**2024 National Ryan White Conference on HIV Care and Treatment**
# Office of Program Support
# Business Day
*August 20, 2024*

## Office of Program Support

## HIV/AIDS Bureau (HAB)

**Vision: Healthy Communities, Healthy People**

# Business Day

AGENDA

| Time | Agenda Items |
|---|---|
| 11:45 am – 12:10 pm | **Welcome & Opening**<br>• Opening remarks<br>• Overview of agenda & goals of meeting<br>• Vision, expectations & priorities |
| 12:10 pm – 12:40 pm | **National AETC Support Center: Roles, Responsibilities & Major Areas of Focus** |
| 12:40 pm – 1:15 pm | **Communication & Branding** |
| 1:15 pm – 1:25 pm | **Break** |
| 1:25 pm - 2:10 pm | **Partnership Engagement**<br>• Examples of successful partnerships<br>• Barriers<br>• Brokering relationships |
| 2:20 pm – 2:30 pm | **Closing Remarks & Adjourn** |

HRSA
Ryan White HIV/AIDS Program

# Opening Remarks

Laura Cheever, MD, ScM
Associate Administrator
HRSA HIV/AIDS Bureau

# Health Resources and Services Administration (HRSA)
## Overview

Supports more than 90 programs that provide health care to people who are geographically isolated, economically or medically challenged

HRSA does this through grants and cooperative agreements to more than 3,000 awardees, including community and faith-based organizations, colleges and universities, hospitals, state, local, and tribal governments, and private entities

Every year, HRSA programs serve tens of millions of people, including people with HIV, pregnant people, mothers and their families, and those otherwise unable to access quality health care

Ryan White HIV/AIDS Program

# HRSA's HIV/AIDS Bureau Vision and Mission

## Vision

Optimal HIV care and treatment for all to end the HIV epidemic in the U.S.

## Mission

Provide leadership and resources to advance HIV care and treatment to improve health outcomes and reduce health disparities for people with HIV and affected communities.

# HRSA's Ryan White HIV/AIDS Program (RWHAP) Overview

- **Provides a comprehensive system of HIV primary medical care, medications, and essential support services for low-income people with HIV.**

- **Funds grants to states, cities, counties, and local community-based organizations to improve health outcome and reduce HIV transmission.**
  - Recipients determine service delivery and funding priorities based on local needs and planning process.

- **Provided services to over 566,000 people in 2022—more than half of all people with diagnosed HIV in the United States.**

- **89.6% of RWHAP clients receiving HIV medical care were virally suppressed in 2022, exceeding national average of 65.9%[i]. This means they cannot sexually transmit HIV to their partners and can live longer and healthier lives.**

# Icebreaker:  Personal Weather Forecast

Using the language of weather, let us know how you are feeling today

# Moving Forward:  AETC Vision, Expectations, and Priorities

**Jeanean Willis- Marsh**
**Director**
**Office of Program Support (OPS)**

# Three Key Priority Areas

- Communication/Branding
- Data/Reporting
- Partnership Engagement

# Overview:  National AETC Support Center

# NASC: Major Areas of Focus

- Strategic communication & stakeholder engagement
- Capacity building
- Technical assistance
- Program coordination
- Supporting HIV care practitioners
- Outreach/engagement of MSI and health professional organizations
- Evaluate performance

# National AETC Support Center
Rutgers University

# Program Purpose

The purpose of the NASC is to support the AETC Program recipients and their local partners to deliver highly effective HIV training and workforce development programs and improve program coordination and outcomes.

# Program Objectives

1. Expand the national presence and utilization of the AETC Program services and resources

2. Develop and deliver activities that promote and support collaborative learning and incorporate evidenced-based strategies and best practices into AETC program components

3. Create and maintain an infrastructure that builds and supports the ability of the AETC Program recipients and local partners to effectively implement program activities and sustain partnerships

4. Provide program support and coordination to enhance program performance

5. Provide opportunities for continuous learning and knowledge sharing for HIV care practitioners

# Program Strategies

**Program Strategies**

- Strategic Communication and Stakeholder Engagement
- Capacity Building
- Technical Assistance
- Program Coordination
- Supporting HIV Care Practitioners
- Outreach and Engagement with Minority-Serving Institutions and Health Professional Organizations, including those that focus on minority-serving providers

# Program Strategy
## *Strategic Comm. & Stakeholder Engagement*

**Key Activities:**

- Comprehensive communication plan to engage organizations and RWHAP recipients and stakeholders including the dissemination of program information

- Redesign the AETC website

- Develop AETC data infographics and disseminate to internal/ external partners and stakeholders

- Maintain a social media presence

- Foster relationships with traditional and non-traditional partners

- Lead the rebranding efforts of the AETC program

# Program Strategy
*Capacity Building*

## Key Activities:

- Develop, manage, and facilitate an array of collaborative learning activities and accompanying resources among AETC recipients and subrecipients

- Establish a web-based HIV Expert Speakers' Bureau

- Host expert speakers during AETC meetings

- Develop and maintain a repository of AETC training and technical assistance resources and best practices.

# Program Strategy
*Technical Assistance*

**Key Activities:**

Develop and deliver **one-on-one and group technical assistance** activities

- Group technical assistance will include:
  - AETC Program guidance and requirements;
  - Program evaluation
  - Data collection and reporting
  - Emerging and best practices related to the work of the AETCs
  - Replicating and expanding AETC best practices in EHE jurisdictions
- Virtual one-on-one technical assistance as needed.

# Program Strategy
*Program Coordination*

**Key Activities:**
- Lead the development of a standard set of core competencies for levels of expertise in HIV care & treatment
- Facilitate the development of HIV training tracks for health care team members and produce training materials;
- Facilitate learning collaboratives between AETC recipients & LPs to promote the sharing of best practices
- Support AETC Directors Calls
- Develop and maintain a web-based AETC training calendar
- Maintain a web-based list/map of active PT sites, HIV IPE programs, and NHC Curriculum Integration projects
- Conduct needs assessments and other surveys among AETC recipients

# Program Strategy
*Supporting HIV Care Practitioners*

**Key Activities:**

Develop and host the annual RWHAP Clinical Conference
- o Conference planning and logistics
- o Develop communication plan to promote the conference
- o Coordinate registration, staffing, presenter & onsite support
- o Provide continuing medical education credits and maintenance of board certification

# Program Strategy
## *Outreach and Engagement w/MSIs, Health Professional Organizations, and Non-traditional Stakeholders*

**Key Requirements:**

Develop and implement a plan to identify and engage minority-serving institutions, health professional organizations, and other non-traditional stakeholders
The plan should include strategies to:
- An engagement plan
- Dissemination plan for AETC Program updates and resources
- Develop and facilitate a virtual, biennial stakeholders' meeting
- Create opportunities for AETC recipients to increase their engagement with minority- serving institutions and organizations.

# 2024 – 2025 Key Milestone Projects

**Key Milestone Projects**

Conduct needs assessments and other surveys among AETC recipients for learning collaboratives and TA sessions

Host 2024 Ryan White Clinical Conference

AETC Website Re-Development (includes training calendar)

# 2024 – 2025 Key Milestone Projects 2

**Key Milestone Projects**

Develop communication plan to increase AETC Program awareness and utilization

Develop and deliver collaborative learning and technical assistance activities

Continue the development of the new AETC logo

# Looking Forward: 2025-2026 Projects

## 2025-2026 Projects

Lead the development of core competencies for levels of expertise in HIV care & treatment for providers

Facilitate the development of training tracks for health care team members and produce training materials
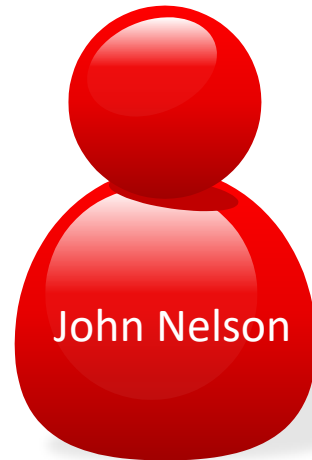
Develop HIV Expert Speakers Bureau

# Meet the NASC Team
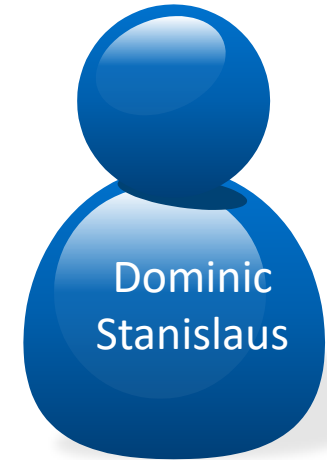
## Key Project Staff

Andrea Norberg
**Principal Investigator**

John Nelson
**Program Directory**

Minerva Layua-Gomez
**Instructional Designer**

Dominic Stanislaus
**Meeting/Event Coordinator**

# Executing the Plan

**Key implementation strategies:**

- Developed a comprehensive workplan with key goals, objectives and action steps designed to address HRSA's program objectives and requirements for the NASC

- Build on the foundational work of the former National Coordinating Resource Center

- Enhance and continue to leverage our longstanding partnerships with AETC recipients

- Expand the coordination and promotion of cross-regional and national AETC Program resources and services

- Promote synergy and collaboration across National and Regional AETCs

- Develop cutting-edge resources and technical assistance activities that strategically support and  promote the work of the AETC Program

- Solicit continuous feedback from AETC recipients on services and activities provided by the NASC

- Assess NASC activities to determine what activities effective and opportunities for program improvement

# Expanding AETC Program Capacity and Infrastructure

## Continuing the work

- Communities of Practice
- Annual Ryan White Clinical Conference
- HIV Cares Tools App
- Management and oversight of AETC program website and social media activities
- Management of National AETC mailing list and distribution of key AETC program and HIV updates
- Development and dissemination of AETC newsletter

## What's *new* under the NASC

- Provide Technical Assistance
- Engagement and collaboration with health profession organizations and minority serving institutions
- Development of electronic maps of PT sites, IPE projects, NHRPC residency programs
- Biennial meetings with non-traditional stakeholders
- Re-sign of AETC program website to serve as gateway to AETC program
- Host expert speakers at AETC Directors' meetings to present emerging research and evidence-based practices
- Develop core competencies for levels of expertise n HIV in and training tracks

# Partnering with the AETCs

- Participate in collaborative learning and TA activities sponsored by the NASC

- Participate in the development of HIV clinical training tracks for providers and a standard set of core competencies for levels of expertise in HIV care & treatment

- Provide quarterly status updates for PT sites, HIV IPE programs, participating integration project health profession program sites and other information as requested

- Provide monthly training calendar for publication on the NASC website

# Additional Opportunities To Work Together

- Complete feedback surveys, noting opportunities for improvements to NASC activities or additional training or technical assistance needed or commenting on NASC activities or resources that have been helpful

- Identify and submit to the NASC names of national and regional experts for possible inclusion in the AETC Speakers Bureau database

- Identify and submit to the NASC IPE participants and/or AETC program residents or fellows that can be featured in the quarterly newsletter

- Identify and submit to the NASC important HIV related resources that might be shared with AETC recipients and local partners

- Provide staff information updates for the AETC online program directory and NASC website

# Communication and Branding

**Jeanean Willis-Marsh, Director, OPS**

**Gift Ukpolo, Health Communications Specialist, OPS**

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# Enhancing Communication

CONGRESSIONAL JUSTIFICATION

PROGRAM REPORTS AND VISUAL AIDS

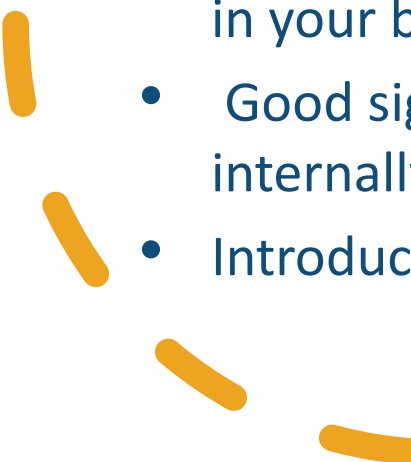AETC WEBSITE

PROGRAM NEWSLETTER

STAKEHOLDER MESSAGING

# Branding the AETC Program

**What is Branding?**

Branding is the process where a business makes itself known to the public and differentiates itself from competitors.

**Why Re-Brand?**

- Good way to reflect a fundamental change in your business
- Good signifier of what's going on internally
- Introduce a new name

**Ways Organizations Brand Themselves**

- Creating a value proposition
- Defining their mission
- Being consistent
- Conducting market research
- Crafting a logo design

# Elements for Communication

- Role AETC plays in training workforce
- Uniqueness of AETC training
- Types of services and products available through the AETC
- Impact of AETC services
- Inclusiveness of all AETCs
- 1 door to access all services

Products to be Created

- Program logo
- Standardized AETC slide deck regarding AETC services
- Public-facing website

# Program Logo

- When sites think about the AETCs, what words or images do you want them to think about?

- What points should be represented?

- Use of tag line?

- Include a ribbon?

- Visual depiction of a message/point?

- Representation of all regions and programs?

# 10-Minute Break

## 1:15 PM - 1:25 PM Eastern Time

# Partnership Engagement

**A Facilitated Discussion**

What do we want to get out of a partnership with Part A and B Programs?

# Part A and B Partnerships

- Examples of successful partnerships
  - What was the focus of the partnership?
  - Who was involved?
  - What was the role of the central office and the local partners?
  - What made it successful?
  - What key take-aways can be applied to other partnerships?

What barriers have been faced or are anticipated?
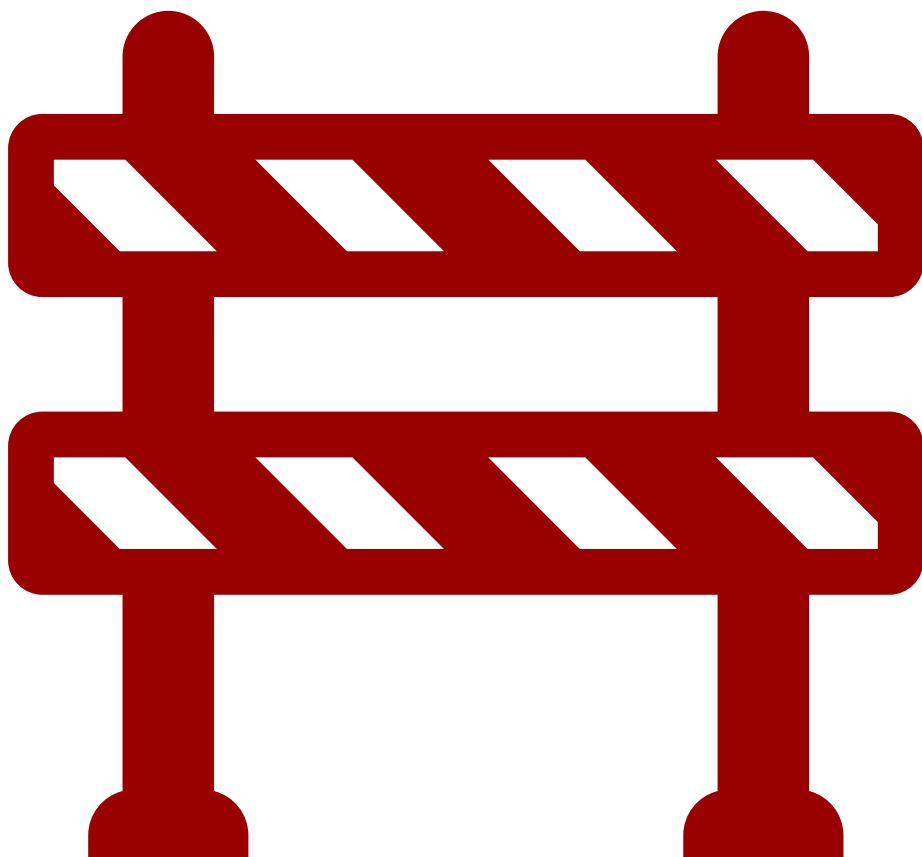
What strategies can be implemented?

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# Next Steps and Closing Remarks

# Connect with the Ryan White HIV/AIDS Program

Learn more about our program at our website:

[ryanwhite.hrsa.gov](ryanwhite.hrsa.gov)

Sign up for the Ryan White HIV/AIDS Program Listserv:
[https://public.govdelivery.com/accounts/USHHSHRSA/signup/29907](https://public.govdelivery.com/accounts/USHHSHRSA/signup/29907)

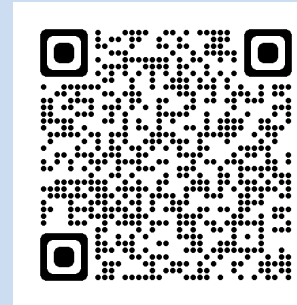# Connect with HRSA

## Learn more about our agency at:

## www.HRSA.gov

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