



Ending  
the  
HIV  
Epidemic

## East Bay HIV Strategic Plan, 2021-2025 Updated for 2024

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The United States launched a bold new HIV public health partnership in 2020 called *Ending the HIV Epidemic: A Plan for America*, a ten-year nationwide initiative with the goal to achieve a 90% reduction of new HIV infections by 2030. The East Bay was identified as one of the 57 geographic areas in the US most heavily impacted by HIV.

**East Bay Getting to Zero** is the community coalition supporting the Ending the Epidemic (EHE) plan for Alameda and Contra Costa Counties. This is a community-driven “living” East Bay HIV strategic plan that is updated each year and synthesizes input from everyone involved. The plan is flexible and responsive to local needs and is used to make systemic change to achieve an East Bay with zero HIV stigma, zero health disparities, and zero new HIV transmissions. The plan is aligned with the National HIV/AIDS Strategy and the California Ending the Epidemic Plan.

**Highlights of 2023 accomplishments** include the community messaging group completing its community mural projects with a POZ+ collaboration with Aeos One in East Oakland and a Grupo de Charla collaboration with J Manuel Carmona and Simón Malvaez in Fruitvale. Grupo created a Spanish-language visual storytelling film series. POZ+ was awarded approval to begin work on an East Bay AIDS Memorial Garden at Lake Merritt. Collaborations were strengthened with mental health organizations and an East Bay suicide prevention and mental health resource webpage was created. Network-wide clinical conferences innovative injectable ART and PrEP practices were held, and webpages on injectables and doxy-PEP were launched. Innovative models of care such as the “Take Me Home” HIV/STI self-testing program expanded to include all genders, and EBGZT participated in a new research collaborative, known as BAYLAP, aimed at expanding access to long-acting injectables in communities with highest unmet PrEP need. The youth network completed a listening session with East Bay youth to better understand how adult allies can support queer and trans youth of color. The housing group merged with the newly formed Regional Case Manager Working Group. Strategic priorities for 2024 are highlighted below.

## EAST BAY HIV STRATEGIC PRIORITIES FOR 2024

<p><b>COMMUNITY MESSAGING</b></p> <p>EAST BAY AIDS MEMORIAL GARDEN</p> <p>INJECTABLE PREP/ART EDUCATION</p> <p>VISUAL STORYTELLING PROJECT</p>	<p><b>IMPROVING COLLABORATIONS</b></p> <p>MENTAL HEALTH AND SUBSTANCE USE SUPPORT AND TREATMENT SERVICES</p> <p>REGIONAL CASE MANAGERS GROUP</p>	<p><b>INNOVATIVE MODELS</b></p> <p>INJECTABLE PREP &amp; HIV TREATMENT</p> <p>MOBILE HIV SERVICES</p> <p>SAME-DAY ACCESS</p>	<p><b>YOUTH ENGAGEMENT</b></p> <p>LISTENING SESSIONS AND BEST PRACTICES GUIDE FOR QTPOC YOUTH</p>	<p><b>HOUSING INITIATIVES</b></p> <p>INTEGRATED HOUSING AND CASE MANAGEMENT TRAINING</p> <p>SHARING MONTHLY HOUSING LISTINGS</p>
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**Long-term goals** are aligned with the National HIV/AIDS Strategy 2022-2025 and Ending the HIV Epidemic (EHE) goals.

- ≥75% reduction in new HIV infections
- 95% of people living with HIV know their HIV status
- 95% of people diagnosed with HIV are linked to HIV medical care
- 95% of people diagnosed with HIV are virally suppressed
- ≥50% of people with PrEP indications are on PrEP

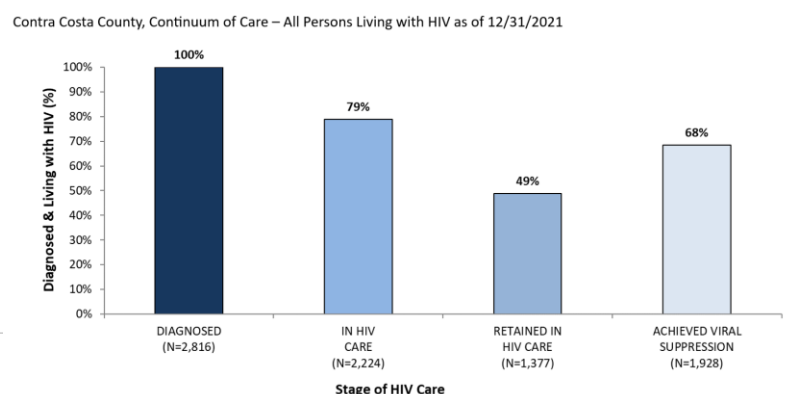
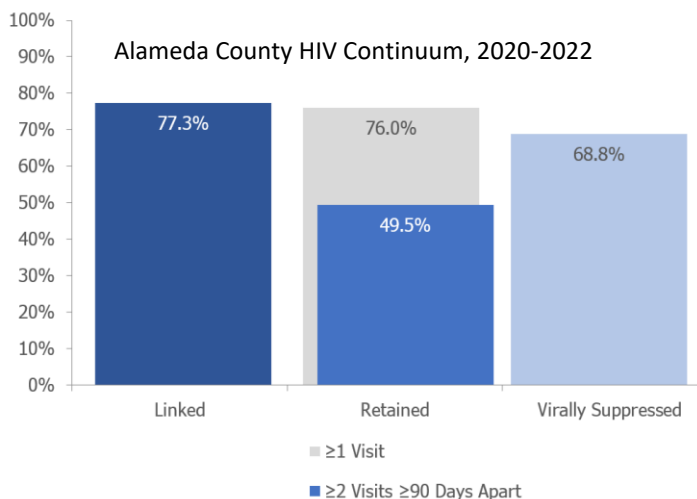
## Strengths and Opportunities

Strengths	Opportunities
<ul style="list-style-type: none"> <li>● Shared core values around equity and healing as described above.</li> <li>● Coalitions: Linkage and retention network since 2011 working on warm handoffs, rapid linkage. PrEP network since 2017 scaling up PrEP services. East Bay Getting to Zero network since 2017.</li> <li>● Strong, resilient community-based organizations with deep commitment to equity.</li> <li>● Multiple HIV PrEP and care clinical sites with expert teams, including EtHE and Ryan White Parts A/B/C/D-funded sites, community health centers, public and private hospitals.</li> <li>● Universal HIV testing projects in Alameda Health Systems and (previously) Sutter hospital emergency rooms, community health centers and street/shelter teams.</li> <li>● Meeting people where they're at: community-based HIV testing and education projects.</li> <li>● Public health departments committed to equity and addressing disparities.</li> </ul>	<ul style="list-style-type: none"> <li>● Educating people on how to navigate a confusing, complex, fragmented health insurance system.</li> <li>● Streamlining health service delivery to reduce its uncoordinated complexity.</li> <li>● Breaking down organizational silos.</li> <li>● Collaborating on grant proposals.</li> <li>● Addressing structural inequities: racism, sexism, classism, heterosexism, transphobia, xenophobia.</li> <li>● Training people to reduce stigma and judgment.</li> <li>● Addressing social determinants of health.</li> <li>● Increasing access to secure housing, mental health and substance use services.</li> <li>● Reducing barriers to services due to immigration status and providing language access.</li> <li>● Providing technology access and teaching skills for vulnerable communities to access telehealth and other remote services.</li> </ul>

## Continuum of HIV care, data, gaps and disparities

(Detailed references [here](#))

There were 9,087 people diagnosed with HIV and living in Alameda and Contra Costa Counties as of December 2022.



*The Continuum of HIV Care in Alameda County, 2020-2022; ACPHD HIV Epidemiology and Surveillance Unit, November 2023.*  
 Contra Costa County HIV data from the Contra Costa Health Epidemiology team, January 2024.

## Analysis of East Bay HIV epidemiology trends

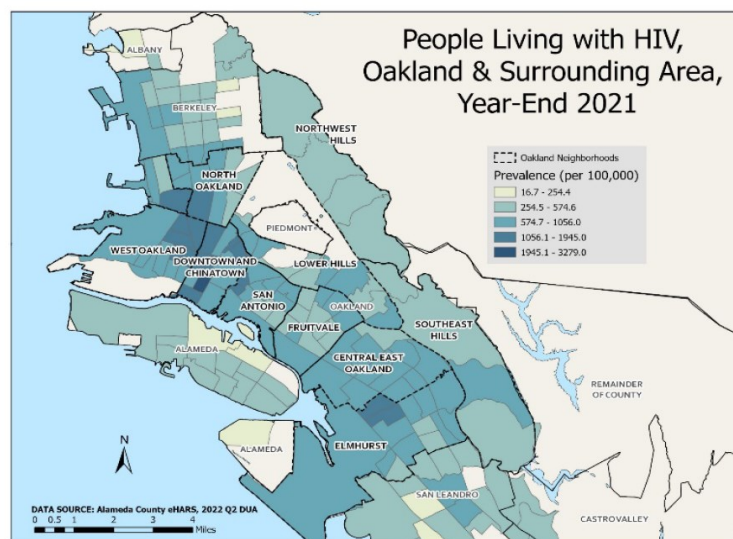
New HIV diagnosis rates in the East Bay have decreased overall since 2006. The sharp dip in new diagnoses in 2020 and 2021 were likely due to decreased access to HIV testing during the Covid-19 pandemic. In 2022, HIV diagnoses increased to pre-pandemic rates. Disparities and data analyses conducted in 2023 show that there are still significant disproportionate impacts of HIV among Black/African American, Latinx and young adult residents, people who inject drugs and/or are experiencing homelessness. Increasing disparity gaps were seen in new diagnoses among Latinx people, as well as gaps in retention in care among Latinx people, people who inject drugs and men of color who have sex with men. For people living with HIV (PLWH) receiving care at HIV ACCESS publicly-funded clinics in Alameda County, significant improvements in viral load suppression rates were seen for PLWH who identify as Black/African American, transgender, ages 13-24, or having unstable housing. Additional details on East Bay data and disparities can be found on this [EBGTZ key communities references document](#), updated in January 2024.

## Gaps in care for both counties combined

- 2,640 PLWH were not virally suppressed in 2021 (1,752 in Alameda County and 888 in Contra Costa County).
- 325 people were newly diagnosed with HIV in 2022 (205 in Alameda County and 120 in Contra Costa County).

**Alameda County-wide data** are from the ACPHD HIV Epidemiology and Surveillance Unit, November 2023.

- There were **205 new HIV diagnoses in 2022**, compared to 199 in 2021, and 160 in 2020. In the 10 years prior to the pandemic, there were 201-269 new diagnoses per year.
- **6,216 people were living with HIV** at the end of 2022.
- **Among people diagnosed 2020-2022:** 85% male sex at birth; 64% MSM (men who have sex with men); 31% African American; 38% Latinx (vs. 17% white).
- **Geographic prevalence:** The city of Emeryville had the highest HIV prevalence, followed by Oakland, Ashland, and Hayward Acres. In Oakland, West Oakland, Downtown, and Chinatown had the highest HIV prevalence.

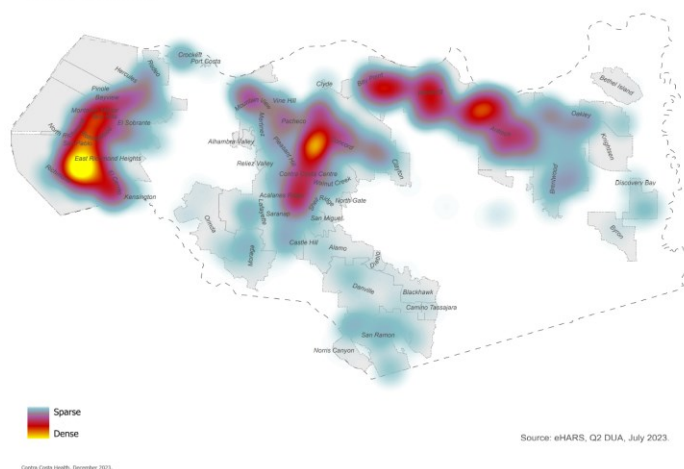


Alameda County Public Health Department,  
HIV Epidemiology and Surveillance Unit, February 2023

**Contra Costa County-wide data** are from the Contra Costa Health Epidemiology team, January 2024. Source: eHARS, Q2 DUA, July 2023.

- There were **120 new HIV diagnoses in 2022**, compared to 108 in 2021, and 73 in 2020.
- **2,871 people were living with HIV** at the end of 2022: 249.7 PLHIV per 100,000 (0.2%) residents.
- **Among people diagnosed 2020-2022:** 83% male sex at birth; 64% MSM; 27% African American; 40% Latinx; 34% ages 20-29.
- **Geographic prevalence:** Among people diagnosed 2020-2022: 41% were residents of East County, 32% were residents of West County, and 27% were residents of Central County.

People Living with HIV as of 12/31/2022 (n=2,871)  
Contra Costa County



Source: eHARS, Q2 DUA, July 2023.

## Summary of key communities and core values

Key communities with disparities in HIV diagnosis	Key communities with disparities in HIV care	Core values
<p>People with disproportionately high HIV diagnoses:</p> <ul style="list-style-type: none"> <li>● Black/African American people, including women</li> <li>● Latinx people</li> <li>● Young adults (ages 20-39)</li> <li>● Transgender people</li> <li>● Men who have sex with men</li> <li>● People who use drugs</li> <li>● People who are incarcerated</li> <li>● People experiencing homelessness</li> </ul> <p>Disproportionate late diagnoses:</p> <ul style="list-style-type: none"> <li>● Older adults (ages 50+)</li> <li>● Latinx people, especially women ages 50+</li> <li>● Asian and Pacific Islander people ages 25-29</li> </ul> <p>Please see <a href="#">references here</a>.</p>	<p>People less likely to be linked to care:</p> <ul style="list-style-type: none"> <li>● People diagnosed in EDs</li> <li>● People with substance use conditions</li> <li>● People with mental health conditions</li> </ul> <p>Less likely to be retained in care:</p> <ul style="list-style-type: none"> <li>● Transgender people</li> <li>● People ages 20-29 &gt; ages 30-39</li> <li>● MSM who inject drugs</li> <li>● Uninsured people</li> </ul> <p>Less likely to be virally suppressed:</p> <ul style="list-style-type: none"> <li>● Black/African American people</li> <li>● MSM who inject drugs</li> <li>● People ages 20-29 &gt; ages 30-39</li> <li>● People experiencing homelessness</li> </ul> <p>Please see <a href="#">references here</a>.</p>	<p>Focus on Equity and Healing by being:</p> <ul style="list-style-type: none"> <li>● People-first</li> <li>● Trauma-informed</li> <li>● Healing-engaged</li> <li>● Anti-racist</li> <li>● Sex positive</li> <li>● Community-driven</li> <li>● Data and science-driven</li> <li>● Adaptive and resilient</li> </ul>

## Working groups

East Bay HIV strategic activities are led by East Bay Getting to Zero working groups, whose members design, implement and evaluate activities with many community collaborators. The linkage network was formed in 2011 and focuses on improving collaborations. The prevention and testing network was formed in 2017 and focuses on innovative service models. The youth network was formed in 2019 and focuses on youth engagement. The housing group was formed in 2021 and focuses on housing initiatives. The community messaging group, Poz+ and Grupo de Charla groups were formed in 2020 and focus on community messaging. Details on each group's accomplishments, activities and metrics are described below.

### Poz+ group

The intentions of the Poz+ group are to build community among people living with HIV in the East Bay, to get to know one another and learn more about each other, to share best strategies for living well with HIV, to discuss the current information around HIV and COVID, and discuss how to disseminate the information and implement strategic priorities.

In 2021, the Poz+ group grew in its membership and involvement in the steering committee, community messaging, linkage meetings and community events. Special accommodations are set in place for confidentiality and comfortability, meeting each person where they are in their disclosure comfort.



In 2022, the Poz+ group laid the foundation to establish an AIDS memorial space in the East Bay. The group identified a need for space that honors the East Bay HIV-affected community, memorializes people lost to HIV/AIDS and inspires an environment for healing and reflection. With the support of the EBGZT core team, EBGZT steering committee, and the Oakland Mayor's office, the Poz+ group secured a space and developed a preliminary design for the future garden within The Gardens at Lake Merritt at 666 Bellevue Avenue in Oakland.

In 2023, the Poz+ group continued to move the AIDS Memorial Garden project forward. The group presented the project proposal to the Oakland Parks and Recreation Commission and held the first town hall for the Garden. Poz+ held ideation sessions and completed a mural that addresses HIV stigma through art, located in East Oakland. The mural, designed and painted by local East Bay artist Aeos One in collaboration with the Poz+ group, was digitally unveiled on Zero HIV Stigma Day in July 2023 across social media platforms and highlighted the artist and key stakeholders involved with the project. Poz+ members continue to engage with the East Bay workforce by sharing their lived experiences at regional case manager meetings starting in the fall of 2023.

The collective vision for the East Bay AIDS Memorial Garden is for it to be an ode to people living with HIV, in memoriam of those lost to the epidemic, and a space for intergenerational connection and dialogue about the legacy of the HIV and LGBTQ+ movements. Poz+ goals for 2024 include meeting once a month to:

- Lead the community engagement, fundraising, and design process for the East Bay AIDS Memorial Garden,
- Discuss and strategize dissemination of updated HIV information to the East Bay community (new for 2024),
- Advise other working groups, and
- Observe HIV awareness dates, support digital media development and create or collaborate on other community events.

## Grupo de Charla

The Grupo de Charla Spanish language working group was created in 2020 with the purpose of providing information related to HIV/STI transmission and prevention, support, and community-based collaborations to Spanish-speaking agencies and communities in Alameda and Contra Costa counties.

Grupo de Charla's priorities are to:

- Create culturally appropriate, sex-positive, and inclusive messaging in Spanish (not translated).
- Build a strong network by promoting collaborations with other agencies and community-based organizations.
- Work toward eradicating stigma and stereotypes around HIV, sex and pleasure.

One of the most important achievements of 2022 was Grupo's annual National Latinx HIV/AIDS Awareness community events, including a virtual mini-conference showcasing a panel of all Spanish-speaking experts sharing best practices on implementing inclusive language and promoting sex positivity, and an in-person educational and celebrational event to commemorate National Latinx HIV/AIDS Awareness Day. The group also adapted the 'Sexy Lotería' campaign into the Loteria.Love AC Transit ad campaign to promote HIV testing, PrEP, U=U, and sex positivity. The campaign was featured on 90 AC Transit buses spanning from Richmond to Hayward in the summer of 2022.

Grupo's achievements in 2023 include:

- The NLAAD Celebration with the presentation of a panel, drag artists, and collaboration with community organizations for a health fair, including distribution of resources (La Clínica, WORLD, APEB, Somos Familia).
- Grupo was awarded a grant from California Equality for the creation of a mural titled: "Viviendo Sin Fronteras, mas alla del VIH." The mural, designed and painted by J Manuel Carmona and Simón Malvaez, is located at La Frontera Restaurant in Fruitvale, with active community participation in ideation and creation. The unveiling took place during the NLAAD celebration.
- Production and recording of a visual storytelling film project, including 5 stories from the community (3 from Contra Costa and 2 from Alameda County). Three stories feature individuals using PrEP, and two are from people living with HIV.
- Monthly meetings involving individuals from different organizations, promoting networking and addressing issues within the Latinx community.

- Participation in the Nosotros VIHviendo Leadership Academy. One of the group facilitators went to LA representing La Charla, to share our work and to work on networking with other organizations throughout the state.

Grupo de Charla's objectives for 2024 are to continue prioritizing strong collaborations with community-based organizations, increasing Spanish-speaking community members participation, and creating original Spanish-language community materials for PEP, U=U and injectable PrEP. Grupo will focus on promoting the Storytelling Documentary with a premier event, social media promotion, and through different festivals and conference opportunities. Grupo de Charla also hopes to create a regular Spanish-language meeting space for PrEP navigators and case managers, offering training and networking for frontline workers who work closely with members of Latine communities.

## Strategic priorities, activities and metrics



Community Messaging	
<b>Vision</b>	An East Bay-specific campaign that includes multigenerational, multicultural and multilingual messaging that inspires hope and reaches all our communities.
<b>Top priorities for 2024</b>	<ol style="list-style-type: none"> <li>1. <b>Disseminating the Spanish language visual storytelling series “<u>Viviendo Sin Fronteras</u>,”</b> chronicling and de-mystifying the experience of receiving HIV-related services in the East Bay.</li> <li>2. <b>Developing the <u>East Bay AIDS Memorial Garden</u></b> community education and engagement.</li> <li>3. <b>Increasing community education</b> about long-acting injectable medications for HIV PrEP and antiretroviral treatment (ART).</li> </ol>
<b>Accomplishments in 2021-2023</b>	<ul style="list-style-type: none"> <li>• EBGZ completed <b>3 murals</b> in 2023 in collaboration with local East Bay artists aimed to beautify neighborhoods in the East Bay through art with destigmatizing HIV messaging.</li> <li>• Grupo de Charla filmed and shared a trailer of EBGZ's <b>digital storytelling project</b> in 2023 that highlights 5 East Bay LGBTQ+ Latine individuals and their lived experiences. Each of the participants shared personal stories in Spanish and how they accessed HIV services.</li> <li>• <b>The <u>Loteria.Love</u> campaign</b> was featured on 90 AC Transit buses across the East Bay in 2022, showcasing art from local artists in key communities.</li> <li>• In collaboration with SF Department of Public Health and the Kaiser Family Foundation, the Bay Area-wide <b><u>Greater Than AIDS PrEP Campaign</u></b> launched in 2022, with over 15.3 million digital impressions, 1.3 million video views and 133,000 clicks to local online informational resources.</li> <li>• <b>Growing engagement on digital social media platforms</b> and with key influencers and local partner organizations.</li> <li>• <b>The <u>East Bae Love</u> campaign</b> launched new community-facing web pages in 2021 on how to access free same-day HIV/STD testing, PrEP and treatment.</li> </ul>
<b>Equity Activities</b>	<ul style="list-style-type: none"> <li>• Place a greater focus on the experiences and stories of people impacted by HIV.</li> <li>• Create messaging in Spanish from a Latinx cultural perspective (not translated). Same for other languages used in messaging campaigns.</li> <li>• Integrate PLWH leadership, diverse community voices, patient/client lived experiences to create messaging that reflects and reaches all key communities.</li> <li>• Strategically place messaging in public spaces, facilities, and social services agencies to reach those with limited technology and media access.</li> <li>• Engage community gatekeepers, faith leaders, house ball community members, etc. by developing messaging materials and/or “care packages.”</li> </ul>

<b>Activities planned for 2024-2025</b>	<p><b>Determining messages:</b></p> <ul style="list-style-type: none"> <li>● Interweave HIV messaging with STD, Mpox, trans health and other intersectional topics.</li> <li>● Engage both youth and parents/guardians/adult allies using messaging to increase support for youth engagement and reduce stereotypes and stigma.</li> </ul> <p><b>Message dissemination:</b></p> <ul style="list-style-type: none"> <li>● Engage local influencers including network members, PLWH, women, youth, political leaders, creatives, and sports influencers.</li> <li>● Commission and curate art and music from the community, including Alameda, Contra Costa and Solano counties.</li> <li>● Identify and integrate messaging into existing popular media, such as Instagram and Facebook Live, YouTube, and Spanish-language media.</li> </ul> <p><b>Creating a legacy:</b></p> <ul style="list-style-type: none"> <li>● Engage all community stakeholders in the creation of the East Bay AIDS Memorial Garden to memorialize, educate, de-stigmatize, and heal across all communities.</li> </ul>
<b>Structural change</b>	Cultural shifts to normalize HIV testing, prevention, care and destigmatize HIV.
<b>Metrics, evaluation and improvements</b>	<ul style="list-style-type: none"> <li>● Short-term (annually): <ul style="list-style-type: none"> <li>○ Track and increase engagement on digital media platforms.</li> <li>○ Track placement and community response to non-tech-based messaging campaigns in community spaces.</li> <li>○ Evaluate demographics of viewers when possible.</li> <li>○ Make adjustments to increase engagement in key communities.</li> </ul> </li> <li>● Medium-term (2-5 years): Increase HIV testing, PrEP uptake, viral load suppression rates among key populations.</li> <li>● Long-term: Decrease new HIV diagnosis rates.</li> </ul>



## Improving Collaborations

<b>Vision</b>	A collaborative community of HIV service organizations, advocates and community members who work together on common goals and amplify each other's work.
<b>Top priorities for 2024</b>	<ol style="list-style-type: none"> <li><b>1. Strengthening skills in assessment and management of mental health and substance use disorders</b>, with a focus on serious mental illness and stimulant use.</li> <li><b>2. Implementing same-day HIV prevention, testing and treatment services</b> in ED, street, shelter, housing and substance use settings.</li> <li><b>3. Developing a Regional Case Managers working group</b> for case discussions, training, and curriculum best practices and standards of care.</li> <li><b>4. Coordinating care with Alameda County Public Health Department</b> to develop a collaborative system to outreach to and support people not engaged in HIV care.</li> </ol>
<b>Accomplishments in 2021-2023</b>	<p><b>New/revised tools and resources:</b></p> <ul style="list-style-type: none"> <li>● The <a href="#">East Bay suicide prevention and mental health resource webpage</a> was created in collaboration with mental health organizations and shared in 2023.</li> <li>● Videos highlighting East Bay community organizations were added to the <a href="#">service directory</a> in 2023.</li> <li>● East Bay resource pages on <a href="#">injectables</a> and <a href="#">doxy-PEP</a> were launched and updated.</li> <li>● A new <a href="#">East Bay substance use overdose prevention safety plan toolkit</a> was created and publicly distributed in 2022 through a collaboration with HEPPAC, Punks with Lunch, Bridge Clinic and the EBGZ network.</li> </ul>

	<ul style="list-style-type: none"> <li>• A <u>streamlined rapid ART and linkage process</u> was developed collaboratively with ED and street teams, implemented in 2021 and updated in 2022 and 2023.</li> <li>• The <u>EBGTZ.org</u> directory was redesigned in 2021 to be an easier place to find <u>services and contacts</u>, <u>local events</u>, <u>resources</u> and materials in Spanish. The <u>service directory</u> had over 6,000 users in 2022, a 53% increase compared to 2021 and 10 users in 2020.</li> </ul> <p><b>Improvements in linkage, rapid ART and viral suppression rates:</b></p> <ul style="list-style-type: none"> <li>• The 30-day linkage rate for newly diagnosed PLWH at community health centers and Highland Hospital HIV clinics was 84% in 2023, compared to 75% in 2020.</li> <li>• Same-day rapid ART rates for community health center and Highland Hospital HIV teams increased to 89% in 2023, compared to 76% in 2020.</li> <li>• Highland linkage rates increased from 44% to 87% from 2020 to 2023.</li> <li>• Highland ED started 36 newly diagnosed people on rapid ART in 2022.</li> <li>• PLWH experiencing homelessness receiving care at the Trust Clinic saw their overall viral load suppression increase from 35% to 73% from 2020 to 2023.</li> <li>• A collaborative partnership has been formed between Asian Health Services, La Clínica, LifeLong and BACH to support rapid ART, including linkages from the Emergency Departments, street teams, and the Glenn Burke Wellness Clinic.</li> </ul> <p><b>Community collaboration events and workshops:</b></p> <ul style="list-style-type: none"> <li>• In October and <u>December 2023</u>, the regional case managers network came together to improve collaborations among agencies, receive training on housing, understand clinical basics of HIV and long-acting injectable treatment options.</li> <li>• In September 2023, the linkage network met for a <u>training</u> on how HIV stigma affects LGBT communities.</li> <li>• In March 2023, the linkage network met for a <u>training on building mental health alliances and skills for suicide prevention</u> in collaboration with the Pacific Center and the Crisis Support Services of Alameda County.</li> <li>• In February, May, August and November 2023, an East Bay HIV clinician community of practice met to discuss and strengthen equitable access to <u>injectable ART/PrEP</u>.</li> <li>• In October 2022, the linkage network <u>met</u> to strengthen housing access.</li> <li>• In May 2022, EBGZT collaborated with Alameda County Healthcare for the Homeless to hold a <u>training workshop</u> for frontline outreach workers on HIV and hepatitis testing and linkages in street and shelter settings.</li> <li>• In April 2022, the linkage network held a <u>substance use, overdose prevention and safety plan workshop</u> with HEPPAC, Punks with Lunch, Bridge Clinic, resulting in a new <u>toolkit</u> and strengthened coordination with HIV and substance use services.</li> <li>• In October 2021, the linkage network met to strengthen access to housing, build collaborations between HIV and housing organizations and a <u>housing webpage</u>.</li> <li>• In August 2021, the network <u>met</u> to strengthen ED &amp; substance use collaborations.</li> <li>• In April 2021, the linkage network met to update our <u>online service directory</u>.</li> </ul>
<b>Equity Activities</b>	<ul style="list-style-type: none"> <li>• Pursue funding opportunities that promote collaborations, measure quality over quantity, and prioritize collaboratively addressing needs and gaps in network of care over competition for funds.</li> <li>• Improve the linkage process for patients diagnosed in the Highland Emergency Department who are disproportionately affected by persistent and severe mental health diagnoses, substance use disorders, and chronic housing instability.</li> <li>• Provide ongoing training and dialogues about structural racism, sexual orientation and gender identity, and sensitive services for youth across our network.</li> <li>• Hire multilingual and bicultural staff to normalize the use of Spanish and other languages as well as integrate diverse perspectives.</li> </ul>

<b>Activities planned for 2024-2025</b>	<p><b>Strengthening warm hand-offs, rapid linkages and same-day services:</b></p> <ul style="list-style-type: none"> <li>● Collaborate with the Alameda County Public Health Department to develop a care coordination process and protocol with HIV service providers for outreach and engagement for people living with HIV who are not receiving HIV clinical care.</li> <li>● Review and strengthen the protocol and process for <u>same-day ART</u> for people re-engaging in HIV care through the Highland Emergency Department (ED).</li> <li>● Improve linkages and rapid ART for people with new diagnoses at the Highland ED.</li> <li>● Improve HIV testing, rapid ART, PrEP, linkages, treatment and lab access for people seen by the street, shelter, substance use and housing teams.</li> <li>● Prioritize client preferences and support choice when making linkages/referrals.</li> <li>● Provide peer-led training to the regional case managers network on conducting initial assessments and providing referrals.</li> <li>● Develop a case management best practices training guide for use by East Bay public health workers engaged in direct services.</li> </ul> <p><b>Mental health skills and collaborations:</b></p> <ul style="list-style-type: none"> <li>● Facilitate a collaborative training on the assessment and management of mental health and substance use disorders, with a focus on serious mental illness and stimulant use.</li> </ul> <p><b>Injectable ART/PrEP skills and collaborations:</b></p> <ul style="list-style-type: none"> <li>● Facilitate a quarterly East Bay HIV provider network clinical case conference to share updates, best practices, cases, questions and conundrums to develop creative and collaborative solutions to improve access and management of injectables.</li> <li>● Share and post resources on <u>injectable ART and PrEP</u> on the EBGZ.org website.</li> </ul> <p><b>EBGZ.org events calendar, service directory and guides:</b></p> <ul style="list-style-type: none"> <li>● Update the community events calendar and service directory at network meetings.</li> <li>● Collaborate on community events such as World AIDS Day, HIV testing days, etc.</li> <li>● Post resource guides and tools for community members and health care staff.</li> </ul>
<b>Structural change</b>	<ul style="list-style-type: none"> <li>● Transparency in programs: Make all HIV services, resources and events freely accessible and transparent to all community members and healthcare staff.</li> <li>● Continue to allow verbal consents from clients rather than requiring written consents when facilitating access to social services or coordinating care.</li> <li>● Network-wide investment in improvements for linkages from the Highland ED.</li> <li>● Grant/funding system revisions to integrate collaborations and prioritize collaboratively addressing needs and gaps over competition for funds.</li> </ul>
<b>Metrics, evaluation and improvements</b>	<ul style="list-style-type: none"> <li>● Short-term (quarterly to biannually): <ul style="list-style-type: none"> <li>○ Track service directory, event calendar and resource web page views.</li> <li>○ Track testing, linkage and rapid ART rates at service sites.</li> <li>○ Review and update service directory and resources at quarterly meetings.</li> <li>○ Make updates to keep directory, calendar and resources current.</li> </ul> </li> <li>● Medium-term (2-5 years): <ul style="list-style-type: none"> <li>○ Increase linkage and retention rates, especially from the Highland ED.</li> <li>○ Increase the number of grant-funded collaborative projects.</li> <li>○ Increase HIV testing, PrEP uptake and HIV treatment rates.</li> </ul> </li> <li>● Long-term: Decrease new HIV diagnosis rates.</li> </ul>



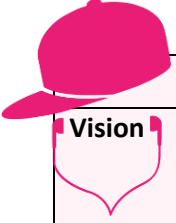
## Innovative Service Models

Vision	Healing-centered, integrated HIV prevention and care services anywhere and everywhere for all people, including rapid testing, same-day PrEP, rapid ART.
Top priorities for 2024	<ol style="list-style-type: none"> <li><b>1. Developing a regional “test-everywhere” strategy - expanded home HIV/STD testing:</b> scaling up home HIV/STI testing through the <u>TakeMeHome</u> program and HIV testing in non-traditional clinical spaces in the community, including mobile, street and shelter-based locations.</li> <li><b>2. Strengthening same-day, rapid PrEP and rapid ART linkages</b> from home, ER and mobile testing settings.</li> <li><b>3. Increasing equitable access to long-acting injectable ART and PrEP</b> - developing protocols and communities of practice to establish best-practices for injectable ART and PrEP to promote equitable access.</li> </ol>
Accomplishments in 2021-2023	<ul style="list-style-type: none"> <li>● <b>Regional “test-everywhere” strategy:</b> home HIV testing and linkage protocols were implemented through the <u>TakeMeHome</u> program for both Alameda and Contra Costa Counties. In 2021 Contra Costa County implemented the <u>Home is Where the Swab is</u> home HIV/STD door-to-door testing service. This initiative was featured in the <u>East Bay Love</u> campaign. From 2021 to 2022, 500 tests were ordered, with the majority reaching young people of color (75% &lt;35 years old and 68% non-white identified). TakeMeHome Phase 2 launch expanded services in 2022 to include 3-site STI testing, HCV and syphilis screening. In 2023, service and social media reach expanded further to include people of all genders, and service expanded to include linkages to PrEP.</li> <li>● <b>Mobile clinic with HIV prevention and care:</b> The HOPE (Healthy Options for People Everywhere) mobile clinic pilot launched in 2022 in collaboration with CAL-PEP and other community-based mobile street teams to scale up HIV services. The service model is based on interviews with key informants across the East Bay HIV community. In Fall 2023, HOPE-2 launched, with a focus on implementation of status-neutral HIV/STI and mental health services in geographic areas with limited access to street medicine services, in coordination with Alameda County Public Health and Healthcare for the Homeless services.</li> <li>● <b>Strengthened East Bay prevention network contacts:</b> Service directory updates were made in 2021 and 2022 to include PrEP services. An East Bay PrEP navigator virtual meeting was convened in April 2021 to develop a contact list and email group for linkages, consultations, and PrEP navigation updates. In 2023, the “<u>Site Spotlight Video</u>” series was launched, highlighting staff, locations, and services of key EBGZT organizations throughout the East Bay - 7 videos are available on the EBGZT website, social media, and service directory. The PrEP Navigation working group continued to meet regularly, and the Alameda County Take Me Home program developed workflows to optimize linkages to PrEP from non-clinical settings utilizing partnership in the PrEP Navigation working group.</li> <li>● <b>A model for healing-engaged LGBTQ-centered care:</b> The <u>Glenn Burke Wellness Clinic</u> (GBWC) at the Oakland LGBTQ Center was launched in 2021 and grew in 2022, offering HIV/STI testing and treatment, rapid ART, PrEP, and gender-affirming care in addition to a growing number of support groups, food, housing, mental health, social services and youth services at the Center.</li> <li>● <b>Injectable HIV antiretroviral therapy and PrEP:</b> Integrated injectable ART/PrEP availability into the search field in the EBGZT service directory in 2023 to improve access to sites offering these services.</li> <li>● <b>Clinical community of practice:</b> In 2023, EBGZT and HIV ACCESS began facilitating an East Bay HIV clinician community of practice and refined clinical protocols for <u>long-acting injectable options for ART and PrEP</u>, with a focus on equitable access.</li> </ul>

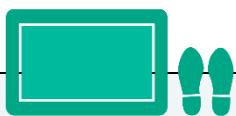
<b>Equity Activities</b>	<ul style="list-style-type: none"> <li>● Integrate PLWH leadership and voices from key communities to design new models of care and to identify which models work.</li> <li>● Offering resources and trainings that are holistic, trauma-informed, healing-engaged and people-centered. Include services addressing intersectional social determinants of health including immigration, housing, employment and insurance status in client care.</li> <li>● Develop a healing-centered one-stop shop model for LGBTQ-centered care.</li> <li>● Design outreach activities that partner healthcare and community-based organizations together at local community events; reach community members where they are with health education and linkages to care focusing on: <ul style="list-style-type: none"> <li>○ streamlined and rapid benefits enrollment and</li> <li>○ same-day access to mental/behavioral health and substance use services.</li> </ul> </li> </ul>
<b>Activities planned for 2024-2025</b>	<p><b>“Test-everywhere” strategy and home testing:</b></p> <ul style="list-style-type: none"> <li>● Develop and implement a cross-county linkage and referral protocol: Focus on identifying low-barrier access points for rapid PrEP/ART and STI testing/treatment regardless of immigration status or ability to pay.</li> <li>● Continue to explore innovative approaches to home, mobile, non-clinic-based phlebotomy services for PrEP and ART monitoring.</li> <li>● Continue to track the reach of non-traditional testing to increase first-time testing, testing among youth, people of color, and other communities hardly reached by traditional clinic models. Demographic data and user feedback will be tracked for equitable impact.</li> </ul> <p><b>Strengthening linkages to HIV and PrEP services from home, mobile and other services:</b></p> <ul style="list-style-type: none"> <li>● Build <b>one-stop shops</b> with integration of multiple service needs whenever possible, such as at the Oakland LGBTQ Center and HOPE mobile clinic pilot.</li> <li>● Ensure that there is always a clear linkage to care information available for anyone conducting home/self-testing and wherever HIV tests are available. Distribute all self-test kits with a clear PrEP/HIV linkage contact attached.</li> <li>● Integrate HIV and PrEP services into other services, such as housing, food, re-entry, testing, and Mpox response.</li> <li>● Expand Rapid PrEP services through systematic stocking of generic F/TDF at all PrEP clinical sites.</li> </ul> <p><b>Injectable HIV antiretroviral therapy and PrEP:</b></p> <ul style="list-style-type: none"> <li>● To improve equitable access to long-acting injectable antiretroviral therapy (ART) and PrEP, share best practices and protocols, expand clinic and street-based availability, and focus on communities with unmet PrEP needs and HIV treatment needs, such as those who are not virally suppressed.</li> </ul>
<b>Structural change</b>	<ul style="list-style-type: none"> <li>● Support change in CA policy to allow HIV test results be disclosed electronically.</li> <li>● Support change in commercial lab policies/practices to allow for self-collected HIV/STD swabs.</li> <li>● Support a permanent change in policies to allow for immediate/remote RW enrollment.</li> <li>● Support changes in clinic and reimbursement policies at FQHCs to allow same-day access mental health/substance use services.</li> <li>● Share funding programs to pay for tech resources (smartphones and data plans) and training to support technology-enabled multilingual access to services for staff and clients.</li> </ul>
<b>Metrics, evaluation and improvements</b>	<ul style="list-style-type: none"> <li>● Short-term (quarterly to biannually): <ul style="list-style-type: none"> <li>○ Track home-based and self-HIV testing and linkage rates.</li> <li>○ Track HIV testing and linkage done in street/shelter settings.</li> <li>○ Track opt-out HIV testing in public hospital and community clinic settings.</li> <li>○ Review and evaluate testing in these settings for equity, access and coverage with the sexual health provider group.</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>● <b>Medium-term (2-5 years):</b> <ul style="list-style-type: none"> <li>○ Increase testing and linkage rates from home/self-testing.</li> <li>○ Increase HIV testing, PrEP uptake, linkage and HIV treatment rates.</li> </ul> </li> <li>● <b>Long-term:</b> Decrease new HIV diagnosis rates.</li> </ul>
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## Youth Engagement

 <b>Vision</b>	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.
<b>Top priorities for 2024</b>	<p><b>1. Increasing low-barrier access to care:</b> best practices shared and piloted through the youth clinical provider group, and messaging developed by the youth group.</p> <p><b>2. Creating a Best Practices Guide for Adults in the lives of East Bay Youth:</b> engage youth, parents and trusted adults in listening sessions about gender identity, sex positivity, reproductive/sexual health care to support allyship for QTPOC youth, destigmatize sexual health services and support participation in comprehensive sexual health programs.</p>
<b>Accomplishments in 2021-2023</b>	<ul style="list-style-type: none"> <li>● <b>First graduates of the Youth Internship Program:</b> two youth interns were hired in 2021 to develop and distribute education via youth-focused social media. In Dec 2022, Ramirez Brown and Gabriel Jimenez completed the program and joined EBGTZ staff as Youth Engagement &amp; Communications Specialists.</li> <li>● <b>Youth-led community messaging:</b> completion of the <u>Love &amp; Rage Mural</u>. In partnership with RYSE Youth Center, the first EBGTZ mural featuring a collaboration between a local artist and youth was debuted to the public.</li> <li>● <b>Youth-led community outreach events:</b> EBGTZ held a youth-focused HIV testing event in June 2021 that featured rapid testing and PrEP information.</li> <li>● <b>Structural improvements to minor-consent Medi-Cal:</b> In 2021, a policy change was made to allow minor-consent Medi-Cal electronic/remote re-certifications, though they are still monthly. Family PACT policy change was made to include PrEP services and STI care for all genders and sexual orientations, and no longer requires contraception services.</li> <li>● <b>Listening sessions:</b> EBGTZ's youth program specialist worked with the youth service providers working group in 2023 to create listening sessions for youth around youth-adult partnerships and how adults can be better allies for QTPOC youth in the East Bay.</li> </ul>
<b>Equity Activities</b>	<ul style="list-style-type: none"> <li>● Train all youth-serving providers to refer patients to youth-specialized services with a focus on vulnerable youth (unstable housing, sex trafficking, YMSM/QTPOC).</li> <li>● Integrate the network of youth leaders and youth-serving providers into the larger EBGTZ community messaging efforts. Community messaging is discussed at each youth working group meeting, integrating youth voices into broader community messaging campaigns, including diverse, sex positive and creative messages.</li> <li>● Support youth leadership capacity-building and the HIV/STD care/prevention pipeline including youth-to-youth, train-the-trainer education, and compensate youth appropriately for their work.</li> </ul>
<b>Activities planned for 2024-2025</b>	<p><b>Low-barrier access to care and regional youth network:</b></p> <ul style="list-style-type: none"> <li>● Youth-serving providers in the network continue to: <ul style="list-style-type: none"> <li>○ Share best practices and build capacity to provide low-barrier HIV prevention and testing.</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>○ Strengthen PEP-to-PrEP and PrEP services in emergency departments, juvenile justice centers, sexual assault support programs.</li> <li>○ Increase the number of clinics with same-day PrEP and PrEP starter packs.</li> <li>○ Develop sustainability plans, utilizing grants to increase service capacity and integrating services into existing longer-term processes.</li> </ul> <p>● <b>Youth leaders</b> from youth advisory boards, LGBTQ youth teams and youth outreach workers aim to:</p> <ul style="list-style-type: none"> <li>○ Identify groups of youth who need additional support.</li> <li>○ Identify sex-positive language for HIV prevention.</li> </ul> <p><b>Sex positive youth community messaging:</b></p> <ul style="list-style-type: none"> <li>● Integrate the network of youth leaders and youth-serving providers into the larger EBGZ community messaging efforts.</li> <li>● Support the development of a collaborative youth outreach event for HIV testing and sex-positive education through events such as National Youth HIV Testing Day or National HIV Testing Day.</li> <li>● Develop messaging using a sex positive approach to address stigma and provide resources and skill-building for trusted adults supporting youth</li> <li>● Develop a youth leadership pipeline program to ensure the inclusion, representation, and guidance of young people living with HIV within our network</li> </ul>
<b>Structural change</b>	Process changes for youth-serving providers to integrate universal, opt-out HIV testing, PEP and PrEP services in a wide variety of youth-centered settings.
<b>Metrics, evaluation and improvements</b>	<ul style="list-style-type: none"> <li>● Short-term (annually): <ul style="list-style-type: none"> <li>○ Track number of youth-serving providers and youth leaders in the network.</li> <li>○ Track the number of sites providing PEP and PrEP services.</li> <li>○ Track PEP and PrEP prescriptions by age and in youth-focused settings.</li> <li>○ Collect feedback from youth leadership on needs/gaps to improve services.</li> <li>○ Track and share demographic data on HIV diagnoses among young people, including racial/ethnic, gender/sexual orientation, geographical location, etc.</li> </ul> </li> <li>● Medium-term (2-5 years): <ul style="list-style-type: none"> <li>○ Develop and implement new interventions to address needs and gaps and increase equitable access to PEP and PrEP for youth.</li> <li>○ Increase the number of youth leaders and providers in the network.</li> <li>○ Increase the number of providers and sites providing same-day PEP and PrEP.</li> <li>○ Increase HIV testing, PrEP uptake and HIV treatment rates among youth 13-24.</li> </ul> </li> <li>● Long-term: Decrease new HIV diagnosis rates among youth 13-24.</li> </ul>



<b>Housing Initiatives</b>	
<b>Vision</b>	Housing and HIV agencies increase access to permanent affordable and supportive housing and work together to support people with shelter and housing needs.
<b>Top priorities for 2024</b>	<ol style="list-style-type: none"> <li><b>1. Training and providing problem-solving tools</b> for frontline HIV staff who are assisting people applying for permanent and supportive housing.</li> <li><b>2. Supporting frontline staff</b> and community members to apply for and obtain permanent and supportive housing by sharing housing openings and connecting them to resources.</li> </ol>
<b>Accomplishments in 2021-2023</b>	<ul style="list-style-type: none"> <li>● A housing updates section is embedded in regional case managers meetings to provide information and updates starting in October 2023.</li> </ul>

	<ul style="list-style-type: none"> <li>● Monthly housing opportunities emails are sent to frontline workers to share with their clients starting in the fall of 2023.</li> <li>● Created and shared <u><i>A Simple Guide to Finding Housing in Alameda County, Vol. 1</i></u>, by Judy Eliachar and <u><i>A Simple Guide to Finding Housing in Contra Costa County</i></u>, by Angela Moore in October 2022.</li> <li>● Held a collaborative community-wide <u>Housing 101</u> workshop on October 13, 2022.</li> <li>● Created and shared the <u>Housing and HOPWA resource guide for Alameda and Contra Costa Counties</u> in 2021.</li> <li>● Created and shared the <u>East Bay housing opportunities webpage</u> in 2021.</li> <li>● Held a community-wide <u>housing linkages workshop</u> on October 28, 2021.</li> <li>● Convened the first-ever East Bay HIV housing working group in 2021.</li> </ul>
<b>Equity Activities</b>	<ul style="list-style-type: none"> <li>● Share information across agencies to increase housing access for PLWH who have complex health, mental health and substance use conditions and/or other barriers to housing such as past evictions, felony convictions, etc.</li> <li>● Provide training on housing resources available to priority populations such as undocumented immigrants, youth, chronically disabled, transwomen, pregnant people, LGBTQ+ and aging community members.</li> <li>● Explore a reliable process to report and address housing discrimination faced by PLWH, LGBTQI+, and BIPOC community members and clients when it occurs.</li> </ul>
<b>Activities planned for 2024-2025</b>	<p><b>Housing information sharing:</b></p> <ul style="list-style-type: none"> <li>● Collaborate with housing and HIV organizations to share housing opportunities in a timely and accessible way.</li> <li>● Share resources and updates in the <u>EBGTZ newsletter</u> and on the <u>housing webpage</u>.</li> </ul> <p><b>Housing access capacity building:</b></p> <ul style="list-style-type: none"> <li>● Facilitate housing case conferences within regional case manager working group activities to provide support for staff and clients to apply for housing opportunities.</li> <li>● Support HIV staff to build skills in assessing housing needs, addressing common barriers, and applying for appropriate housing resources.</li> <li>● Improve information exchange between HIV organizations, agencies in the homelessness continuum of care, and providers of subsidized and affordable housing aligned with Alameda County's Vision 2026 and Home Together Plan.</li> </ul>
<b>Structural change</b>	<ul style="list-style-type: none"> <li>● Culture changes to have closer coordination of housing and HIV services.</li> <li>● Practice changes to share housing opportunities across agencies and silos in a timely and accessible way.</li> </ul>
<b>Metrics, evaluation and improvements</b>	<ul style="list-style-type: none"> <li>● Short-term (quarterly to biannually): <ul style="list-style-type: none"> <li>○ Monitor HIV testing, linkage and viral load suppression rates among people experiencing homelessness in the East Bay.</li> <li>○ Implement improvement interventions to increase these rates.</li> </ul> </li> <li>● Medium-term (2-5 years): Increase HIV testing, PrEP uptake and linkage rates among people experiencing homelessness.</li> <li>● Long-term: Decrease new HIV diagnosis rates among people experiencing homelessness. Increase the proportion of PLWH stably housed.</li> </ul>