

Directing Comprehensive TA: From Systems to Sustainability

Stakeholder and Community Engagement

Supporting the Leadership of State, Territorial and Local Jurisdictions in Integrated HIV Prevention and Care Planning:

Capacity Building and Technical Assistance Resources

U.S. Conference on AIDS 2017 Sunday, September 10th

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HealthHIV Core Capabilities



Capacity Building



Health Services Research & Evaluation



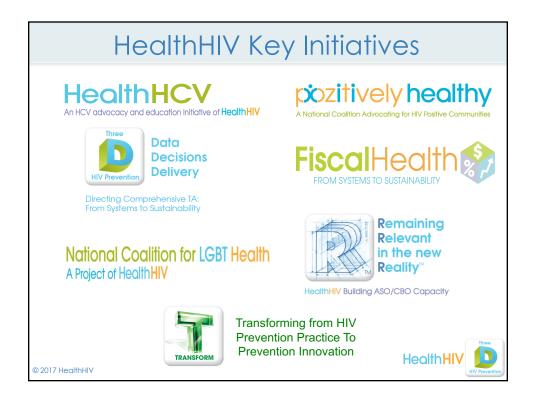
Advocacy

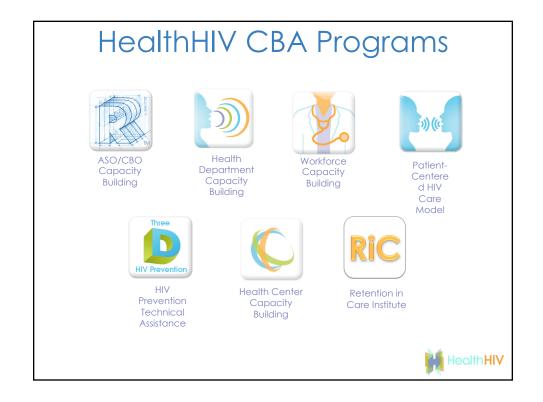


Education & Training

- Diverse staff of professionals with HIV, HCV, and LGBT clinical, global, cultural competency, prevention, and other experience – particularly within LGBT and other underserved communities
- Numerous strategic partnerships with national and local organizations (non-profit, clinical, behavioral, political, and technological)

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Approach of Three D HIV Prevention Program

- Facilitate community infrastructure development and systems coordination to ensure sustainability of HIV services
- Expand care team integration through partnership development to include non-clinical HIV prevention partners
- Demonstrate cost effectiveness and outcomes monitoring of programs to maximize strengths and efficiencies and impact health outcomes
- Promote workforce development, including training the next generation of leaders in HIV prevention

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Objective of Today's Presentation

Identify Stakeholder and Community
Engagement CBA and TA resources
available to HIV prevention and care
planners sponsored by the CDC Division
of HIV/AIDS Prevention and the HRSA
HIV/AIDS Bureau



Benefits of Stakeholder & Community Engagement in Integrated HIV Planning

- Ensures HIV services are delivered in collaboration with community stakeholders
- Enhances investment in coordinated response to address HIV within jurisdictions
- Encourages open and transparent lines of communication between government and community
- Drives innovation in HIV planning
- Increases responsiveness and effectiveness of HIV service delivery
- Provides outcomes that meet the needs of the community

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Consumers (PLWH) as Essential Stakeholders

- Consumer involvement in integrated HIV planning ensures that the affected communities are involved in determining service needs, opportunities, and barriers, and how best to address them
- Consumers can be involved at all levels of the planning process via engagement in planning bodies, ad hoc committees, or broader stakeholder engagement activities (i.e. focus groups, needs assessments, town halls)



Stakeholder Engagement in Integrated Planning

- <u>Identify</u> key stakeholders from highly-impacted consumer groups that are underrepresented in HIV planning
- <u>Engage</u> stakeholders in integrated HIV prevention and care planning activities
- Incorporate stakeholder feedback in the development of the Integrated HIV Prevention and Care Plan
- <u>Communicate</u> with stakeholders during planning and implementation through development of bi-directional feedback loops
- <u>Facilitate</u> stakeholder engagement in monitoring of the Integrated HIV Prevention and Care Plan

ENGAGEMENT IS ONGOING



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Identifying Key Stakeholders

- Key Activity: Identify where there are unrepresented or underrepresented high-risk/highly impacted consumer groups in HIV planning body/bodies.
- Tip: Leverage your existing relationships with providers, community agencies, community members, planning groups, health departments.
- Potential Technical Assistance Needs:
 - Data analysis strategies to identify underrepresented stakeholder groups
 - Developing/fielding needs assessments among impacted consumer groups to identify opportunities for engagement in HIV planning and Integrated Plan monitoring

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Engaging Key Stakeholders

- Key Activity: Conduct targeted outreach to stakeholder group/organization in engagement efforts.
- Tip: Stakeholder engagement activities should occur in a variety of venues and utilize diverse formats to accommodate the needs and preferences of community members.
- Potential Technical Assistance Needs:
 - Strategies for use of in-person and virtual outreach to target communities (e.g. Twitter Town Hall or podcast)
 - Facilitating in-person town halls or focus groups (e.g. focus group of transgender youth to discuss barriers and facilitators for retention in HIV care)
 - Developing and fielding surveys (e.g. surveying direct service providers regarding cultural competency for transgender clients)



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Discussion Question

How have you been successful in identifying and engaging underrepresented stakeholder populations in integrated HIV prevention and care planning?



Solicit/Incorporate Integrated HIV Plan Feedback

- Key Activity: Solicit feedback on Integrated Prevention and Care Plan goals, contents, and issues.
- Tip: Explore opportunities to expand technology to increase participation in workgroups and meetings while minimizing the burden on community input, such as webcasts.
- Potential Technical Assistance Needs:
 - Developing/fielding surveys to identify areas for improvement or incorporation
 - Assisting in planning and facilitating in-person community engagement meetings for community members to identify and prioritize innovative HIV prevention, care, and treatment strategies

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Develop Information Feedback Loops

- Key Activity: Develop bi-directional feedback loops to communicate with stakeholders during planning and implementation.
- Tip: Make general Integrated HIV Prevention and Care Plan updates a standing agenda item at planning body meetings.
- Potential Technical Assistance Needs:
 - Developing a process or task force to report planning progress back to their respective planning bodies as well as provider/agencies
 - Developing feedback loops to share data/information back with the community (e.g. online or at in-person engagements)

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Monitoring and Improvement

- Key Activity: Engage stakeholders in monitoring of the Integrated Plan and improvement development.
- Tip: Synchronize stakeholder engagement processes with ongoing assessments.
- Potential Technical Assistance Needs:
 - Developing methodology/format for conducting milestone "check-ins" with community
 - Strategies for evaluation and demonstration of outcomes and value of stakeholder engagement efforts
 - Developing user-friendly tools to enhance community-based monitoring of the Integrated HIV Prevention and Care Plan implementation

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Discussion Question

What challenges have you experienced in engaging stakeholder populations in monitoring and improvement of the Integrated HIV Prevention and Care Plan and the HIV planning process?



Key Takeaways

- Community engagement is not checking a box.
 Above all it must occur regularly, remain flexible and adaptable, and encourage innovation.
- Build on previous lessons learned to remain engaged with the community.
- Conduct ongoing assessment and utilize a variety of data sources to ensure engagement of emerging, underrepresented populations.
- Keep up with-- and listening to!-- what is going on in the community. Maximize your use of social media and in-person engagements to stay up-to-date.

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Technical Assistance Opportunities

Individualized technical assistance (TA) for stakeholder and consumer engagement is being provided and/or facilitated by HealthHIV's Three D HIV Prevention Program (a CDC-funded TA program). TA is delivered by a variety of subject-matter experts, including program staff, peers and consultants, to meet your needs for effective stakeholder engagement in integrated HIV planning.



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Technical Assistance Offerings

- Updating Integrated HIV Prevention and Care Plans to address strengths and opportunities for improvement identified in PO summary statements
- Implementing Integrated HIV Prevention and Care Plan activities
- Conducting community stakeholder needs assessment
- Developing a community engagement plan
- Implementing and monitoring community engagement activities

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www.SYNC2018.org

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For More Information

Michael D. Shankle, MPH

Director of Capacity Building, HealthHIV

<u>Michael@HealthHIV.org</u>

Marissa Tonelli

Senior Capacity Building Manager, HealthHIV Marissa@HealthHIV.org

Marcus Stanley

Capacity Building Manager, HealthHIV Marcus@HealthHIV.org

Call us at 202-232-6749

