

Creating Meaningful Change Empowering People with HIV to Shut Down the Shame and End the HIV Epidemic

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Objectives

Attendees will be able to:

1. Grasp the significance of collaborative learning approaches for optimizing healthcare delivery.
2. Learn practical methods for engaging and empowering PLWH in RW grant activities through innovative solutions such as out-of-home and social media.
3. Understand the tangible impact of community involvement on health outcomes and the overall quality of care.

Abstract

Key Points:

- Collaborative learning and engaging PLWH
- Role of Consumer Advisory Board (CAB)
- Enhancing service access and relevance
- Improving health outcomes and engagement in care



Empowering PLWH through CAB

Consumer Advisory Board (CAB): Health Improvement Team (HIT)

- Benefits:
 - Enhances service provision
 - Aligns healthcare with real-life challenges
 - Increases patient satisfaction
 - Develops inclusive and culturally humble care



Strategies

Practical Strategies for Strengthening RW Programs

Strategies:

- Inclusive participation
- Innovative out-of-home and social media strategies
- Relatable content creation

Evidence-Based Initiatives

Initiatives Derived from HIT:

- Online client self-assessment tool
- Digital shorts on YouTube and social platforms
- Social media and out-of-home stigma campaign: Shut Down the Shame

Shut Down the Shame Campaign

Campaign Focus:

- Allows PLWH to tell their stigma stories
- Utilizes social media and out-of-home strategies

Impact:

- Enhances health outcomes
- Creates a lasting impact in communities

Collaborative Learning Approaches:

- Optimizes healthcare delivery
- Engages and empowers PLWH
- Integrates community voices for better health outcomes

Practical Methods for Engagement:

- Out-of-home and social media solutions
- Innovative engagement techniques
- Examples:
 - Self-assessment tools
 - Digital content creation

2023 STAND UP TO STIGMA CAMPAIGN



Objective

Primary: Decrease HIV stigma through education and awareness; normalize living with HIV and thriving

Secondary: Create awareness for the HIV AA as a resource for those living with HIV in Tarrant County



Target Audience

Primary: People Newly Diagnosed with HIV, PLWH re-engaging in HIV Care, PLWH lost to HIV Care

Secondary: Black & Latino 18-35 year old MSM, Black Women, People Aging with HIV lost to care



Geo-target

Tarrant County



Media Tactics

Paid Social



Flight Dates

7.21.23 – 8.31.23
11.30.23 – 12.31.23

**SHUT DOWN
THE SHAME**

CAMPAIGN HIGHLIGHTS & INSIGHTS



DEMOGRAPHICS

- ▶ FEMALES MADE UP 59% OF TOTAL ENGAGEMENTS
- ▶ ADULTS 55+ AND 25-44 ENGAGED WITH THE ADS THE MOST AT 41% AND 36% RESPECTIVELY



Impressions
3,224,771



CTR
0.71%



LP Views
9,023

- ▶ Over **3.2M impressions** were delivered over the course of the campaign – garnering 22,953 clicks and yielding an overall click-through rate (CTR) of 0.71% (beating the 0.50% benchmark by 42%)

- ▶ 724,771 impressions were delivered over the planned amount – **totaling \$5,798 in added value**

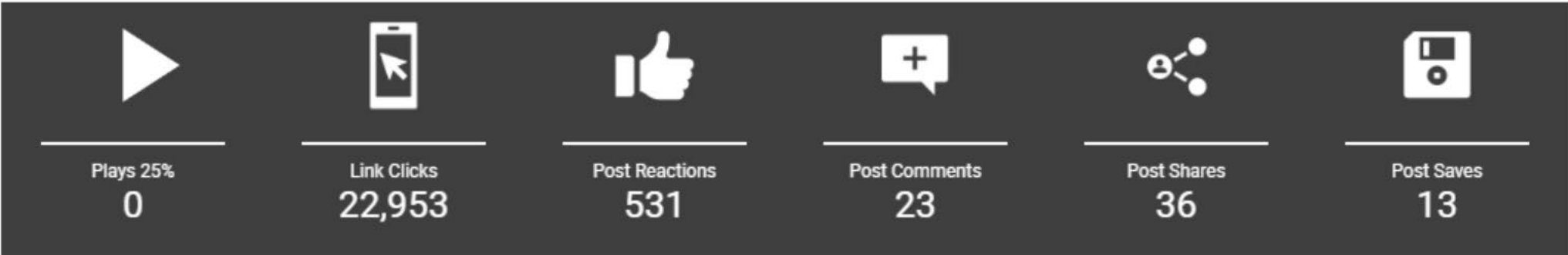
Key Performance Indicators (KPIs)

- ▶ The campaign was cost efficient given the value KPIs (CPC, CPE, and CPLPV) **beat the benchmarks by at least 36%**
- ▶ CTR and ER, which are measured for effectiveness of the creative and message **beat the benchmarks by at least 22%**

Platforms / Placements

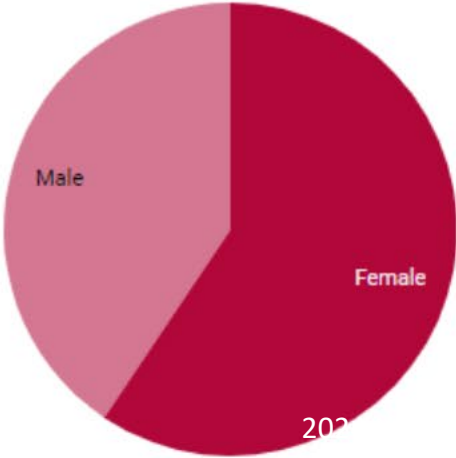
- ▶ 68% of the impressions were delivered on Facebook
- ▶ With the remaining 32% of impressions running across the Audience Network (21%) and Instagram (11%)
- ▶ The Facebook platform performed better in terms of effectiveness (0.76% CTR and 0.79% ER); however Instagram had the lowest click-to-landing page dropoff at 44%
- ▶ The Video Newsfeed placement was the best performing placement – yielding 1.05% CTR and 1.08% ER

PERFORMANCE DETAILS BY ENGAGEMENT

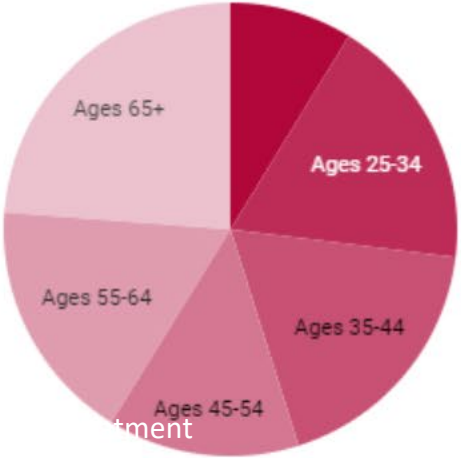


Total Engagements
23,556

Total Engagements by Gender



Total Engagements by Age



Key Takeaways

Learning Outcomes:

- Importance of collaborative learning
- Practical engagement methods
- Community involvement's impact on health outcomes
 - Enhanced Quality of Care
 - Success stories from the HIT initiatives
- Collaborative efforts to end HIV stigma
- Empowering PLWH through engagement and innovative strategies
- Actionable insights for implementing similar initiatives in other communities



Contact Information

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