Getting To Zero, an effort to End the HIV Epidemic in Mecklenburg County

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In 2018, the Charlotte Metropolitan area ranked 26th in the Nation for rate of new HIV diagnosis.

Source: CDC. Diagnoses of HIV infection in the United States and dependent areas, 2018
Prepared by: Mecklenburg County Public Health, Epidemiology Program
Trends in Local HIV Diagnoses

As of Dec. 2018, 6,847 persons live with HIV infection in Mecklenburg.

Dramatic declines in annual HIV infections have stopped

New infections have start to stabilize in recent years

NUMBER OF NEW HIV DIAGNOSES IN MECKLENBURG, 2009 - 2018
Adult and Adolescent Cases by Year of First Diagnosis

Source: NC DHHS, HIV/STD Prevention and Care Unit, Mecklenburg County HIV Line List
Prepared by Mecklenburg County Public Health, Epidemiology Program
Similar to national trends, Nearly 4 in 10 new HIV infections occurred among persons 23-34 yrs in Mecklenburg

Source: NC DHHS, HIV/STD Prevention and Care Unit, Mecklenburg County HIV Line List
Prepared by Mecklenburg County Public Health, Epidemiology Program
Diagnoses of HIV Infection among Adults and Adolescents by Gender and Race/Ethnicity, 2018—Mecklenburg County, NC
N= 255

Source: NC DHHS, HIV/STD Prevention and Care Unit, Mecklenburg County HIV Line List
Prepared by Mecklenburg County Public Health, Epidemiology Program

TOTAL FEMALE = 39

- Black/African American: 82%
- White/Caucasian: 15%
- Multiple Race: 3%

TOTAL MALE = 216

- Black/African American: 71%
- White/Caucasian: 15%
- Asian/Pacific Islander: 1%
- Hispanic/Latino: 10%
- Multiple Race: 3%
What is Mecklenburg County’s Getting to Zero Plan?

• Community plan to end HIV in Mecklenburg County, NC.

• Strongly supported by County leadership and community members.
Plan Development Process

- Dec. 11\textsuperscript{th}: 1st HIV Community Planning Mtg.
- Dec. 19\textsuperscript{th}: Presentation to BOCC

2017

- Jan 9\textsuperscript{th}: 2nd HIV Community Planning Mtg
- Jan 26\textsuperscript{th}: Progress report to BOCC

2018

- Mar 13\textsuperscript{th}: Eastowne PrEP contract initiated
- Mar 26\textsuperscript{th}: 3\textsuperscript{rd} HIV Community Planning Mtg.
- Mar 29\textsuperscript{th}: Amity Group PrEP contract initiated

- Apr 6\textsuperscript{th}: CW Williams PrEP contract initiated
- May 7\textsuperscript{th}: 4\textsuperscript{th} HIV Community Planning Mtg.
- May 17\textsuperscript{th}: Quality Comprehensive PrEP contract initiated

- June 6\textsuperscript{th}: HIV Plan presented to BOCC
- June 19\textsuperscript{th}: County Budget Approved

MILESTONE
- BOCC Approval of HIV Contingency Funds

MILESTONE
- PrEP Contracts Initiated

MILESTONE
- HIV Prevention Plan Submitted to BOCC
Main pillars of the plan

- Outreach and Testing
- Pre-Exposure Prophylaxis (PrEP)
- Treatment as Prevention (TasP)
Pillar 1 – Outreach and Testing

- Outsourcing to community organizations
- Extended hours
- Text 2 Test
- Vending machines
- Home testing

Non-tradition testing HIV/STD
Pillar 1 – Outreach and Testing

Strategic awareness efforts

- Messaging in Spanish and English
- Social media influencers
- Mobile and stationary billboards
- Geofencing
- Barbers shops
- Mass media – Radio and TV
HIV Testing Campaign

WE’RE DOING IT. TESTING FOR HIV.

#DoingIt

704-432-TEST (8378) MECKHEALTH.ORG

7th Street Parking Deck
HAS ANYBODY told YOU ABOUT PREP?

#704-432-TEST

PRE-EXPOSURE PROPHYLAXIS, PREP
BIG WORD, ONE SMALL PILL
#704-432-TEST
MECKHEALTH.ORG

@trendingtrent • Follow
Charlotte, North Carolina

Visit MeckHealth.org
for more information.
#HIVawareness
#doingitmeck #doingit
#mecklenburgcounty
#health #wellness
#HIVtesting #PREP
#gettested
#knowyourstatus
#HIVprevention
#704432TEST
#meckcountyhealth
@doingitmeck
@memecklenburgcounty

@darienisaac: Love you for this cause
you know a lot of us won’t say a word
about it.

#HIVawareness
#doingitmeck #doingit
#mecklenburgcounty
#health #wellness
#HIVtesting #PREP
#gettested
#knowyourstatus
#HIVprevention
#704432TEST
#meckcountyhealth
@doingitmeck
@memecklenburgcounty

@onlysavon: smart move! know your
status and openly talk about sex!
Communication is key!!
WE'RE DOING IT. TESTING FOR HIV.

#DoingIt

704-432-TEST (8378)
Pillar 2 – Pre-Exposure Prophylaxis (PrEP)

• Identifying number of Mecklenburg County residents eligible for PrEP to better determine benchmark and targets
• Expanding the PrEP pilot project.
• Understanding Mecklenburg County’s PrEP Provider landscape, barriers to care, gaps in services, etc
Pillar 3 – Treatment as Prevention

Achieving viral load suppression

• Enhance Patient Navigation services to rapidly link and re-engage clients to care
• Building a rapid response surveillance system for close to real time monitoring
• Social Networking Strategy
Next steps

- Aligning G2Z plan to the EtHE plan
- Continue to identify new partners and create sustainable partnerships
- Learning from best practice
- Trying new ideas/initiatives
Next steps

- Progress is being made to obtain real-time HIV data
- Mecklenburg will participate in a pilot allowing access to near real-time HIV data through NC EDSS
- Timely identification of outbreaks and changes in disease patterns across the county
Lessons learned

• Our marketing efforts are working - Social media marketing seems to have the greatest impact.

• Seeking community input on marketing materials is extremely necessary.

• Working with non-traditional partners on HIV – Sororities
Lessons learned

• Support from County leaders is crucial.

• The community agencies are more willing to work with us when we outsource activities for interventions in communities for which they know and understand better than the Health Department.