

Community Engagement: Strategies and Approaches with Partners to Support Ending the HIV Epidemic

Division of HIV/AIDS Prevention (DHAP)

National Center for HIV, Viral Hepatitis, STD and TB Prevention (NCHHSTP)

Centers for Disease Control and Prevention (CDC)

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Highlights for Today's Call

- **EHE Initiative- Where We Are Now**
 - Planning and Implementation progress
- **Critical Importance of Community Engagement**
 - How it's essential for EHE and adapting engagement during COVID-19
- **Available Resources**
 - Program Guidance
 - Website Resources
 - Capacity Building Assistance Providers
 - Technical Assistance Webinars
 - Townhall Sessions

EHE Implementation Program Highlights

- Under Component A of the EHE implementation program, health departments must allocate 25% of their total funds to support EHE planning and implementation by community organizations
- Health department funding recipients are required to establish a new or expand an existing EHE advisory group or committee; must be inclusive of representatives from the Phase 1 counties.
- Local planning bodies should include “new voices” that represent communities identified in Phase I jurisdictions who have not previously participated in the planning process.



EHE Jurisdictional Plans

With funding provided for local planning and implementation, jurisdictions have developed draft overarching Ending the HIV Epidemic plans for their area.

- CDC continues to encourage jurisdictions to engage local stakeholders to develop/implement their **EHE plans**
- Key findings from draft EHE plans show that jurisdictions:
 - Engaged local community partners, providers, and other partners (e.g., focus groups, community advisory boards, town hall meetings, ad hoc committees, roadshows and social media) during planning process
 - Will increase or expand targeted testing efforts in non-traditional and home-based settings
 - Plan to increase access to and use of HIV self-tests or expand syringe services programs (SSPs) and harm reduction programs/services
 - Will develop or expand social marketing, media campaigns, and text messaging communication
- **Revised EHE plans due December 31, 2020**

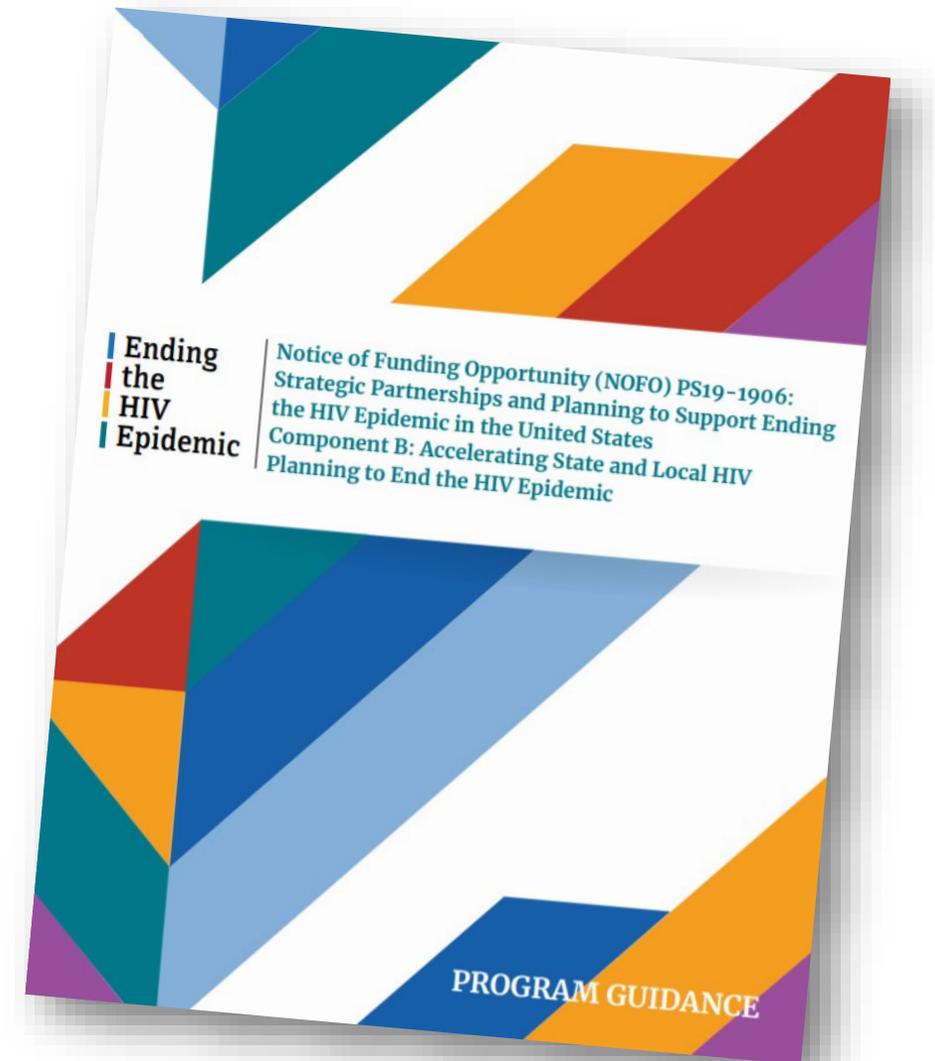
Community engagement is critical for ending HIV

- **Community engagement:**
 - Essential and paramount to the success of the EHE initiative
 - Foundational to support the development (or update) of HIV programs
 - Vital to supporting your locally designed EHE planning process, plan development, and program implementation to address the four EHE pillar strategies
 - Need “new voices” that represent communities impacted by HIV



EHE Planning Guidance for Community Engagement

- **Ongoing community engagement**
 - Engage with existing local prevention and care integrated planning bodies as key participants in the planning process
 - Engage directly with local community partners, including engaging new voices
 - Engage with local HIV service provider partners
- **Key to success is local community engagement and support**
- **Engage diverse community perspectives**



CDC expectations for community engagement

- Will look differently across jurisdictions
- EHE planning will add to or enhance - not replace - previous planning efforts
- EHE Plans will serve as a blueprint for ongoing and upcoming implementation activities
- EHE Plans are *“living documents”*



Community engagement continues to be a priority for CDC and EHE



- Although engagement will have to remain virtual and socially distant due to the pandemic, previous expectations for community engagement from the EHE planning funding opportunity remain in place.
 - It is expected that health departments immediately share draft EHE plans and CDC feedback with community partners.
- It is expected that as part of the EHE implementation program, new fiscal relationships with organizations serving Black, Hispanic/Latinx, and Trans and Gender-Nonconforming communities will be documented.
- Engagement activities are expected to include community partners even while the jurisdiction is adapting to COVID-19 circumstances.

Community Engagement Technical Assistance

- **Developed Program Guidance – included proposed framework for the inclusion of community engagement in the EHE plan**
 - (<https://www.cdc.gov/hiv/pdf/funding/announcements/ps19-1906/cdc-hiv-PS19-1906-component-B-program-guidance.pdf>)
- **Website Resources and At-a-glance: For Partners and Stakeholders**
- **Capacity Building Assistance (CBA) Services**
- **Series of Technical Assistance Webinars aimed to support health departments and community-based organizations (CBOs) to sustain EHE community engagement activities amid COVID-19**
 - Exploring virtual meetings, webinars, and technological platforms to effectively continue to engage community in the EHE process.
 - HIV Self-Testing and TelePrEP services
- **Virtual Town Hall Sessions with local EHE communities**



New

Now is the time.

Our goal is ambitious.
Our pathway is clear.

[CDC.gov/EndHIV](https://www.cdc.gov/EndHIV)

Ending
the
HIV
Epidemic



Thank you!

<https://www.cdc.gov/hiv/funding/announcements/ps19-1906/index.html>

<https://www.cdc.gov/hiv/funding/announcements/ps20-2010/index.html>

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