



Getting to Zero and Ending the HIV Epidemic 5-year Strategic Plan Workshop

Friday, September 11, 2020

Session Summary

On Sept. 11, 2020, 76 people joined us to determine our 5-year vision, priorities and next steps to write a draft of the “living” strategic plan. Please see the [slides here](#). Updates online [here](#). Add input on [this form](#).

5-year vision:

- How do you want to be when we come out of this pandemic?
We created this word cloud:
- What do you want the HIV community to look like when we come out of this pandemic?
Streamlined, connected, cohesive, inclusive and diverse, unbiased, stronger, housed, safe, supported, increased access to care and mental health, innovative, multilingual, intersectional, oneness, people-centered and community-engaged.



Vision and next steps from breakout groups:

1. **Community messaging**
 - Identify how to engage key populations and people we're missing
 - Present info in the clearest way, use core values, esp. sex positivity, tap local influencers
 - Collaborate with each other to create a focused strategy for the whole community
2. **Improving collaborations between agencies**
 - Easy place to find [services and contacts](#), [local events](#) and [resources](#) ([EBGTZ.org?](#))
 - Collective agreements and funding to collaborate and amplify each other's work
 - Quarterly meetings on mutual support, continuity of knowledge, engaging 3k out of care
3. **Innovative service models**
 - Testing: mobile, home-based, drive-through and nimble testing anywhere and everywhere
 - Offer status-neutral services: rapid testing, same-day PrEP, rapid ART, follow up care
4. **Youth engagement**
 - Engage youth advisory boards, LGBTQ youth teams, youth outreach workers, schools
 - Train providers on youth-centered care and language, especially on PrEP and sexual health
5. **Housing and homelessness**
 - Immediate shelter ([Project Roomkey](#)) for people in unsafe and violent street situations
 - Housing to include trauma-informed mental health and substance use services
 - Train staff on how to assess/assist on housing, rental subsidies, incl. immigrants & youth
6. **Key populations**
 - Ensure we are addressing intersectional communities who lack resources and opportunities (people experiencing homelessness, formerly incarcerated, youth, Black, Latinx, trans)
 - Collaborate across organizations towards the same goals and hire more equitably

Common themes: Collaborating on common goals, amplifying each other's work

Save the date to dive deeper and write the strategic plan: Friday, October 23, 10-11:30 am.



Save the date to dive deeper on activities/deliverables for the plan: Friday, November 13, 10-11:30 am.



Getting to Zero and Ending the HIV Epidemic

East Bay HIV Strategic Plan Writing Workshop #3 • November 13, 2020

Session Summary

On November 13, 2020, 40 people joined us to determine our top priorities and outcomes for the East Bay HIV strategic plan 2020-2025. You can download the [slides here](#) and see current updates online [here](#).

Community messaging	Vision: A campaign that uses inclusive, intentional messaging around U=U/i=i and PrEP-for-All that inspires hope and reaches all communities.
	Top priorities: 1. Determine consistent messages to use across the East Bay region around U=U/i=i and PrEP-for-All. 2. Engage local PLWH, youth, political leaders, creatives and other key cultural influencers in the process, leverage political will and push out messages.
Improving collaborations between agencies	Vision: A collaborative community of HIV service organizations, advocates and community members who work together on common goals and amplify each other's work.
	Top priorities: 1. An easy place online to find services and contacts , local events , resources & resource guides on EBGTZ.org . 2. Quarterly collaborative meetings to discuss shared goals, service directory, resources, strengthen warm handoffs & referrals, collaborative funding and events.
Innovative models	Vision: Healing-centered, integrated HIV prevention and care services anywhere and everywhere, including rapid testing, same-day PrEP, rapid ART.
	Top priorities: 1. Regional "test-everywhere" strategy: self/home testing, cross-county referral system, home testing linkage protocol, address gaps phlebotomy services. 2. Integrate HIV and PrEP linkages into other services such as housing, food, re-entry and COVID testing with clear referral/linkage person for every organization.
Youth engagement	Vision: Engage youth advisory boards, LGBTQ youth teams, youth outreach workers, providers and schools on community messaging and outreach, low-barrier PrEP and sexual health care, and build youth leadership pipeline.
	Top priorities: 1. Regional youth & youth-serving provider network: share best provider best practices, integrate youth leadership, build youth service sustainability plan. 2. Youth-led community messaging: utilizing the network to develop and distribute education and messaging via youth-focused social media.
Housing and homelessness	Vision: Local housing organizations coordinate with HIV organizations to provide immediate shelter and housing; provide trauma-informed mental health, substance use services and HIV testing, PrEP, care in streets/shelters.
	Top priorities: 1. Train HIV staff on how to assess/assist on housing and rental subsidies for diverse communities, and develop information exchange between housing and HIV orgs. 2. Housing policy changes: collaborate with housing advocates on getting housing vouchers for HOPWA, ban using criminal records to deny housing, and lowering the age of senior housing.

Join us! The [World AIDS Day event](#) and community strategy town hall on Friday, December 4, 12-1:30 pm.



Getting to Zero and Ending the HIV Epidemic
East Bay HIV Strategic Plan Workshop En Español • November 17, 2020
Session Summary

On November 17, 2020, 22 people who identify as Latinx and/or work closely with the Latinx community joined us for our first session held in Spanish to determine the top priorities and outcomes the East Bay HIV strategic plan 2020-2025 for of Latinx people. Some common themes among groups were ensuring that information and services are developed in Spanish, address the culture of machismo, recognize the many differences within Latinx communities, and acknowledge how immigration status affects care.

You can download the slides [here](#) and see strategic plan updates [here](#).

Community Messaging	Vision: Engage in messaging that is targeted to different communities, is integrated in popular culture (like movies, novelas, tv) and that breaks stigma and stereotypes.
	Top Priorities: 1. Promote collaborations amongst people, groups and agencies. 2. Develop the workforce with inter-agency collaboration.
Improving Collaborations Between Agencies	Vision: Develop collaboration between agencies, particularly those that focus on the Latinx community and produce information that is developed from a Latinx perspective and in Spanish language.
	Top Priorities: 1. Normalize the use of Spanish language including hiring of bilingual and bicultural staff. 2. Reduce program-specific funding which limits interagency collaborations. 3. Collaborate with agencies that are working with other key populations (such as with African-American PLWH) so we can learn from each other's work and coordinate effort.
Innovative Models	Vision: To provide services that cater to people of all gender identities and sexual orientation from a Latinx cultural perspective and using Spanish language.
	Top Priorities: 1. Incorporate Latinx PLWH or at risk for HIV in designing new models of care and identifying models that are working. 2. Ensure messaging is in Spanish (not translated) and culturally appropriate. 3. Ensure services are holistic with particular focus on how immigration status may be affecting care.
Youth Engagement	Vision: Engage both youth and parents separately with positive, accessible messaging presented through social media, schools, interactive online platforms.
	Top Priorities: 1. Utilize social media including TikTok, IG, FB, etc. to provide accessible messaging. 2. Engage parents separately to reduce stereotypes and stigma. 3. Increase PrEP uptake



Getting to Zero and Ending the HIV Epidemic
Acá Entre Nos: Taller de Redacción de un Plan Estratégico para Acabar con La Epidemia
17 de noviembre de 2020
Resumen de la Sesión

El 17 de noviembre de 2020, 22 personas Latinx y/o quienes trabajan estrechamente con la comunidad Latinx se reunieron para nuestra primera sesión en español con la meta de identificar las prioridades de la comunidad Latinx para el Plan Estratégico del VIH del East Bay 2020-2025. Algunos temas comunes entre grupos fueron el asegurar que los mensajes y servicios se desarrollen en español y reconozcan el machismo y las diferencias entre las diferentes comunidades Latinx y como la inmigración afecta la salud de la comunidad.

Puede descargar la presentación [aquí](#) y ver noticias sobre el plan estratégico [aquí](#).

Transmisión y contenido de mensajes a la comunidad	Vision: Transmitir mensajes que reduzcan el estigma y los estereotipos, específicos para diferentes comunidades, mediante la cultura popular (tal como películas, novelas, televisión).
	Prioridades: 1. Promocionar colaboraciones entre personas, grupos y agencias. 2. Capacitar la fuerza laboral con colaboraciones entre agencias.
Mejorando colaboraciones entre agencias	Visión: Desarrollar colaboración entre agencias, en particular aquellas enfocadas en la comunidad Latinx para diseñar información en español con una perspectiva Latinx.
	Prioridades: 1. Normalizar el uso del idioma español incluyendo la contratación de personal bilingüe y bicultural. 2. Eliminar los fondos específicos que litan la colaboración entre agencias. 3. Colaborar con agencias que ya están trabajando con otras comunidades claves (tales como la comunidad Afro-Americana) para poder aprender unos de los otros y coordinar esfuerzos.
Modelos innovadores de servicios	Vision: Proveer servicios para personas de todo el espectro de la orientación sexual e identidad de género basado en una perspectiva cultural Latinx y usando el español.
	Prioridades: 1. Incorporar a personas Latinx viviendo con VIH o a riesgo para adquirir el VIH en el desarrollo de modelos de servicios nuevos y en la identificación de modelos existentes que están funcionando. 2. Asegurar que los mensajes sean en español (no traducciones) y apropiados para la cultura. 3. Asegurar que los servicios sean holísticos con enfoque particular en como el estatus migratorio puede impactar la salud.
Compromiso y seguimiento con los jóvenes	Visión: Involucrar a los jóvenes y padres por separado con mensajes accesibles, positivos presentados mediante redes sociales, escuelas y plataformas cibernéticas interactivas.
	Prioridades: 1. Utilizar redes sociales tales como TikTok, IG, FB, etc. para proveer mensajes accesibles. 2. Involucrar los padres por separado para ayudar a reducir los estereotipos y estigma entre familias. 3. Aumentar el uso del PrEP.