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# National HIV Testing Day 2020

## Partner Webinar

Francisco Ruiz, MS – Centers for Disease Control and Prevention (CDC)

Harold J. Phillips, MRP – U.S. Department of Health and Human Services (HHS)

Elizabeth DiNenno, PhD – Centers for Disease Control and Prevention (CDC)

June 9, 2020



Ending  
the  
HIV  
Epidemic

# Housekeeping

- This presentation is being recorded.
- All lines are muted. Use the Q&A comment box to submit any questions.
- We will share a copy of the slides within the next few days.
- If you have any technical difficulties during the webinar, please use the chat box.

# Agenda

- Welcome
- HHS Continued Commitment to *Ending the HIV Epidemic* (EHE)
- HIV Testing and COVID-19
- National HIV Testing Day (NHTD)
- NHTD and *Let's Stop HIV Together* Supporting Materials
- How Can You Support NHTD to help end HIV?
- Questions & Answers



# **HHS Continued Commitment to Ending the HIV Epidemic**

Harold J. Phillips, MRP – HHS

# HIV in the United States

**1.2 million**

people with HIV

Nearly 14% (**1 in 7**) have not been diagnosed  
(or more than 165,000 people).

**~36,400**

new infections occur annually

Number is steady in recent years, despite the  
availability of many highly effective prevention  
tools, including PrEP.

Only **18.1%** of those with an indication for PrEP are using it

**Only 56%**

of people with HIV are virally suppressed  
despite the availability of highly effective care and  
treatment that can suppress the viral load to  
protect the health of people with HIV as well as  
prevent transmission.

Without intervention another

**400,000**

Americans will be newly diagnosed over 10 years  
despite the available tools to prevent infection.

# The Time Is Now: Right Data, Rights Tools, Right Leadership

- **Epidemiology**
  - Most new HIV infections are clustered in a limited number of counties and specific demographics
- **Antiretroviral Therapy**
  - Highly effective, saves lives, prevents sexual transmission; increasingly simple and safe
- **Pre-exposure Prophylaxis (PrEP)**
  - FDA-approved and highly effective drugs to prevent HIV infections
- **Proven Models of Care and Prevention**
  - >25 years of experience engaging and retaining patients in effective care

**There is a real risk of HIV increasing again in the U.S.**

due to several factors including *injection drug use and missed opportunities for diagnosis among healthcare providers*

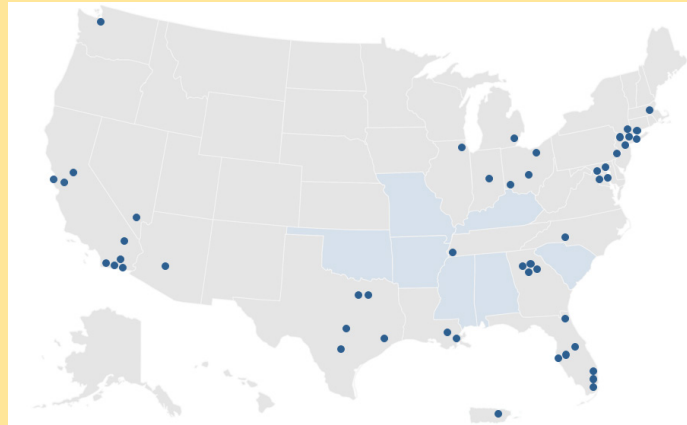
# Ending the HIV Epidemic: A Plan for America

## GOAL:

**75%**  
reduction in new  
HIV infections  
in 5 years  
and at least  
**90%**  
reduction  
in 10 years.

## FOCUSED EFFORT

- 48 counties, DC, and San Juan account for 50% of new infections.
- 7 states with the most substantial HIV diagnoses in rural areas.



# EHE's Key Strategies

## GOAL

**75%**  
reduction  
in new HIV  
infections  
in 5 years  
and at least  
**90%**  
reduction  
in 10 years.



The U.S. Department of Health and Human Services will work with each community to establish local teams to tailor and implement strategies to:



**Diagnose** all people with HIV as early as possible.

**Treat** people with HIV rapidly and effectively to reach sustained viral suppression.



**Prevent** new HIV transmissions by using proven interventions, including pre-exposure prophylaxis (PrEP) and syringe services programs (SSPs).

**Respond** quickly to potential HIV outbreaks to get needed prevention and treatment services to people who need them.





# *Ending the HIV Epidemic: A Plan for America* Remains an Administration Priority

Ending  
the  
HIV  
Epidemic

Federal EHE implementing agencies will maintain a balanced approach—continuing critical HIV operations while responding to the emerging needs resulting from COVID-19.



# EHE Pillar 1: Diagnose

## Diagnosing and Linking People with HIV to Effective Care & Treatment Is Critical for Stopping New HIV Transmissions

### HIV TRANSMISSIONS IN 2016

% OF PEOPLE WITH HIV	STATUS OF CARE	ACCOUNTED FOR X% OF NEW TRANSMISSIONS*
<b>15%</b>	didn't know they had HIV	<b>38%</b>
<b>23%</b>	knew they had HIV but weren't in care	<b>43%</b>
<b>11%</b>	in care but not virally suppressed	<b>20%</b>
<b>51%</b>	taking HIV medicine and virally suppressed	<b>0%</b>

**8 in 10**  
NEW INFECTIONS COME FROM PEOPLE WHO ARE NOT IN HIV CARE.

\*Values do not equal 100% because of rounding

# HIV Treatment Prevents New Infections

## HIV TREATMENT as PREVENTION

A HIGHLY EFFECTIVE STRATEGY TO PREVENT THE SEXUAL TRANSMISSION OF HIV



JANUARY 2019

LEARN MORE AT [HIV.GOV/TASP](http://HIV.GOV/TASP)



JAMA®

January 10, 2019

VIEWPOINT

HIV Viral Load and Transmissibility  
of HIV Infection  
Undetectable Equals Untransmittable

*Robert Eisinger, Carl Dieffenbach, Anthony Fauci*

The U=U concept bridges the best of biomedical science with current concepts in behavioral and social science by removing the sense of fear and guilt that a person may be harming someone else, as well as the feeling of self-imposed and external stigma that many people with HIV experience.

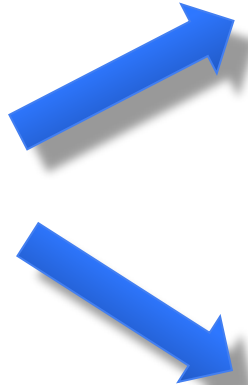
— RW Eisinger, CW Dieffenbach and AS Fauci



Credit: NIAID

Ending  
the  
HIV  
Epidemic

# HIV Testing Is the Gateway to Prevention or Treatment Services



## Prevent

New HIV transmissions by using proven interventions, including pre-exposure prophylaxis (PrEP) and syringe services programs

## Treat

People with HIV rapidly and effectively to reach sustained viral suppression

# Many Effective HIV Prevention Tools, Including PrEP

## WHAT IS PrEP?

PrEP is an **HIV prevention method** in which people who don't have HIV take HIV medicine daily to **reduce their risk of getting HIV** if they are exposed to the virus.

A large graphic with a yellow background. The words "READY", "SET", and "PrEP" are written in large, bold, black letters. "READY" is on the top line, "SET" is on the middle line, and "PrEP" is on the bottom line. The letters are partially overlapping and set against a background of blue and red shapes. To the right of the text, there is a blue text box with white text: "This program makes PrEP medications available at no cost for qualifying recipients". At the bottom right, there are two logos: "Ending the HIV Epidemic" and "READY SET PrEP".

**READY  
SET  
PrEP**

This program makes PrEP medications available at no cost for qualifying recipients

Ending the HIV Epidemic

READY SET PrEP



# Who Is Eligible for PrEP Through Ready, Set, PrEP?

- The **Ready, Set, PrEP** program provides access to PrEP medications at no cost to people who qualify.
- To receive PrEP through the program, you must:
  - Test negative for HIV;
  - Have a valid prescription from your healthcare provider; and
  - Not have health insurance coverage for outpatient prescription drugs.
- If you receive PrEP medication through the program, you will not have to pay for the medicine.
- You can pick up your prescription at one of over 26,000 pharmacy locations across the nation.
- The costs of clinic visits and lab tests may vary depending on your income.
- For more information, visit:
  - [www.GetYourPrEP.com](http://www.GetYourPrEP.com)
  - [www.HIV.gov](http://www.HIV.gov)



# Whole-of-Society Initiative






# **HIV Testing and COVID-19**

Elizabeth DiNenno, PhD – CDC

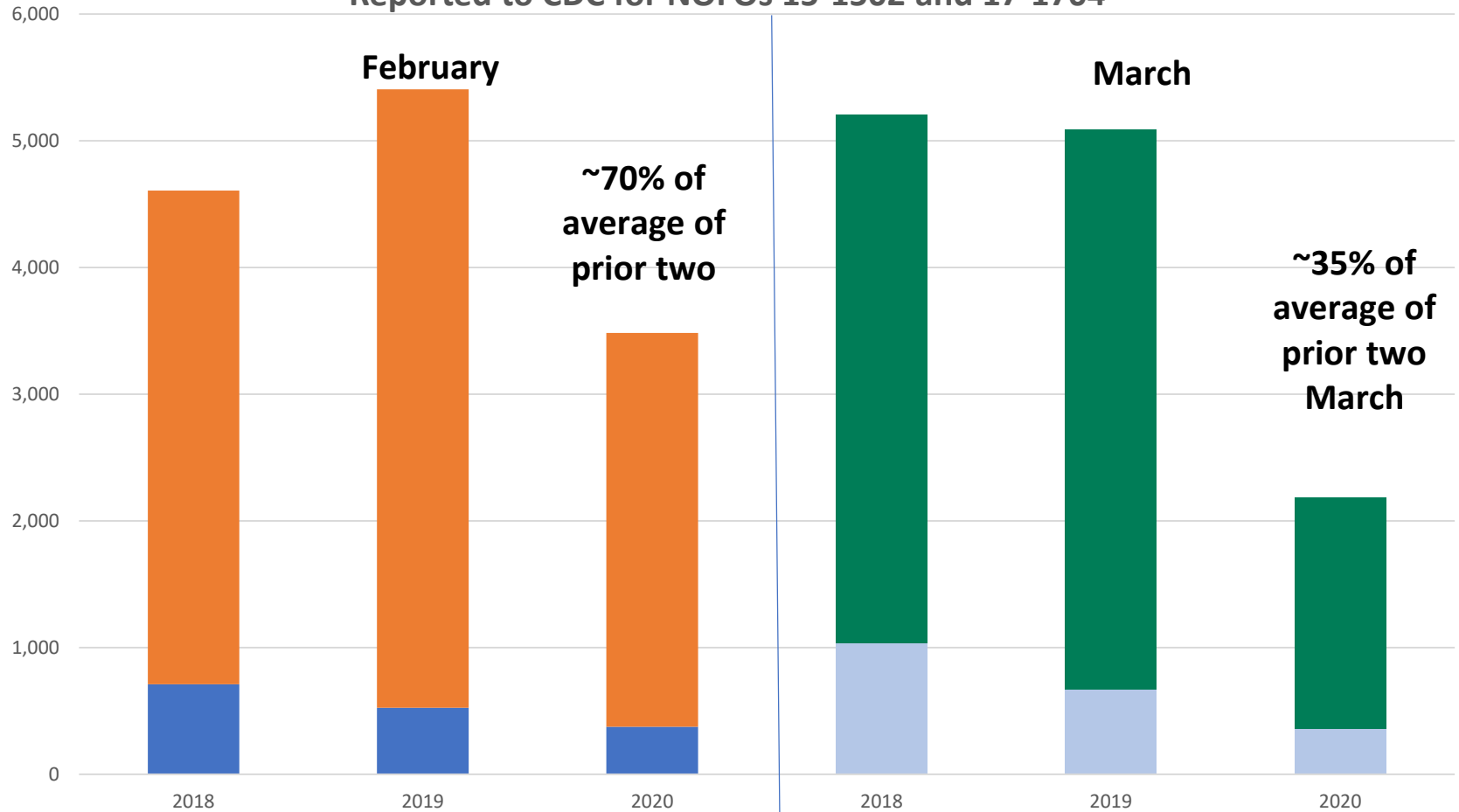


# HIV Testing Before and During COVID-19

- Prior to Severe Acute Respiratory Syndrome Coronavirus 2 (SARS-CoV-2), CDC recommended that jurisdictions pursue self-testing as part of EHE (see PS20-2010 Notice of Funding Opportunity).
- Due to social distancing, many people are putting off preventive clinical visits or their doctors may only be offering telehealth visits.
- Health departments, CBOs, and other CDC-funded testing sites are not offering normal services.
  - Estimates: Testing  by roughly 50% - 70%



# Total Tests Performed in February and March 2018, 2019, and 2020 and Reported to CDC for NOFOs 15-1502 and 17-1704\*



\*2020 preliminary data from EvalWeb as reported by directly funded CBOs

# CDC's Dear Colleague Letters

## **HIV Self-Testing Options (April 28, 2020)**

- Acknowledged disruption of testing requiring face-to-face contact
- Encouraged HDs and CBOs to expand support for self-testing services

## **PrEP During COVID-19 (May 15,2020)**

- Provided guidance on PrEP provision when facility-based services and in-person patient-clinician contact is limited

[www.cdc.gov/hiv/covid-19](http://www.cdc.gov/hiv/covid-19)

# Three Options For HIV Testing During COVID-19

## Clinical Testing

- Many labs have capability for clinician-ordered tests and lab only visits.
- Quest Direct allows patients to order an HIV test online and go to a Quest site for testing.

## Mail-in Test Kits

- Several online companies offer a self-collection specimen kit for HIV-only or HIV/STI tests.
- A special kit for those taking PrEP.

## Rapid Self-Test Kits

- In 2012, FDA approved Oraquick® In-Home HIV Test.
- Test is less sensitive than lab-based tests and is not recommended for persons initiating or taking PrEP.



# **National HIV Testing Day**

Francisco Ruiz, MS – CDC

# National HIV Testing Day (NHTD)

Each year on June 27, we:

- Raise awareness about the importance of HIV testing and early diagnosis of HIV.
- Unite with partners, health departments, and other organizations.
- Ensure people know their status, and get linked to care and treatment services.



# NHTD 2020

## Goals

- Inform people that they have non-clinical HIV testing options
- Educate/provide information on testing options
  - How the tests work
  - How/where to get and programs offering test kits
  - Features of each type of test
- Include “wrap-around messaging” – risk, prevention, and treatment options

# NHTD 2020 Theme – “Knowing”

“Knowing” provides opportunities to expand testing messaging and calls-to-action to include all aspects related to one’s HIV status including:

- Knowing your **risk**.
- Knowing your **testing** options.
- Knowing your **prevention** options.
- Knowing about **treatment** options.
- Knowing that **together, we can end the HIV epidemic**.





**NHTD & *Let's Stop HIV Together***  
**Supporting Materials**

# Updated CDC HIV Web Content

The screenshot shows the CDC HIV Basics page for Testing. The header includes the CDC logo and navigation links. The main content area features a large blue banner with the text "HIV TESTING" and a sub-header "Testing (Español (Spanish))". Below the banner, there is a paragraph explaining that the only way to know your HIV status is to get tested. A section titled "HIV Testing Topics" contains several interactive cards: "Getting Tested", "Types of HIV Tests", "Find an HIV Test", "HIV Self-Testing (Home Testing)", "Understanding a Negative Result", "Understanding a Positive Result", "Sharing Your Test Result", and "Download or Order HIV Testing Materials". At the bottom, there is a filter section for "Find HIV Prevention Services Near You" with icons for HIV Testing, PrEP, PEP, and Condoms.

The screenshot shows the CDC HIV Basics page for HIV Self-Testing (Home Testing). The header includes the CDC logo and navigation links. The main content area features a large blue banner with the text "HIV SELF-TESTING (HOME TESTING)" and a sub-header "Español (Spanish)". Below the banner, there is a section titled "Can I get an HIV test to use at home or in a private location?" with two bullet points: "A Rapid Self-Test" and "A Mail-In Self-Test". A section titled "More HIV Topics" contains several links: "Nexus: Clinical HIV Information", "HIV Partner Resources", "HIV Resource Library", "HIV at Work", "About the Division of HIV/AIDS Prevention", and "Vivir en Español". At the bottom, there is a filter section for "Find HIV Prevention Services Near You" with icons for HIV Testing, PrEP, PEP, and Condoms.

<https://www.cdc.gov/hiv/basics/testing.html>



# NHTD Digital Toolkit

The digital toolkit highlights promotional resources and provides specific recommendations on how to get involved.

It includes:

- An overview of NHTD
- Shareable social media graphics and messages in English and Spanish
- Links to fact sheets and other resources featuring data on HIV

<https://www.cdc.gov/hiv/library/awareness/testingday.html>

# #KnowingChallenge Social Media Resources

**KNOWING YOUR STATUS**

For National HIV Testing Day, we are asking you to share why knowing your HIV status is important to you.

1. Screenshot template in the next slide.
2. Upload to your Instagram story and fill in your answer.
3. Be sure to tag us @CDC HIV so we can see your responses!

LET'S STOP HIV TOGETHER



LOCATION:  
(City or State)

MY NAME IS:

KNOWING MY HIV STATUS IS IMPORTANT BECAUSE:

Don't forget to tag @CDC HIV



LOCATION: MIAMI, FL  
(City or State)

MY NAME IS: LISA T.

KNOWING MY HIV STATUS IS IMPORTANT BECAUSE:

IT HELPS ME AND MY COMMUNITY STAY HEALTHY.  
@CDC HIV

Don't forget to tag @CDC HIV

# HIV Rapid Self-Test Instagram Story



# Animated HIV Testing Videos

**More HIV Testing Videos**



[www.cdc.gov/StopHIVTogether/Testing](http://www.cdc.gov/StopHIVTogether/Testing)



# New HIV Testing Testimonial Videos



[www.cdc.gov/StopHIVTogether/Testing](http://www.cdc.gov/StopHIVTogether/Testing)



# Additional *Together* HIV Testing Resources

- Free bilingual (English and Spanish) digital and print resources: videos, palm cards, web banners, etc.
- Integrated sort capability to search based on:
  - Campaign
  - Language
  - Topic
  - Audience
  - Format

The screenshot displays the CDC's 'Let's Stop HIV Together' website. The main heading is 'Doing It Resources'. Below the heading, there is a search bar and several filter options: 'Filter by Campaign Resources Name', 'Filter by Audience', 'Filter by Format', and 'Filter by Language'. A red circle highlights these filter options. To the right of the filters, there is a red button that says 'Order Print Materials'. Below the filters, there are search results for 'Doing It - Adam Shankman' resources, including a horizontal banner, a square banner, and a vertical banner. A red arrow points from the 'Filter by Audience' dropdown to the search results.

[www.cdc.gov/StopHIVTogether](http://www.cdc.gov/StopHIVTogether)





# Updated HIV Risk Reduction Tool

- An interactive and dynamic web-based application that delivers comprehensive, accurate, and timely information about HIV, its risk factors, and ways to prevent HIV transmission and acquisition
- The site's HIV prevention content can be tailored based on:
  - Gender
  - Gender of sex partner(s)
  - HIV status



<https://hivrisk.cdc.gov/>



# Content Syndication

- Allows partners to add CDC.gov content to their own website
  - Content is automatically updated in real time
- Content is in “Question and Answer” format
  - Users remain on your website



[www.cdc.gov/hiv/library/syndicated](http://www.cdc.gov/hiv/library/syndicated)

# HIV Nexus

One-stop hub for resources designed to support clinicians with:

- Latest research & information on HIV prevention, screening, and treatment
- Access to free continuing medical education programs
- CDC guidelines and recommendations
- Patient education materials



[www.cdc.gov/HIVnexus](http://www.cdc.gov/HIVnexus)

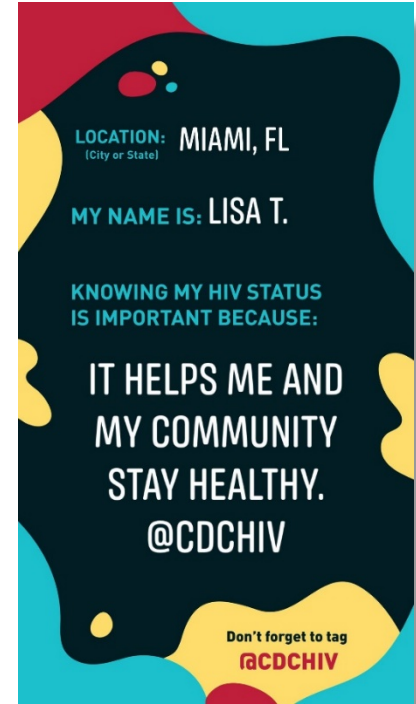




## How Can You Support NHTD?

# Share Your “Knowing” Statement

- Use the customizable **Instagram** story template.
- Start a conversation on **Facebook** by posing questions.
  - What does knowing mean to you on National HIV Testing Day?
  - How does knowing your HIV status make you feel?
- Amplify your message by using: **#HIVTestingDay** and **#StopHIVTogether**.



# Integrate NHTD into Communications Efforts

- Write **blog post** to promote HIV testing in your community highlighting information about testing options.
- In your next **newsletter**, ask staff and constituents to share their HIV testing experience using various testing methods.
- Reach out to **local radio stations** about an on-air discussion on HIV and the importance of knowing your HIV status and your testing options.
- Ask local officials to **issue a proclamation** for NHTD including their personal “Knowing” statement.

# Host and/or Support Social Dialogue

- Host a **Twitter Town Hall** or **Twitter Chat**.
- Conduct a **Facebook Live** demonstration of an HIV self-testing kit.
- Host an **Instagram Live** that features members of the community or organizations talking openly about HIV.
- Write an NHTD feature for your **LinkedIn** community.



# Hispanic Heritage Foundation Virtual Charla

Hispanic Heritage Foundation is hosting a virtual charla that will include Latinx panelists from across the United States.

**Friday, June 12, 2020**

**4:00 PM - 5:15 PM EDT**

Registration: <https://hhf.page.link/trza>



**LGBTQ+ Charla**

**SPEAK. LISTEN. CONNECT. STRENGTHEN.**

**ALL ARE WELCOME TO THIS FREE EVENT!**

The Hispanic Heritage Foundation's LOFT Charlas are interactive, locally organized, galvanizing platforms led by members of the community across the country to present, discuss and share personal experiences, ideas, actions and projects through a series of five-minute back to back presentations.

Join us for this special LOFT Charla as we celebrate PRIDE and provide a platform to discuss Latinx LGBTQ+ experiences, perspectives and ideas.

You can join the virtual Charla here:  
[hhf.page.link/trza](https://hhf.page.link/trza)

Hispanic Heritage FOUNDATION LOFT charla

DC ★ ★ ★ Latinx Pride

**FRIDAY, JUNE 12, 2020  
4:00-5:15 PM EST**



# Central East Addiction Technology Transfer Center Network Webinar Training

The Central East ATTC is conducting webinar on the CLAS in Behavioral Health: Health Equity for Individuals Living with HIV/AIDS

**Wednesday, June 17, 2020**

11:00 AM - 12:00 PM EDT

Registration: [training@danyainstitute.org](mailto:training@danyainstitute.org)



Central East (HHS Region 3)

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**ATTC** Addiction Technology Transfer Center Network  
Funded by Substance Abuse and Mental Health Services Administration

**CLAS in Behavioral Health: Health Equity for  
Individuals Living with HIV/AIDS**



# Balm in Gilead Facebook Live

Balm in Gilead is hosting an NHTD-themed Facebook Live event that will feature leaders at the intersections of faith, social justice, and LGBTQIA+ empowerment discussing HIV in the Black community.

**Thursday, June 25, 2020**

**2:00 PM - 3:30 PM EDT**

[www.facebook.com/TheBalminGileadInc](https://www.facebook.com/TheBalminGileadInc)



HOSTED BY @THEBALMINGILEAD,  
LIVE ON FACEBOOK JUNE 25TH 2:00 - 3:30 PM ET

**DR. P.  
ON THE POD  
GOES LIVE**

JOIN US FOR A COMMUNITY CONVERSATION  
ABOUT HIV WITH DR. P. AND GUESTS

LET'S STOP  
**HIV**  
TOGETHER

The poster features a portrait of Dr. P., a Black woman with short hair, wearing glasses and a white top with a gold necklace. The background is split into white and black sections.

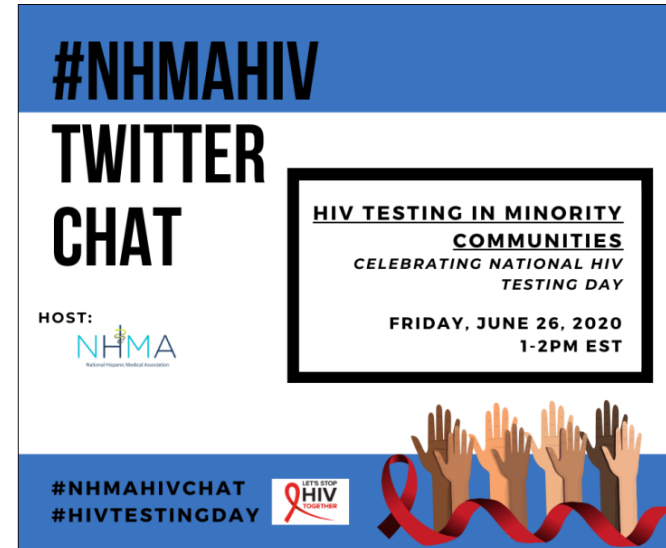
# National Hispanic Medical Association Twitter Chat

National Hispanic Medical Association is hosting a Twitter Chat using the hashtags #NHMAHIVChat and #HIVTestingDay.

**Friday, June 26, 2020**

1:00 PM - 2:00 PM EDT

[www.twitter.com/NHMAmd](https://www.twitter.com/NHMAmd)



The poster features a blue header with the hashtag #NHMAHIV. Below it, the text 'TWITTER CHAT' is displayed in large, bold, black letters. To the right, a white box with a black border contains the text: 'HIV TESTING IN MINORITY COMMUNITIES', 'CELEBRATING NATIONAL HIV TESTING DAY', and 'FRIDAY, JUNE 26, 2020 1-2PM EST'. Below this box, the NHMA logo is shown with the text 'HOST: NHMA National Hispanic Medical Association'. At the bottom, the hashtags #NHMAHIVCHAT and #HIVTESTINGDAY are listed next to a 'LET'S STOP HIV TOGETHER' logo featuring a red ribbon. The bottom right corner of the poster shows a graphic of several hands of different skin tones raised together, with a red ribbon flowing through them.

# The Kelly Wright Show Online Segments

Two segments on HIV prevention in Black communities will air on the Kelly Wright Show. The expert panelists include Dr. Donna McCree, Dr. David Malebranche, and Freda Jones.

**Thursday, June 25 and Friday, June 26, 2020**

**6:00 PM EDT**

<https://blacknewschannel.com/tv/the-kelly-wright-show/>



# The Cut Life Instagram Live

The Cut Life is hosting a virtual HIV testing party featuring appearances from a diverse set of experts.

**Saturday, June 27, 2020**

**3:00 PM - 5:00 PM EDT**

[www.instagram.com/thecutlife/](https://www.instagram.com/thecutlife/)

LET'S STOP HIV TOGETHER

THE **LARGEST**  
VIRTUAL HIV TESTING  
DAY PARTY  
#HIVTESTINGDAYPARTY

Hosted by @**TheCutLife**  
feat @**BoWeezy305** aka  
The Crowd Pleaser

THE CUT LIFE

Live on Instagram  
June 27th 3PM EST/12PM PST  
via @**TheCutLife**

# The Honey Pot Company Instagram Live

The Honey Pot founder, Beatrice Dixon, is hosting an Instagram Live discussion on HIV testing and sexual health.

**Saturday, June 27, 2020**

**6:00 PM - 7:00 PM EDT**

[www.instagram.com/thehoneypotco/](https://www.instagram.com/thehoneypotco/)



REAL TALK WITH  
**BEA DIXON**

Join Bea Dixon for an IG Live as she discusses ways to **#StopHIVStigma** for National HIV Testing Day.

Joined by *Let's Stop HIV Together* Ambassador Shelita Dillon.

**June 27th**  
from 6-7 PM EST  
on @thehoneypotco IG Live

LET'S STOP HIV TOGETHER the HoneyPot company



# Questions & Answers

# 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.





Facebook: [@cdcHIV](#)



Twitter: [@cdc\\_HIVAIDS](#)



Instagram: [@stopHIVtogether](#)



Email us at: [StopHIVTogether@cdc.gov](mailto:StopHIVTogether@cdc.gov)

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

