

Community Mobilization and HIV Planning for High Impact Prevention Providers

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The Role of Community Mobilization in High-Impact Prevention

Encourage community mobilization to create environments that support HIV prevention by actively involving community members in efforts to raise HIV awareness, building support for and involvement in HIV prevention efforts, motivating individuals to work to end HIV stigma, and encourage HIV risk reduction among family, friends, and neighbors.

HIP Community Mobilization Components

- Implement a Business Response to AIDS (BRTA) project in high incidence areas of the community and enlisting local business leaders to become involved in disseminating HIV prevention messages, influencing changes in neighborhood norms related to HIV testing and condom use, and helping to reduce HIV-related stigma.
- Implement a faith-based project to form collaborative partnerships with faith-based institutions to help advance efforts related to HIV prevention education, linkage and retention in care, adherence, and reducing stigma.
- Implement community engagement efforts that support existing Bureau of HIV/AIDS community mobilization initiatives (e.g., Man-Up, L.U.C.E.S, SOS, and Out in the Open) or establishing new mobilization initiatives targeting high-risk populations.

Business Responds to AIDS/ Labor Responds to AIDS

In 1992, the Centers for Disease Control and Prevention initiated Business Responds to AIDS/Labor Responds to AIDS (BRTA/LRTA), a program to engage and support the private sector in promoting HIV education, awareness, and policies in the workplace.



Business Responds to AIDS: Stop AIDS It's Everyone's Business

- Increase community awareness about the impact of HIV/AIDS
- Motivate residents in high prevalence neighborhoods to get tested and seek prevention treatment and care services
- Increase the number of persons who know their HIV status and are linked to appropriate prevention or care services



How Does BRTA Work?

- Businesses and organizations located within the targeted neighborhoods are asked to:
- Display and distribute free HIV/AIDS point-of-purchase materials to customers.
 - Discuss HIV/AIDS awareness with employees, customers, and peers
 - Encourage other neighborhood businesses to share HIV prevention information with their employees, customers, and peers

HIP BRTA Activities

- Develop a work plan that identifies target neighborhood, businesses to be targeted, strategies to recruit business leaders, and defines the expected outcomes of project activities.
- Identify areas within the project area with the highest HIV/AIDS incidence rates for the project area.
- Conduct community observations to identify neighborhoods to implement BRTA projects.
- Conduct surveys of local business community to collect information about the business, their employees, and customers to assist the implementation and marketing of the BRTA project.
- Establish partnerships with business leaders to promote HIV prevention messages among their customers.

Levels of Engagement

There are three levels of engagement for businesses to choose from:

- Endorsement
- Support
- Participation

Endorsement

- Agrees with project goals and sign business commitment letter
- Displays project materials

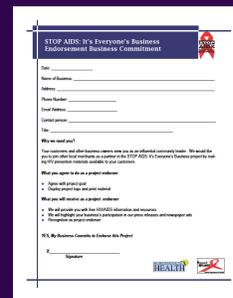
Support

- Agrees with project goals and signs business commitment letter
- Displays project materials
- Distributes project materials and point-of-purchase materials
- Talks to customers and/or employees about HIV/AIDS

Participation

- Agrees with project goals and sign business commitment letter
- Displays project materials
- Distributes project materials and free HIV/AIDS point of purchase materials
- Participates in free HIV/AIDS 101 training for employees
- Talks to customers and employees about HIV/AIDS
- Participates and/or support health department sponsored HIV/AIDS events and activities

Business Leader Agreements



The image shows a form titled "STOP AIDS: It's Everyone's Business Endorsement Business Commitment". The form includes fields for Name of Business, Address, Phone Number, and E-mail Address. Below these fields, there are sections for "We are committed to..." and "We are committed to..." with checkboxes for various actions like "Sign and display this commitment letter", "Display project materials", "Distribute project materials", "Participate in free HIV/AIDS 101 training for employees", and "Talk to customers and employees about HIV/AIDS". The form also includes a signature line and logos for "HEALTHY" and "STOP AIDS".

BRTA Participant Log

Business Name	Business Contact Information			Phone #	Business Type	Level of Involvement
	Contact	Address	City			
Test Business	Test Test	100 Test Ave	Test	800.555.6666	Crossy Store	Endorsement

Current Point-of-Purchase Products

- Napkins and Napkin Holders
- Paper and Plastic Bags
- Condom Bowls
- Receipt Paper
- Dry Cleaner Bags
- Salon Capes
- Display Cases
- Brochures



Faith Responds to AIDS

Faith Responds to AIDS (FRTA) is an all inclusive initiative, which was developed in recognition of the significant role faith communities play in HIV/AIDS prevention, care, and support efforts.



FRTA Goals

- Create a safe place for community members to go for HIV related information and linkage to resources
- Reduce stigma and discrimination by mobilizing congregations to begin having regular dialogues regarding the HIV/AIDS crisis in local communities
- Foster the development of health ministries that focus on linkage and retention in HIV care and treatment
- Encourage faith institutions to participate in national HIV/AIDS observance days

HIP FRTA Activities

- Develop a work plan that identifies faith institutions to target, issues to be addressed with faith leaders, strategies to recruit faith leaders, and defines the expected outcomes of project activities.
- Establish a network of faith leaders to promote HIV prevention messages in faith communities.
- Partner with faith institutions to have dialogues regarding the HIV/AIDS crisis in local communities.
- Partner with faith institutions to participate in national HIV/AIDS observance days.
- Partner with faith institutions to develop HIV/AIDS ministries that create a safe place for community members to go for information and linkage to resources.

FRTA Levels of Engagement

- Endorsement
- Support
- Participation

Endorsement

- FBO agrees with project goals and signs project commitment letter
- FBO agrees to display project logo and print materials
- FBO completes an evaluation form

Support

- FBO agrees with project goals and signs project commitment letter
- FBO agrees to display project logo and print material
- FBO distributes project materials
- Faith leader agrees to talk to congregants and local neighborhood community members about the HIV/AIDS crisis
- FBO participates and/or supports health department sponsored HIV/AIDS events and activities
- Faith leader completes an evaluation form

Participation

- FBO agrees with project goals and signs project commitment letter
- FBO agrees to display project logo and print material
- FBO distributes project materials
- Faith leader agrees to talk to congregants and local neighborhood community members about the HIV/AIDS crisis
- FBO participates and/or supports health department sponsored HIV/AIDS events and activities
- FBO agrees to enhance or develop a health ministry that includes HIV/AIDS outreach, education and linkage referrals
- Faith leader completes an evaluation form

Faith Leader Letter Agreement

FRTA Participant Log

Church Name	Church Contact Information				Phone	Community Served	Level of Involvement	Types of Ministries
	Church Person	Address	City	Zipcode		W, B, H, MSM, Other		
Example	First Pastor	1111 On my way st.				W, H	Endorsement	Prayer, Street Outreach, Food

FRTA Resources and Materials

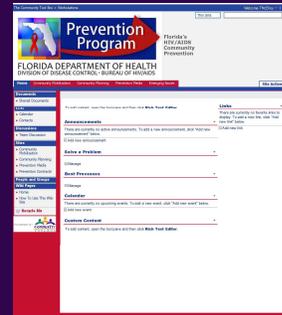
- Palm Cards
- Brochures
- Folders
- Fans
- Display Cases
- Paper and Plastic Bags
- Napkin Caddies
- Condom Fish Bowls



Technical Assistance

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Community Workstation
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HIV Planning

The Role of HIV Prevention Planning in High-Impact Prevention

HIV planning is a critical process by which health departments work in partnership with the community and key stakeholders to enhance access to HIV prevention, care, and treatment services.

HIV planning improves prevention programs by strengthening:

- Scientific basis
- Community relevance
- Key stakeholder involvement
- Population based focused HIV prevention interventions
- Communication and coordination of services across the continuum of HIV prevention, care and treatment

HIV Planning Process: Three Steps

1. Stakeholder Identification
2. Engagement Process
3. Jurisdictional Plan Development, Implementation and Monitoring

Step 1: Stakeholder Identification

The HIV planning group should reflect the local epidemic by involving representatives of populations with high prevalence of HIV infection and should include HIV service providers:

- community-based organizations (CBOs)
- public and private sectors care providers
- community health centers
- mental health and substance abuse services
- governmental and non-governmental entities
- nontraditional providers
- medical education training centers
- community foundations and philanthropic entities

Step 2: Engagement Process

1. **Identify** (broad group of key stakeholders, particularly those not represented on the HPG, Other HIV service providers)
2. **Develop and Document** (develop strategies to recruit new partnering organizations)
3. **Convene** (HPG meeting and webinars)
4. **Gather information** (epidemiological profile, Jurisdictional Plan)
5. **Discuss opportunities and challenges** (access to care and treatment, partner services, types of services offered)
6. **Monitor** (ensure collaboration, coordination and increase access/linkage to prevention, care, and treatment services)
7. **Review and Update** (engagement process to increase coordination of HIV programs and services)

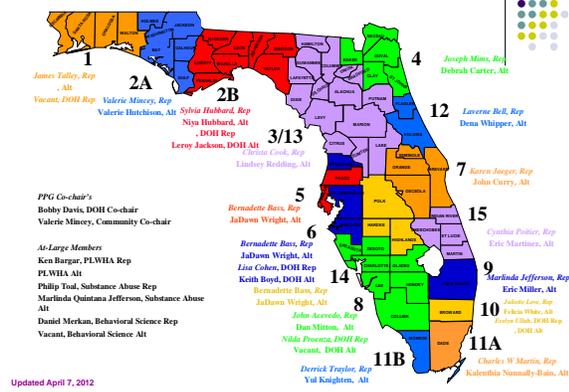
Step 3: Jurisdictional Plan Development, Implementation, and Monitoring

- HPGs and HDs will identify and employ various methods to elicit input on the development (or update) and implementation of the Jurisdictional HIV Prevention Plan from HPG members, other stakeholders, and providers
- Inform and monitor the development (or update) and implementation of the Jurisdictional HIV Prevention Plan to ensure that the engagement process supports the Jurisdictional HIV Prevention Plan

Provider's Role in the HIV Planning Process

- Attend local and statewide meetings
- Collaborating with local planning groups in your area
- Discuss opportunities and challenges with care, treatment, and prevention at local and statewide meetings
- Participate in the engagement process
- Serve as a liaison to the communities you represent-bringing the community's ideas and needs to the PPG and communicating the work of the PPG back to your community

Florida Prevention Planning Group Members and Alternates



Technical Assistance

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Questions?

