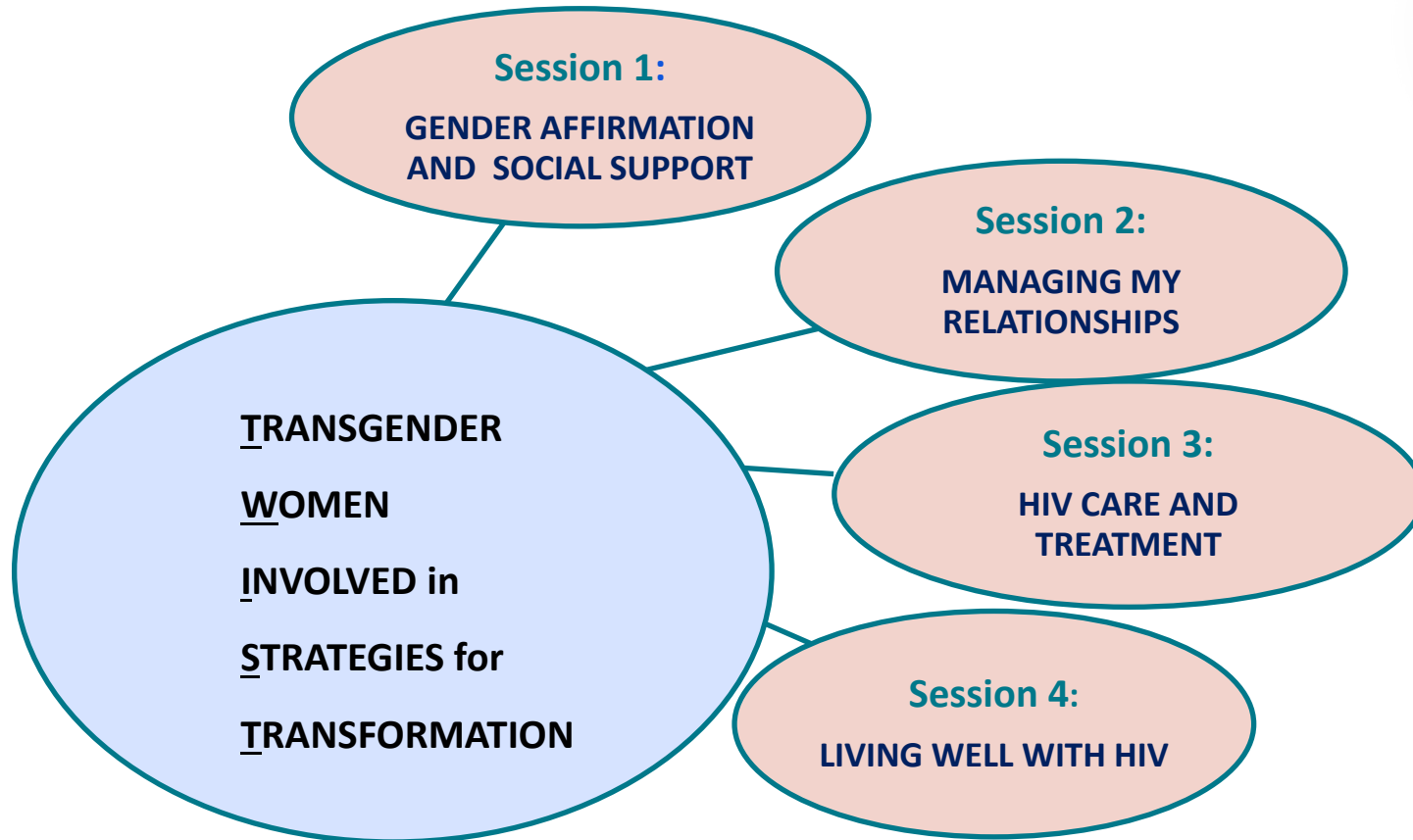


Transgender  
Women  
Involvement in  
Strategies for  
Transformation





# Components of TWIST





# Purpose of TWIST



To reduce HIV transmission risk behaviors among transgender women living with HIV by increasing HIV knowledge, practicing safer sex behaviors, and reducing stress.



# TWIST Focus



- **A peer-led, group-level intervention for transgender women with HIV**
- **Designed to be implemented in a community-based setting**
- **Includes strategies and skill building activities that transgender women with HIV can use to empower themselves to remain healthy and linked to care**
- **Can be adapted for different populations of transgender women with HIV**



# PROMISE for HIP



- **A community-level intervention**
- **Promotes HIV prevention through:**
  - Community mobilization
  - Role model stories which may be distributed via paper copies or electronically via social media
  - Distribution of other risk reduction supplies, such as condoms and water-based lubricants

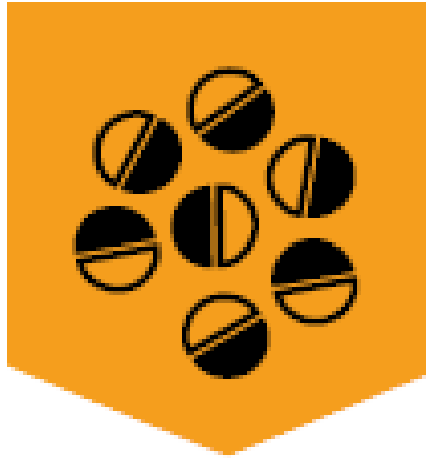


# PROMISE for HIP



- **Role model stories for HIV-positive persons may promote:**
  - Linkage to care
  - Retention and re-engagement in care
  - ART adherence
  - Safer sex practices
  - Enrolling in health insurance
  - Use of essential support services

# Prevent: Prevention with Negatives





# PROMISE for HIP



- **Role model stories for HIV-negative persons may promote:**
  - HIV testing
  - PrEP and PEP
  - Safer sex practices
  - Enrolling in health insurance
  - Use of essential support services





# d-UP

DEFEND YOURSELF!





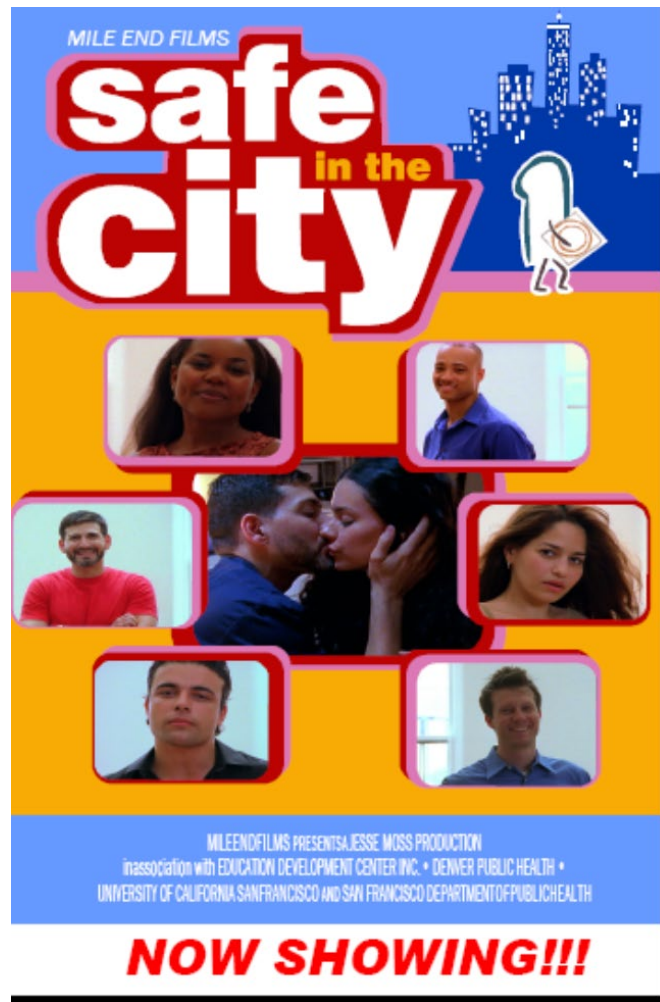
# d-UP: DEFEND YOURSELF!

When implementing d-UP! for high-risk HIV-negative YMSM of color a key message diffused by the popular opinion leaders is the use of PrEP as well as the use of condoms.



# What Is the Intervention?

- 23-minute waiting-room video
- 2 cartoon animations
  - Condom variety and selection
  - Instructions for use



# Three Story Lines



MILEEND FILMS  
**safe**  
in the  
**city**

"When I use condoms  
I feel safer.."



**safe**  
in the  
**city**

"Carrying a condom  
is not enough...don't  
forget to use"



MILE END FILMS  
**safe**  
in the  
**city**

"So you decided you  
like using condoms?"

"I decided I like"

# Sin Buscar Excusas/No Excuses Intervention

- An intervention for Latino MSM in both English and Spanish
- A 40 minute small group discussion following viewing of a 20 minute video (4-8 clients)
- Encourages condom use, HIV testing, PrEP, and linkage to care



# Sin Buscar Excusas/ No Excuses

## Viewing of culturally specific videos:

- Quickly transmits necessary information
- Models attitudes and behaviors regarding sexual safety
- Provides HIV prevention, health education and health promotion messaging within culturally-relevant and appropriate context





# Condom Distribution Programs (CDPs) as a Structural Level Intervention



- Condom Distribution Programs (CDPs) have been proven to increase condom use, prevent HIV/STDs, and save money
- CDPs change the environment so that there is increased availability, accessibility, and acceptability of condom use
- Components for effective implementation of CDPs are:
  - Community assessment
  - Implementation plan
  - Condom promotion
  - Condom economics
  - Partnership and collaboration



# PrEP Medication Adherence Strategies

- **Provision of medication information**
- **Problem solving and identifying supportive people**
- **Cues/reminders when to take medication- which may include phone calls, text and e-mail messages, and apps**
- **Implementing organizations should have an associated PrEP provider**



# Safe Space

- **The agency must provide a safe space on-site or off-site and may include a virtual safe space for recruitment, marketing, and reinforcement of prevention and treatment messages.**
- **The safe space may be used to address 2 social determinants of health that have been identified by the target community. These may include: educational opportunity, employment training, food security, housing, physical safety from violence and social exclusion.**

# Intervention Training Resources

- **Online distance learning available on CDC TRAIN (<https://www.train.org/cdctrain/home>) for many of the interventions**
- **Participants will need to join the “HIV Capacity Building Assistance Learning Group” in order to see a list of courses**

# HIV Prevention Delivery during COVID-19

- Interventions and public health strategies may be delivered via telemedicine. MS TEAMS, ZOOM and SKYPE may be used for delivering individual and group level interventions. Please follow CDC guidelines around Covid-19 prevention when delivering services.
- This includes social distancing and use of masks for any face-to-face prevention activities.

# Disclaimer

The findings and conclusions in this presentation are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

# Questions?

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

