His Health.org

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

Omoro 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

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

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

3. 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

<table>
<thead>
<tr>
<th>Score</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 Excellent</td>
<td>How well does this model/program address the needs specified (e.g., social determinants/barriers existing in the built environment, care access)?</td>
</tr>
<tr>
<td>3 Good</td>
<td>How well does the design enhance the program's effectiveness? How well do the activities support the overall goal(s) of the model/program?</td>
</tr>
<tr>
<td>2 Adequate</td>
<td>How innovative is the program/model?</td>
</tr>
<tr>
<td>1 Poor</td>
<td>How well does the model/program address long-term outcomes/goals?</td>
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### SCORE FOR IMPACT ON CARE CONTINUUM

- How well does this program/model address linkage, retention, and/or viral suppression?
- What is the potential of the program for moving BMSM toward viral suppression?
- How well does the model/program address HIV prevention and HIV testing?
- What is the potential of the program for preventing HIV among BMSM?

### DATA & EVALUATION

- How rigorously has the program been evaluated (i.e., use of quasi-experimental design, pre-post tests, qualitative data, etc.)?
- Given the timeline for implementation, what is the potential impact for meaningful change in addressing different strata of the care continuum?
- What is the quality of the data available to evaluate the model/program for efficacy?
- How strong is the framework/plan to evaluate the model/program (whether or not it has been formally examined for efficacy)?

### SCALABILITY & TRANSFERABILITY

- How well does this program/model engage BMSM or how easily is the program/model transferable to other subpopulations of BMSM?
- How easily can the model/program be implemented in different settings (i.e., to reach the largest number of BMSM)?

### DISSEMINATION

- How capable is the program/model in reaching a significant number of BMSM (i.e., nationally or within a particular community/geographic area)?
- 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

BROTHERS UNITED / THE DAMIEN CENTER

PROJECT SILK

CRUSH PROJECT

SMILE + CONNECT TO PROTECT

Models of Excellence

BROADWAY YOUTH CENTER

CASCADE AIDS PROJECT

DENIM

LA
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.

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

WHOLE HEALTH ASSESSMENT

PREP

LINKAGE TO CARE

TRANSGENDER HEALTH
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
Well Versed

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

Xavior Robinson, National Council on Behavioral Health
“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.”

Neil deGrasse Tyson
# His Health Data

## Data Overview

<table>
<thead>
<tr>
<th>Corroborate &amp; Contextualize</th>
<th>• His Health Model Effectiveness</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prioritize &amp; Categorize</td>
<td>• Resources for providers and patients</td>
</tr>
<tr>
<td>Influence</td>
<td>• His Health Model Dissemination</td>
</tr>
<tr>
<td>Demonstrate</td>
<td>• Value of the Ryan White HIV/AIDS Program</td>
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</table>
Data Sources

- U.S. Census
- DOJ
- RSR
- SES
- Focus Groups
- Black MSM and their Providers
His Health Data Resources Domains

Corroborate & Contextualize

Influence

Prioritize & Categorize

Demonstrate

Short Format Infographics

Focus Group Data

Literature Review

Interactive Map

Long Format RSR Infographics

Interactive Map

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
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- Graduation Rate of Black Men
- Number of Black Men
- Number of Black men living with HIV
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His Health Data Providers Focus Group Profile

Provider Survey Participants by Specialty (n=33)

- Infectious Diseases: 49%
- Internal Medicine: 9%
- Multiple: 21%
- Obstetrics/Gynecology: 3%
- Other: 12%
- Missing: 6%

Provider Survey Participants by Race (n=33)

- Black/African-American: 46%
- White: 45%
- Asian/Pacific Islander: 6%
- Missing: 3%
His Health Data Patient Focus Group Profile

BMSM Survey Participants by Focus Group (n=55)

- Atlanta, GA, 22%
- Columbia, SC - 1, 20%
- Columbia, SC - 2, 11%
- Chicago, IL, 15%
- New Orleans, LA, 18%
- Rosedale, NC, 14%

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

- If you are currently sexually active
- How many sex partners you have had in the...
- If you and your partner(s) use protection...
- If you have had anal sex
- If your sex partners are male, female, or both
- If you have had oral sex
- Your sexual orientation
- If you are in a monogamous relationship

Bar chart showing the percentage of participants who have been asked each question.
His Health Data Providers Focus Group Profile

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His Health Data Focus Group Data

- Clinical Knowledge
- Facilities and Environment
- Access to Care
- Patient-Provider Interactions
“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.”
“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 same sex relationships.”
“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.

<table>
<thead>
<tr>
<th>Provider Focused</th>
<th>Expert Driven</th>
<th>Community Minded</th>
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</thead>
<tbody>
<tr>
<td>Messages - relatively simple to get started, integrated. Emphasis on commitment to community. Voice of humility.</td>
<td>Close coordination with partners, project coordinators and regional community leaders to optimize global impact.</td>
<td>Tells a unified, convincing (yet appropriately joyful) story to health care providers.</td>
</tr>
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</table>
"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
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)

- AGE 25-34: 1%
- AGE 35-44: 5%
- AGE 45-54: 20%
- AGE 55-64: 27%
- AGE 65+: 26%

Facebook Fans Gender Breakdown

- WOMEN: 80%
- MEN: 19%
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.
"Black men loving Black men is the Revolutionary Act." - Joseph F. Beam
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.
His Health has a unique opportunity to improve care specifically for Black MSM with a message that's authentic, compassionate, informative and targets providers and healthcare administrators.
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.
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
- IDSA
- hivma
- ANAC

SHARE
His Health Podcast

Podcast Available on iTunes

Episode 04: The Myth of Risky Behaviors w/ Dr. David Malebranche Part Two
Monday, 4:30 PM - We are back with Part 2 of our discussion on Dr. David Malebranche where he talks about how providers can approach conversations about sexuality with their patients and what to expect.

Episode 03: The Myth of Risky Behaviors w/ Dr. David Malebranche Part One
Monday, 4:30 PM - Dr. David Malebranche joins the His Health podcast to talk about how the risk model can move from a deficit to an asset-based approach when caring for and working with black men.
Models of Care
LET'S SHARE WHY WE CARE
“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.

"Maintaining our overall physical, spiritual and mental health should be our priority."
Dr. David Malebranche

#WHYWECARE
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
Follow His Health!

@HisHealthStrong  @HisHealth  @HisHealth
Questions?
Thank you!

Omor Omoighe, Associate Director, Health Equity and Health Care Access

oomoighe@nastad.org