



**EAST BAY GETTING TO ZERO**

# HIV STRATEGIC PLAN UPDATES

**EAST BAY WORLD AIDS DAY COMMEMORATION  
DECEMBER 3, 2021**



**Ending  
the  
HIV  
Epidemic**



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the  
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## EAST BAY HIV STRATEGIC PRIORITIES (2021-2025)

**OUR MISSION IS ADVANCING HEALTH EQUITY AND HEALING THROUGH:**



**COMMUNITY  
MESSAGING**



**IMPROVING  
COLLABORATIONS**



**INNOVATIVE  
MODELS**



**YOUTH  
ENGAGEMENT**



**HOUSING  
INITIATIVES**

**DOWNLOAD THE STRATEGIC PLAN: [EBGTZ.ORG/STRATEGY](https://ebgtz.org/strategy)**

# CORE VALUES & EQUITY

## Core Values:

- People-first
- Anti-racist
- Sex positive
- Trauma-informed
- Healing-engaged
- Community-driven
- Data & science-driven
- Adaptive and resilient

## Key Communities:

Race/Ethnicity:

**\*People of color (non-white identified)**

Age:

**\*Youth & Older Adults**

Sexual Orientation & Gender Identity:

**MSM & Cis/Trans Women**

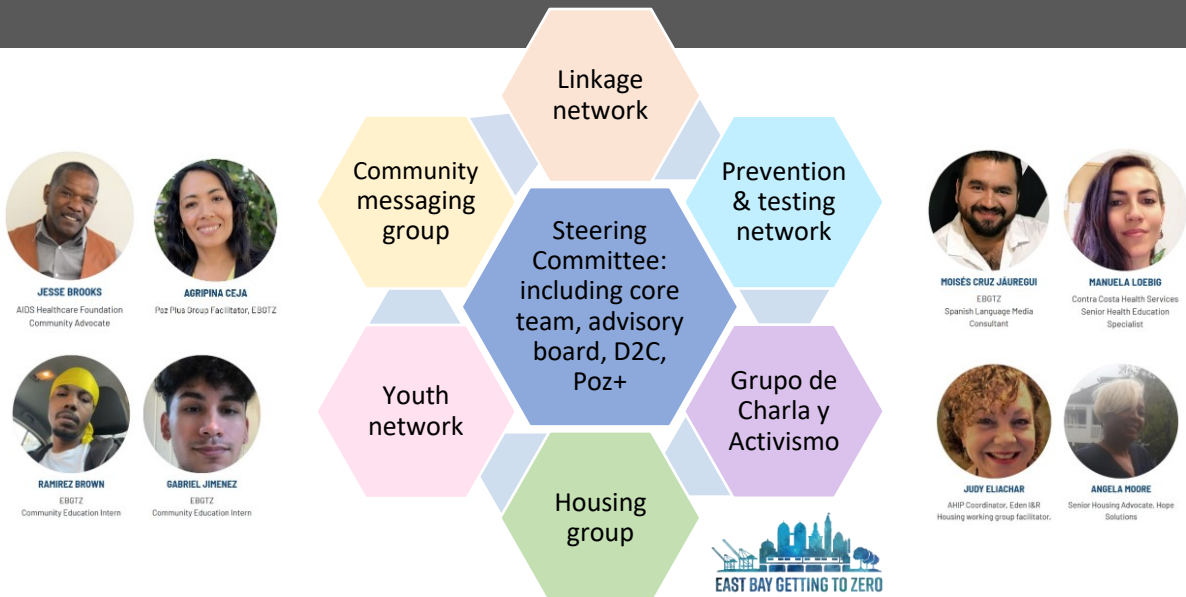
Life Experience

**\*Drug use, \*homelessness, mental health conditions, incarceration, lack of insurance, HIV diagnosis in the ER**

**\*These groups had the most significant disparities in the 2021 HIV ACCESS analysis.**



# EBGTZ STRUCTURE



# COMMUNITY MESSAGING



**Vision:** An East Bay-specific campaign with multigenerational, multicultural and multilingual messaging that inspires hope and reaches all our communities.

## Accomplishments:

- Community messaging working group
- Digital social media and influencer engagement
- Custom gear and campaigns with art from local artists in key communities: East Bae Summer and Sexy Loteria
- Community trainings on social media and outreach via dating apps



# COMMUNITY MESSAGING CAMPAIGNS

## East BAE Checklist ☒

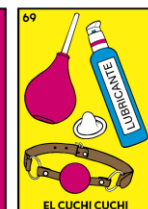
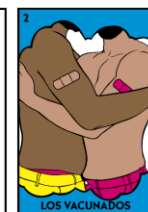
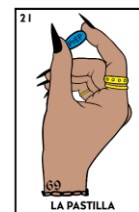


We Out here!



#EASTBAELOVE

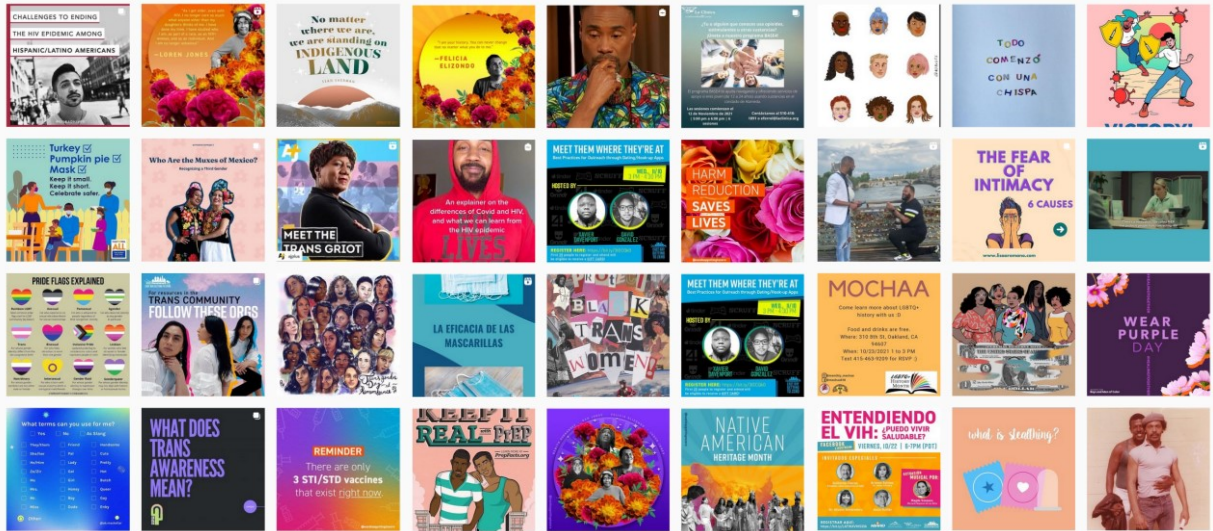
## SEXY LOTERIA



ART BY CHUCHA MARQUEZ



## DIGITAL MEDIA POSTS



## OUR MERCH OUT IN THE WORLD...





# COMMUNITY MESSAGING



## Needs/gaps:

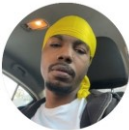
- A greater focus on the experiences and stories of people impacted by HIV
- Strong social media presence/infrastructure network-wide
- Ongoing commitment to innovation and willingness to try new approaches

## Plans for 2022:

- Murals led by local artists in key communities
- Transit ad campaigns focused on key communities
- Regional campaign in collaboration with nearby Bay Area counties



# YOUTH ENGAGEMENT



**RAMIREZ BROWN**  
EBGTZ  
Community Education Intern



**GABRIEL JIMENEZ**  
EBGTZ  
Community Education Intern

**Vision:** Engage youth and youth-centered partners in community messaging and outreach, low-barrier PrEP and sexual health care, and build the youth leadership pipeline.

## Accomplishments:

- Regional youth engagement group
- Launch of youth internship program with 2 youth interns!
- East Bay Prevention Meeting focused on Youth Services
  - Part 1 (Sept 2021): Community Orgs
  - Part 2 (Jan 2022): School-Based Health Centers



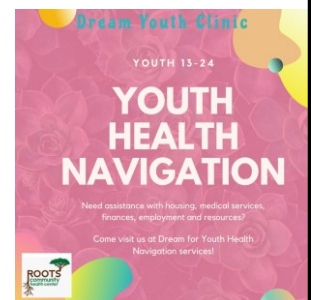
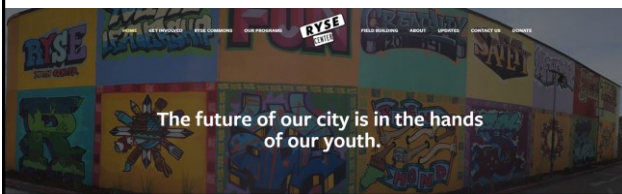
# YOUTH ENGAGEMENT

## Needs/gaps:

- Lower the barriers to quality sexual health care
- Focus on positive youth development

## Plans for 2022:

- Improve referrals to comprehensive sexual health services
- Sex-positive messaging in Oakland schools  
(for youth, families, educators, and community)



# INNOVATIVE MODELS: TEST EVERYWHERE

**Vision:** Healing-centered, Integrated HIV prevention and care services, including rapid testing, same-day PrEP, and rapid ART

east BAE checklist ☒

<input checked="" type="checkbox"/> GET VAXXED	<input checked="" type="checkbox"/> GET TESTED & TREATED
<input checked="" type="checkbox"/> GET TREATMENT	<input checked="" type="checkbox"/> GET VITAMIN-D

*Jaro Salazar '21*

Free & no contact testing for Contra Costa residents aged 17 years and older.

Get tested for:

- HIV
- Gonorrhea
- Chlamydia

The process takes less than 1 hour.

We leave you a bag full of condoms/swabs!

To make an appointment call: 925.273.8127 or email: [prp@nycityhealth.org](mailto:prp@nycityhealth.org)

**I know.**

Welcome to [dontthinkknow.org](http://dontthinkknow.org)

Please select your county or enter your zip code below.

ALAMEDA



## INNOVATIVE MODELS: SAME-DAY PREP

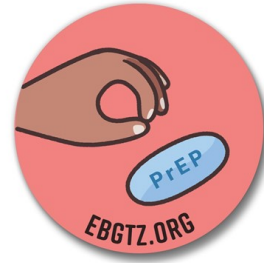
**Vision:** Healing-centered, Integrated HIV prevention and care services, including rapid testing, same-day PrEP, and rapid ART

### Sites with Same-Day PrEP Packs

- 3 Community Health Centers (over 10 clinical sites)
- 3 youth clinics
- 2 school-based health centers
- 2 clinics serving people experiencing homelessness

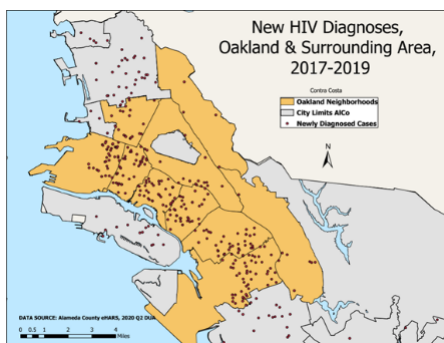
### Exploring:

- 1 Emergency Room
- 1 Mobile Clinic Van



## INNOVATIVE MODELS: ONE-STOP SHOPS

**Vision:** Healing-centered, integrated HIV prevention and care services, including rapid testing, same-day PrEP, and rapid ART



**HOPE: Healthy Outcomes for People Everywhere**  
Oakland-Based Status-Neutral Mobile Health Clinic





## INNOVATIVE MODELS

**Vision:** Healing-centered, integrated HIV prevention and care services, including rapid testing, same-day PrEP, and rapid ART

**Accomplishments:**

- Launch of home HIV testing across East Bay
- Rapid test and PrEP starter pack pilots at community health centers, including 5 youth sites

**Needs/gaps:**

- Full HIV/STI home testing for all genders & body parts
- Direct services in neighborhoods most affected by HIV

**Plans for 2022:**

- HOPE Mobile Health Clinic
- Free Same-day PrEP in all clinics



## IMPROVING COLLABORATIONS



**Accomplishments:**

- One place to find info: revamped service directory.
- Network-wide quarterly meetings on ED, SUD, housing.
- Strengthened linkages in non-HIV settings: Emergency department, substance use, street and shelter settings.

**Impact:**

- Highland linkage rates increased 44% to 73%
- Highland ED started 72% of newly diagnosed people on rapid ART.





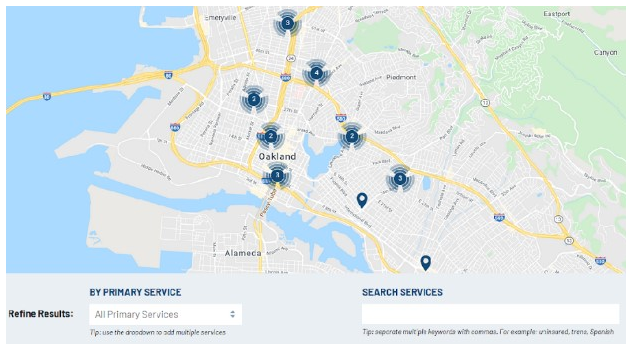
**New and improved!**

# SERVICE DIRECTORY

[EBGTZ.ORG/SERVICES](http://EBGTZ.ORG/SERVICES)

## Improvements made as a result of the April 2021 workshop:

★New Google maps and directions ★Simplified search results ★ Print options ★ live links ★ photo option



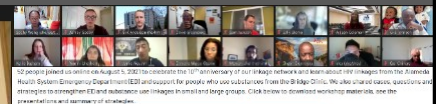
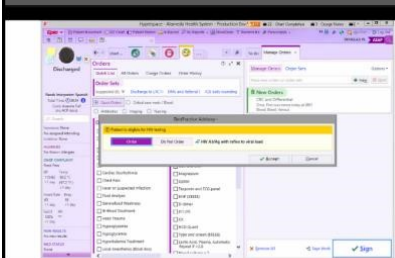
42 services found.

PRINT OR PDF

PHOTO	AGENCY & LOCATION	HIGHLIGHTED SERVICES	CONTACT	MOBILE INFO
	<b>ALAMEDA HEALTH SYSTEM EMERGENCY DEPARTMENT</b> Highland Hospital ED (Sun & Monday Highland PT) Alameda Hospital ED	HIV and STC testing and same-day treatment, PrEP and PEP, linkage to care	<a href="mailto:hottext@alamedahealthsystem.org">hottext@alamedahealthsystem.org</a> Direct line to ED HIV team: <a href="tel:925-838-4388">925-838-4388</a>	→
	<b>ASIAN HEALTH SERVICES, HJ MEDICAL CENTER</b> 813 Webster St. Oakland, CA 94607  (Between 9th and 10th St., in Oakland Chinatown (3 additional locations: click for more info))  1.06 miles away	Same-day access to HIV PrEP and care, HIV rapid testing, HIV PrEP, HIV PEP, HIV treatment, medical case management	Call or text <a href="tel:415-772-5555">415-772-5555</a> to reach a team member  For non-urgent email inquiries: HIV testing: <a href="mailto:testing@asianhs.org">testing@asianhs.org</a> PrEP and PEP: <a href="mailto:prp@asianhs.org">prp@asianhs.org</a> HIV linkage: <a href="mailto:ahg@asianhs.org">ahg@asianhs.org</a>	→
	<b>GLENN BURKE WELLNESS CLINIC AT OAKLAND LGBT CENTER</b> 3207 Lakeshore Ave., Oakland, CA 94610  *Please use Bond Ave. entrance*  2.84 miles away	HIV prevention, PrEP/PEP, STI/HV testing and treatment, case management and linkage to care, housing subsidies, food assistance	Please call <a href="tel:510-882-9200">510-882-9200</a>	→
	<b>HEPPAC (HIV EDUCATION AND PREVENTION PROJECT OF ALAMEDA COUNTY)</b>		Main center for linkage & access to services Darwin Lopez, Harm Reduction Services	→

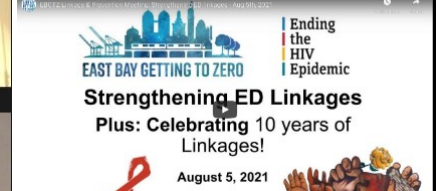


## WORKSHOP ON STRENGTHENING ED AND SUBSTANCE USE LINKAGES



Watch a recording of the presentation on East Bay HIV linkages, Alameda Health System ED HIV testing and linkages, Bridge Clinic substance use services, and highlights of strategies shared in the breakout groups.

EBGTZ linkages & substance use services presentation, AUGUST 2021



**Linkage and Retention Network 10th Anniversary**  
Workshop on strengthening Emergency Dept (ED) and substance use linkages  
Thursday, August 5, 2021 \* 2-3:30 pm

Strategies and best practices shared in breakout groups  
General approach and creative ways of providing services  
• Be creative, with above and beyond commitment and willingness to go beyond protocols.  
• Integrate peers (people who have similar lived experiences) into the process.





# HOUSING INITIATIVES



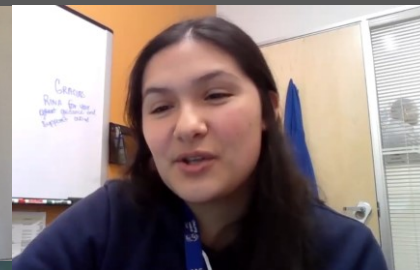
## Accomplishments:

- Creation of new housing working group led by advocates.
- Cross-training, coordination and info exchange with network-wide housing workshop in October 2021.
- Exploration of housing policy changes.

**Impact:** 43 PLWH housed; Trust clinic viral load suppression increased 35% to 50%; 344 people experiencing homelessness screened for HIV and 96% PLWH linked to care.



## WORKSHOP ON STRENGTHENING HOUSING AND HIV LINKAGES



### HOUSING OPPORTUNITIES

#### NEED URGENT HELP WITH HOUSING?

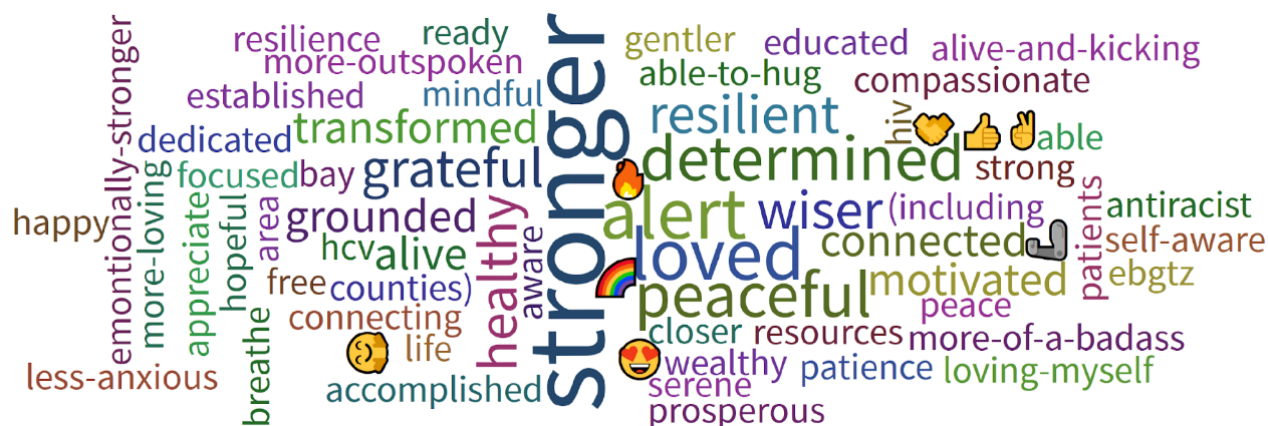
- **If you're in Alameda County:** start by calling 2-2-5 for 1-800-799-7233 or visit a [Housing Resource Center](#) for immediate assistance for people experiencing homelessness.
  - Call 2-2-5 [Coordinated Entry Services](#)
  - Visit (in-person) a [Housing Resource Center](#) (click for [directions](#))
  - Contact [AETC Housing Information Project](#) for help with housing navigation for people living with HIV (PLWH) in Alameda County.
- **If you're in Contra Costa County:**
  - Call 2-2-5 [Contra Costa](#) and/or check out the [Shelter/Housing database](#) webpage.
  - Contact [Housing Solutions](#) for help with housing navigation for PLWH in Contra Costa County.

#### WHERE TO FIND AVAILABLE HOUSING OPPORTUNITIES IN THE EAST BAY:

- **OpenHouses:** affordable and low-income housing opportunities for seniors, PLWH and adults with disabilities, updated the first week of each month.
  - Click [here](#) to go to the OpenHouse website
  - Scroll down
  - Under "Current Affordable Housing List"
  - Click on: "Bay Area Housing Opportunity List" for listings in Alameda, Contra Costa, Marin, San Francisco, San Mateo, and Santa Clara Counties.



# HOW DO WE WANT TO BE WHEN WE COME OUT OF THIS PANDEMIC?



## PROPOSED EAST BAY HIV STRATEGIC ACTIVITIES FOR 2022



### COMMUNITY MESSAGING:

EAST BAY LOVE AND SEXY LOTERIA CAMPAIGNS

MURALS

TRANSIT ADS



### IMPROVING COLLABORATIONS:

SUBSTANCE USE OVERDOSE PREVENTION AND SAFETY PLANS

LINKAGES IN ED, STREET AND SUBSTANCE USE SETTINGS



### INNOVATIVE MODELS:

EXPANDED HOME HIV/STD TESTING

HOPE VAN: MOBILE HIV PREVENTION & CARE



### YOUTH ENGAGEMENT:

YOUTH KEY-INFORMANT NETWORK

SEX POSITIVE ED IN OAKLAND SCHOOLS



### HOUSING INITIATIVES:

HOUSING 101 TRAININGS AND MONTHLY UPDATES

HOUSING APPLICATION PARTIES