

**The Brown Bag Lunch webinar will begin shortly. Please call into the conference line using**

**Dial In Number: 1-857-232-0300**

**Access Code: 3922402**

*You can mute and unmute your line by pressing \*6.  
**Please mute your lines.***

# This Training Is A Collaborative Effort of:



**FHI 360  
The Black AIDS Institute  
The HIV Prevention Trials Network**

# Ice Breaker

*We will start today's training with a brief ice breaker.*

*Please share your responses to the polls.*

*After a couple of minutes, we will open the floor for brief comments about the responses.*

*You can press \*6 to unmute your line.*

# Learning Objectives

- Learn strategies for increasing the involvement of traditional Black institutions and other Black leaders in increasing HIV prevention, treatment, and advocacy
- Explore methods of increasing cultural-competence through programs that encourage people living with HIV/AIDS to engage in care and treatment
- Identify economic, social, and cultural issues that may hinder leaders in Black communities from working to increase HIV education, testing, and treatment
- Understand best practices of increasing HIV-literacy in Black communities

# Presenter: Georgette King, MPA

**About Georgette King:** Ms. King has served as HPTN's Senior Community Engagement Officer for the past four years. In that role she has developed relationships with national and regional organizations with the goal of facilitating access to information about HPTN's research and encouraging the dissemination of that information within the communities served by those organizations. Through that process diverse community members are educated about the importance of HIV prevention research, its influence on policy and program development, and the ways that community members can become involved in HIV prevention research design and implementation. Ms. King is also the administrator for HPTN's Facebook/HIVptn and Twitter/HIVptn pages.





# Confronting Barriers to Black Leadership in HIV/AIDS Education and Advocacy

GEORGETTE M. KING, MPA  
FOR  
THE HIV PREVENTION TRIALS NETWORK (HPTN)  
JUNE 5, 2013



# Overview

- Why Higher HIV Rates Among US Black Populations?
  - How Might Myths and Misconceptions Impact Leadership Involvement?
- Engaging Key Institutions
  - Diversity Matters
  - Think Networking
- Include a Clear ‘Ask’ and Provide ‘Value Addeds’

# HIV/AIDS Among US Black Populations

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- Blacks 14% of the U.S. population, but 44% of all infections to date and 52% of new infections
  - New Black HIV infections, 69% men, 31% women
- >500,000 Black Americans estimated living with HIV; >116,000 HIV+ but unaware
- Black women 15 times more likely to be living with HIV than white women
- New infections among Black gay and bisexual men increased by 48% from 2006-2009

# Early Thoughts About Higher Rates

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- False Beliefs - Greater proportion of Black people are behaving badly
  - Higher drug use = higher risky behavior
  - Self loathing = self destructiveness
  - Ignorance of basis sex ed info
- Efforts focused on small group behavior change programs
  - DEBIs and other interventions developed

## Leadership Focus on ‘Innocent Victims’

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- Perinatally infected babies, youth and teens
- Hemophiliacs and others infected by tainted blood donations
- Women and others infected by people who allegedly concealed their serostatus
- Other people living with HIV face increased stigma as a result?
  - Most HIV+ people seen as engaging in reckless behavior that ‘earned’ their fate
  - Gay men perceived by some of suffering because of their ‘choice’ to be gay

# Greater Understanding Develops

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- Socioeconomic community factors result in less access to medical care
  - Housing and employment instability
  - Higher incarceration rates
  - Lower rates of private insurance
- Programs shaped to address those issues
  - Anti-HIV+ stigma ongoing, but
  - Efforts to address stigma and homophobia grow

# Surprising Research Findings

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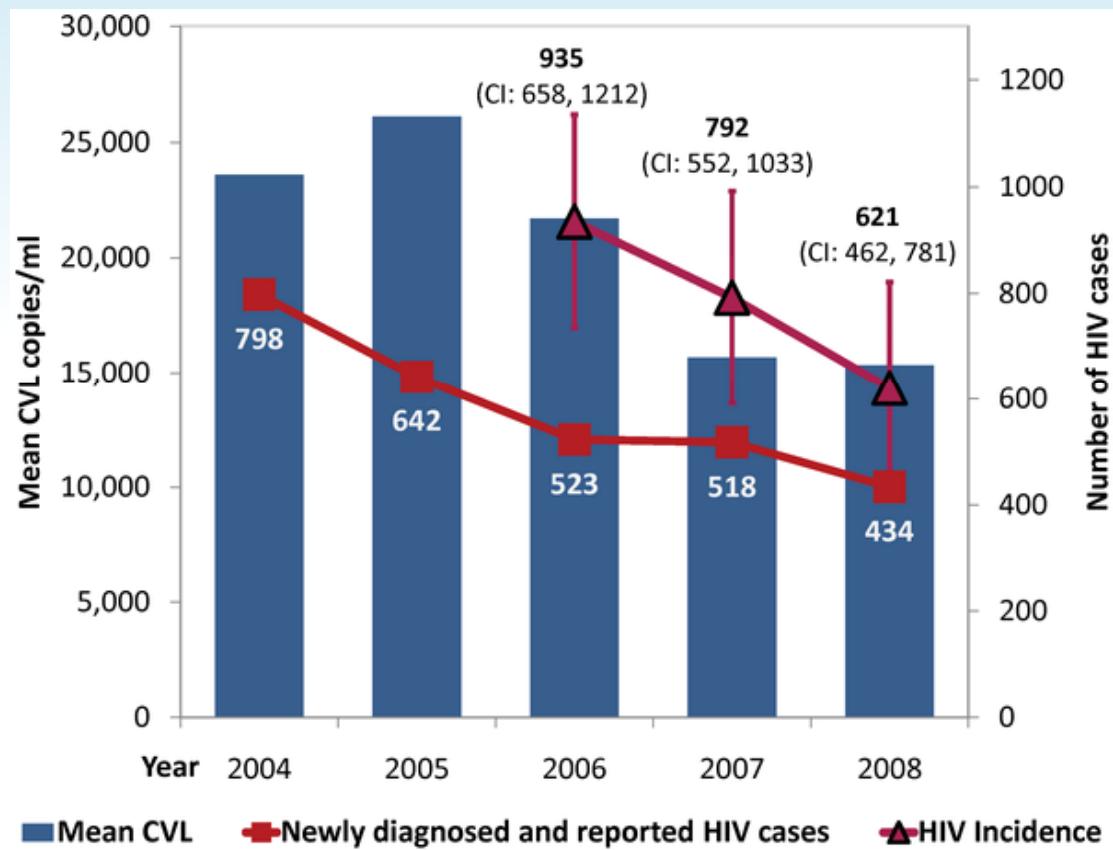
- Unexpected differences in risk behaviors between certain groups
  - Why are incidences of new cases falling among groups who report higher risk behaviors?
  - Modeling shows that individual behavior change efforts can't end epidemic, but what could?

# What's Really Happening Here?

**Decreases in community viral load are accompanied by reductions in new HIV infections in San Francisco.**

---Das et al  
PlosOne 2010

**HIV VCT 72%,  
ART uptake 90%**





Playing

SPEAKER INFO



Plenary

The US Epidemic—Disparities in HIV Disease, Care, and Outcomes

Kimberly Smith

Rush Univ Med Ctr, Chicago, IL, US

## Why Are Morbidity and Mortality Rates Higher in Blacks?

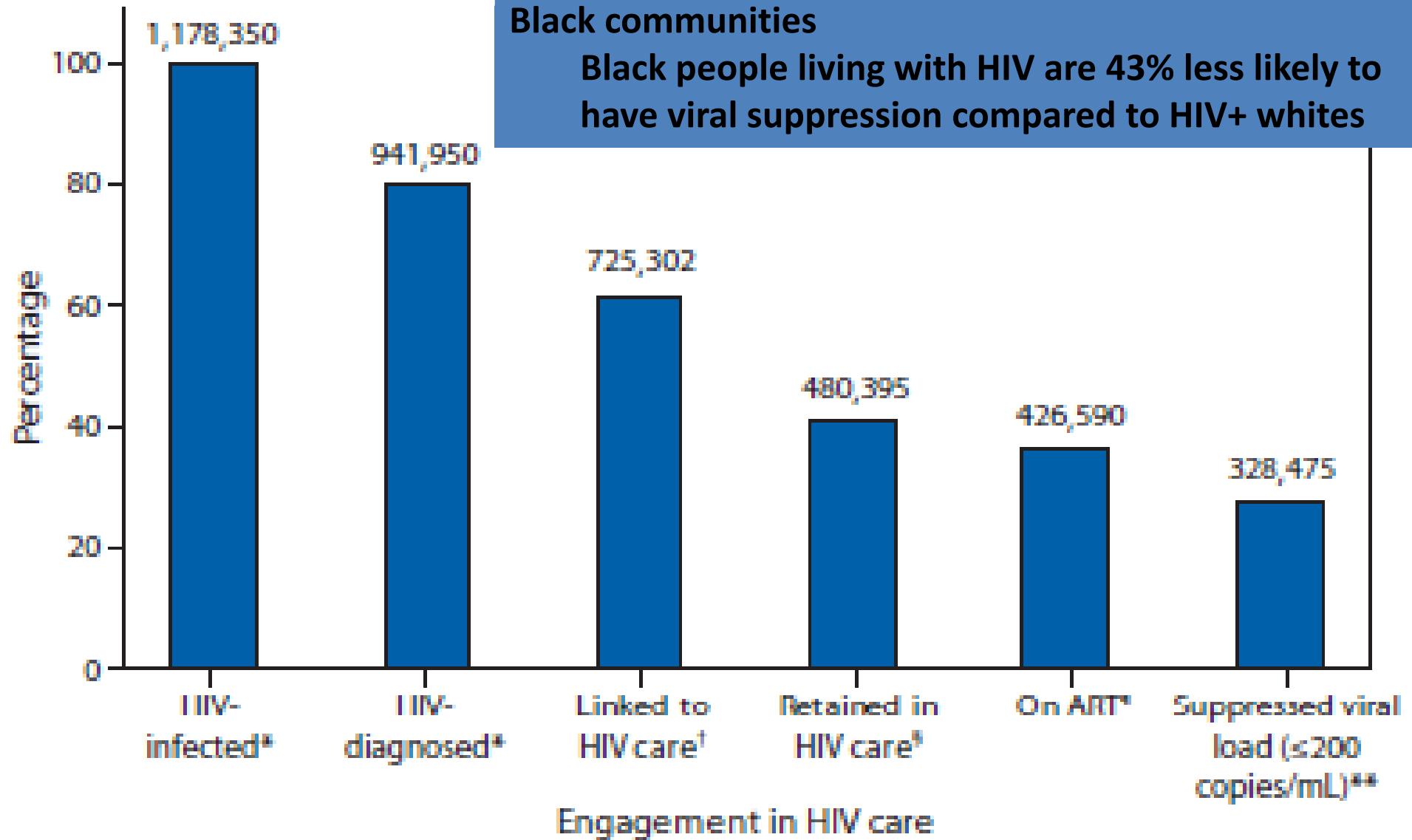
- Never in Care/Delayed Entry into care
- Late Initiation of ART/Less time on ART
- Lower Treatment Success
- Higher Co-morbid conditions
  - Renal, CVD, DM, HCV
- Poverty/Competing Priorities
- Substance Use
- Mistrust of Medical Establishment



THE US EPIDEMIC—DISPARITIES IN HIV DISEASE, CARE, AND OUTCOMES

KIMBERLY SMITH. CROI 2010 FEB 18, 2010

Late entry into care, lower viral suppression among HIV+ Blacks, shown to major driver of epidemic in Black communities



## Shifting Leadership Focus May Increase Engagement

- HIV prevention in our hard hit Black communities requires community support to:
  - Expand HIV testing
  - Increase linkage to care
  - Strengthen engagement in care
  - Celebrate adherence to ART (Viral Suppression)

# Diverse Organizations

## Diverse Networks of Constituencies

Institutions Representing the Sectors of Society	Organizational Examples
Civil Rights	NAACP, National Black Justice Coalition
Political/Governmental	National Black Caucus, Council of Black Mayors
Social/Fratalernal	Jack & Jill, Links, Black Greek Letter Orgs., Masons
Professional/Civic	100 Black Men, National Black Nurses Association
Academic/Educational	Historically Black Colleges and Universities such as Fisk, Morehouse, Howard, Hampton
Faith/Religious	Black Churches
Media, Arts & Entertainment	Radio One, National Newspaper Association

# MEMBERS OF A CIVIL RIGHTS ORGANIZATION'S REGIONAL CHAPTER

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## MAY BELONG TO MANY DIFFERENT NETWORKS – CAPITALIZE ON THOSE CONNECTIONS



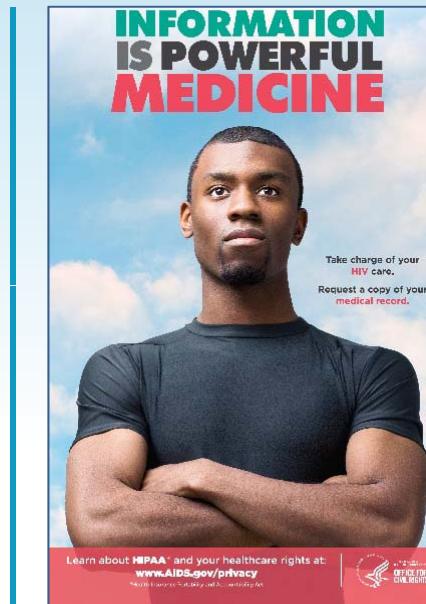
# Provide a Clear ‘Ask’ – Others Do

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- What do you want the group to do?
  - Distribute accurate HIV prevention information?
  - Host a community awareness event?
  - Organize a community program?
  - Support a helpful policy position?
- How do you want them to do it?
  - Include information in a reoccurring publication?
  - Speak with politicians or other policy makers?
- What tools or resources do they need to achieve desired objectives?
  - Identify sources of funding, training, materials

# Provide ‘Value Adds’

- How can you supplement current efforts?
  - Provide links to resources for their webpage
  - Provide text for a newsletter or other communication
  - Assist in linking speakers and provide technical assistance for a planned HIV event



## Thanks and Follow Ups...

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You may want to establish an ongoing relationship with an organization, so remember to send a thank you after the event and be on hand to follow up on questions, concerns and new engagement requests.

# Additional Information

- HPTN Website  
[www.HPTN.org](http://www.HPTN.org)
- HPTN's Social Media Pages
  - [www.facebook.com/HIVptn](http://www.facebook.com/HIVptn)
  - [www.twitter.com/HIVptn](http://www.twitter.com/HIVptn)
- Georgette King  
HPTN Senior Community  
Engagement Officer
  - [gking@fhi360.org](mailto:gking@fhi360.org)

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National Institute of Allergy  
and Infectious Diseases



National Institute  
of Mental Health



National Institutes of Health



# Discussion, Questions, and Answers

At this time, you can ask questions and share your ideas related to the presentation.

# Transforming Knowledge Into Educational and Mobilization Programming

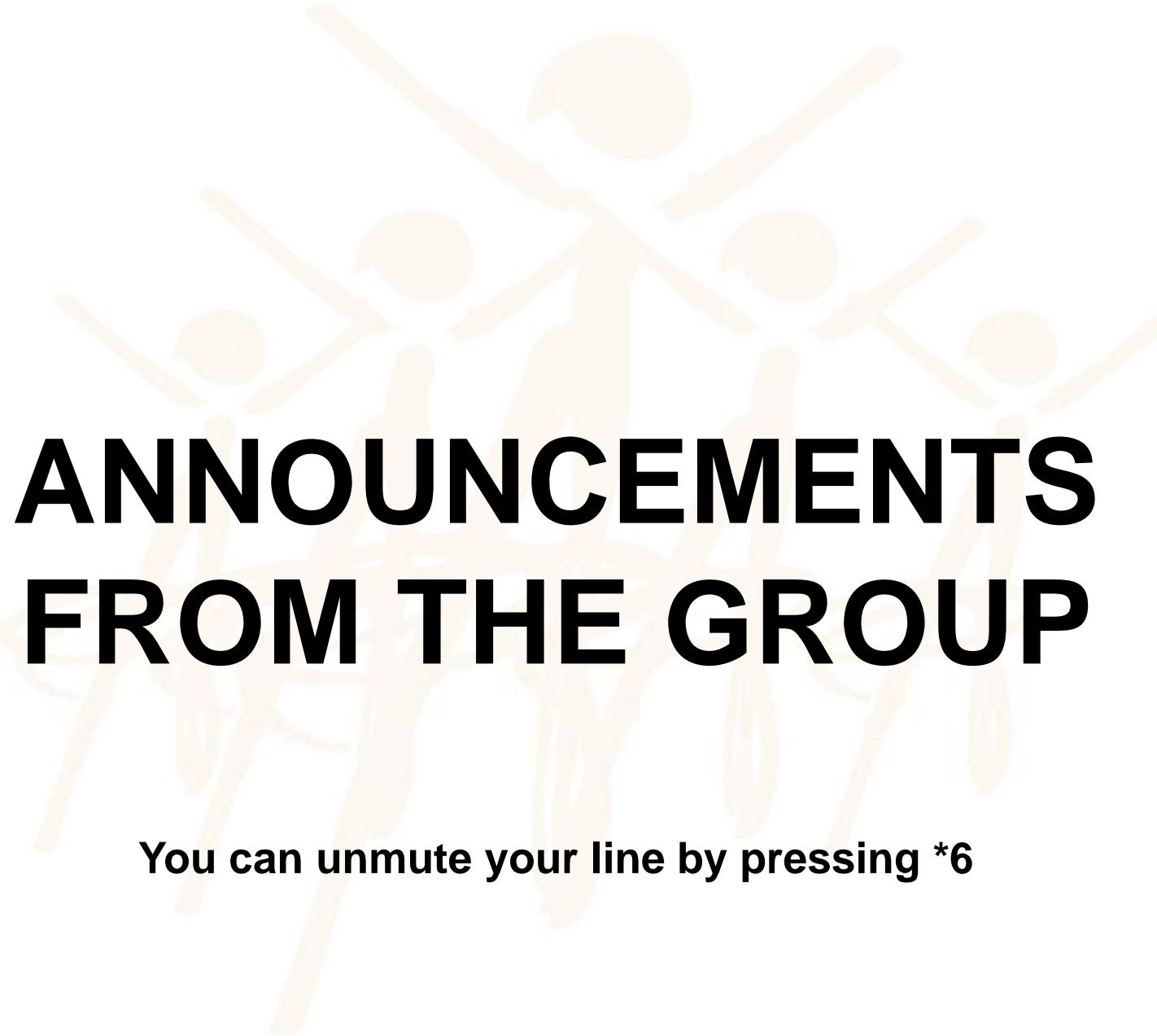
During this portion of the training, you have the opportunity to discuss ideas that can help you plan your Brown Bag Lunch.

First, we ask that you participate in two short polls to get the conversation started.

After the polls, feel free to share your ideas, questions, or concerns. You can direct your comments to your fellow Leaders, Ms. King, and/or the Black AIDS Institute staff.

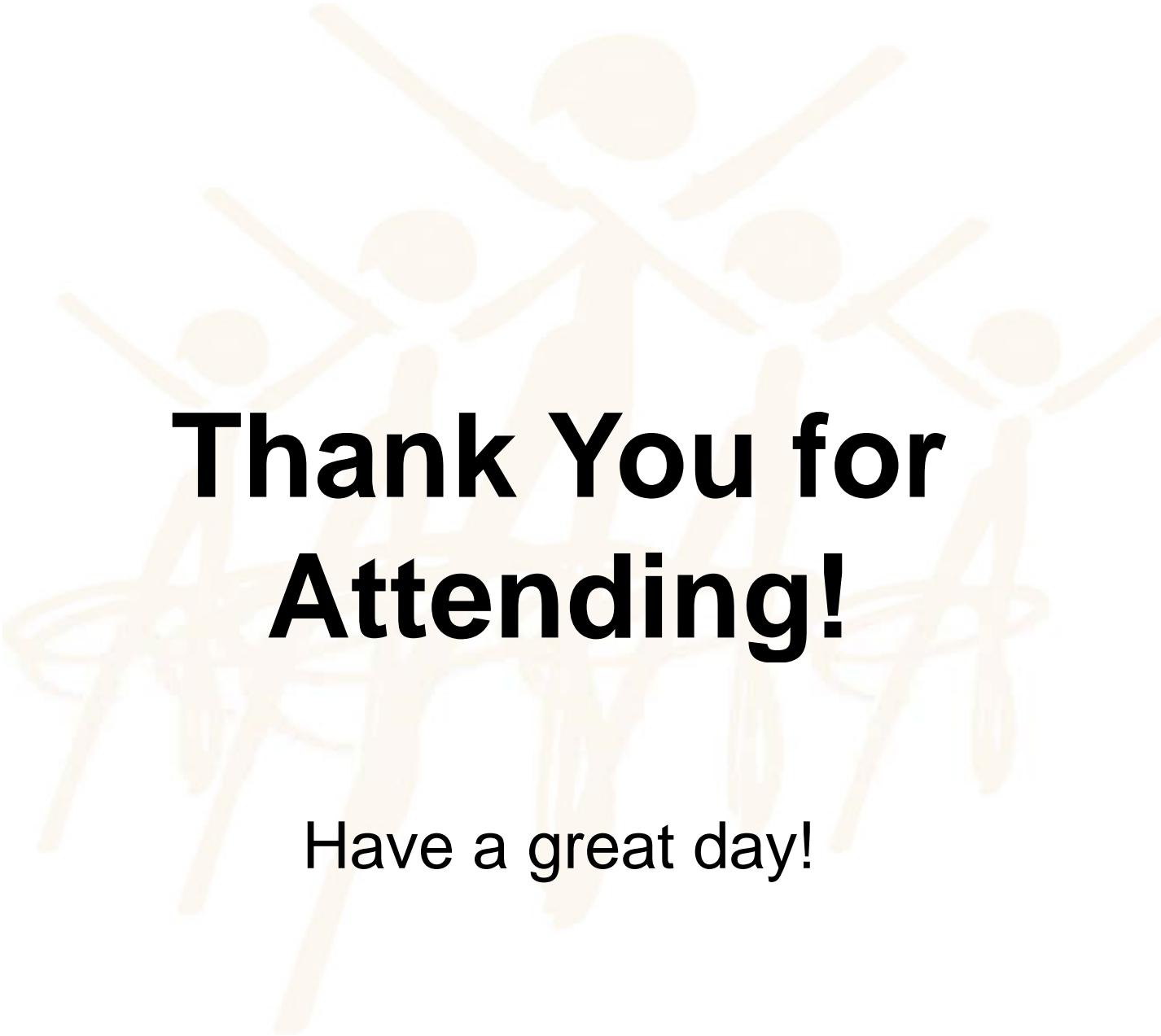
# REMINDERS

- Please fill out **evaluations** at  
<https://www.surveymonkey.com/s/BlackLeadership>
- There will be an update on the social media aspect of the Brown Bag Lunch Days. Please expect an email in the coming days.
- The July 2<sup>nd</sup> will be your last chance to get points to be considered for free travel to the United States Conference on AIDS.



# **ANNOUNCEMENTS FROM THE GROUP**

**You can unmute your line by pressing \*6**



# **Thank You for Attending!**

**Have a great day!**

# References

**Decreases in Community Viral Load Are Accompanied by Reductions in New HIV Infections in San Francisco**  
**Das et al, PlosOne 2010**

<http://www.plosone.org/article/info:doi/10.1371/journal.pone.0011068>

**The US Epidemic—Disparities in HIV Disease, Care, and Outcomes**  
Kimberly Smith. CROI 2010 Feb 18, 2010

<http://app2.capitalreach.com/esp1204/servlet/tc?c=10164&cn=retro&e=12330&s=20431&&display=0&day=18>