

A Voice in the Conversation: The Vital Role of Consumers to End the HIV Epidemic

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20
22

NATIONAL
RYAN WHITE
CONFERENCE
ON HIV CARE & TREATMENT

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Jennifer McGee-Avila, Joann McEniry, Janice Jarrells-Adams, & Michelle Thompson, have no relevant financial interests to disclose.

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Learning Objectives

At the conclusion of this activity, participants will be able to:

1. Incorporate evidence-based approaches to increase consumer involvement into the conversation on HIV care and treatment
2. Create committees consisting of consumers, community representatives and other stakeholders to identify the needs of the consumer in the healthcare setting
3. Recruit members to serve on Ryan White HIV Planning Councils, CABs and other entities that determine Ryan White funds to be used in the care of people living with HIV

How To Claim CE Credit

If you would like to receive continuing education credit for this activity, please visit:

ryanwhite.cds.pesgce.com

Forming Our Collaborative

Jennifer McGee-Avila, PhD, MPH, CHES, CPH

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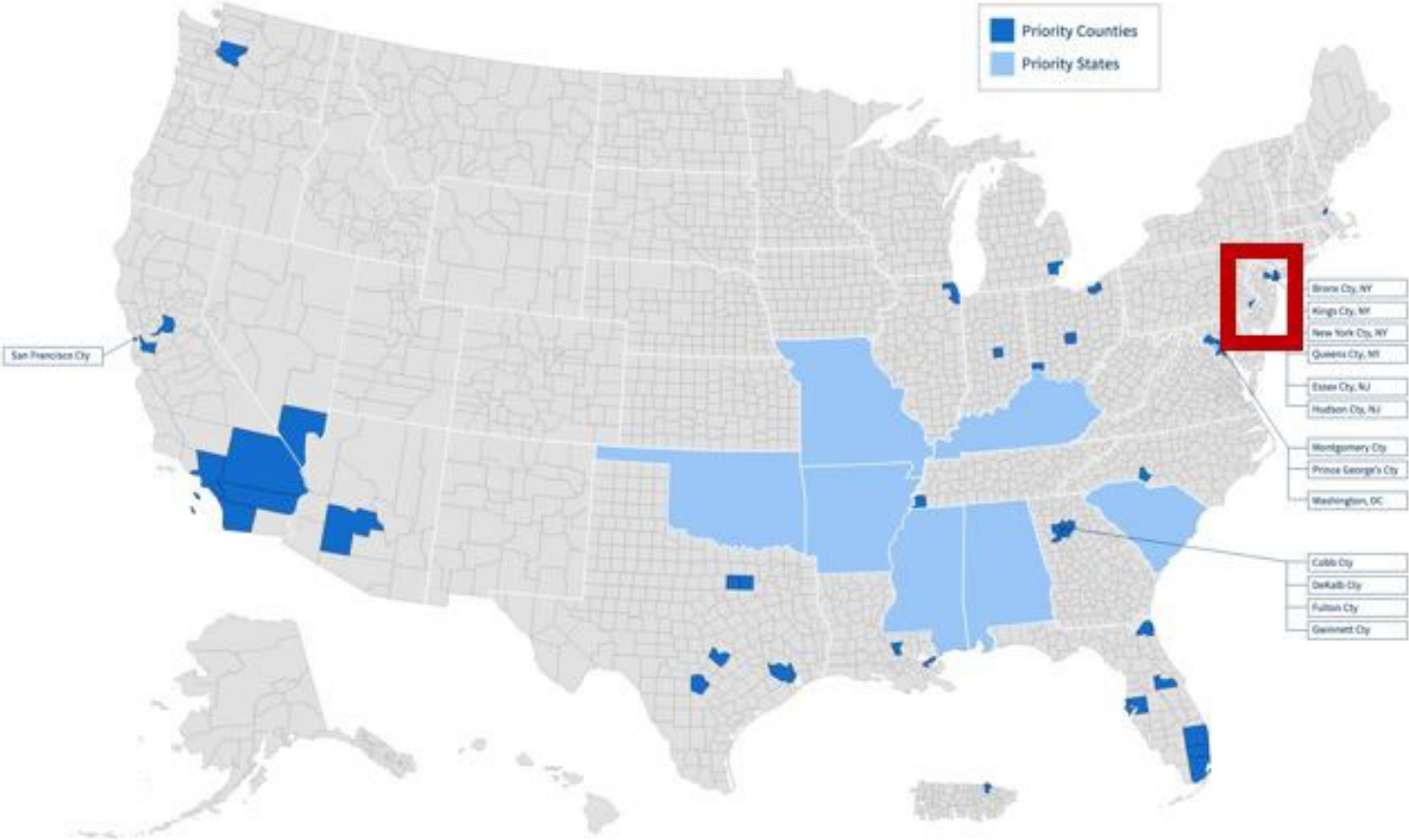
Ending the HIV Epidemic

GOAL:

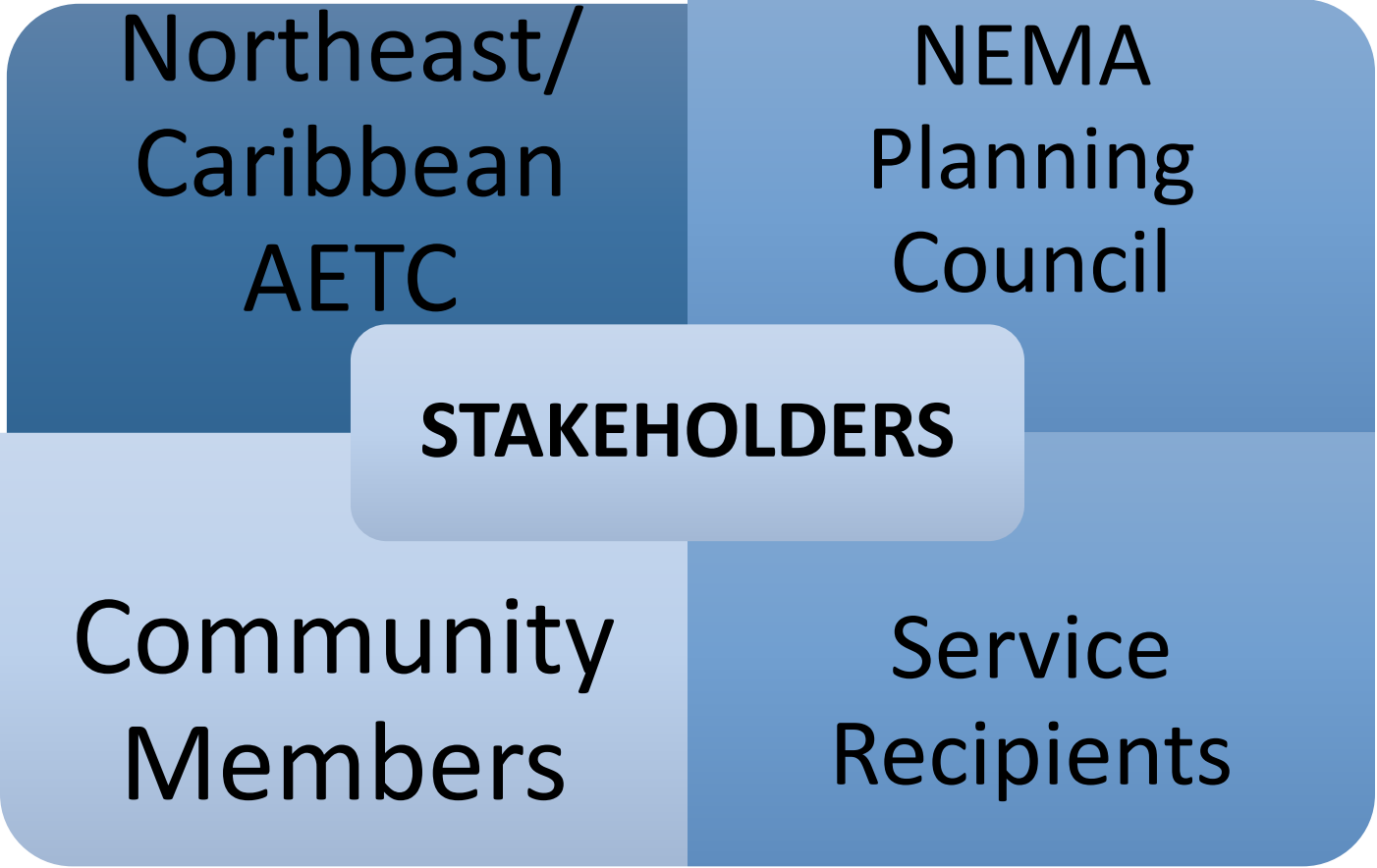
75%
reduction in new
HIV infections
by 2025
and at least
90%
reduction
by 2030.

	Diagnose all people with HIV as early as possible.	
	Treat people with HIV rapidly and effectively to reach sustained viral suppression.	
	Prevent new HIV transmissions by using proven interventions, including pre-exposure prophylaxis (PrEP) and syringe services programs (SSPs).	
	Respond quickly to potential HIV outbreaks to get needed prevention and treatment services to people who need them.	

Priority Jurisdictions: Phase I



Forming a Learning Collaborative



Identification of Need

- Recruitment and Retention of Community Members
- Identification of evidence based strategies & innovative ways to engage community member involvement



https://cdn.who.int/media/images/default-source/campaigns---aids-day-2021/aids-day-2021/who-social-01.png?sfvrsn=bda83bda_26

Leveraging Resources

- NECA AETC Resources
- Inclusive Participation
- Facilitation of Dialogue
- Access to Funding



AETC Supporting Community

- Support of NEMA Planning Council Activities
- Development of brief, educational videos
- Highlighting community member involvement

The time is now.

Ending
the
HIV
Epidemic

Purpose of Videos

Joann McEniry, MSW, LSW

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Planning Council Needs

- Community member composition impacted by employment at Part-A funded agencies;
- Recruit new community members;
- Ensure existing community members had the tools and resources necessary to actively participate in the work of the council;
- Provide educational resources to strengthen consumer engagement;
- Ensure resources could be easily accessed, used across a diverse audience, and were able to be shared remotely if needed.

What is the Planning Council?

Video 1 explores the Planning Council structure and operations covering topics such as:

- Why the council exists?
- How is it structured?
- Who can join the council?
- The use of subcommittees?
- How to get involved!

View: <https://vimeo.com/652090810>

Video 1

- <https://vimeo.com/652090810>

Community Members

Video 2 captures the voices and perspectives of community members and their experiences on the council. It covers topics such as:

- Motivations for joining.
- Why others should consider joining the council.
- What community members contribute.
- Reasons for remaining involved.
- How to have a seat at the table.

View: <https://vimeo.com/652092449>

Video 2

- <https://vimeo.com/652092449>

Robert's Rules of Order

Video 3 focuses on community member education and retention on the Planning Council. It provides an overview of Parliamentary Procedure.

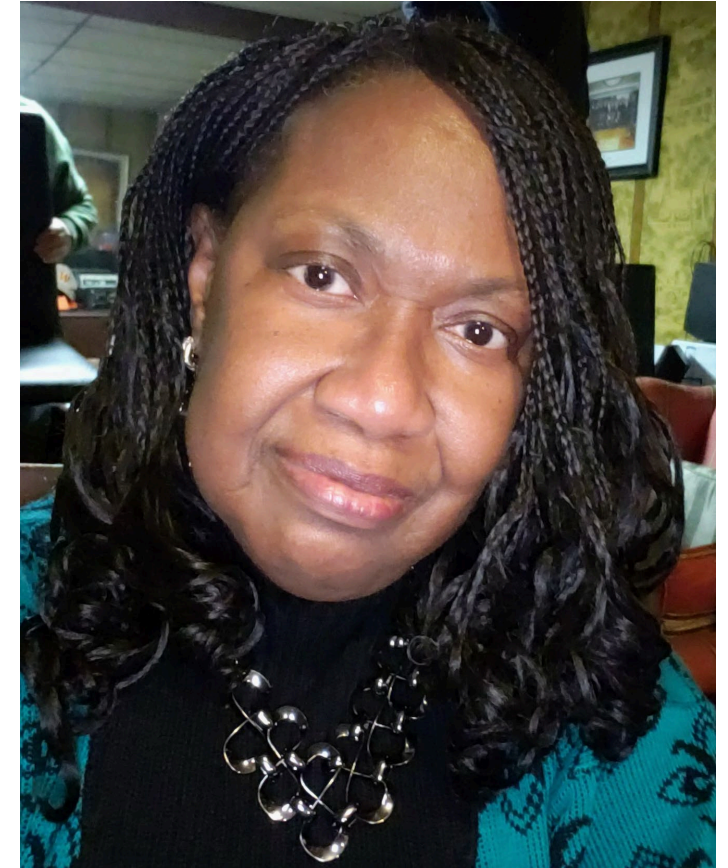
- Explains Robert's Rules of Order.
- Explores key principles of Parliamentary Procedure.
- Considers reasons for use of Robert's Rules of Order.
- Makes clear how the Planning Council uses it to conduct business in a fair and consistent manner.

View: <https://vimeo.com/652091546>

Video 3

- <https://vimeo.com/652091546>

Necessity of Community Member Involvement



Janice Adams-Jarrells, AA, BS, MCM, SME

Pronouns: She, Her, Hers

Newark Eligible Metropolitan Area Planning Council

Rutgers NJMS IDP Research CAB Member

Planning CHATT Recruitment and Retention Learning Collaborative

- Three planning council & community member representatives participated in the Planning CHATT Recruitment and Retention Learning Collaborative from February to June 2021
- Focused on strengthening community engagement, and increasing the involvement of community providers in HIV service delivery planning
- 5 session training on:
 - Recruitment
 - Social media and Storytelling
 - Training and team-building
 - Retention
 - Leadership development and mentorship



- ***Importance of Recruitment –***
 - Showing up as your **authentic self** and using personal experience to engage others
- ***Utilizing Social Media –***
 - Thinking how to strategically use platforms (Facebook, Twitter, Instagram) to **engage** community members
- ***Retention of Impacted Community Members –***
 - Need to know what's going on with services & be able to support one another
 - In addition, advocate for persons that might not be in the room but have similar lived experience
 - Stay alive, stay involved



Dissemination Plan of Videos

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Public Video Release Strategies

The 3 videos were released to the public in December 2021 via the following websites:

- Newark EMA HIV Health Services Planning Council

<https://www.nemaplanningcouncil.org>

- Northeast Caribbean AETC

<https://www.necaaetc.org/stories>

AETC Video Release Strategies

- Reach a maximum number of providers locally and regionally
- Initially introduced and viewed at the Northeast Caribbean AETC Regional Partner Meeting
- Medical Case Managers within the Newark EMA were sent a link to the videos
 - Encouraged to watch to better explain to interested clients looking to join a CAB or the Newark EMA HIV Health Services Planning Committee
- The learning collaborative members then submitted an abstract to introduce the videos during the 2022 National Ryan White Conference on HIV Care and Treatment

Video Reception

- The videos have been positively received by members of the Newark EMA agencies and the regional partners of the Northeast Caribbean AETC
- Survey feedback from providers
- Community member feedback

- Lessons Learned
 - Remaining innovative, collaborative & participatory in our approach
 - Being flexible
 - Scheduling of multiple participants to participate
- Next steps –
 - Development of a certificate program for community members
 - Planning CHATT hosted special recruitment & retention committee
 - Mentoring program for new Planning Council community members
 - New Recruitment Campaign beginning September 2022

Thank You For Your Time
Questions?