



**Engaging Consumers to Link  
Other PLWH to Care:  
*A Powerful Tool for Addressing  
Unmet Need:*  
Session 3: Preparing for  
Implementation**

**Ryan White All Grantee Meeting  
Washington, DC – August 24, 2010**

**Moderator:**

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**Mosaica Speaker:**

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**[Charlotte and New Orleans]**



# Project Consumer-LINC: Linking Individuals into Needed Care

MOSAICA

The Center for Nonprofit Development  
and Pluralism

# Consumer LINC Project — Purposes

- Reduce unmet need by helping Ryan White Part A and Part B programs adopt & implement consumer-led models that enable PLWH to enter & remain in medical care
- Accomplish this by:
  - Familiarizing Ryan White Part A and Part B programs, planning bodies & PLWH with the value & variety of consumer/peer strategies to support entry & retention in care
  - Helping planning bodies & programs choose & implement peer models



# Disclosures

- Emily Gantz McKay

Has no financial interest or relationships to disclose.

- HRSA Education Committee Disclosures

HRSA Education Committee staff have no financial interest or relationships to disclose.

- CME Staff Disclosures

Professional Education Services Group staff have no financial interest or relationships to disclose.

# Project Consumer LINC's 4 Strategies

## **Volunteer/planning body-based:**

1. Understanding and Refining the System of Care
2. PLWH Caucus/Committee

## **Staff/service-based:**

3. Linking PLWH into Care
4. Integrated Clinical Care Team

# Training Objectives

1. To identify and describe key partnerships & processes needed for implementation of consumer-based models for bringing PLWH into care
2. To describe specific models & lessons for implementing volunteer/PLWH caucus or committee-based strategies
3. To describe a collaborative PLWH/grantee approach for piloting staff-based models that use peer community health workers

# Documenting Factors You Considered in Choosing a Model

- Gaps/areas for change in current system of care
- Service opportunities to build on – what exists within your existing system of care (current provider models)
- Ways to address cost issues and funding options
- Contracting issues if using Strategy 3 or 4
- Timing issues

# Planning for Implementation

1. **Understand your system of care** – and how this model will change it
2. **Identify, gather, & prepare partners** – PLWH, planning body, grantee, providers, prevention programs, testing sites, etc.
3. **Develop/document your planned model** (worksheets available)
4. **Consider procurement issues** if you are implementing Strategy 3 or 4
5. **Agree on a work plan and timeline**
6. **Ask for materials/help** – from Mosaica and other programs & sources



# A Model Implementation Process

1. **Clarify decisions made & decisions to be finalized with partners** – about strategies/models, timing, etc.
2. **Bring key partners together to learn & plan** – Mosaica uses 2-day sessions (agendas & materials available online)
3. **Make this a “project” with a time-phased work plan** – and engagement of PLWH, planning body committee or task force, providers, and grantee
4. **Ask for TA as needed**
5. **Review progress regularly**

# Suggested Training Topics

- **Be sure everyone understands unmet need & HIV+/unaware** — and their importance/implications
- **Review your system of care together**, including how people enter & move through it, and access barriers for specific PLWH groups
- **Discuss changes in the national response to HIV/AIDS** — including the move to a chronic care model and its implications

# Suggested Training Agenda, cont.

- **Introduce consumer strategies you have chosen or are considering** – educate partners about these strategies & why they will work for your program
- **Explore & more fully develop your chosen models** – use small groups and worksheets to explore different approaches
- **Agree on a process for moving forward** – tasks, timeline, and responsibilities

# Grantee/PLWH Collaboration for Volunteer Strategies (1 & 2)

## Requires:

- Joint planning
- Commitment from PLWH committee or caucus to adopt a specific model
- Training for PLWH participants
- Staff support from grantee & planning body staff (training, help with arrangements)
- Clear plan of action with shared responsibilities
- Resources (transportation, perhaps stipends)

# Strategy 1: System of Care – Steps

1. Form a PLWH leadership group for action
2. Analyze the current system of care using:
  - Population Access Exercise
  - Community Meeting
  - PLWH-led Data Review
  - Exploration of Link between Prevention & Care
3. Explore ways to overcome access and retention barriers
4. Decide on needed changes in system of care
5. Agree on actions the planning body can take
6. Recommend solutions requiring grantee action

# Strategy 2: PLWH Caucus/Committee – Steps

1. Work to develop a strong and active consumer caucus or committee
2. Provide staff support
3. Consider possible activities based on an analysis of key information
4. Reach understanding about what works best in particular communities
5. Prepare for action by supporting development of strong PLWH leadership who can organize & delegate work

# Strategy 2 – Steps, cont.

6. Choose one or more models or activities
  - Educational Forums/Conferences
  - Community Presentations
  - Outreach
  - Testing and Links to Care
7. Arrange for needed resources
8. Determine and meet PLWH training needs
9. Fully plan and implement activities
10. Evaluate your efforts

# Presentations and Discussion with Partner Sites

- Charlotte
- New Orleans



# Focus of Discussion

1. What are you implementing: description of your strategy/model
2. How does the collaboration work? Who are the partners and how do they work together?
3. How is it going? What have been the accomplishments so far?
4. What are the challenges?
5. What advice do you have for other programs?

# Discussion

# Activity

1. Work with 1-2 other people
2. Think about how your program might work collaboratively on a consumer model:
  - What strategy or model might you implement?
  - Who would be the key partners?
  - What would be your first few planning & implementation steps?
  - What challenges would you face?



# Sharing / Discussion

# Sum-up

- Key points?
- Next steps?
- Help needed?

# Mosaica: Technical Assistance

## ■ Access to training modules and materials

- Mosaica website – Consumer-LINC section:  
[www.mosaica.org](http://www.mosaica.org)

## ■ Long-distance advice and support

- Phone: 202-887-0620
- [Emily@mosaica.org](mailto:Emily@mosaica.org)
- [Hjphillips@comcast.net](mailto:Hjphillips@comcast.net)
- [Hilaberl@mosaica.org](mailto:Hilaberl@mosaica.org)

# Evaluation

- Complete written evaluation form
- Provide quick feedback/comments on training

**Thank you so much!!!**