



Data
Decisions
Delivery

Directing Comprehensive TA:
From Systems to Sustainability

Stakeholder and Community Engagement

Supporting the Leadership of State, Territorial and Local
Jurisdictions in Integrated HIV Prevention and Care
Planning:
Capacity Building and Technical Assistance Resources

U.S. Conference on AIDS 2017
Sunday, September 10th

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HealthHIV Core Capabilities



Capacity Building



Health Services
Research & Evaluation



Advocacy



Education & Training

- Diverse staff of professionals with HIV, HCV, and LGBT clinical, global, cultural competency, prevention, and other experience – particularly within LGBT and other underserved communities
- Numerous strategic partnerships with national and local organizations (non-profit, clinical, behavioral, political, and technological)

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HealthHIV Key Initiatives



An HCV advocacy and education initiative of HealthHIV



A National Coalition Advocating for HIV Positive Communities



Data Decisions Delivery

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FiscalHealth
FROM SYSTEMS TO SUSTAINABILITY

National Coalition for LGBT Health
A Project of HealthHIV



Remaining Relevant in the new Reality™

HealthHIV Building ASO/CBO Capacity



Transforming from HIV Prevention Practice To Prevention Innovation



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HealthHIV CBA Programs



ASO/CBO Capacity Building



Health Department Capacity Building



Workforce Capacity Building



Patient-Centered HIV Care Model



HIV Prevention Technical Assistance



Health Center Capacity Building



Retention in Care Institute





Data
Decisions
Delivery

Approach of Three D HIV Prevention Program

- Facilitate community infrastructure development and systems coordination to ensure sustainability of HIV services
- Expand care team integration through partnership development to include non-clinical HIV prevention partners
- Demonstrate cost effectiveness and outcomes monitoring of programs to maximize strengths and efficiencies and impact health outcomes
- Promote workforce development, including training the next generation of leaders in HIV prevention

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Objective of Today's Presentation

Identify Stakeholder and Community Engagement CBA and TA resources available to HIV prevention and care planners sponsored by the CDC Division of HIV/AIDS Prevention and the HRSA HIV/AIDS Bureau

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Benefits of Stakeholder & Community Engagement in Integrated HIV Planning

- Ensures HIV services are delivered in collaboration with community stakeholders
- Enhances investment in coordinated response to address HIV within jurisdictions
- Encourages open and transparent lines of communication between government and community
- Drives innovation in HIV planning
- Increases responsiveness and effectiveness of HIV service delivery
- Provides outcomes that meet the needs of the community

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Consumers (PLWH) as Essential Stakeholders

- Consumer involvement in integrated HIV planning ensures that the affected communities are involved in determining service needs, opportunities, and barriers, and how best to address them
- Consumers can be involved at all levels of the planning process via engagement in planning bodies, ad hoc committees, or broader stakeholder engagement activities (*i.e. focus groups, needs assessments, town halls*)

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Stakeholder Engagement in Integrated Planning

- Identify key stakeholders from highly-impacted consumer groups that are underrepresented in HIV planning
- Engage stakeholders in integrated HIV prevention and care planning activities
- Incorporate stakeholder feedback in the development of the Integrated HIV Prevention and Care Plan
- Communicate with stakeholders during planning and implementation through development of bi-directional feedback loops
- Facilitate stakeholder engagement in monitoring of the Integrated HIV Prevention and Care Plan

ENGAGEMENT IS ONGOING

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Identifying Key Stakeholders

- Key Activity: Identify where there are unrepresented or underrepresented high-risk/highly impacted consumer groups in HIV planning body/bodies.
- Tip: Leverage your existing relationships with providers, community agencies, community members, planning groups, health departments.
- Potential Technical Assistance Needs:
 - Data analysis strategies to identify underrepresented stakeholder groups
 - Developing/fielding needs assessments among impacted consumer groups to identify opportunities for engagement in HIV planning and Integrated Plan monitoring

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Engaging Key Stakeholders

- Key Activity: Conduct targeted outreach to stakeholder group/organization in engagement efforts.
- Tip: Stakeholder engagement activities should occur in a variety of venues and utilize diverse formats to accommodate the needs and preferences of community members.
- Potential Technical Assistance Needs:
 - Strategies for use of in-person and virtual outreach to target communities (e.g. Twitter Town Hall or podcast)
 - Facilitating in-person town halls or focus groups (e.g. focus group of transgender youth to discuss barriers and facilitators for retention in HIV care)
 - Developing and fielding surveys (e.g. surveying direct service providers regarding cultural competency for transgender clients)

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Discussion Question

How have you been successful in identifying and engaging underrepresented stakeholder populations in integrated HIV prevention and care planning?

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Solicit/Incorporate Integrated HIV Plan Feedback

- Key Activity: Solicit feedback on Integrated Prevention and Care Plan goals, contents, and issues.
- Tip: Explore opportunities to expand technology to increase participation in workgroups and meetings while minimizing the burden on community input, such as webcasts.
- Potential Technical Assistance Needs:
 - Developing/fielding surveys to identify areas for improvement or incorporation
 - Assisting in planning and facilitating in-person community engagement meetings for community members to identify and prioritize innovative HIV prevention, care, and treatment strategies

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Develop Information Feedback Loops

- Key Activity: Develop bi-directional feedback loops to communicate with stakeholders during planning and implementation.
- Tip: Make general Integrated HIV Prevention and Care Plan updates a standing agenda item at planning body meetings.
- Potential Technical Assistance Needs:
 - Developing a process or task force to report planning progress back to their respective planning bodies as well as provider/agencies
 - Developing feedback loops to share data/information back with the community (e.g. online or at in-person engagements)

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Monitoring and Improvement

- Key Activity: Engage stakeholders in monitoring of the Integrated Plan and improvement development.
- Tip: Synchronize stakeholder engagement processes with ongoing assessments.
- Potential Technical Assistance Needs:
 - Developing methodology/format for conducting milestone “check-ins” with community
 - Strategies for evaluation and demonstration of outcomes and value of stakeholder engagement efforts
 - Developing user-friendly tools to enhance community-based monitoring of the Integrated HIV Prevention and Care Plan implementation

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Discussion Question

What challenges have you experienced in engaging stakeholder populations in monitoring and improvement of the Integrated HIV Prevention and Care Plan and the HIV planning process?

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Key Takeaways

- Community engagement is not checking a box. Above all – it must occur regularly, remain flexible and adaptable, and encourage innovation.
- Build on previous lessons learned to remain engaged with the community.
- Conduct ongoing assessment and utilize a variety of data sources to ensure engagement of emerging, underrepresented populations.
- Keep up with-- and listening to!-- what is going on in the community. Maximize your use of social media and in-person engagements to stay up-to-date.

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Technical Assistance Opportunities

Individualized technical assistance (TA) for stakeholder and consumer engagement is being provided and/or facilitated by HealthHIV's Three D HIV Prevention Program (a CDC-funded TA program). TA is delivered by a variety of subject-matter experts, including program staff, peers and consultants, to meet your needs for effective stakeholder engagement in integrated HIV planning.



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Technical Assistance Offerings

- Updating Integrated HIV Prevention and Care Plans to address strengths and opportunities for improvement identified in PO summary statements
- Implementing Integrated HIV Prevention and Care Plan activities
- Conducting community stakeholder needs assessment
- Developing a community engagement plan
- Implementing and monitoring community engagement activities

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www.SYNC2018.org

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