

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

Rate of New HIV Infection, 2018

14.4 per 100,000

Charlotte-Concord-Gastonia, NC SC MSA

11.4 per 100,000

United States

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



© simpsonmaps 2015
Map Source: Charlotte Chamber of Commerce

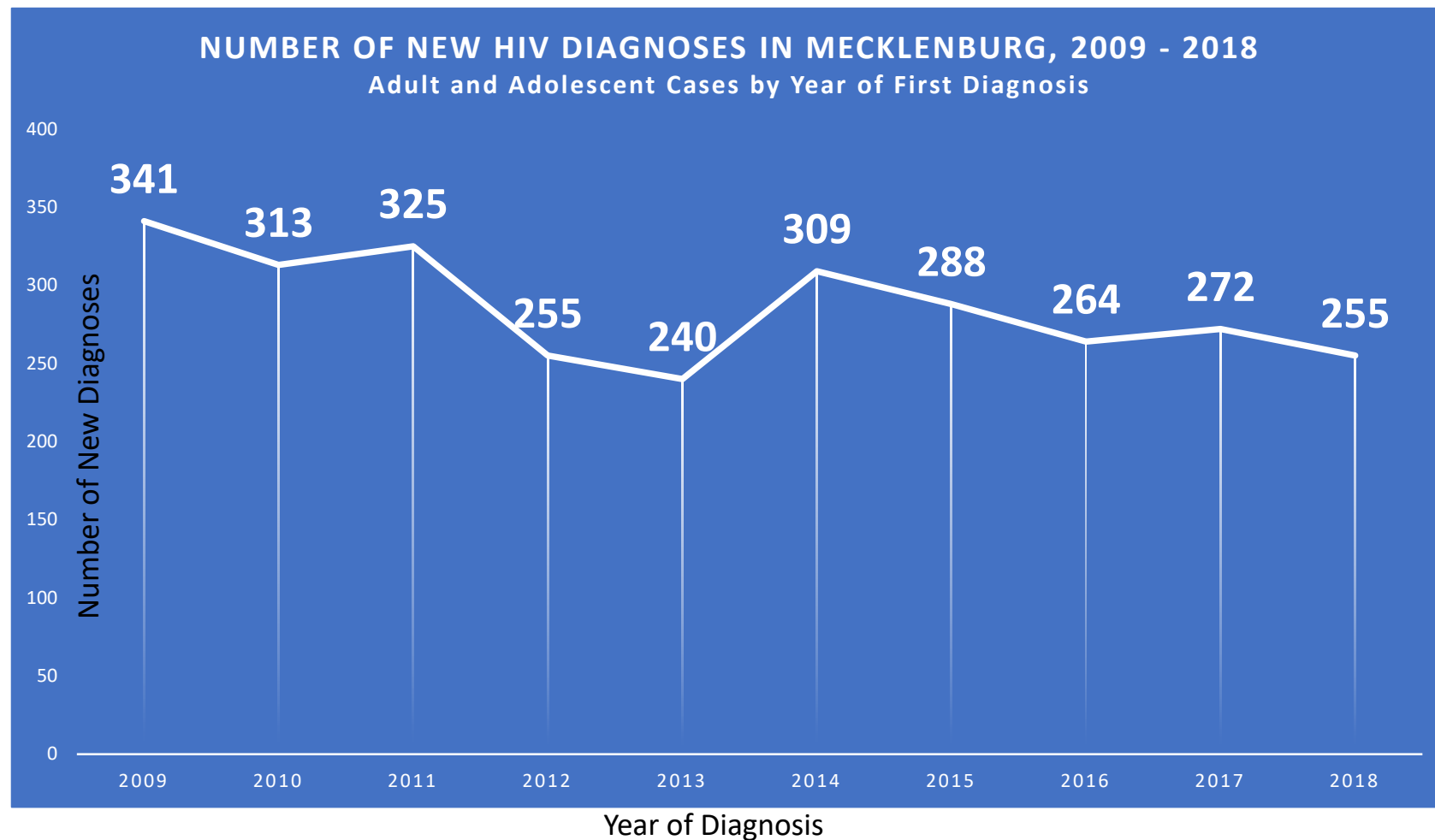


Trends in Local HIV Diagnoses

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

**Dramatic declines in
annual HIV infections
have stopped**

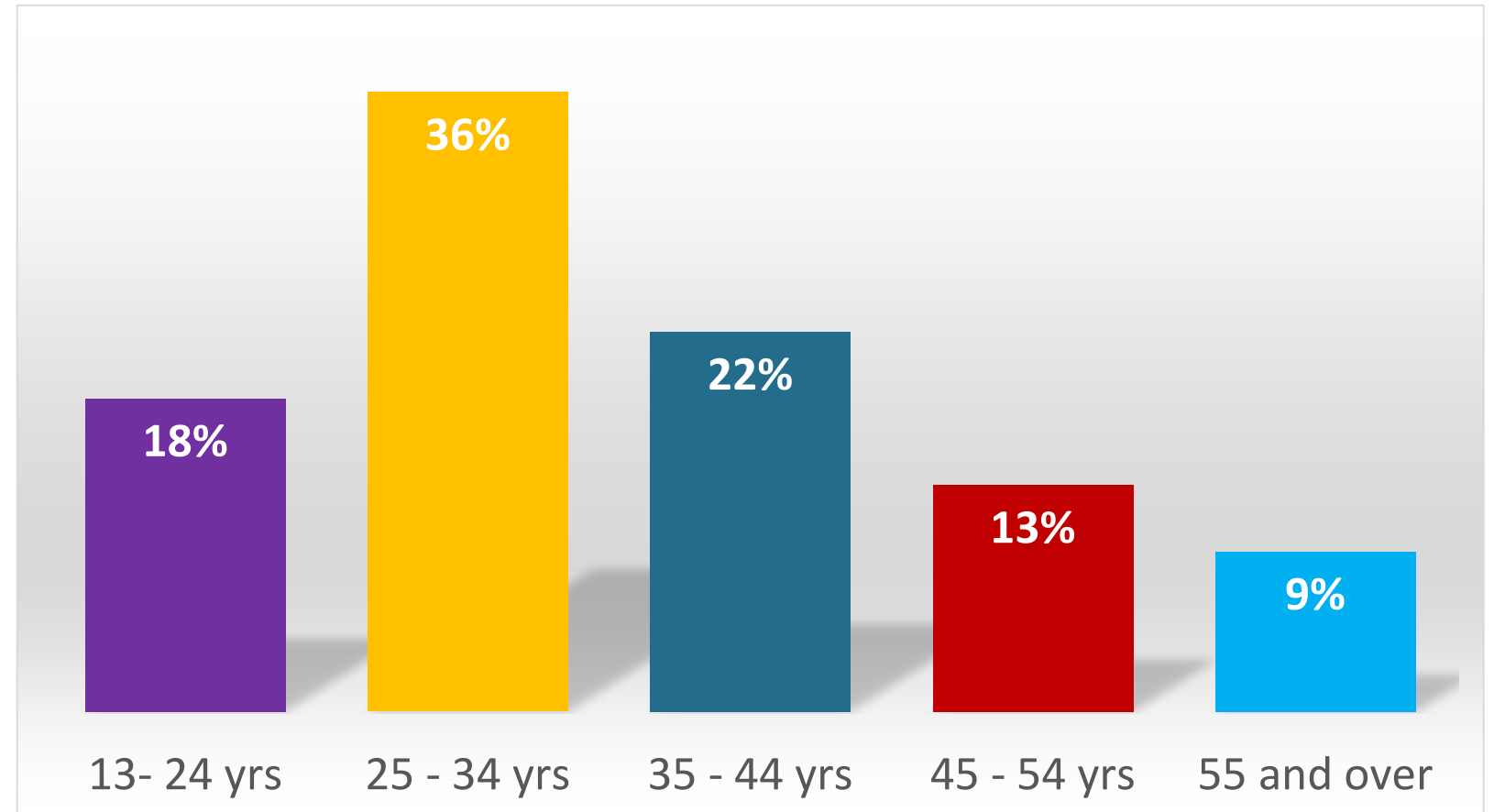
**New infections have
start to stabilize
in recent years**



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 Age at Diagnosis, 2018—Mecklenburg County, NC N= 255

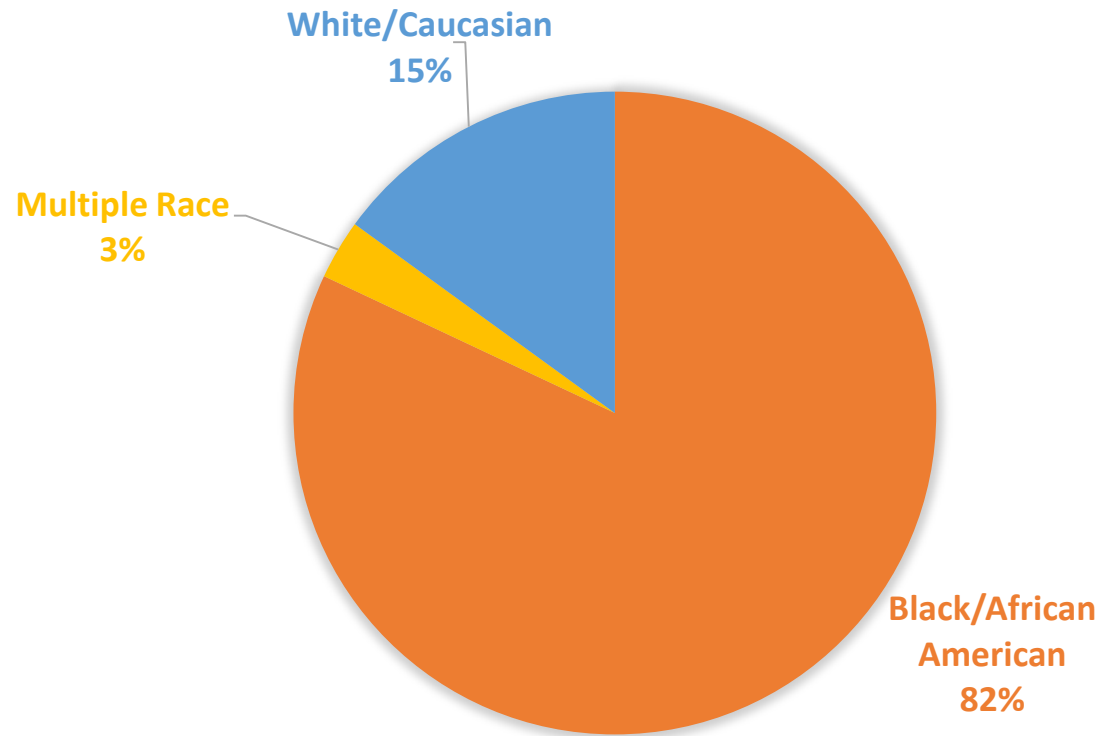
Similar to national trends,
Nearly 4 in 10 new HIV infections
occurred among
persons 23 -34 yrs in
Mecklenburg



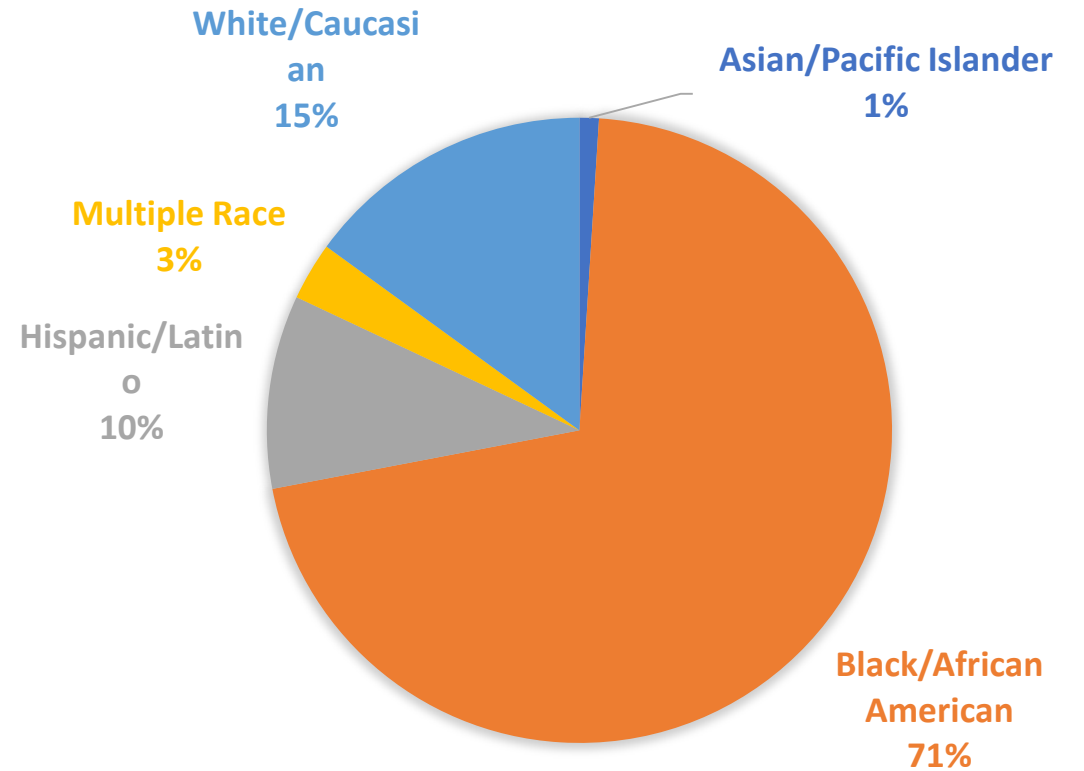
Source: NC DHHS, HIV/STD Prevention and Care Unit, Mecklenburg County HIV Line List
Prepared by Mecklenburg County Public Health, Epidemiology Program

Diagnoses of HIV Infection among Adults and Adolescents by Gender and Race/Ethnicity, 2018—Mecklenburg County, NC N= 255

TOTAL FEMALE = 39



TOTAL MALE = 216



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

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

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

- June 6th: HIV Plan presented to BOCC
- June 19th: County Budget Approved

2017

2018

HIV Ad Hoc Group Meetings

Writing Team/Reviewers Draft Plan

DECEMBER

JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

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

- Apr 6th: **CW Williams PreP contract initiated**
- May 7th: 4th HIV Community Planning Mtg.
- May 17th: **Quality Comprehensive PrEP contract initiated**



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

Non-tradition testing HIV/STD

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

Pillar 1 – Outreach and Testing

Strategic awareness efforts


- Messaging in Spanish and English
- Social media influencers
- Mobile and stationary bill boards
- Geofencing
- Barbers shops
- Mass media – Radio and TV

HIV Testing Campaign




7th Street Parking Deck

HAS ANYBODY
told
YOU ABOUT
PREP?
#704-432-TEST

 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
@mecklenburgcounty


5w

 darienisaac Love you for this cause
you know a lot of us won't say a word
about it 🙌

5w Reply

👍 🗨️ 📌


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

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more information.

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#HIVtesting #PrEP
#gettested
#knowyourstatus
#HIVprevention
#704432TEST
#meckcountyhealth
@doingitmeck
@mecklenburgcounty

6w

 onlavsavon Smart move ! Know your
status and openly talk about sex !
Communication is key !! 🙌🙌🙌🙌🙌

6w 1 like Reply

👍 🗨️ 📌

66 likes
OCTOBER 17







HAS ANYONE TOLD YOU ABOUT PrEP?

MECKHEALTH.ORG - 704.432.8378



USDOT#3339404

Wa

Pillar 2 – Pre-Exposure Prophylaxis (PrEP)

Increase uptake of PrEP for those eligible

- 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.

