



**EAST BAY GETTING TO ZERO**

# **HIV Strategic Plan Updates**

**East Bay World AIDS Day Commemoration  
November 30, 2023**





Ending  
the  
HIV  
Epidemic

## 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)

# EAST BAY HIV STRATEGIC PRIORITIES (2021-2025)

Ending  
the  
HIV  
Epidemic

OUR MISSION IS ADVANCING HEALTH EQUITY AND HEALING THROUGH:



## COMMUNITY MESSAGING

- Determine messages that are inclusive and multilingual.
- Collaborate with local PLWH, youth, and other key cultural influencers.



## IMPROVING COLLABORATIONS

- Build EBGZ.org to be an easy place to find local services, contacts, events, and resources.
- Strengthen warm hand-offs and rapid linkages to services.



## INNOVATIVE MODELS

- "Test-everywhere," including at home and other non-clinical community settings.
- Integrate HIV and PrEP linkages into other services.



## YOUTH ENGAGEMENT

- Convene a regional youth and youth-serving provider network.
- Integrate youth-led community messaging.



## HOUSING INITIATIVES

- Coordinate HIV and housing services and cross-train staff.
- Explore housing policy changes to increase safe and accessible housing.

Our core values of equity and healing include work that is people-first, trauma-informed, healing-engaged, anti-racist, sex positive, community-driven, data and science-driven, adaptive and resilient.

# 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**

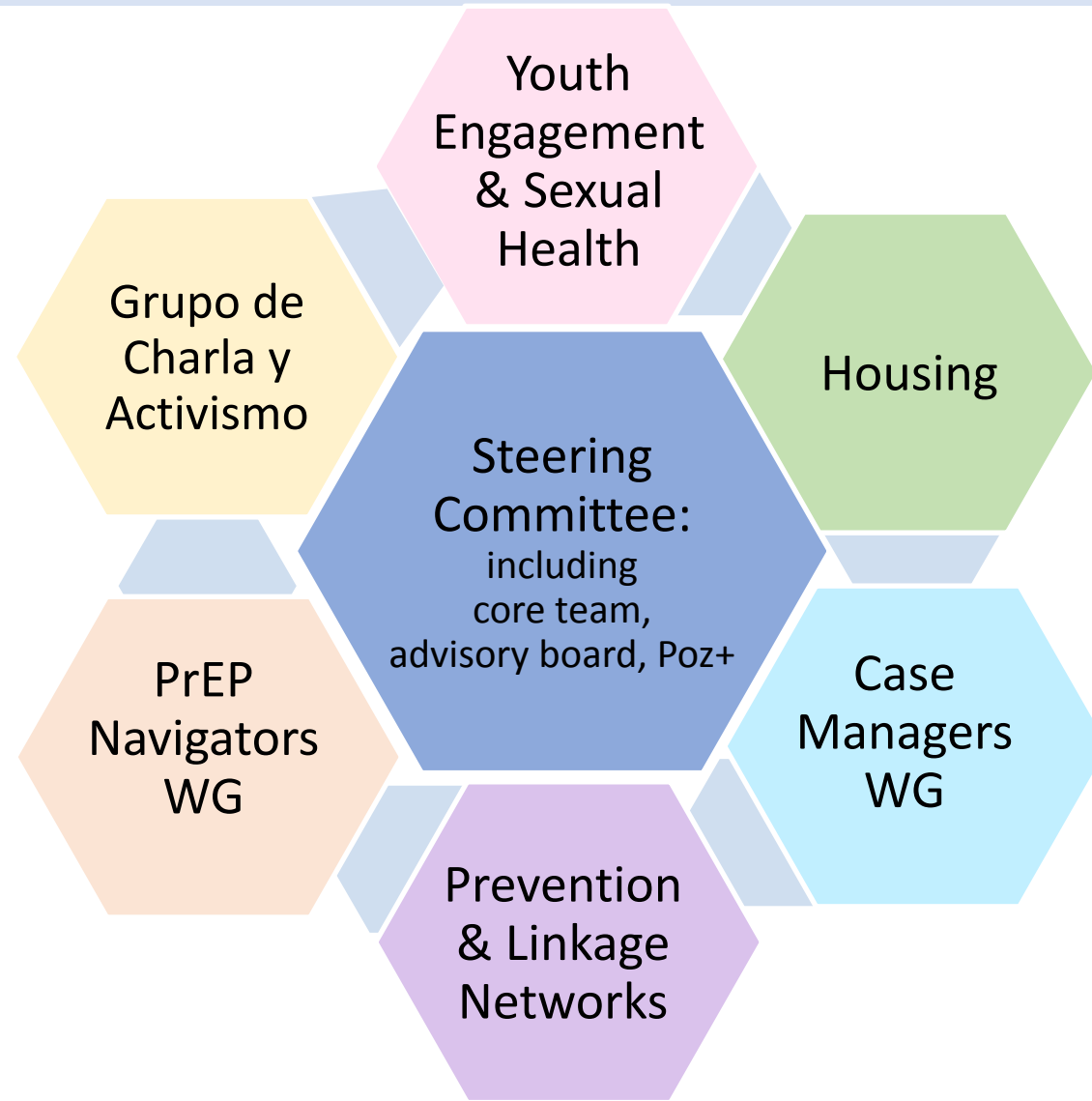
Sexual Orientation & Gender Identity:

**MSM & Cis/Trans Women**

Life Experience

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

# EBGTZ's Network & Working Groups



# EAST BAY HIV STRATEGIC PRIORITIES FOR 2023



## COMMUNITY MESSAGING

EAST BAY AIDS  
MEMORIAL GARDEN

DIGITAL STORYTELLING  
SERIES



## IMPROVING COLLABORATIONS

MENTAL HEALTH SKILLS  
AND REFERRALS

HIV SERVICES IN  
STREET, SHELTER AND  
ED SETTINGS



## INNOVATIVE MODELS

INJECTABLE PREP  
& HIV TREATMENT

MOBILE HIV SERVICES  
HOME HIV & STI TESTING



## YOUTH ENGAGEMENT

YOUTH-ADULT  
PARTNERSHIPS  
IN GENDER & SEXUAL  
HEALTH EDUCATION



## HOUSING INITIATIVES

HOUSING  
"NUTS AND BOLTS"  
CASE CONFERENCES

# Community Messaging



**Vision:** An East Bay-specific campaign that includes multigenerational, multicultural and multilingual messaging that inspires hope and reaches across the scope of our communities.

## Accomplishments in 2023:

- POZ+ Mural collaboration
- Grupo Mural collaboration
- Digital storytelling series

## Proposed Plans for 2024 to address needs/gaps:

- Injectable PrEP/ART Community Messaging
- East Bay AIDS Memorial Garden Legacy Project





# RYSE Youth Center Mural

3939 Bissell Ave, Richmond  
Artist: Agana Epinoza





# POZ+ Mural

57<sup>th</sup> Ave & Bancroft Ave, Oakland

Artist: Aeos One

*Special thanks to Braunz Courtney & Ms. Karen Deal*





# Grupo de Charla y Activismo Mural

**La Frontera: 4493 International Blvd, Oakland**

**Artists: Simón Malvaez & J Manuel Carmona**

*Special thanks to Dona Rosa Chavez & Equality CA*




# Digital Storytelling Series

*Katya Pamela*

YO TE VOY A DECIR QUE TE CUIDES [TOMANDO PREP]... A PARTE QUE TE ESTÁS CUIDANDO TÚ, CUIDAS A TERCERAS PERSONAS, A PERSONAS QUE TÚ QUIERES.

AM GOING TO ENCOURAGE YOU TO TAKE CARE OF YOURSELF (AND TAKE PREP)... BESIDES TAKING CARE OF YOURSELF, YOU ARE CARING FOR PEOPLE THAT YOU LOVE.



*Karen Bello*

HUBO UNA PERSONA QUE ME ACERCO A ESTE TIPO DE EVENTOS [SERVICIOS MÉDICOS] YO SENTÍA TEMOR, TERROR ACERCARME A ESTE TIPO DE COSAS PORQUE YO SENTÍA QUE TENÍA TODAS LAS ENFERMEDADES DEL MUNDO [ITS]...

THERE WAS A PERSON WHO INTRODUCED ME TO THESE TYPE OF EVENTS (SERVICES) I WAS SCARED, I WAS TERRIFIED BECAUSE I THOUGHT I HAD EVERY DISEASE THAT EXISTS IN THE WORLD (STI)...



*Mapache*

VUELVO A MIS CITAS MÉDICAS POR...] LA CONFIANZA DE PODER IR, PLATICAR. LA ATENCIÓN QUE TE DAN, SOBRE TODO QUE TE HACEN SENTIR MUCHA CONFIANZA Y TE HACEN SENTIR QUE NO ESTÁS SOLO.

[I COME BACK TO MY MEDICAL APPOINTMENTS...] BECAUSE I TRUST THEM, I HAVE SOMEONE TO TALK WITH. I RECEIVE GREAT ATTENTION. THEY MAKE ME FEEL LIKE I CAN TRUST THEM, AND I DON'T FEEL ALONE ANYMORE.



**NIAAD**  
21 DE OCTUBRE DE 2023  
12:00 PM - 4 PM

**VIVIENDO SIN FRONTERAS: MÁS ALLÁ DEL VIH**

**GRATIS**  
TENDREMOS BOTANA!

**LA FRONTERA, NIGHT CLUB**  
4493 INTERNATIONAL BLVD  
OAKLAND, CA 94601

Una celebración para conmemorar el Día Nacional de Concientización sobre el SIDA entre los latinos. Estaremos develando el Mural La Charla y mostrando un adelanto del cortometraje "Vivir sin Fronteras". ¡Tendremos drag queens, rifas, organizaciones comunitarias y más!



Logos at the bottom: World, Somos Familia, NOSOTROS + VIVIENDO, RAINBOW COMMUNITY CENTER, Planned Parenthood, La Clínica, FIRST BUT NOT LAST TO FEEL.

# AIDS Memorial Garden





[EastBayAIDSMemorial.org](http://EastBayAIDSMemorial.org)

# Improving Collaborations



**Vision:** A collaborative community of HIV service organizations, advocates and community members who work together on common goals and amplify each other's work.

## Accomplishments in 2023:

- Site Spotlight Video Series
- Workshop with mental health providers: Crisis Support Services, Pacific Center.
- Strengthened rapid ART and linkages with substance use, jail and ED teams.
- Return of the Regional Case Managers Meetings!

## Proposed priorities for 2024:

- Mental health and substance use: strengthen access to services.
- ED, jail and street health linkage collaborations.

# EBGTZ.org Resource Hub



[SELECT LANGUAGE ▾](#)
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[t](#)
[i](#)

SEARCH

- ABOUT
- SERVICE DIRECTORY
- HIV
- COVID-19
- RESOURCES
- UPDATES
- EVENTS
- MEMORIAL GARDEN

I'm looking for...

## INFO FOR SERVICE PROVIDERS

- [New Staff Guide](#)
- [Working Groups](#)
- [HIV Updates](#)

## INFORMATION FOR INDIVIDUALS

- [Get Protected](#)
- [Get Tested](#)
- [Site Spotlight Videos](#)

## LATEST EBGTZ INITIATIVES

- [Memorial Garden](#)
- [Strategic Plan](#)
- [Our Campaigns](#)

76 resources found. Search Resources:

BY CATEGORY: All Categories

BY KEYWORD:

**daily to your... or monthly to your...**

**or daily to your... or monthly to your...**

**or daily to your... or monthly to your...**

**or daily to your... or monthly to your...**

**SAME-DAY SUBSTANCE USE HELP AT THE BRIDGE CLINIC**

MAY 31, 2023

[Read More](#)

**INJECTABLE HIV MEDICATIONS AND PREP**

MAY 31, 2023

[Read More](#)

**OMICRON AND VARIANT FAQs**

MAY 31, 2023

[Read More](#)

**COVID TESTING**

MAY 31, 2023

[Read More](#)

**OPTIMIZING VENTILATION**

MAY 19, 2023

[Read More](#)

**DOXYPEP**

**DOXY-PEP FOR SEXY PEEPS!**

MAY 30, 2023

[Read More](#)

**3 SITE SWABBING INSTRUCTIONS IN ENG/SPA FROM TARGET HIV STI TOOLKIT**

MAY 9, 2023

[Read More](#)

**USING WASTEWATER VIRAL LEVELS: FECEES FACTS!**

MAY 2, 2023

[Read More](#)

**COVID TREATMENT**

MAY 2, 2023

[Read More](#)

**CROI**

**CROI 2023 HIGHLIGHTS**

APRIL 4, 2023

**EAST BAY MENTAL HEALTH: THERAPEUTIC ALLIANCES, SUICIDE PREVENTION AND REBURGER**

MARCH 30, 2023

**QUICK GUIDE FOR NEW HIV CARE & PREVENTION STAFF**

# Site Spotlight Videos

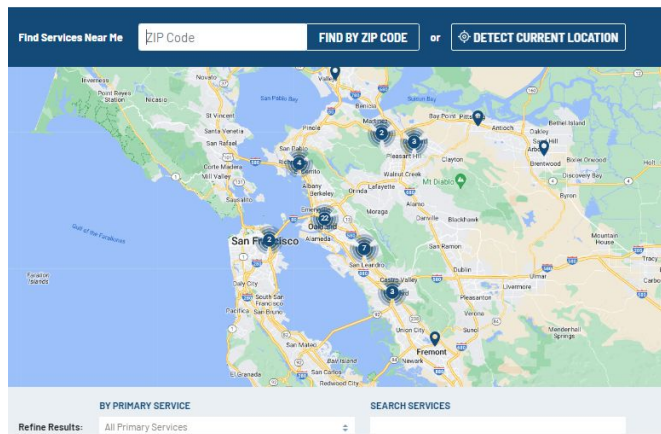





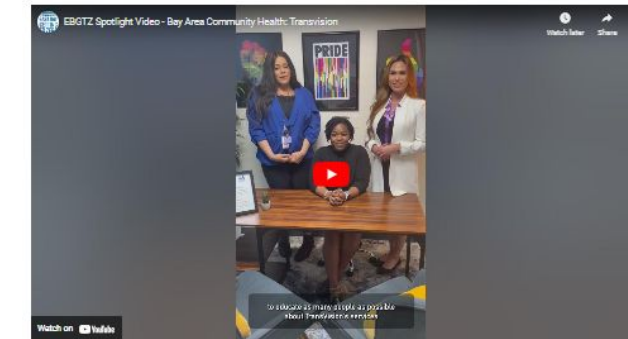


PHOTO	AGENCY & LOCATION	HIGHLIGHTED SERVICES	CONTACT	MORE INFO
	<b>PACIFIC CENTER</b> 2712 Telegraph Avenue, Berkeley, CA 94705	Mental health counseling for individuals, families, couples, and groups.	Please call <a href="tel:1-510-992-6337">1-510-992-6337</a>	→
	<b>CRISIS SUPPORT SERVICES OF ALAMEDA COUNTY (24/7)</b>	Confidential 24-Hour crisis line for suicide prevention and crisis intervention.	<ul style="list-style-type: none"> <li>24-Hour Crisis Line: Call <a href="tel:988">988</a> or <a href="tel:1-800-309-2131">1-800-309-2131</a></li> <li>Youth TextLine: Text SAFE to 20121 (8am-12a Daily)</li> <li>For Spanish: Text SEGURO to 20121 (5pm-9pm Tues-Fri)</li> <li>Para Español: Textear SEGURO al 20121 (5pm - 9pm martes-viernes)</li> </ul>	→
	<b>FAMILIAS UNIDAS</b> 205 39th Street, Richmond, CA 94805	Individual and family counseling, telehealth	Call for more info: <a href="tel:510-412-5830">510-412-5830</a>	→
	<b>CONTRA COSTA COUNTY 24/7 MENTAL HEALTH ACCESS LINE</b> 25 Allen St., Martinez, CA 94553	24/7 mental health and substance use services	Call <a href="tel:1-888-678-7277">1-888-678-7277</a> for live help 24 hours a day, 7 days a week.  Crisis and Suicide Hotline (24/7): <a href="tel:1-800-833-2900">1-800-833-2900</a>	→
	<b>CASA DEL SOL AT LA CLÍNICA</b> 1501 Fruitvale Ave. Oakland, CA 94601	Mental health treatment services	Call the Casa del Sol team at <a href="tel:510-535-6200">510-535-6200</a> to make an appointment.	→

## BAY AREA COMMUNITY HEALTH (FORMERLY TRI-CITY HEALTH CENTER)



**BAY AREA COMMUNITY HEALTH**

**WE WELCOME:** People living with HIV who are uninsured, on Medi-Cal, Alameda Alliance, Blue Cross, Medi-Cal Health Plan

**SAFE-OR ACCESS AND AVAILABILITY:** Assistance with insurance benefits counseling (Medi-Cal/Medicare, Health Plan, Covered CA), ADAP/ART enrollment; Case Management Services; Transgender Programs; Transportation services; Assistance with long-term/short-term housing (SRO/MD); Transportation assistance to and from medical visits; Emergency Financial Assistance; PEP and PrEP available; Language line on-site interpretation

**HIGHLIGHTED SERVICES:** Bay Area Community Health also provides HIV/STI services funded by the Ryan White program such as: Antiretroviral Medical Care, Behavioral Health, Case Management, Nutrition Services, Peer Support, Support groups, Early Intervention Services

**PROVIDERS:** County level MD, Board Certified ID, Languages Available

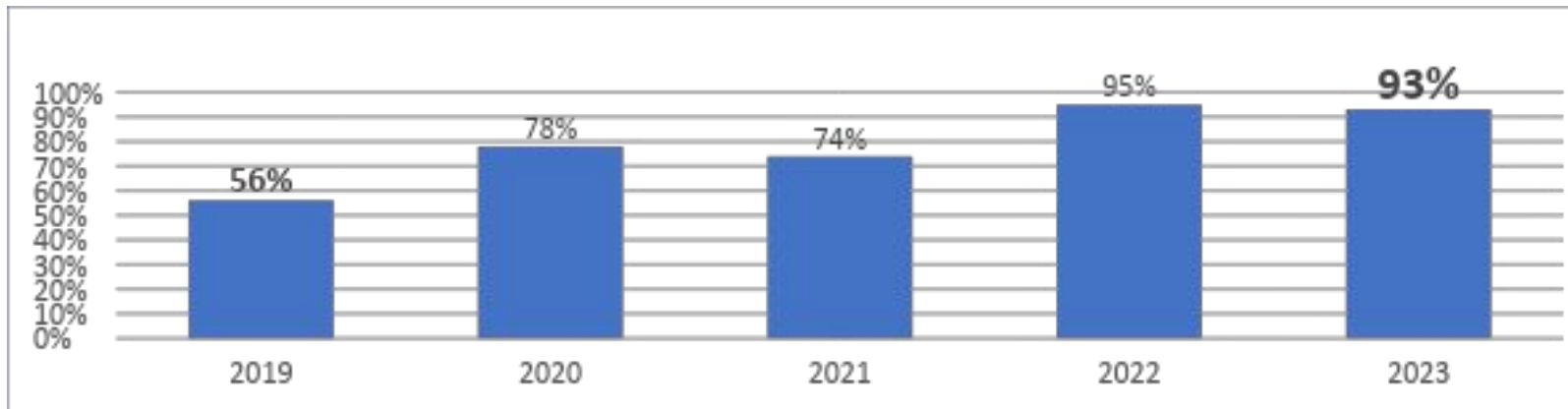
**VISIT WEBSITE**

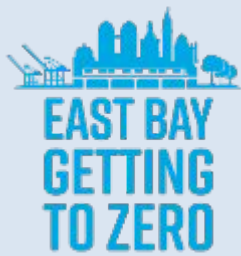


# Improving Collaborations



- 1<sup>st</sup> EBG TZ supported Regional Case Managers Meeting – 50+ attendees
  - Networking, Housing & HIV Case Management training, Case Conferencing
  
- Strengthened rapid ART and linkages with substance use, jail and ED teams.





# Mental Health and Suicide Prevention workshop and resources

[www.ebgtz.org/resource/mental-health](http://www.ebgtz.org/resource/mental-health)



**PACIFIC CENTER**  
FOR HUMAN GROWTH



**CRISIS SUPPORT SERVICES**  
of Alameda County



**AETC** AIDS Education & Training Center



SELECT LANGUAGE -

DONATE



SEARCH

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- COVID-19
- RESOURCES
- UPDATES
- EVENTS
- MEMORIAL GARDEN

Home / Resources / East Bay mental health resources

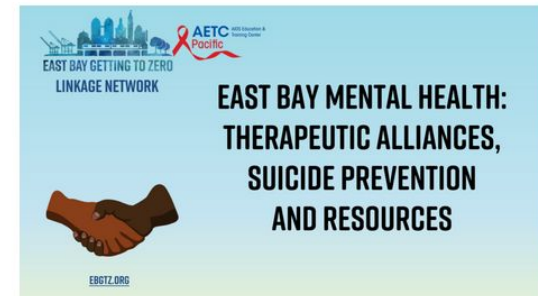
## EAST BAY MENTAL HEALTH RESOURCES

MARCH 30, 2023

Linkage, Retention, Training

On March 30, 2023, the East Bay HIV linkage and retention network collaborated with mental health leaders and trainers on a workshop sharing and building skills on therapeutic alliances, crisis de-escalation, suicide prevention and East Bay mental health resources.

In case you missed the workshop, please watch the recording below. Scroll down for tools, resources and referral guides.



# Innovative Models



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

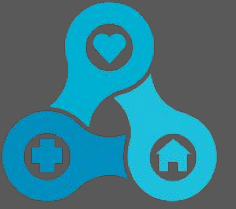
## **Accomplishments in 2023:**

- PrEP Navigation working group
- Take Me Home - HIV + STI home testing with linkage to PrEP
- Injectable PrEP & ART collaborations

## **Proposed plans for 2024 to fill needs/gaps:**

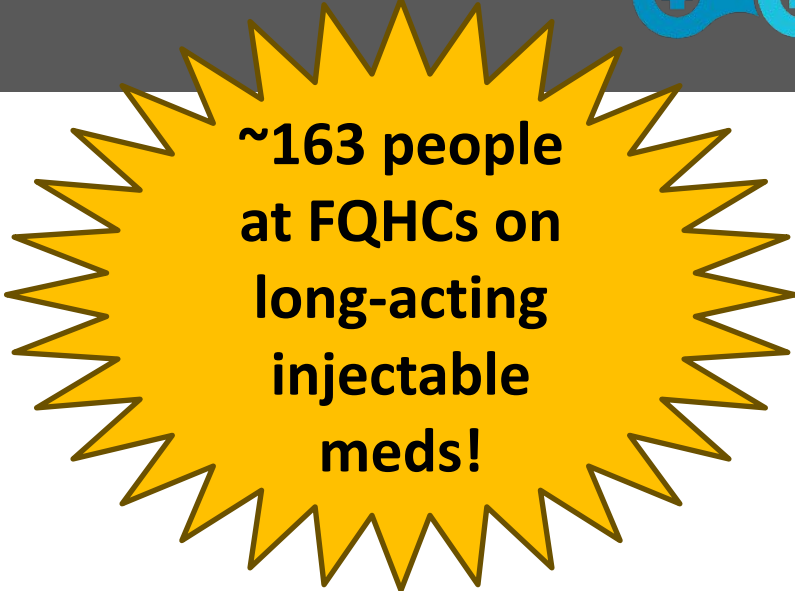
- Collaborations to expand access to injectables

# Incredible Injectables!



## Accomplishments:

- Quarterly East Bay HIV provider conferences to discuss injectable ART and PrEP.
- [Injectables resource page: ebgtz.org/resource/injectables](http://ebgtz.org/resource/injectables)
- Bay Area wide LAI Equity Collaborative



**~163 people  
at FQHCs on  
long-acting  
injectable  
meds!**

- Among HIV ACCESS FQHC clinics, 11% are using injectable ART
- At the Highland HIV clinic, 92% achieved viral load suppression!
- Among people experiencing homelessness at the Trust Clinic, 95% have achieved viral load suppression!

# Bay Area Long-Acting Injectable PrEP (BAYLAP) Equity Collaborative



- **Priority populations:**
  - BIPOC
  - Cis & Trans women
  - Unhoused
- **Patient Education**
- **Clinical Toolkit**
- **Sharing Best Practices**



The BAYLAP Alliance\* is looking to understand factors influencing the effective scale-up of long-acting injectable PrEP and develop a toolkit to support a shared approach to equitable implementation in the Bay Area.

**You've been highlighted as an important community voice** to understand these factors and assist in our toolkit planning.

Please join us for a 60-90 minute interview to share your thoughts and experiences. You'll be paid \$125 for your time.

**If you are interested in talking to us,** reach out to the person who sent you this invite!

\*The Bay Area Long-Acting PrEP (BAYLAP) Alliance are researchers at: the San Francisco Department of Public Health, East Bay Getting to Zero, and the County of Santa Clara Public Health Department.

# Home Testing

## TAKEMEHOME



Testing that meets you where you are. Literally.



1

PUBLIC HEALTH PARTNERS PURCHASE KITS THROUGH NASTAD

2

TAKEMEHOME TEAM ADDS STOCK IN YOUR ZIP CODES

3

OUR DATING APP PARTNERS ADVERTISE THE SERVICE

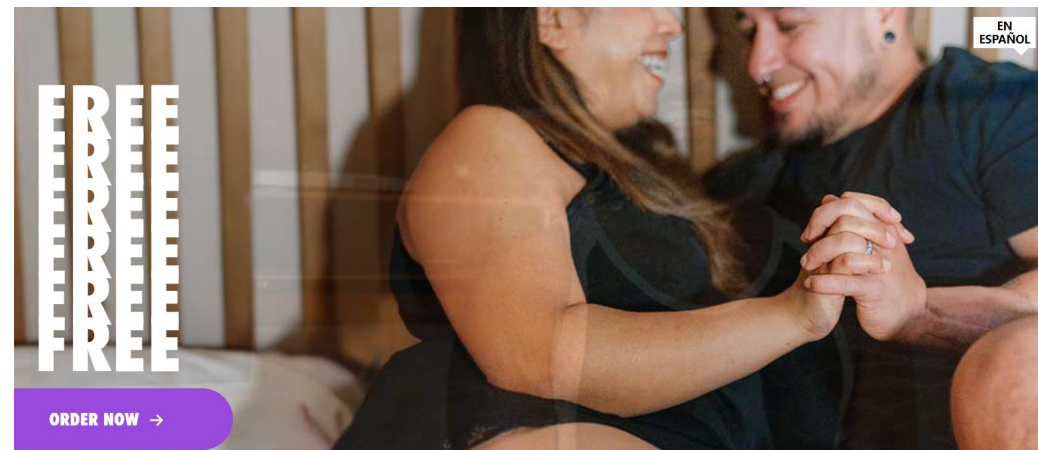
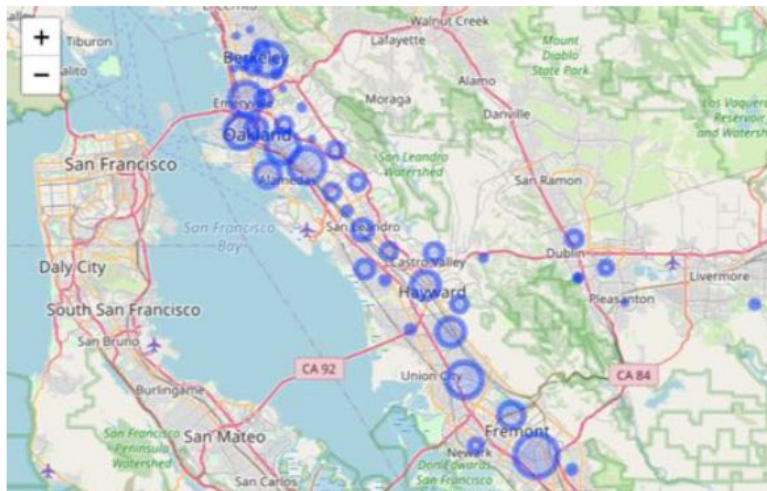
4

USERS ORDER A TEST AT NO COST

5

OUR LAB PARTNER SHIPS KITS DIRECTLY TO USERS

TAKEMEHOME.ORG



EN ESPAÑOL

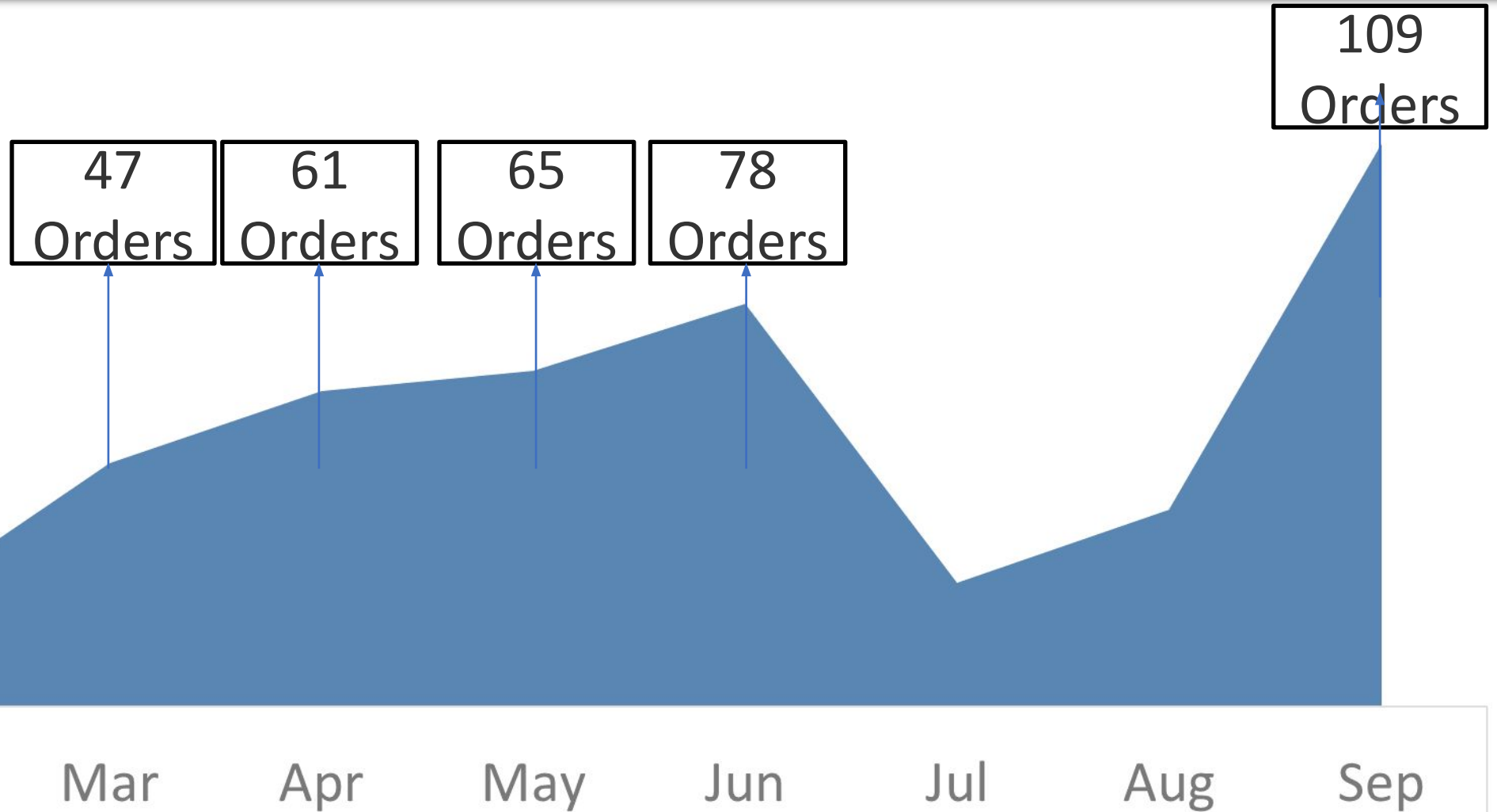
# Online Promotion: Peregrine Media



Search Google or type a URL

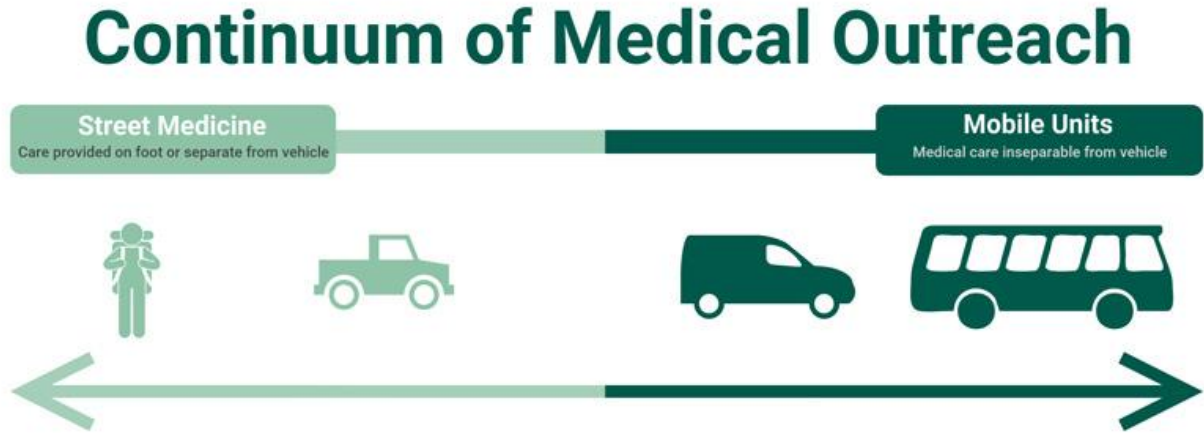


# Take Me Home 2023

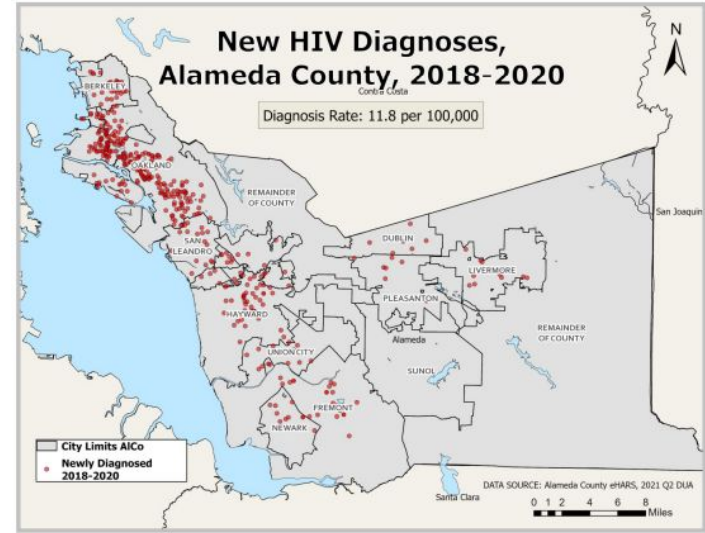




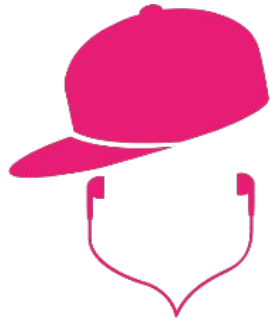
# Mobile HIV/PrEP Services



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



# Youth Engagement



**Vision:** Engage youth advisory boards, LGBTQ youth teams, youth outreach workers, community-based youth organizations, providers and schools on community messaging and outreach, low-barrier PrEP and sexual health care, and build youth leadership pipeline.

## Accomplishments in 2023:

- Youth Engagement Working Group
- Youth Sexual Health Provider Group
- Youth Listening Sessions

## Proposed plans for 2024 to fill gaps/needs:

- Best practices guide for sexual health and gender care for youth

# Housing Initiatives



## Accomplishments:

- Completion of the [East Bay housing guides](#).
- Housing “nuts and bolts” case conference.
- Support and coaching for getting people housed.

## Proposed plans for 2024:

- Integration of housing navigation training into the regional case manager meetings.


Learn more at [egbtz.org/housing](https://egbtz.org/housing) !



JUDY ELIACHAR



ANGELA MOORE



EAST BAY GETTING TO ZERO  
**SIMPLE GUIDES TO  
FINDING AFFORDABLE HOUSING  
IN ALAMEDA & CONTRA COSTA COUNTIES**



**JUDY ELIACHAR AND  
ANGELA MOORE**  
EAST BAY GETTING TO ZERO  
HOUSING GROUP CO-FACILITATORS

2022-2023  
EBGTZ.ORG



# Proposed East Bay HIV Strategic Priorities for 2024

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## COMMUNITY MESSAGING

East Bay AIDS  
Memorial Garden

Injectables  
Community Ed



## IMPROVING COLLABORATIONS

Mental health skills  
and resources

Substance use

HIV services in  
street, shelter and  
ED settings



## INNOVATIVE MODELS

Injectable PrEP  
& HIV treatment

Home HIV & STI  
Testing



## YOUTH ENGAGEMENT

Youth Listening  
Sessions

Youth Best Practices  
Guide



## HOUSING INITIATIVES:

Housing  
Navigation  
trainings for  
regional case  
managers

# Poll: What activities are you most excited about? (Choose your top 2!)

- Injectable ART & PrEP
- Doxy-PEP for STI prevention
- ED, jail, and street linkages
- County support on re-engagement in care
- Mental health and suicide prevention
- Substance use harm reduction and recovery
- Mobile HIV services
- Home testing with PrEP linkages
- Youth HIV/STI services



# Poll: What activities are you most excited about? (Choose your top 2!)

- AIDS Memorial Garden
- Timeline of HIV in the East Bay
- Community Education about injectables
- Youth Listening Sessions on sexual health
- Youth gender & sexuality best practices guide for adults

