



VIRTUAL
2020 NATIONAL
RYAN WHITE
CONFERENCE ON
HIV CARE & TREATMENT

Effective HIV Communication for People with HIV Dichotomized by Age

University Health System

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Conference Track: Population-Based Approaches for Improving Access, Engagement/Reengagement, and Health Outcomes

DISCLOSURES

Catherine Johnson, Maricela McQueen, and Mercedes Ingram have no relevant financial or non-financial interests to disclose.

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University Health System

Thinking beyond

Bexar County Hospital District
Over 100 Years of Service
San Antonio, Texas

What's Your Score



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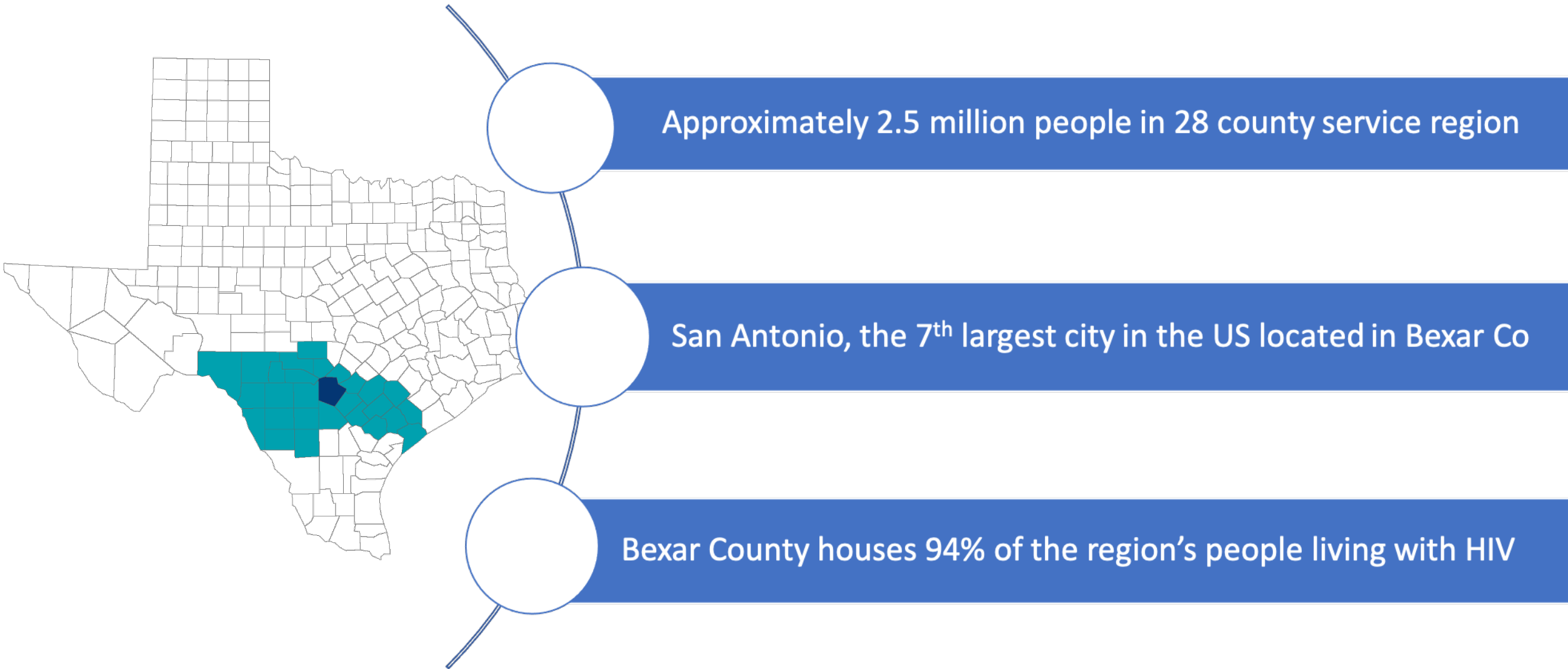
- **University Health System**
- **Formative Research**
- **HIV Awareness Campaign**



Bexar County Hospital District dba University Health System

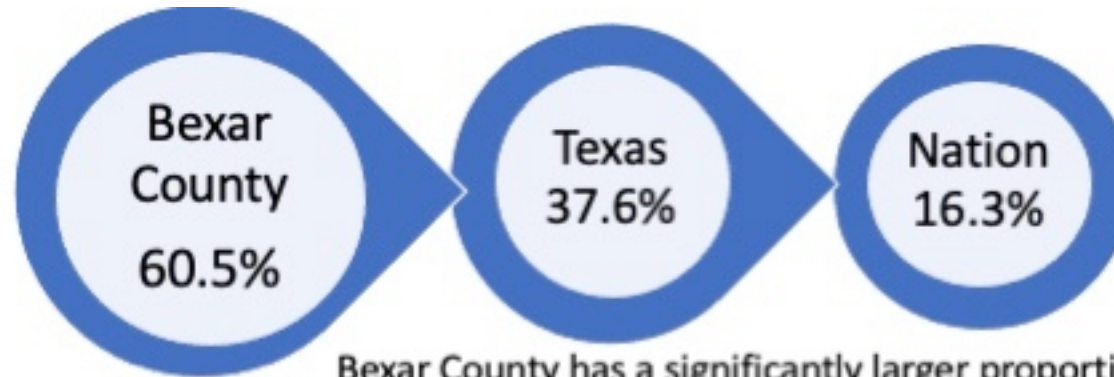


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Service Region

General
Population
% Latinx

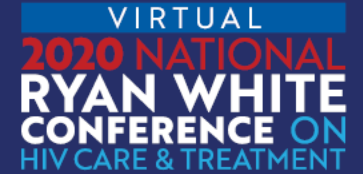


Bexar County has a significantly larger proportion of Hispanics (60.5%) than both Texas (37.6%) and the nation (16.3%).

PWH
% Bexar
County



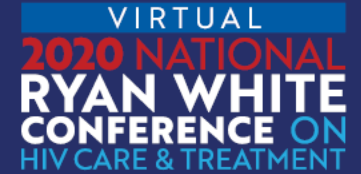
Bexar County Hospital District dba University Health System



- South Texas' only safety net health system
- Texas' 3rd largest health system
- 28 County Service Region across South Texas
- More than 8,800 employees
- Level 1 Trauma Center
- South Texas' first and only health system to earn Magnet status from the American Nurses Credentialing Center



Family Focused AIDS Clinical Treatment Services Clinic (FFACTS)



- A University Health System outpatient HIV/AIDS clinic funded in part by the Ryan White Program
- Strives to improve the health and well-being of PWH in San Antonio and South Texas by continuously providing the highest quality care
- Partners with UT Health San Antonio to offer comprehensive services

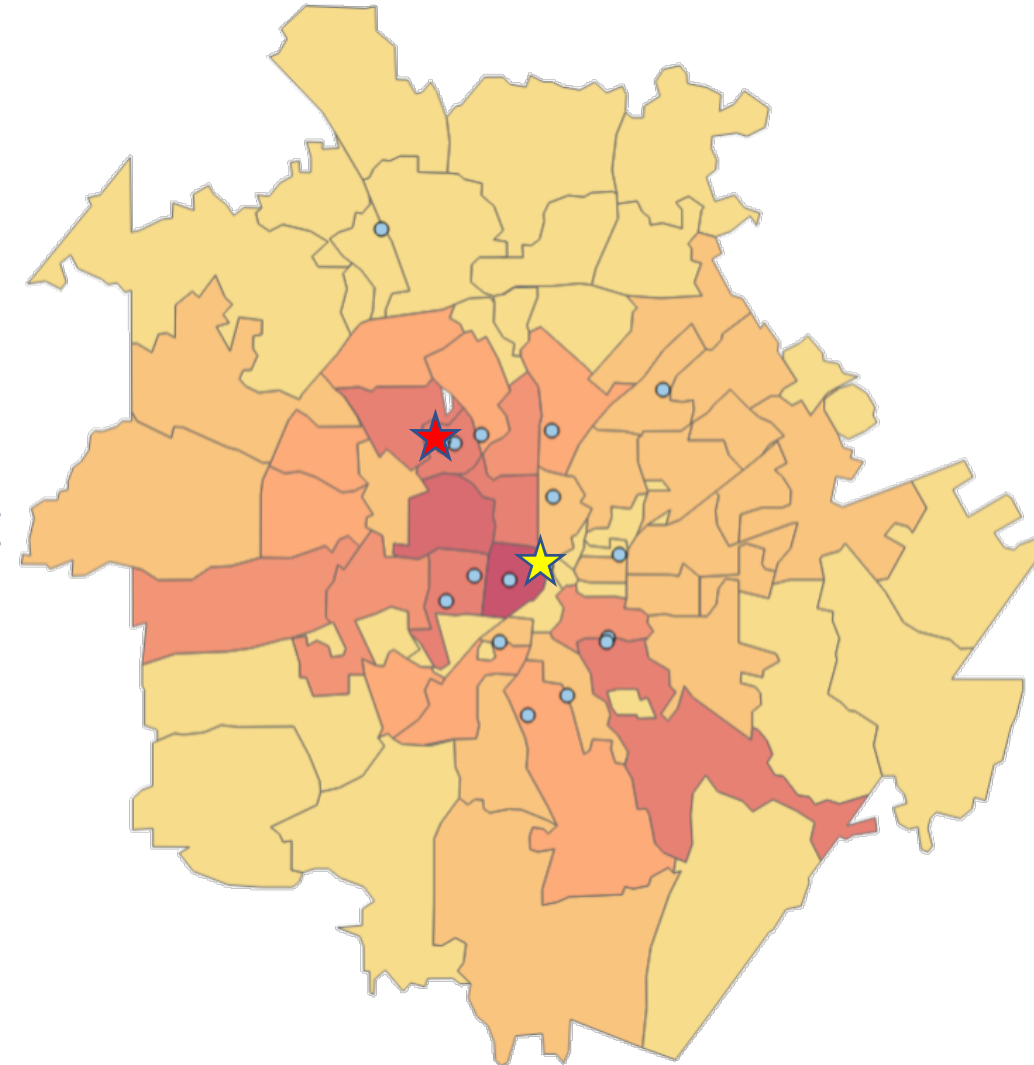


Bexar County Hospital District dba University Health System



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- ★ University Hospital
- Ambulatory and urgent care locations
- ★ Family Focused AIDS Clinical Treatment Services clinic (FFACTS)

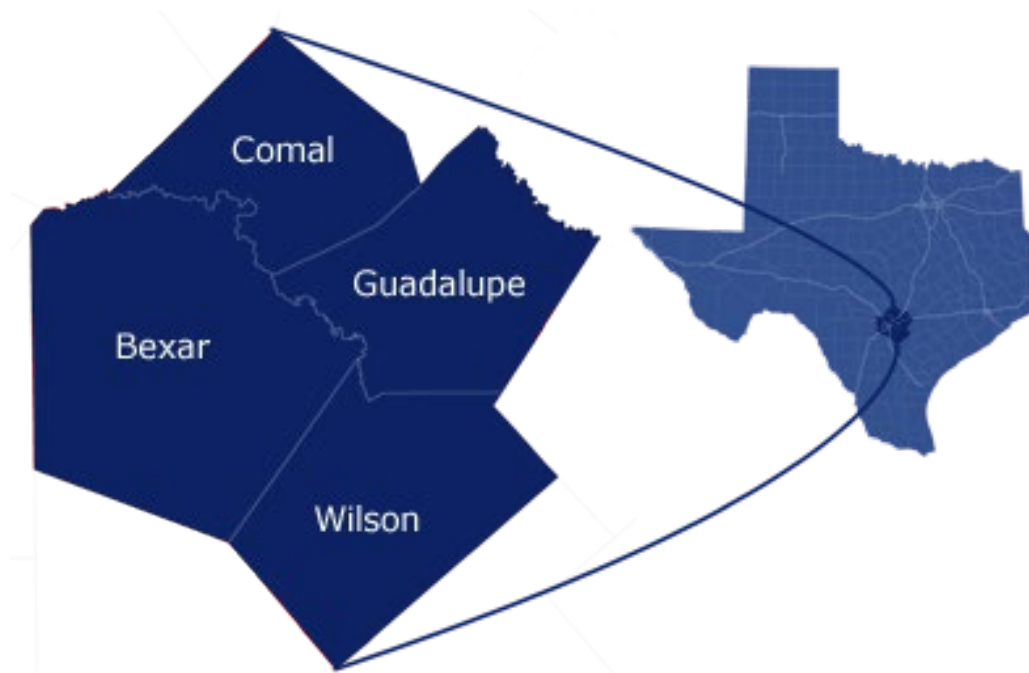


Bexar County Hospital District dba University Health System



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- Ryan White Administrative Agency for Parts A, B, D, and F (SPNS)
 - Serves over 6,000 low-income, uninsured and under-insured people
 - Primarily serves the San Antonio Transitional Grant Area (SATGA)
 - Bexar, Comal, Guadalupe, and Wilson Counties



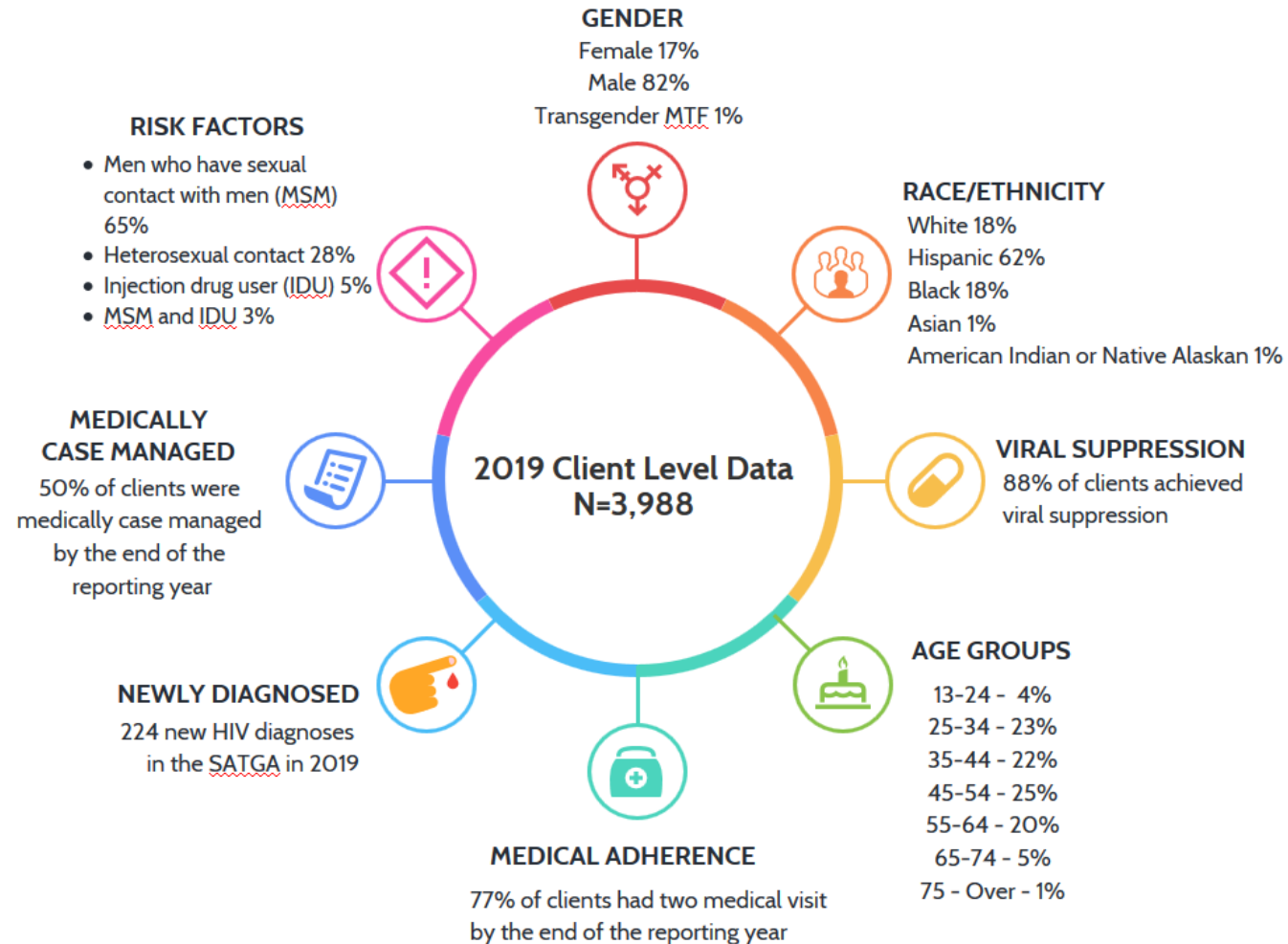
Ryan White Partners



As Ryan White Administrative Agency, University Health System partners with multiple community agencies for service provision



2019 SATGA Ryan White Clients

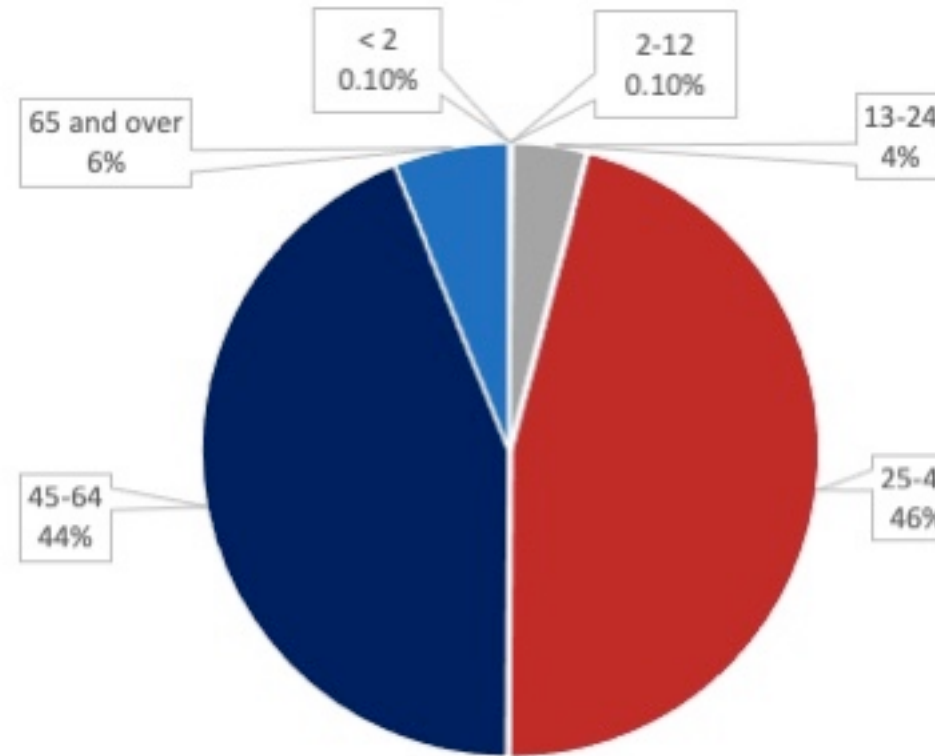


SATGA PWH Population by Age (years) 2019



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Age Group	# Clients
< 2	4
2-12	4
13-24	154
25-44	1836
45-64	1748
65 and over	242
Grand Total	3988

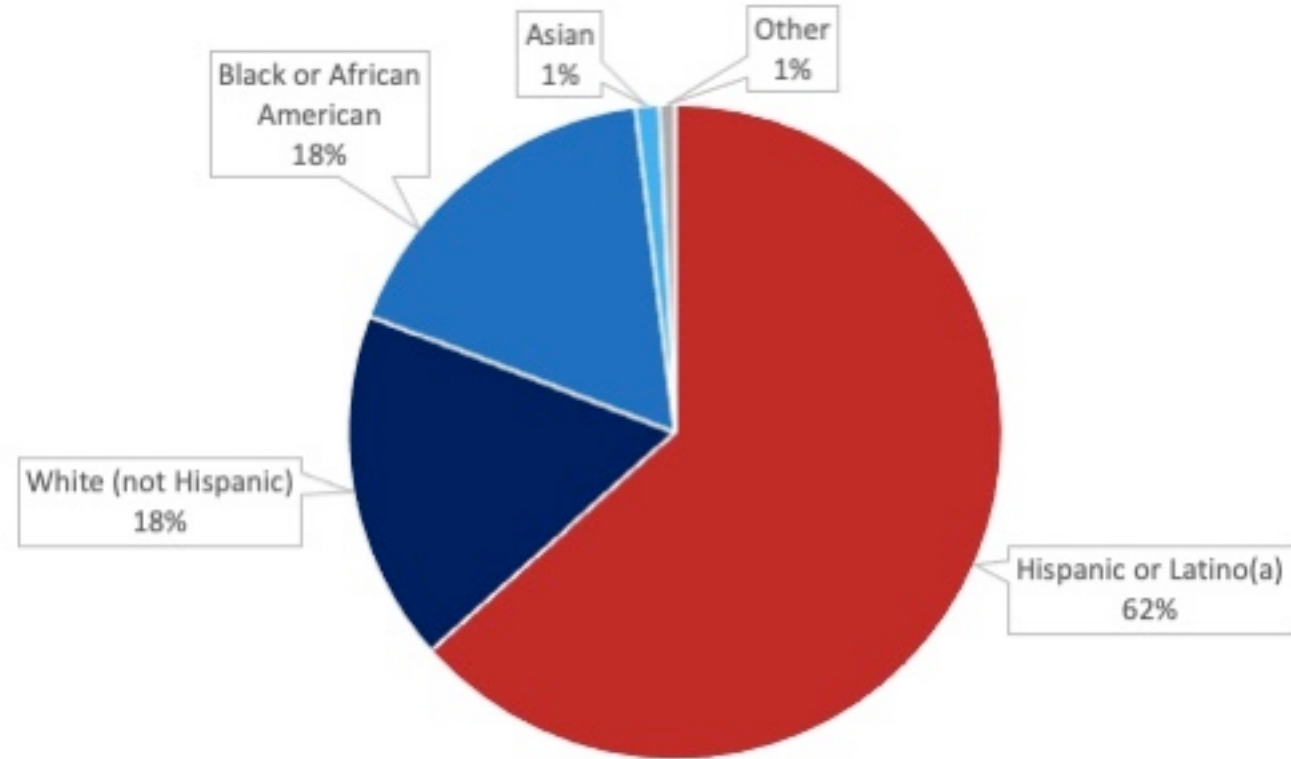


*ARIES Data Source

SATGA PWH Population by Race/Ethnicity 2019



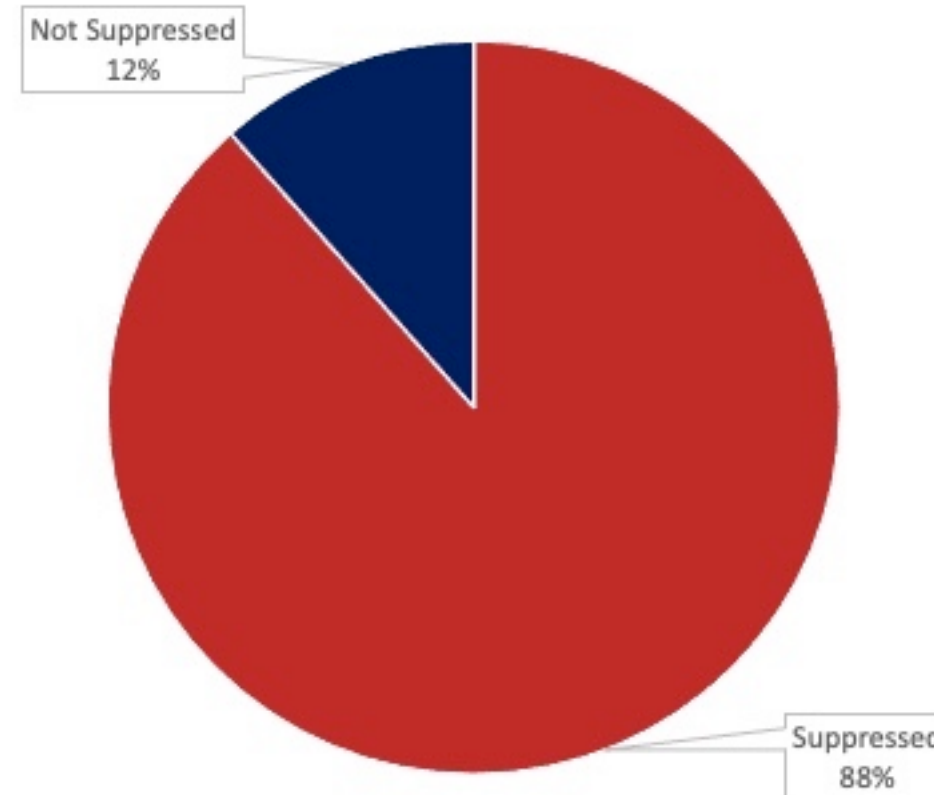
Race/Ethnicity	# Clients
Hispanic or Latino(a)	2528
White (not Hispanic)	694
Black or African American	689
Asian	47
Other	30
Grand Total	3988



SATGA PWH Population Viral Suppression Rate 2019



Virally Suppressed	# Clients
Suppressed	3527
Not Suppressed	461



- Outline a convergent mixed-methods approach to **identify preferred communication methods for accessing health information**



How Can We Reach Our Clients?

- There is limited research on approaching different generations regarding HIV-related topics and sexual health
- What is the preferred method of communication for
 - young adults 18-35 with HIV
 - older adults 36+ with HIV



Formative Research Activities

- To determine the best communication strategies for People with HIV (PWH), we conducted
 - surveys
 - focus group interviews
- We focused on two populations
 - PWH
 - Providers



Target Population



Clients

- Youths 18-35 with HIV
- Adults 36+ with HIV

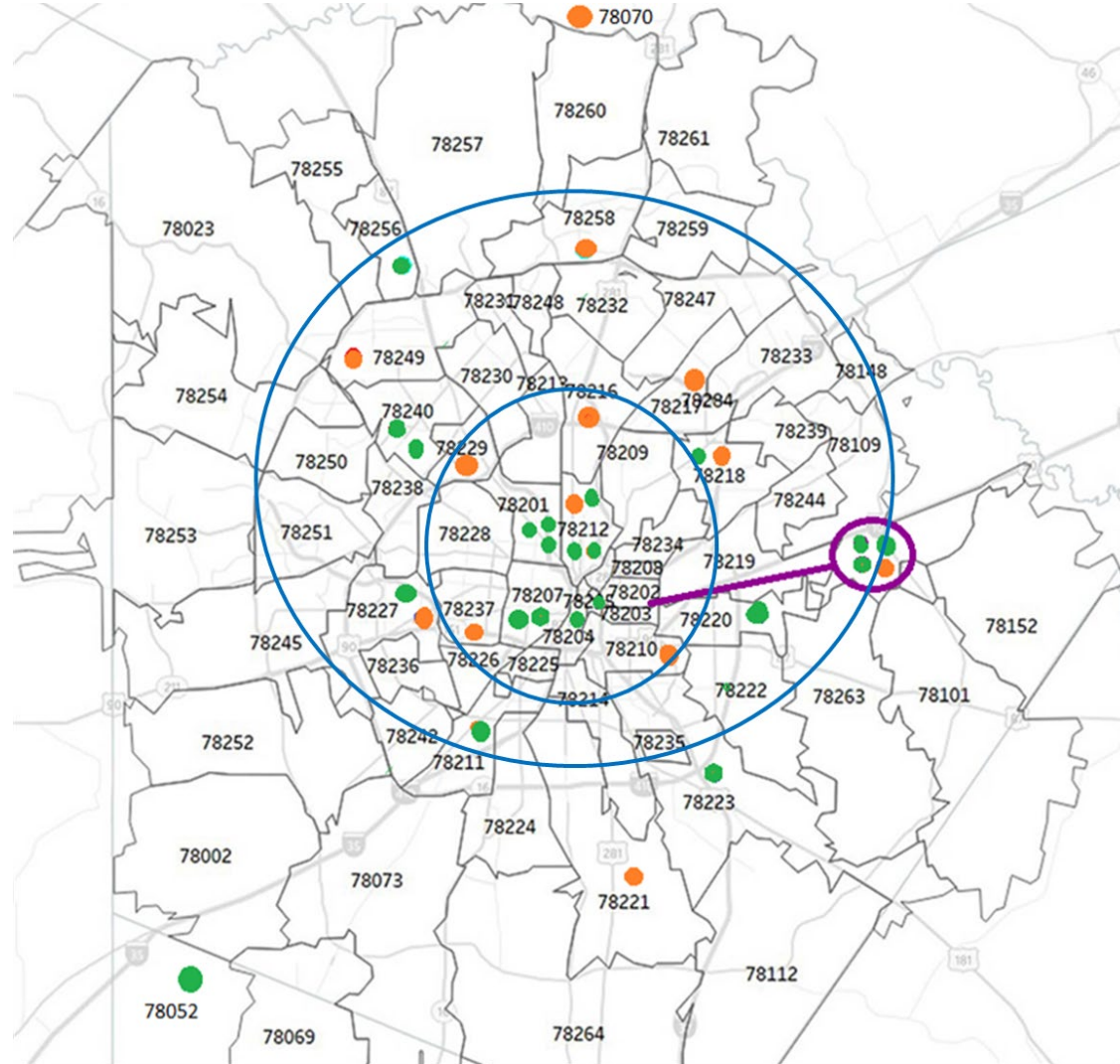
Target Groups:



- In-Care virally unsuppressed
- Newly diagnosed
- Out-of-Care

Providers

- Health Professionals with most patient contact
- Medical Providers
- Nurses
- Case-managers
- Outreach staff

Geographic Distribution of Target Population



-  Young Adults
18-35
-  Older Adults
36+

Surveyed Patients Demographics

Qualitative data from 4 focus groups and 6 interviews at 5 clinics

- Hispanic (77%)
- African-American (48%)
- Male (70%)
- Majority bilingual PWH but prefer to communicate in English
- Primarily LGTBQ+
- 90% older adults reported homelessness in the past 12 months
- All clients had at least one visit with HIV provider in the past 12 months

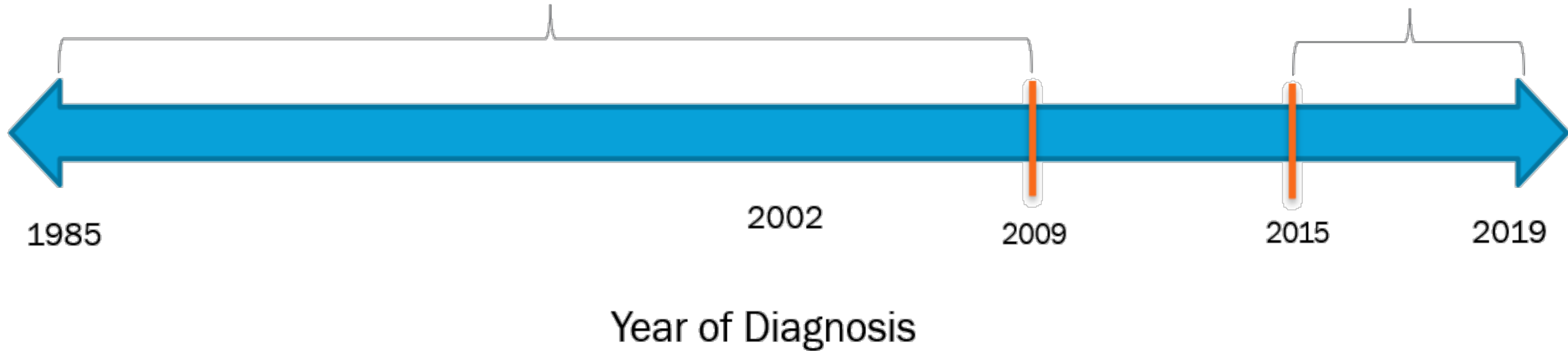
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TAKE YOUR
MEDICATIONS
KEEP THE AMOUNT OF
**HIV IN YOUR
BODY LOW**
ZERO RISK
OF PASSING HIV TO OTHERS
LEARN MORE AT:
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Timeline of Diagnosis for Surveyed Patients

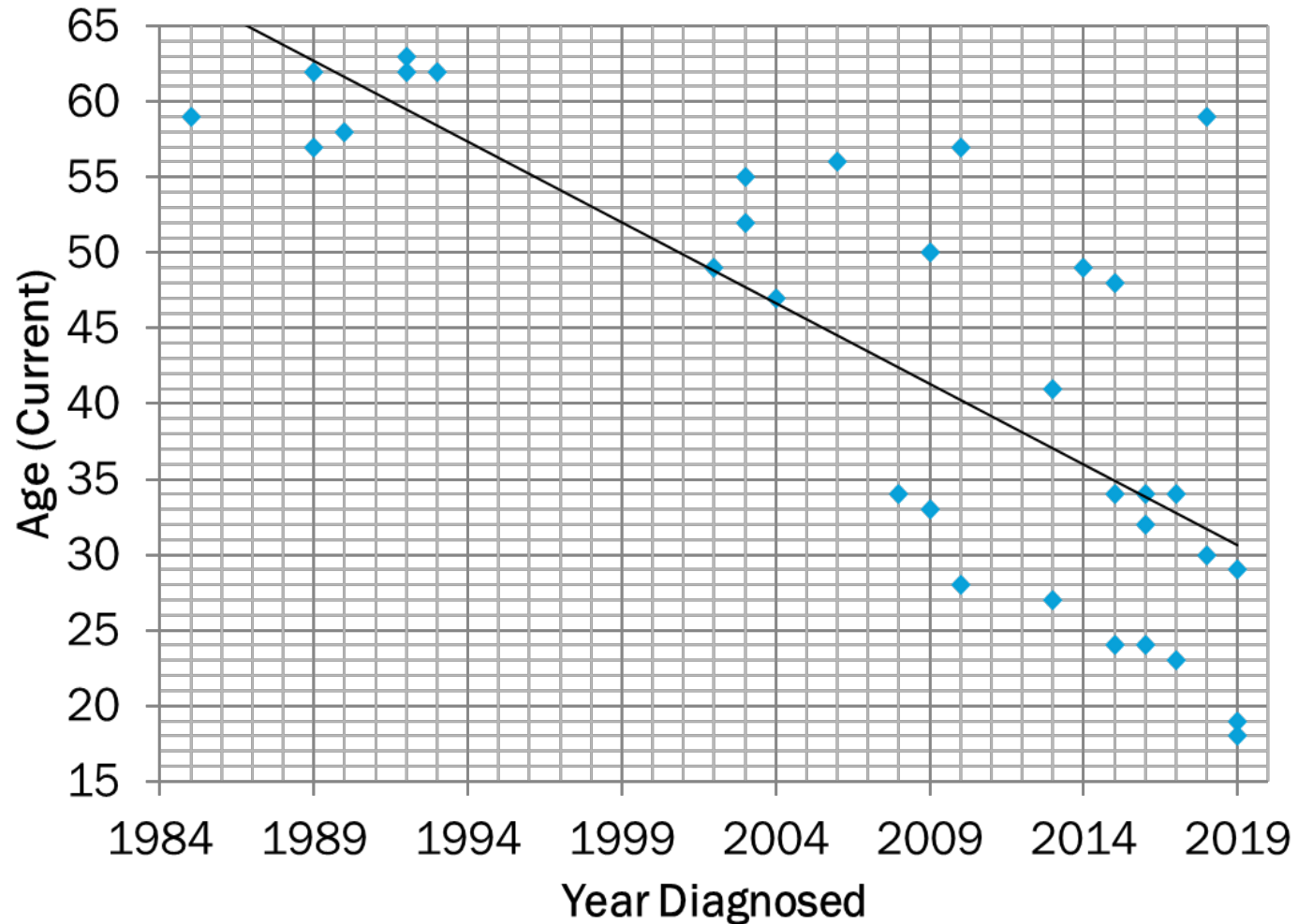


15 long-term survivors
with an average age of 53

13 newly
diagnosed with
an average
age of 31



Surveyed Patients Age and Year of Diagnosis



Recruitment Plan



- Seek collective agency support for research proposal
- Work with agency staff to identify eligible PWH patients
- Coordinate convenient interviews for patients by aligning them with their medical appointments
- Confirmed interview schedule with each agency's point of contact prior to our arrival

Timeline: September- October 2019

Planned

Total (5 agencies)

- Surveys
 - 40-50 clients
 - 15-25 providers
- Focus Groups
 - Providers
 - 15-25
 - Clients
 - 15-25

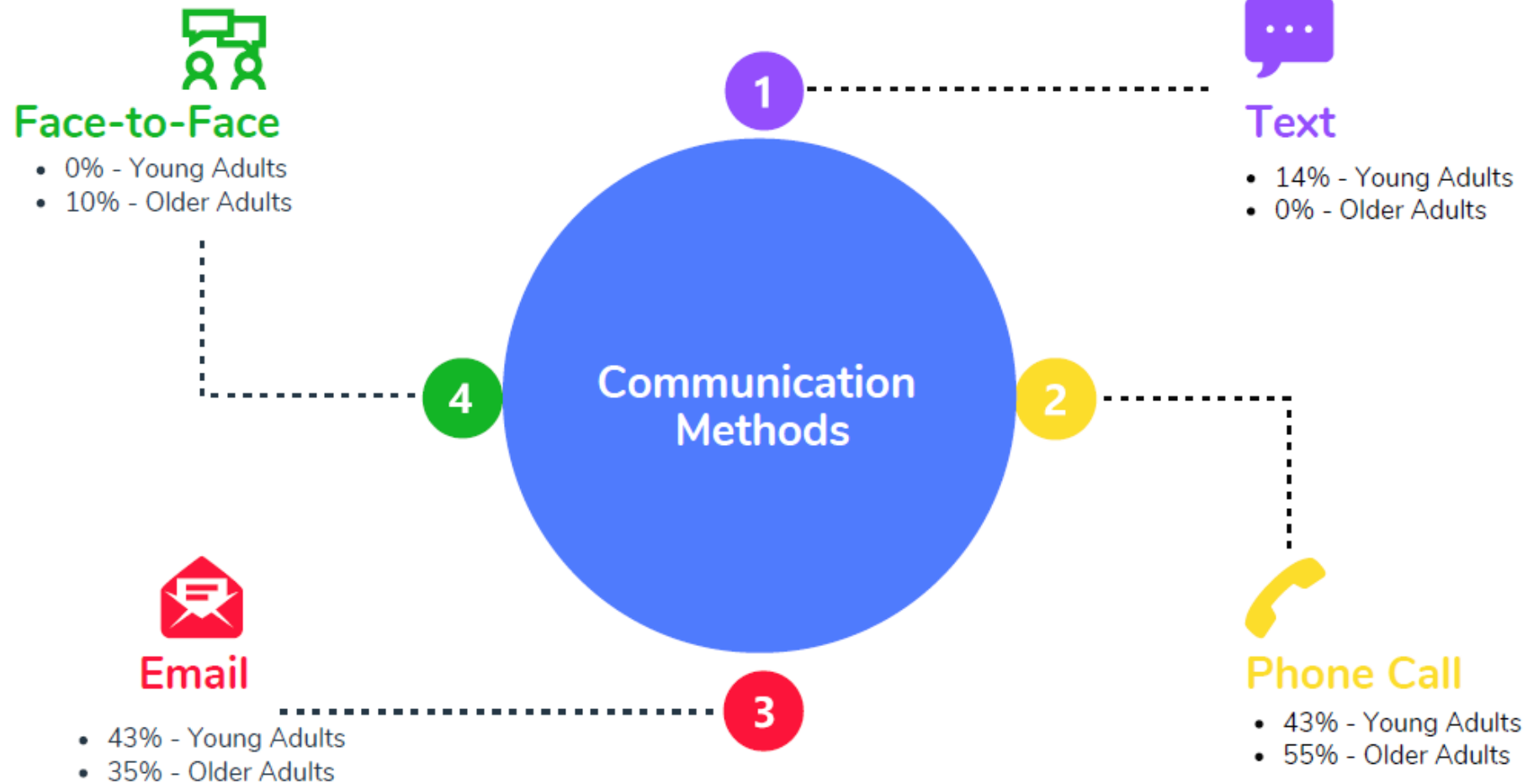
Performed

Total (5 agencies)

- Surveys
 - 37 clients
 - 28 providers
- Focus Groups
 - Providers
 - 12
 - Clients
 - 16

Results

Communication Preferences



Results

Social Media Usage



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Youth

Adults

Both



SNAP CHAT

*



INSTAGRAM

**



twitter

Google**



* P<.001
** P<.01
*** P<.05



Results

Client Responses



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Young Adults

- Own or use a tablet to access medical information
- Too busy with work and not enough time to access sexual health information
- Experience housing/responsibility barriers
- Do not want to think about their HIV status

Older Adults

- Use transportation to get medical information
- Receive sexual health through support groups
- More likely to have a disability or impairment





Social/Public

- Substance use
- Lack of adequate transportation
- Housing instability at given periods of time
- Phone disconnected or lost

Health-related

- Medication side effects
- Medical and mental health issues
- Disability or impairment for adult patients

Providers

Perceived Barriers to Accessing Care



Knowledge

- Client's lack of awareness and understanding of HIV health information
- Client low-literacy

Agency Resources

- Phone/text message system failure
- Client cannot be reached through the system

Client Health Concerns



Medical: Primarily Older Adults

- Comorbidities
 - Diabetes
 - Cardiovascular disease
 - Hepatitis C or other STI's
- Cognitive
 - Neuropathy
 - Other memory/process problems

Mental Health: (Both Young and Older Adults)

- Depression and Anxiety
- Social Isolation and Loneliness
 - no positive support system
- Stigma
 - Internalized
 - External

U=U and Viral Suppression Patient Knowledge

- Majority of clients had basic or no knowledge on what undetectable or viral suppression meant



Feedback:

- “Being undetectable I thought meant I did not have HIV anymore. I got retested but result was still positive, so I was confused”
- “If you are undetectable you can have multiple partners”
- “My doctor said my labs were good”
- “I don’t know what undetectable or viral suppression really mean”

PWH Feedback for Campaign Vision and Elements



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“Normalize
HIV”

“HIV is not a
death
sentence
you can live
a long,
healthy life”

“Take away
fear and
stigma with
HIV”

“Show
different
people with
job, happy
or smiling
with diverse
age/races”

“HIV is not a
gay disease”

“It can
happen to
anyone”



PWH Feedback for Campaign Website Messaging



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“Take your Meds”

“Important to get tested”

“Educate all communities about HIV”

“Spread message of hope”

“I’m living with HIV and healthy for many years”

“Important to share your story”

PWH Testimonials about Stigma and their HIV



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“I’m afraid of what others might think of me”

“I don’t want others to find out” (shame)

“I didn’t want to deal with it”

“No school education about HIV or safe sex”

“Family members didn’t want to share my drink after knowing my status”

“I forgot to take my meds”

“Doctor was rude, I changed providers”

“Transgender community stigma around getting tested, sharing their status and engaging in care with unsensitive staff”

Limitations



- Recruiting younger participants was challenging resulting in a smaller sample size; however, findings provided insight on improving communication and strengthening engagement in care.

To facilitate improved engagement in care

- Implement
 - peer-mentor system
 - texting software
- Know your population!
 - Tailor existing healthcare communication practices to be
 - Flexible
 - Reliable
 - Innovative
 - Electronically accessible

What's Your Score? Vision



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What's Your Score? Campaign Overview

- **Bilingual Campaign**
 - English
 - Spanish
- **Target Population**
 - Youth MSM
 - Hispanic
 - Black
 - Women of Color of Childbearing Age
 - Latinx
 - African American
- **Campaign Development and Implementation Deliverables:**
 - Marketing Materials
 - Website
 - Mobile App (mobile-friendly website)
 - Evaluation Plan (Stakeholder input and Ad/Website Data Metrics)



People on effective HIV treatment have **ZERO risk of passing HIV to others.**

LEARN MORE AT:
GoLowSA.org

OPERATION GRAVE
ACTOR POR TRAYAL
KEEPING THE SPIRIT



Personas en un tratamiento efectivo de VIH, tienen **CERO posibilidades de pasar el VIH a otros.**

APRENDE MÁS EN:
BajarSA.org

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ACTOR POR TRAYAL
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Campaign Objectives



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Vision: “How Low Can You Go” – “Que tan bajo puedes llegar?”

Objectives of Campaign:

- Engage PWH to remain in care
- Educate community of U=U
- Reduce stigma

Campaign Considerations extracted from this Research:

- Use casual, simple language
- Positive images and messaging
- Simple website design



Marketing Ads



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**HOW LOW
CAN YOU GO?**

TAKE YOUR
MEDICATIONS

KEEP THE AMOUNT OF
**HIV IN YOUR
BODY LOW**

ZERO RISK
OF PASSING HIV
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ACTOR PORTRAYAL

Spanish Digital Banners



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**Personas en un
Tratamiento
efectivo de VIH,
tienen **CERO**
posibilidades de
pasar el VIH
a otros**

APRENDE MÁS EN:
BajarSA.org



ACTOR PAGADO

A photograph of a man with a beard and mustache, wearing a light blue t-shirt, hugging himself with his arms crossed. He has a content and happy expression. The background is a blue and green pattern of dots.

**TOMA TUS
MEDICAMENTOS**

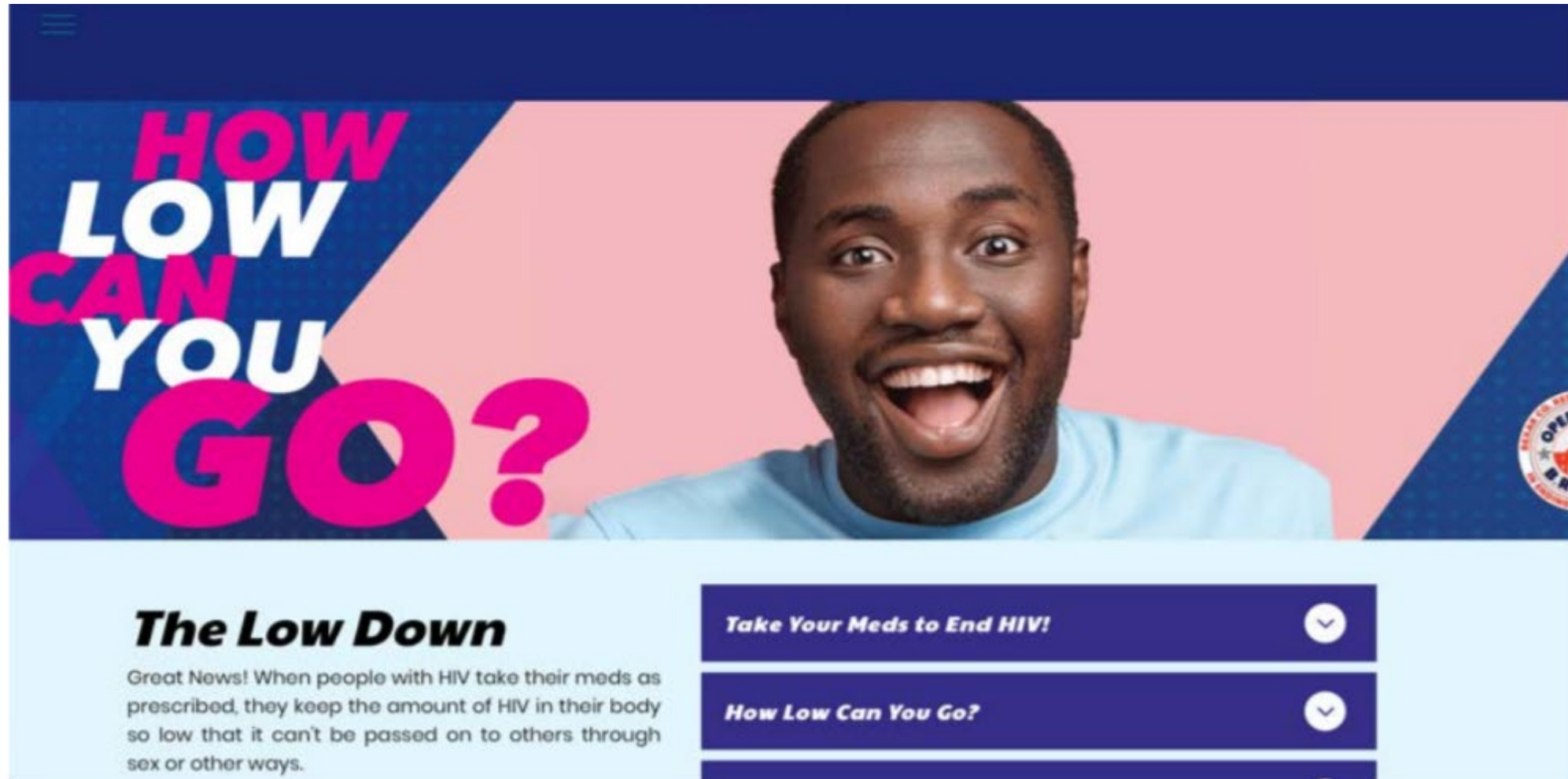
MANTÉN LA CANTIDAD DE
VIH EN TU CUERPO BAJA

CERO RIESGOS
DE PASAR EL VIH A OTROS

APRENDE MÁS EN: **BajarSA.org**

A circular logo for 'OPERATION BRAVE' with the text 'BEHAVIOR RESPONSE & VICTORY' and 'STOPPING THE EPIDEMIC' around the perimeter.

ACTOR PAGADO

A screenshot of a website banner. The top half features a smiling Black man in a light blue shirt against a pink and blue background. To his left, the text 'HOW LOW CAN YOU GO?' is written in large, bold, pink and white letters. Below the image, there is a light blue section with the heading 'The Low Down' and a paragraph of text. To the right of the text are two dark blue buttons with white text and downward-pointing arrows.

**HOW
LOW
CAN
YOU
GO?**

The Low Down

Great News! When people with HIV take their meds as prescribed, they keep the amount of HIV in their body so low that it can't be passed on to others through sex or other ways.

Take Your Meds to End HIV!

How Low Can You Go?

If you take your HIV meds daily, and the amount of HIV in your body is consistently very low, you cannot pass HIV through sex!



Great News!

When people living with HIV take their meds as prescribed, they keep the amount of HIV in their body so low that it can't be passed on to others through sex.

That's right: Zero risk of passing HIV to others. This has been scientifically proven over the past several years.

- Take Your Meds to End HIV!
- The Low Down
- Undetectable = Untransmittable (U=U)
- FAQ's

Get HIV Care

Regardless of whether you are newly diagnosed or wanting to get back in care, the sooner you get medical care, the better you'll feel.



Newly Diagnosed



Get Back in Care!

Getting to Zero

Discover why these people are committed to their health and ending the HIV epidemic in San Antonio. [more >](#)



Spread the Word!

How Low Can You Go, San Antonio? resources are available for download to use and help spread the word about viral suppression.



Intrasmisible: Tienes CERO riesgo de pasarle VIH a otros a través de sexo.

¡Una Gran Noticia!

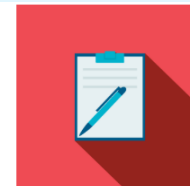
Cuando las personas viven con VIH y toman sus medicamentos como prescritos, ellos mantienen la cantidad de VIH en su cuerpo tan bajo, que no pueden pasar el virus a otros a través de sexo.

Así es: Cero riesgo de pasar VIH a otros. Esto ha sido científicamente comprobado en los últimos años.

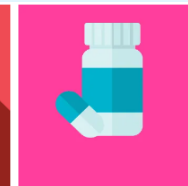
- ¡Toma Tus Medicamento y Acaba con el VIH!
- ¿Qué Tan Bajo Puedes Llegar?
- Indetectable = Intrasmisible (I=I)
- FAQ's

Obtén Cuidado Médico Para VIH

Sin importar si tienes un nuevo diagnóstico de VIH o quieres regresar a tratamiento, obtén cuidado médico lo más pronto posible y te sentirás mejor.



Recién Diagnosticado



Volver a Cuidado

Llegando a cero: Nuestras Historias

Descubre por qué estas personas están comprometidas a tomar sus medicamentos y mantenerse en cuidado médico.



¡Regar el Mensaje!

¿Qué tan bajo puedes ir, San Antonio? los recursos están disponibles para descargar y ayudar a difundir la supresión viral.

¡Pregúntanos!

Twitter - @GoLowSA

<https://twitter.com/GoLowSA>



Twitter interface showing the profile of @GoLowSA. The profile picture features a man making an 'L' hand gesture with the text 'HOW LOW CAN YOU GO?' and a 'GO LOW SA' logo. The bio reads: 'Go Low, San Antonio! @GoLowSA. Great news! When people living with HIV take their meds as prescribed, the amount of HIV in their body so low that it can't be passed to others through sex! San Antonio, TX | golowsa.org | Joined May 2020. 93 Following 29 Followers'. A pinned tweet from May 18 says: 'Thank you, Murray! The campaign is two weeks old but the best is yet to come!'. The right sidebar includes a 'New to Twitter?' sign-up prompt, a grid of promotional images, and a 'You might like' section with suggestions for @LetRandy, @CEYOHO1, and @iamnotarisk.

Questions ?

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