

Community Engagement in Integrated HIV Prevention and Care Planning and Implementation

Strategies and Lessons Learned



INTEGRATED HIV/AIDS PLANNING
TECHNICAL ASSISTANCE CENTER



HIV Planning and Community Input

- HRSA and CDC require HIV planning processes that involve community stakeholders
- Community stakeholders include people with HIV, vulnerable populations, HIV service providers and others affected by HIV
- Goal of community involvement is to enhance coordination, collaboration, and seamless access to prevention, care, and treatment services

Benefits of Stakeholder and Community Engagement

- Amplifies needs of the community to prioritize services
- Drives innovation
- Ensures HIV services are delivered in collaboration with community stakeholders
- Increases responsiveness and effectiveness of HIV service delivery
- Facilitates streamlined policy and program development
- Encourages ongoing open and transparent lines of communication and feedback

Community Engagement

is not a “rubber stamp” or checking a box



Meaningful Stakeholder Engagement Must...

- Occur regularly
- Consult a range of stakeholders
- Occur in a variety of venues and formats to accommodate the needs and preferences of community members
- Challenge conventional wisdom and encourage innovation
- Occasionally take us out of our comfort zone

Challenges and Lessons Learned

- There is no one-size-fits-all
 - Each community has unique needs and challenges
 - Cultural aspects
 - Diverse communities within a jurisdiction
 - Geographic challenges and opportunities
 - Urban and rural
 - Cross multiple jurisdictions
- It is essential to ensure continuous, ongoing stakeholder engagement
- Keep up with what is going on in the community (and listen!)
- Consider community involvement burden

Not one-size-fits-all

Memphis TGA

- Includes 8 counties in 3 states
- Conducted one-on-one interviews with individuals from hard-to-reach populations to ensure diverse perspectives and input

Arizona

- Intensive two-year engagement process throughout state
- Segmented state into 3 regions and developed complementary but distinct objectives and strategies to meet overall goals for each

Washington

- Created “stakeholder villages” to take engagement beyond the confines of the planning group table
 - Barbershops
 - Interactions between clients and DIS staff
 - Client survey
 - Social media
 - Went to communities and actively solicited input on specific questions

Supporting Community Engagement Activities

- Provide forum for jurisdictions to share models, tools, and lessons learned
- Archived webinars: **www.targetHIV.org/ihap/webinars**
 - Strategies and Lessons Learned for Consumer and Stakeholder Engagement in Integrated HIV Prevention and Care Planning and Implementation
 - Integrated Planning Activities for Prevention and Care: Best Practices and Lessons Learned
 - Aligning Local Getting to Zero and Ending the Epidemic Initiatives and Integrated HIV Prevention and Care Plans

Integrated HIV Prevention and Care Plan Online Resource Guide

Resources, tools, and tips to support HIV planning and implementation efforts across prevention, care, and treatment delivery systems





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Thank you!

Contact us at ihaptac@jsi.com!

Obtain more information, join our mailing list, request TA,
or share your experiences or resources.

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