

# His Health.org

**Strategizing Provider Engagement to Elevate the Standard of Care for Black Gay/Bisexual Men in HIV Prevention, Care, and Treatment.**

***Omore Omoighe**, Associate Director, Heath Equity, NASTAD*

***Heather Faison**, Founder, Good Stuff Digital*

***Sherilyn Ferdinand**, Founder, Ramenberry Studio*

***Xavior Robinson**, Director, Practice Improvement at the National Council for Behavioral Health*

# His Health Agenda

1. Welcome and Introductions
2. His Health Background
3. His Health Aims
4. His Health Products
  1. **See Innovation**
  2. **Continue Education**
  3. **Learn How**
5. His Health Data Informants
6. His Health Communications
7. His Health Why We Care Campaign
8. Join the Campaign! Activity – Sign Up
9. Q & A – Close

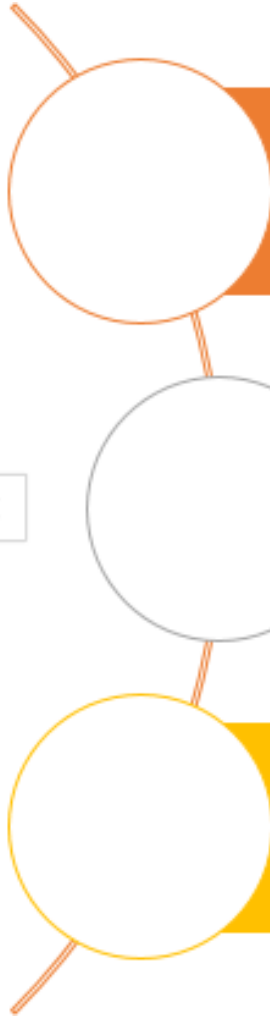


# His Health Background

**Look back. Move forward.**



# His Health Aims



**Identify, evaluate, and highlight promising care models that advance patient - centered sexual health service delivery for Black MSM.**

**Design CME/CNE units to accelerate delivery of high quality HIV care for Black MSM patients.**

**Disseminate technical assistance (TA) and CME training to provider and patient audiences.**

# His Health is.. His Health is not..

- **Demonstration** project
- An **active** training resource
- A pathway to **engagement**
- Highly **shareable**
- **HIV specific**
- A research project
- Passive
- Exclusive
- HIV specific

# His Health Belief Statements

- 1) Black same gender loving men are strong and resilient, and any care intervention targeted to this population must be informed by the unique social determinants, and societal and cultural norms impacting the community.*
- 2) Black MSM are not hard-to-reach, rather they are eager to utilize assistance in spaces where they receive culturally effective care and treatment, and preventative services.*
- 3) Black MSM who are engaged in the Ryan White HIV/AIDS Program are more likely to achieve viral suppression than their counterparts who seek care elsewhere. a. Black MSM who access specific supportive services through the Ryan White HIV/AIDS Programs are more likely to achieve viral suppression than counterparts who do not utilize the same services.*
- 4) Implementing public health programming targeted to the unique needs of Black MSM is essential to ending the HIV/AIDS epidemic. 5) Providers, health services and public health systems serving Black MSM have an inherent responsibility to implement culturally-informed services for this population.*

# His Health Belief Statements

**We win when we are honest with one another.**

Every provider wants to give their patients the best possible care, some may not know where to start.

Good healthcare for black gay men includes partnerships with healthcare providers rooted in *trust, respect and humility*.

**Cultural competency is more than just a concept.**

Patients and practitioners are sometimes uncomfortable because they don't understand one another's needs.

When coupled with good clinical practices, cultural humility results in better patient engagement and retention for black gay men.

# His Health Products





# Discover Innovation His Health Advisors - BCCAP



Patrick Wilson



Sheldon Fields



Michael Mugavero



Orlando Harris



David Malebranche



Christopher Watson



Mitchell Wharton

Clinicians

Researchers

Policy Experts

# Discover Innovation



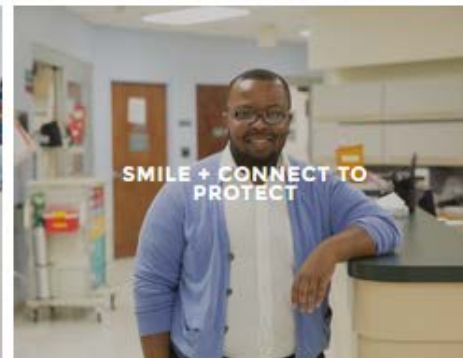
OVERALL DESIGN & APPROACH	
a. How well does this model/program address the needs specified (e.g. social determinants/barriers existing in the built environment, care access)?	
b. How well does the design enhance the program's effectiveness? How well do the activities support the overall goal(s) of the model/program	
c. How innovative is the program/model?	
d. How well does the model/program address long-term outcomes/goals?	
SCORE FOR IMPACT ON CARE CONTINUUM	
(Answer a & b ONLY for care continuum models)	
a. How well does this program/model address linkage, retention, and/or viral suppression?	
b. What is the potential of the program for moving BMSM toward viral suppression	
(Answer c & d ONLY for prevention/bar-before-the-bar models)	
c. How well does the model/program address HIV prevention and HIV testing?	
d. What is the potential of the program for preventing HIV among BMSM?	
DATA & EVALUATION	
a. How rigorously has the program been evaluated (i.e., use of quasi-experimental design, pre-post tests, qualitative data, etc.)?	
b. Given the timeline for implementation, what is the potential impact for meaningful change in addressing different strata of the care continuum?	
c. What is the quality of the data available to evaluate the model/program for efficacy?	
d. How strong is the framework/plan to evaluate the model/program (whether or not it has been formally examined for efficacy)?	
SCALABILITY & TRANSFERABILITY	
a. How well does this program/model engage BMSM OR how easily is the program/model transferable to other subpopulations of BMSM?	
b. How easily can the model/program be implemented in different settings (i.e., to reach the largest number of BMSM)?	
DISSEMINATION	
a. How capable is the program/model in reaching a significant number of BMSM (i.e., nationally or within a particular community/geographic area)?	
b. How well has this model/program been (taken up/ramped up/absorbed) by the target population?	
COST & SUSTAINABILITY	

# Discover Innovation

- **Care is client – centered and client – driven**
- **Assets based vs. Deficits based**
- **Promise for maximum utilization by Black MSM**
- Program design addresses health systems/targets multiple stakeholders
- Significant impact on HIV care across one or more strata of the care cascade, including prevention
- Program is currently ongoing

# Discover Innovation

## Featured Models



## Models of Excellence





# Continue Education



# His Health

## Continuing Education Courses

## Accrediting Partners



The Association of Nurses in AIDS Care (ANAC) is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation.

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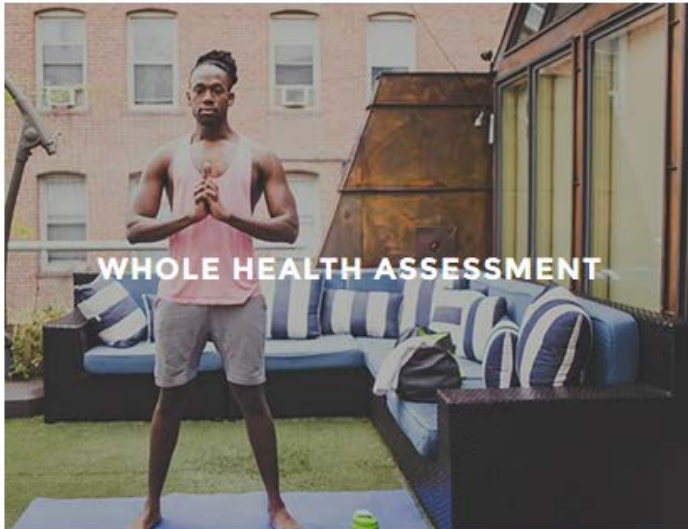
IDSA is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.

# His Health

## Continuing Education Courses

- Develop cultural competencies necessary to delivery stigma free high quality HIV prevention, treatment, sexual health and primary care services to black gay men and individuals of the transgender experience.
- Advance your knowledge on the recommended STD/STI screenings, vaccinations, treatment as prevention and mental health assessments
- Earn CME/CNE credits **FREE OF CHARGE!**

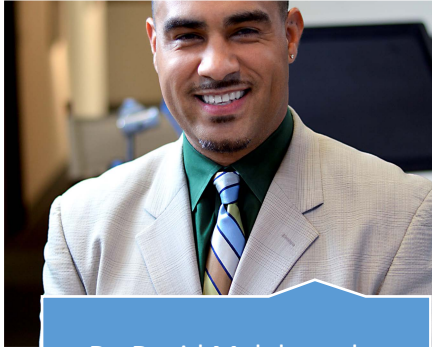
# Continue Education





# Continuing Education Courses

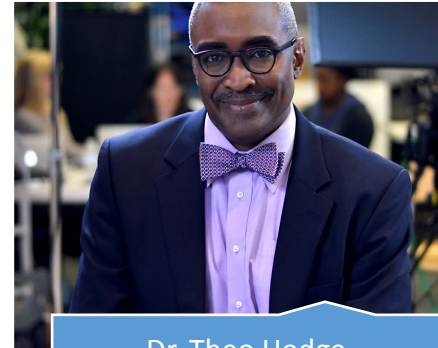
## CME/CNE Faculty



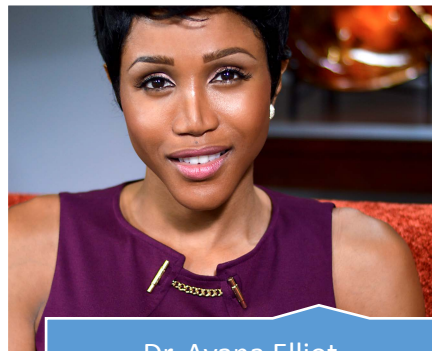
Dr. David Malebranche  
Whole Health Assessment



Dr. Lisa Hightow – Weidman  
Linkage to Care

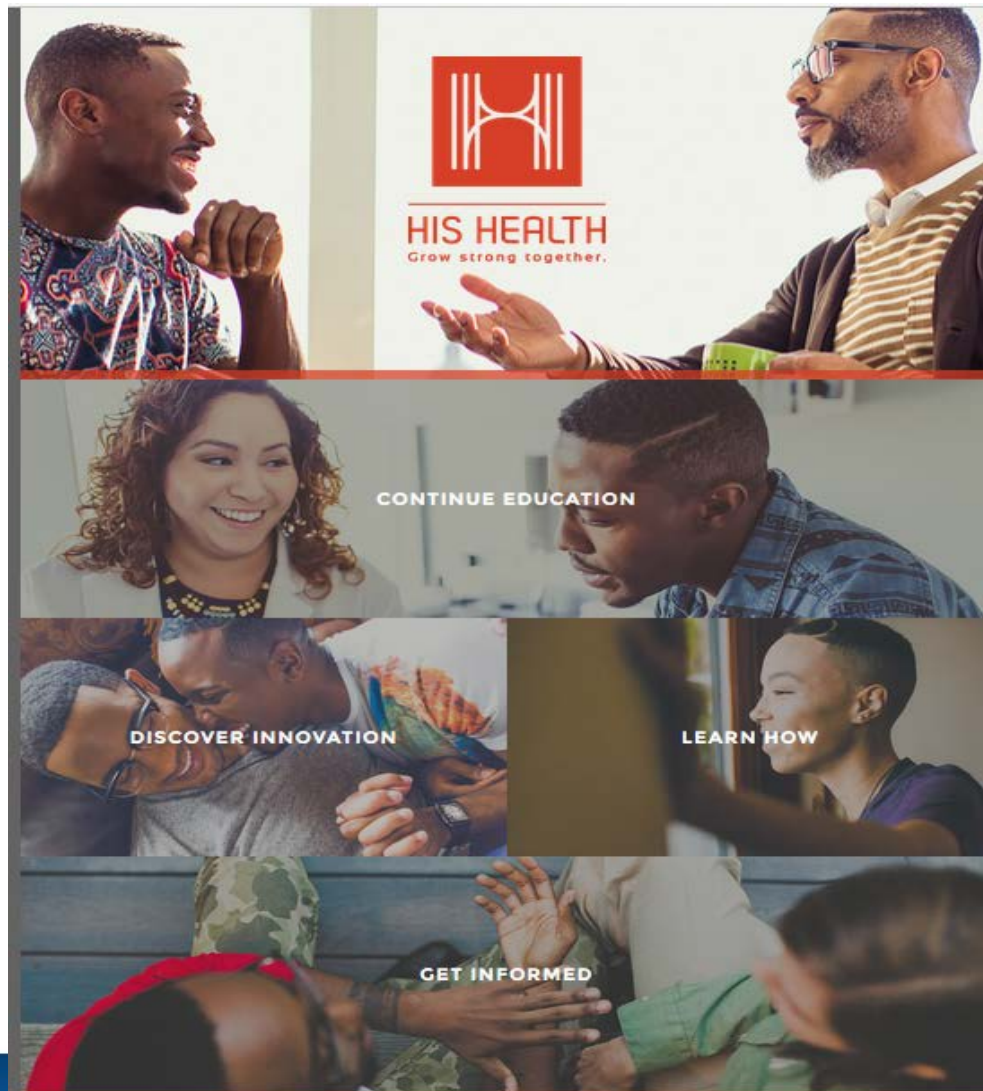


Dr. Theo Hodge  
PrEP



Dr. Ayana Elliot  
Transgender Health

# Learn How



# His Health Training Series



SHARE



PATIENT CARE

PROGRAM DEVELOPMENT

POLICY

PATIENT CARE

CULTURAL COMPETENCY

REV UP ACCESS TO CARE

POWERFUL MOTIVATION

LEAN ON ME

BACK TO BASICS

# Well Versed



Well Versed

@beingwellversed

Home

About



**His Health.org and Well Versed.org are  
launching soon!**



A photograph of a woman with curly hair wearing a white lab coat over a purple top, and a man in a blue patterned shirt, both smiling and engaged in conversation. The image is partially covered by a semi-transparent red overlay.

# Data and His Health

Xavior Robinson, National Council on Behavioral Health

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“

## Neil deGrasse Tyson

*Now we have accumulated so much data in each branch of science as it relates to origins that we have learned that no one discipline can answer questions of origins alone. It requires the additional insights that one gets by merging not only the questions, but the answers, among scientific disciplines.*

# His Health Data

## Data Overview

### Corroborate & Contextualize

- His Health Model Effectiveness

3  
Presentation title

### Prioritize & Categorize

- Resources for providers and patients

### Influence

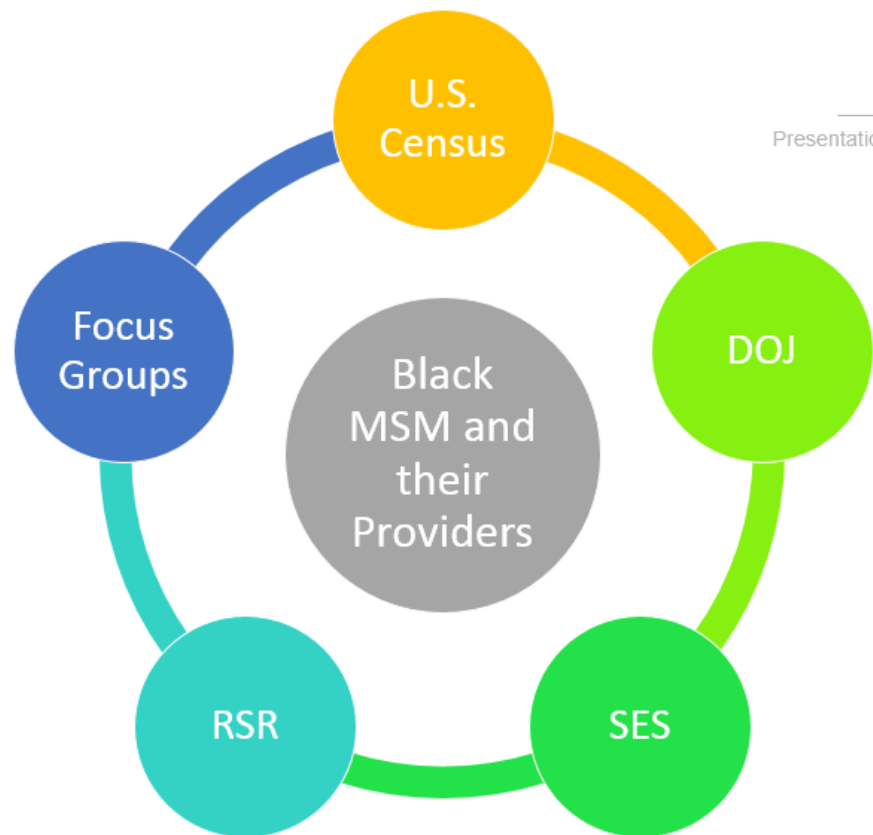
- His Health Model Dissemination

### Demonstrate

- Value of the Ryan White HIV/AIDS Program

# Data Sources

## Data Sources





# His Health *Get Informed*



**HIS HEALTH**  
Grow strong together.

CONTINUE  
EDUCATION

SEE  
INNOVATION

LEARN HOW

**GET  
INFORMED**

ABOUT US



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## Get Informed

SHARE



# His Health Data Resources Domains

**Corroborate &  
Contextualize**

**Influence**

**Prioritize &  
Categorize**

**Demonstrate**

Short Format Infographics

Focus Group Data

Literature Review

Interactive Map

Interactive Map

Long Format RSR  
Infographics

Long Format RSR  
Infographics

# Interactive Map

Percentage of African-American Men Incarcerated

Unemployment Rate for Black Men

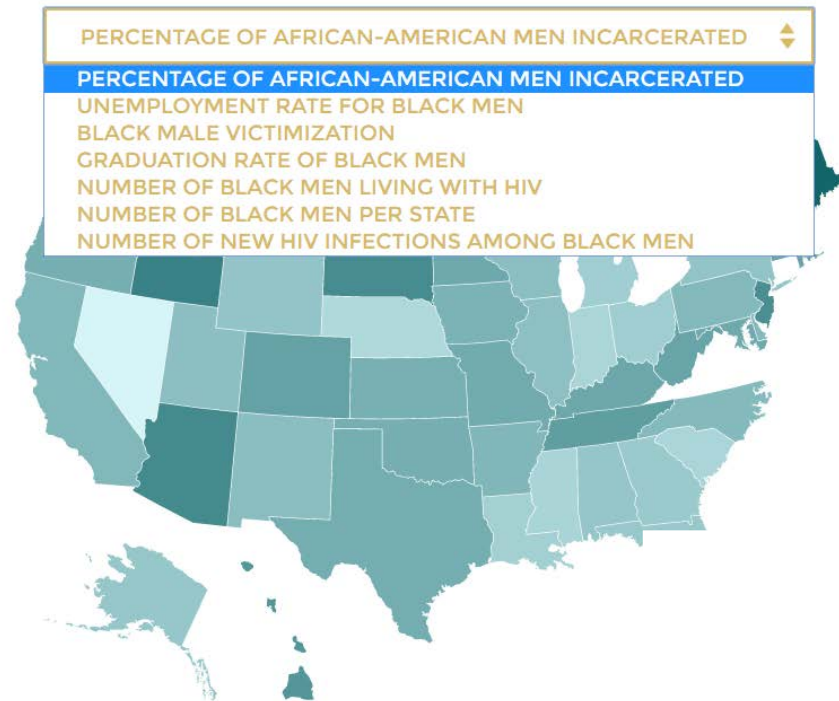
Black Male Victimization

Graduation Rate of Black Men

Number of Black Men

Number of Black men living with HIV

Number of new HIV infection among Black men



# His Health Interactive Data Maps

Percentage of African-American Men  
Incarcerated

Unemployment Rate for Black Men

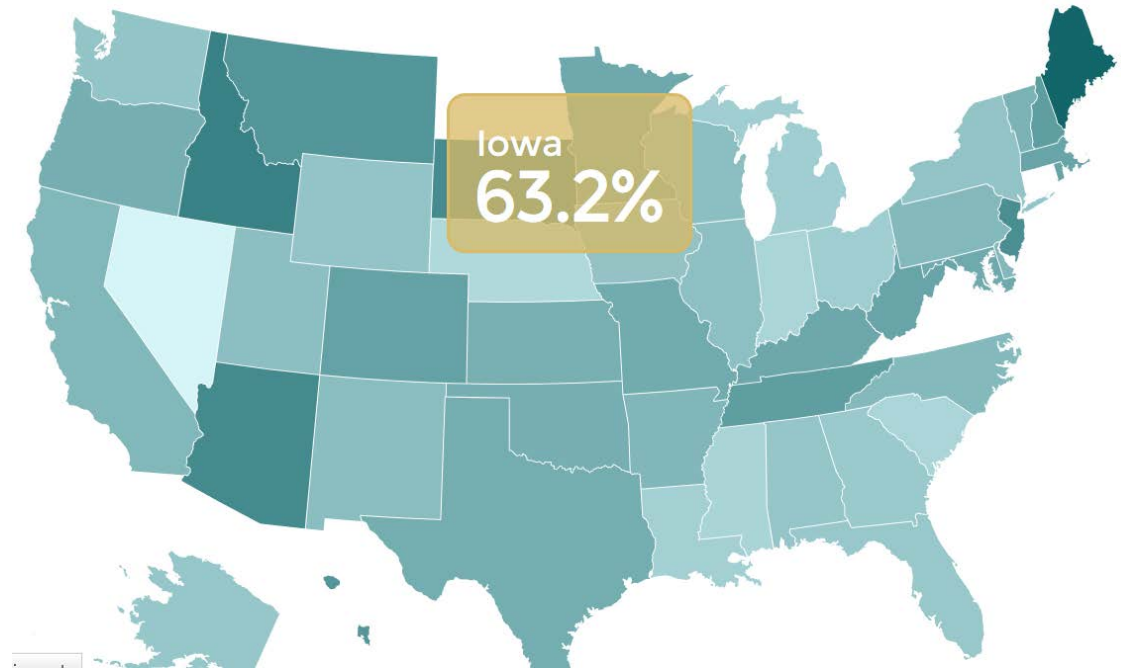
Black Male Victimization

Graduation Rate of Black Men

Number of Black Men

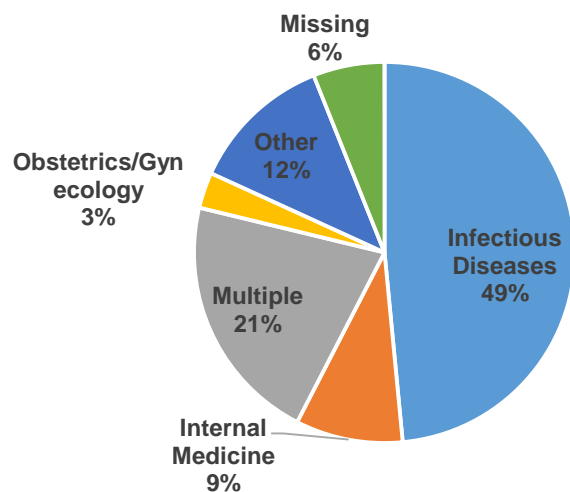
Number of Black men living with HIV

Number of new HIV infection among  
Black men

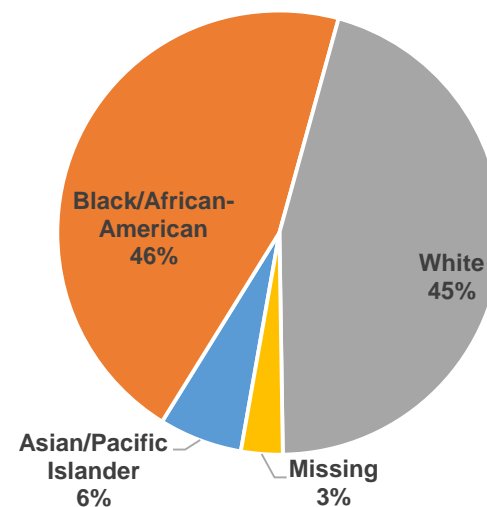


# His Health Data Providers Focus Group Profile

Provider Survey Participants by Specialty  
(n=33)

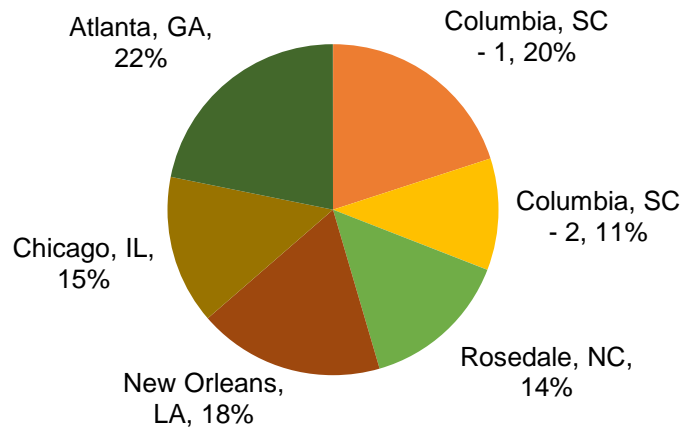


Provider Survey Participants by Race (n=33)

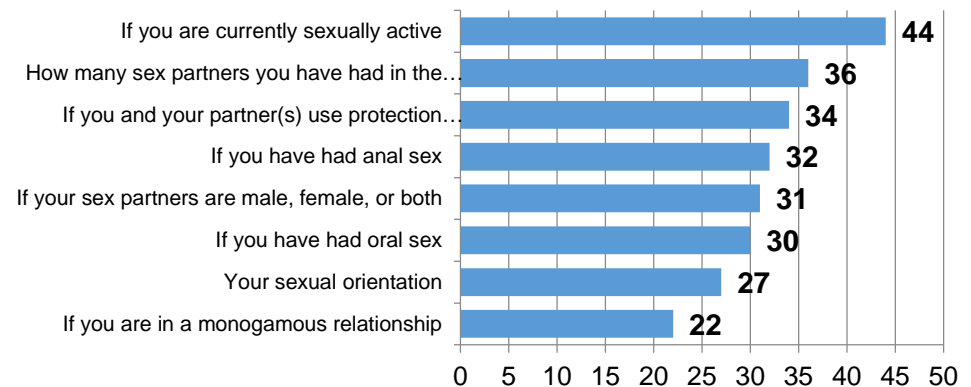


# His Health Data Patient Focus Group Profile

**BMSM Survey Participants by Focus Group (n=55)**

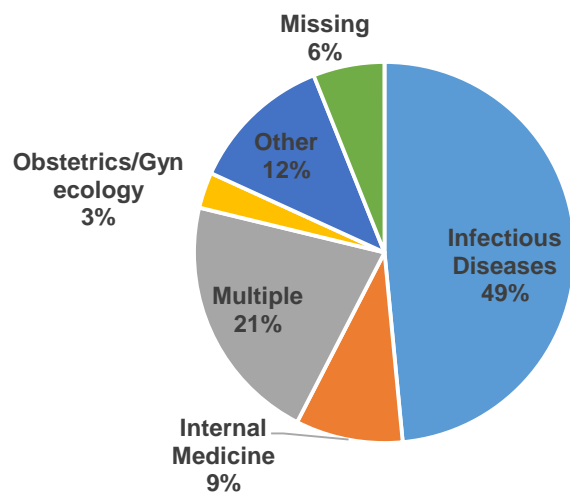


**"Has your most recent provider ever asked about any of the following?"**

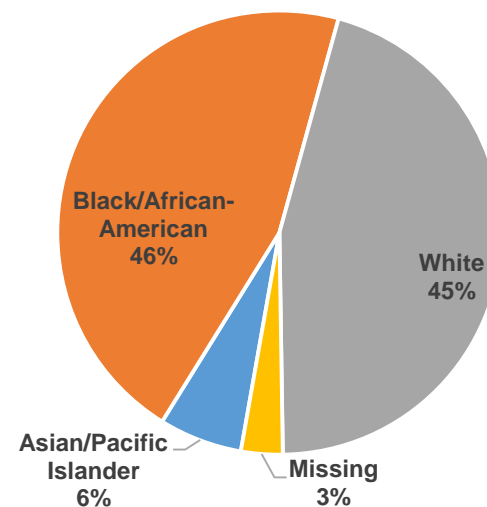


# His Health Data Providers Focus Group Profile

Provider Survey Participants by Specialty  
(n=33)



Provider Survey Participants by Race (n=33)



# His Health Data Focus Group Data





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*“Providers need more people skills. They need to know that the Black community is use to being under attack, we’ve been dealing with a lot from the beginning - slavery, poverty...They need to understand our history and how that makes some of us fearful of healthcare .”*





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*“I don't think doctors understand gay sex. We do a lot of stuff that they might not be familiar with. I would have no problem educating my doctor if he would ask.”*

*“I think that doctors understand the basics of gay sex, like the difference between anal and oral sex, but I don't know that they are comfortable with all of it. I think they are generally ignorant to the realities of sa*

MSM

Gay Love and Sex



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***“I tell them that it’s another opportunity for them to protect themselves against HIV. It’s an arsenal we’ve had in our weapon band only a few years. That, you know, we’ve talked about condoms for a long time and this adds to that. And I talk about the risk and the benefits of being on PrEP. I talk about the efficacy of it. I’m sort of always ready to talk about it”.***





***“A lot of talking...and a lot of reassurance. A lot of education...we have to make sure our clinics are very open to a young...African American MSM population and that’s going to be from the minute they walk in, who welcomes them at the door, it’s going to be as many people in the clinic as possible that could and often represent them so other African Americans, other MSM, providers that represent them as well. I think it’s really important to have the office reflect that.”***



# His Health Communications

**Heather Faison & Sherilyn Ferdinand**

*Communication Consultants, NASTAD/His Health*

# His Health Social Strategy

Create two-way conversations both within and outside of the social web driven by **providers** to construct new narratives around healthcare for **gay/bi Black men**.

# Honor Your Audience

Smart social strategy starts with defining your audience and finding ways to engage with communities across all touch points.

## Provider Focused

Messages - relatively simple to get started, integrated. Emphasis on commitment to community.  
Voice of humility.

## Expert Driven

Close coordination with partners, project coordinators and regional community leaders to optimize global impact.

## Community Minded

Tells a unified, convincing (yet appropriately joyful) story to health care providers.



**His Health**

Published by [Hootsuite](#) [?] · July 12 · 🌐

"My dream was to open up a pharmacy that allowed me to educate the community, and then my dream grew to being able to offer that in every neighborhood across the world one day."



## Meet the Young Black Doctor Who Opened a Pharmacy in NC

It isn't often that you come across a Black entrepreneur carving out their own space in the pharmaceutical industry, so naturally I was instantly...

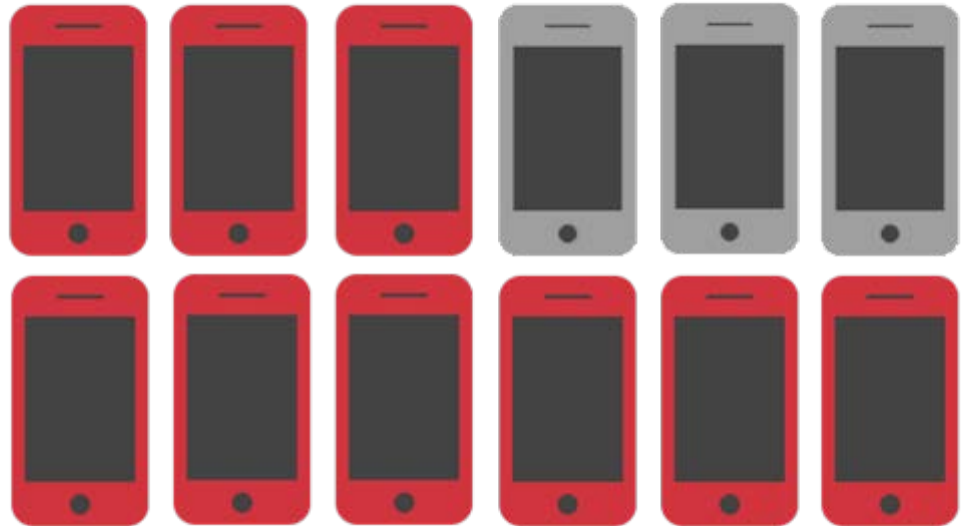
[OFFICIALBLACKWALLSTREET.COM](#)



# Measure Everything

82%

Follow His Health  
channels on mobile



# Measure Everything

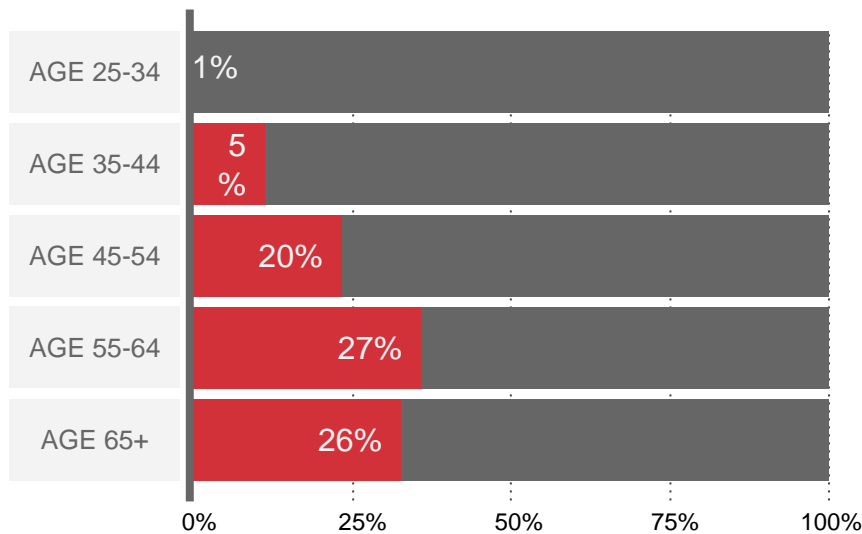


Texas, Florida, Mississippi, Louisiana, and Georgia are among the top U.S. states for His Health digital audience.

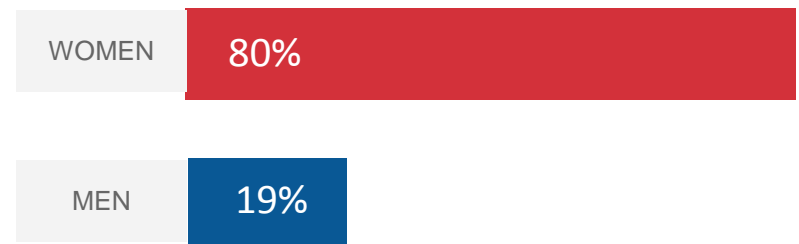
Emerging topic preferences are rooted in their desire to stay connected to the latest news and research around engaging and retaining Black gay men at risk for or living with HIV into quality healthcare.

# Measure Everything

## Facebook Demographics (U.S. Age)



## Facebook Fans Gender Breakdown



# Engage Your Audience

We made sure to check the boxes on the **3As** when engaging our audience.

## Activate

Spark conversations between providers and gay Black men that move people to action and deeper compassion.

## Amplify

Establish His Health as the online destination for advocates and healthcare providers passionately committed to raising the standard of care for Black gay men.

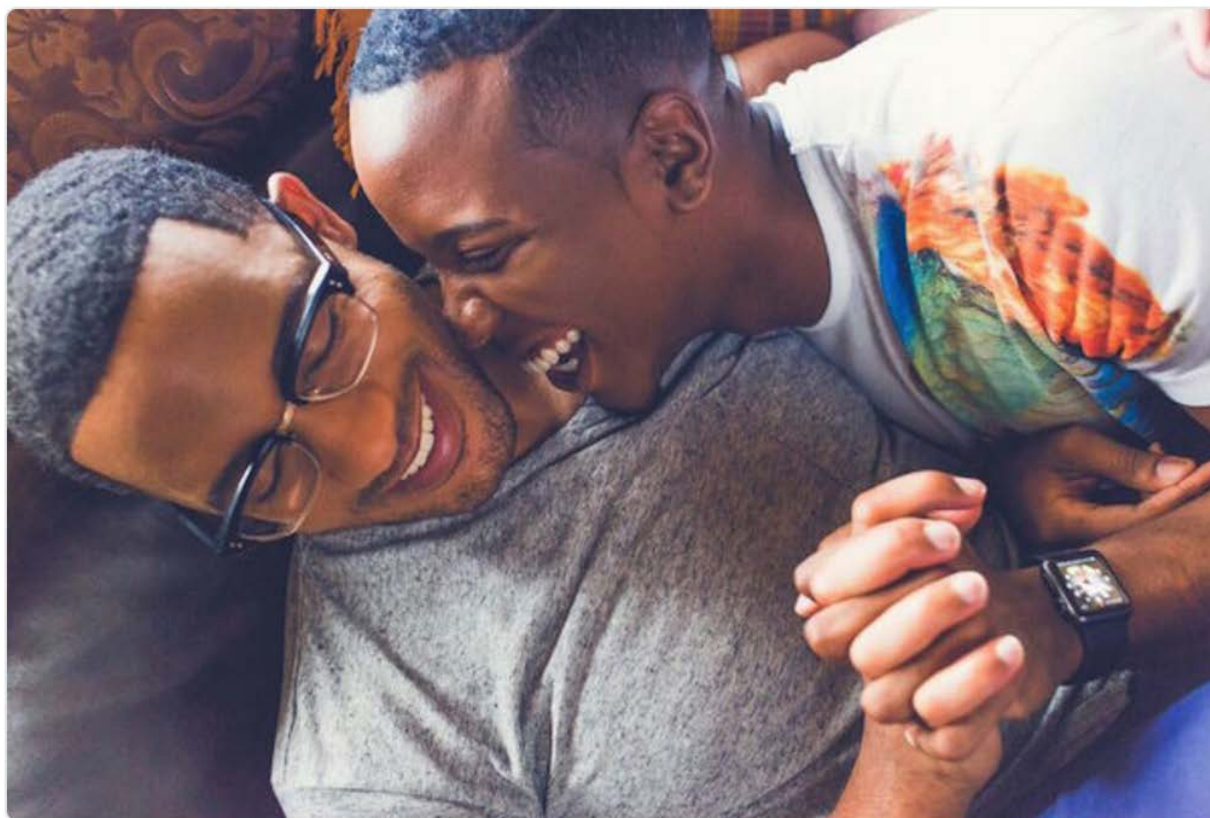
## Affirm

Black gay men are strong, resilient, beautiful, and deserving of healthcare that is affirming of who they are.



**Well Versed** @BeingWellVersed · Jul 24

"Black men loving Black men is the Revolutionary Act." -Joseph F. Beam





Well Versed Retweeted



I, Am I @DamoneWilliams\_ · Jul 29



This image floors me. It says so much. I want to see THEIR story on screen. So, I'll write it. (📷: @BeingWellVersed)





# DRIVE THE CONVERSATION

Creating the Content

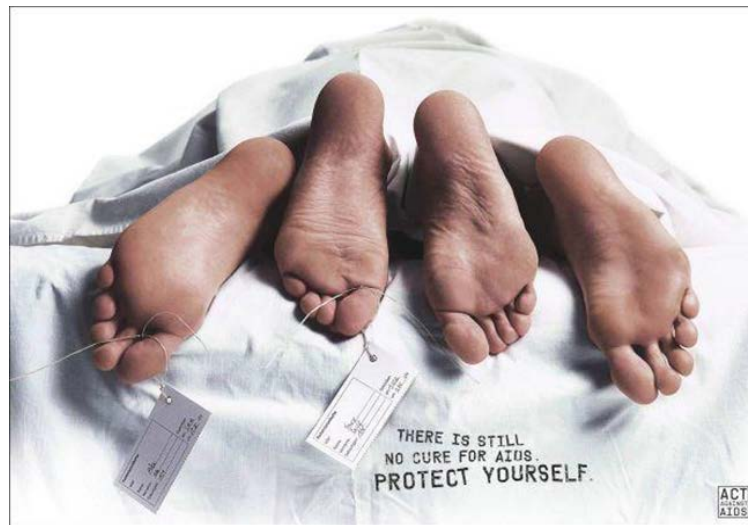




Historically, AIDS/HIV awareness campaigns have typically targeted a general population that is patient-focused.



1987



2003



2015







# Target Audience

HIV/AIDS and other healthcare providers including physicians, nurses, physician assistants, health centers, health departments, and providers of health services to Black MSM.



# Goal

Effectively engage consumers (Black MSM, especially youth aged 13-24) in ongoing care along the entire HIV care continuum leading to viral suppression.





**HIS HEALTH**  
Grow strong together.

**CONTINUE  
EDUCATION**

**SEE  
INNOVATION**

**LEARN HOW**

**GET  
INFORMED**

**ABOUT US**

# Continuing Education Trainings

Deliver holistic, affirming and uplifting care for Black LGBT patient communities with the His Health CME/CNU course series. Keep up with the latest research and care strategies to stay informed, discover new tools and grow strong together!

Accredited by

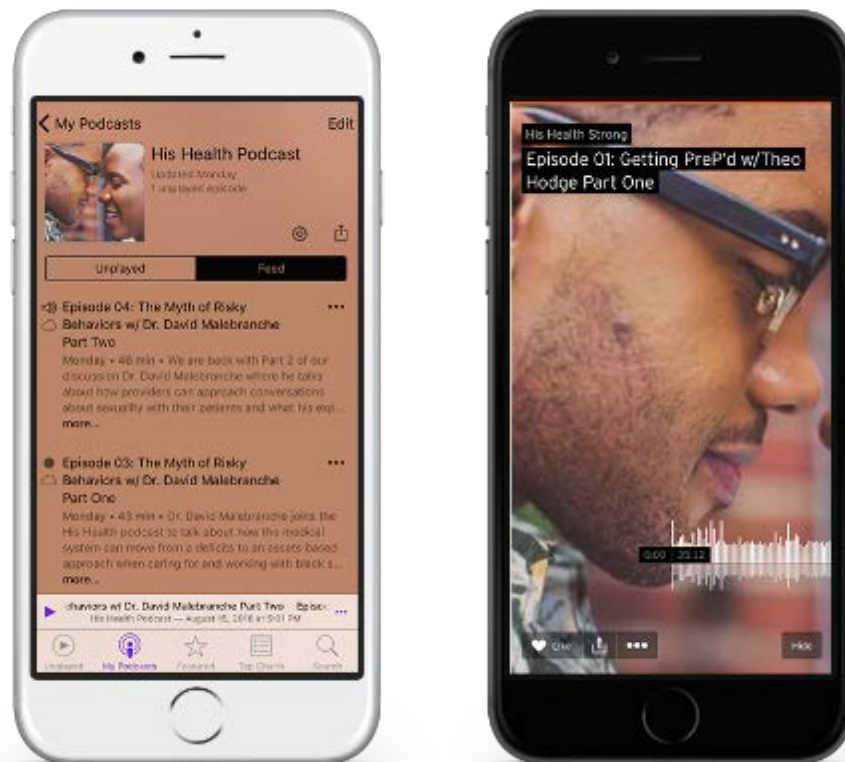


SHARE



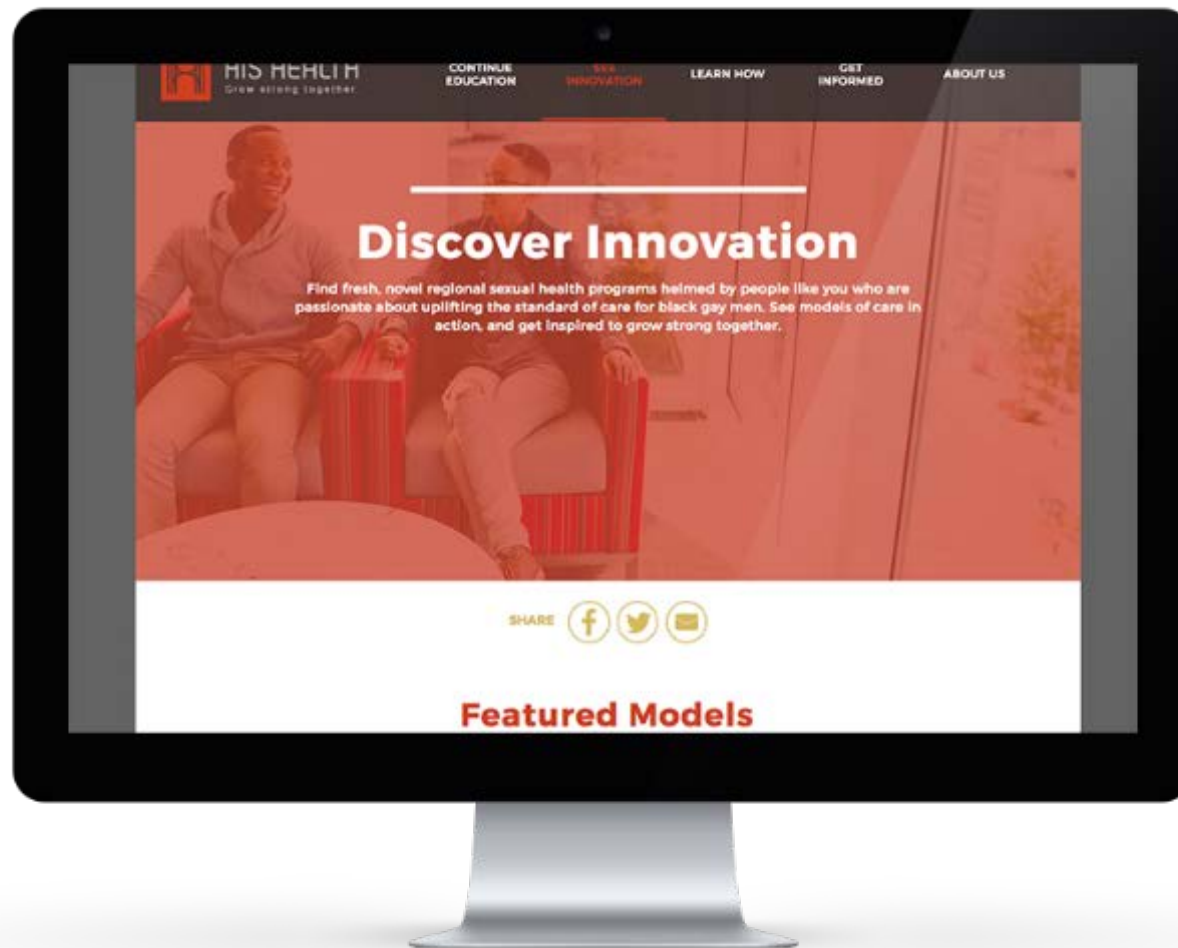


# His Health Podcast





# Models of Care





# Project Silk

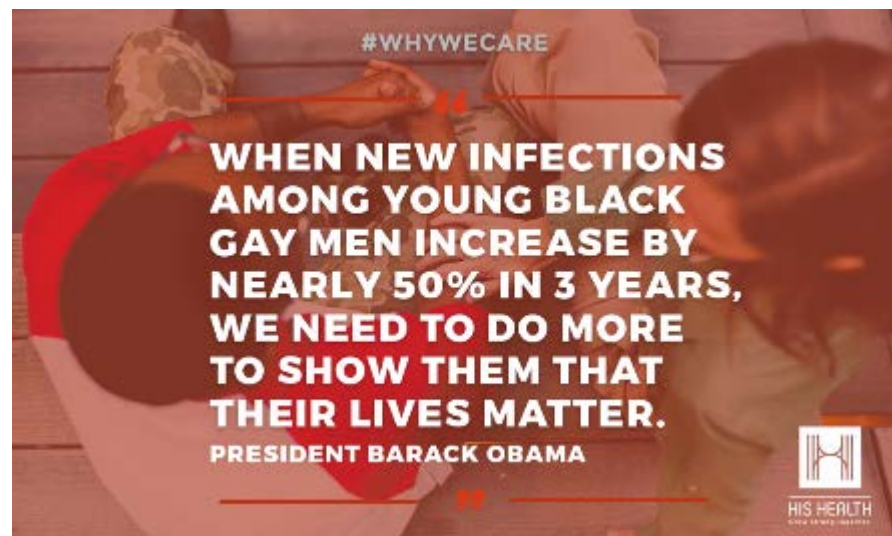
Pittsburgh, PA





# “Why We Care” Pledge

A pledge to health equity and empathy for care leaders to spark conversations around intersectional care, and show strength in numbers for same-gender loving Black men.





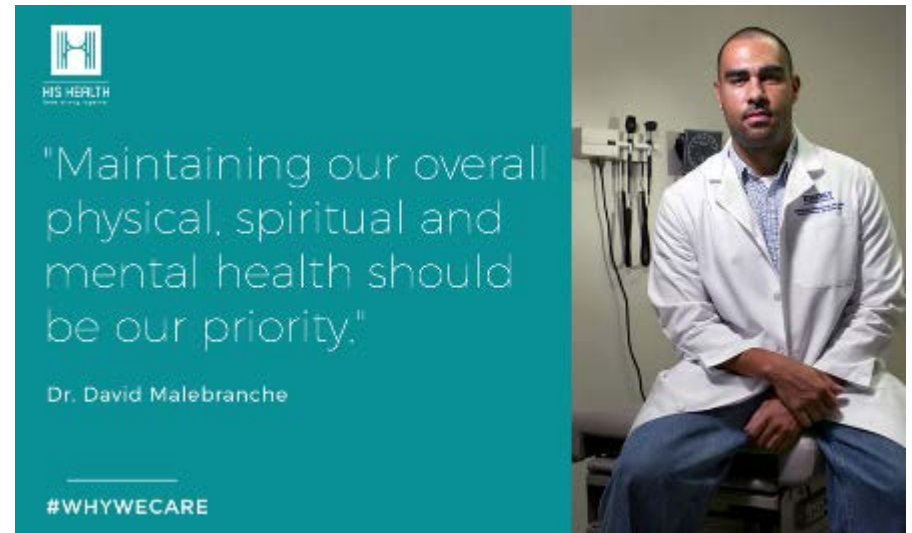


“It’s my job to equalize the power, not theirs.”

- Chris Sinnock, Social Worker, St. Jude Children’s Hospital

# Get Involved

Show your pride! Post a **#WhyWeCare** selfie on your social media networks to amplify the work of care leaders nationwide.





# Get Involved

Make a short video using your smartphone, PC, or tablet telling us why you care about uplifting the standard of care for black gay/bisexual men, or His Health.

Add your clip to Twitter, Facebook, or Instagram using the **#WhyWeCare** hashtag.





# LET'S SHARE

#WHYWE CARE



HIS HEALTH  
Grow strong together.



# Follow His Health!



[@HisHealthStrong](#)



[@HisHealth](#)



[@HisHealth](#)

# Questions?



# Thank you!

**Omoro Omoighe, Associate Director, Health Equity and Health  
Care Access**

[oomoighe@nastad.org](mailto:oomoighe@nastad.org)