



NASTAD Regional Forum Series Addressing
Racial and Ethnic Health Disparities:
*Maryland's Response to HIV/AIDS Among
Black Women*

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Maryland AIDS Administration
Department of Health & Mental Hygiene
New Orleans, Louisiana
March 23 – 25, 2009

Maryland AIDS Administration

MISSION



To reduce the transmission of HIV and help Marylanders with HIV/AIDS live longer and healthier lives.

We accomplish this by working with public and private partners to develop and implement comprehensive, compassionate and quality services for both prevention and care. The AIDS Administration provides leadership, encourages input from affected communities, and uses scientific knowledge to guide the development of responsible and effective policies and programs.

Philadelphia Groundwork



Maryland Regional Forum Team Mission Statement

- African American and African born women in Maryland will be aware of the magnitude of HIV infection and the urgency to prevent HIV transmission that predominantly affects them.

Three Goals Identified



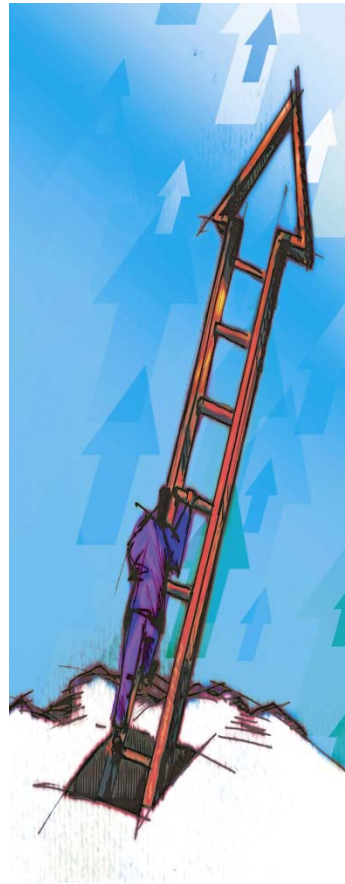
- Develop a social marketing campaign for African American / African born women statewide
- Increase opportunities for testing for African American / African born women during social/community gatherings
- Convene a coalition of public and private sector organizations to coordinate a statewide collaborative effort



Six Critical Steps



- Review current epi data at the state and city level - age, risk, zip codes
- Review current social marketing campaigns statewide
- Review current prevention programs statewide



- Work with key public agency partners and community based organizations (STAR, TASI) to develop workplan and deliverables
- Identify key private sector agencies to potentially engage
- Identify opportunities for partnerships with other public sector agencies

Revised Goal #1



Goal 1: Develop a generic tool-box with informational resources for working women (initial focus - Baltimore City)

- Develop a generic HIV 101 powerpoint
- Identify and select brochures, pamphlets, and posters
- Identify an appropriate video for use with the presentation
- Identify literature that focuses on HIV prevention for women and care and treatment for women living with HIV for resource table
- Requisition female condoms, lubricants and dental dams
- Pilot materials with AIDS Administration employees

Revised Goal #2



Goal 2: Engage public and private businesses in educational partnerships to increase HIV/AIDS awareness targeting female employees.

- Identify and select 2 private and 2 public agencies
- Create multiple training teams combining AIDS Administration and CBO staff
- Pair teams and agencies (designate back-ups)
- Develop MOUs between teams and agencies
- Create a calendar listing educational interventions (workshops / activities)
- Conduct at least 1 educational intervention per selected agency

Revised Goal #3



Goal 3: Increase HIV testing opportunities and offer HIV testing to female employees at work-site or near work-site locations.

- Establish MOUs with CBO's to deliver CTR services
- Create a testing site handout
- Develop a method to track targeted referrals
- Contact local CTR agencies near the worksite each week for up to 5 weeks following the educational intervention
- Create a calendar for on-site CTR and collect data about worksite testing
- Develop CTR goals for each business location

The Timeline - 12 months

March 2008 – March 2009



- March: Draft plans, initial meetings
- April: Review epi data
- May: Identify current programs
- June: Identify other campaigns
- July: Identify other CBO partners
- August: Revise goals, create toolkit
- September: Finally a project NAME!
- October: Identify initial public and private agencies
- November: Introduce project to agency leaders
- December: Preview project with AA staff
- January: Complete toolkit
- February: Standardize invitation letters
- March: First formal presentation with another state agency

The Working Woman's HIV Initiative for Prevention (WWHIP)



Goals

- Understand the magnitude of HIV/AIDS among women in Maryland's communities
- Access counseling and testing for HIV through their own health care provider or the free Maryland AIDS Administration supported HIV testing centers
- Educate others about HIV/AIDS and HIV prevention to reduce the risk of HIV for themselves, their families, their communities, and their co-workers

The Finished Product: WWHIP

a 90 minute HIV/AIDS workplace seminar



The Working Women's Initiative for Prevention (WWHIP) Agenda

- Introductions & Opening (5 min)
- Pre-Test (5 min)
- Video Clip (15 min)
- Reflections on the Video (5 min)
- Main Presentation (25 min)
- Commitment Discussion (10 min)
- Resources Discussion (5 min)
- Post-Test (5 min)
- General Q & A (10 min)
- Closing and Next Steps (5 min)

Promoting WWHIP



Standard Business Letters

- Sent to partnering agencies to the Director, CEO, HR Director's, etc. (this is done AFTER a face-to-face meeting)
- Identifies the AIDS Administration mission
- Includes rationale for project focus (epi & surveillance data)
- Specifies how the project responds
- Clearly lists the project goals
- Provides a specific "ask" to host a workshop



STATE OF MARYLAND

DHMH

Maryland Department of Health and Mental Hygiene
500 N. Calvert Street • Baltimore, Maryland 21202

Martin O'Malley, Governor – Anthony G. Brown, Lt. Governor – John M. Colmers, Secretary

AIDS Administration

Heather L. Hauck, LICSW, MSW, Director

Angela M. Wakhweya, MD, MSc., Deputy Director

[DATE]

The Maryland AIDS Administration envisions a Maryland with no new HIV infections. Our mission is to reduce the transmission of HIV and to assist Marylanders with HIV/AIDS live longer and healthier lives.

In addition to the over 33,000 people living with HIV/AIDS, it is estimated that 9,000 persons in Maryland and 4,000 persons in Baltimore City have HIV and do not even know it. During 2006, there were about 3 persons per day in Baltimore and 6 persons per day in Maryland who were newly reported HIV cases.

HIV/AIDS has affects all racial and ethnic communities in Maryland but disproportionately impacts communities of color, especially women. During 2006, at least 1 in 234 women in Maryland were reported to be living with HIV/AIDS. This translates into at least 1 in 90 black women; at least 1 in 477 Hispanic women; and at least 1 in 1433 white women.

In response to the demographics of HIV/AIDS in our state, the Maryland AIDS Administration seeks to collaborate with your [NAME of agency/organization/company] over the next [STATE whether three/six months] to strengthen the ability of women within your [NAME of agency/organization/company] to:

1. Understand the magnitude of HIV/AIDS among women in Maryland's communities;
2. Access counseling and testing for HIV through their own health care provider or the free Maryland AIDS Administration supported HIV testing centers; and,
3. Educate others about HIV/AIDS and HIV prevention to reduce the risk of HIV for themselves, their families, their communities, and their co-workers.

To accomplish this, we will be contacting you to arrange a convenient date and time for your [NAME of agency/organization/company] to welcome Maryland AIDS Administration staff to conduct an initial 90-minute workplace seminar on HIV/AIDS Issues for Working Women. We will provide refreshments for your staffers. We look forward to developing this partnership to reduce HIV transmission in Maryland, specifically among women.

Sincerely,

Heather L. Hauck, LICSW, MSW
Director

Promoting WWHIP



The Maryland AIDS Administration
Working Women's HIV/AIDS Initiative for Prevention (WWHIP)



Did you know:

- HIV/AIDS impacts **WOMEN** of all racial and ethnic groups!
- Maryland ranks 3rd in rates of AIDS case reports nationwide!
- Baltimore ranks 2nd in rates of AIDS case reports among US cities!

Your work place is providing a **FREE SEMINAR on HIV facts, testing & treatment for Working Women**

Date: _____ Time: _____

Location: _____

REFRESHMENTS WILL BE SERVED

Announcement Flyers

- Sent to partnering agencies to post prior to the training
- Identifies “who” is conducting the training
- Clear prevention, care and treatment access message
- Basic information regarding location, time, and workshop content
- Openly invites all employees
- Indicates refreshments are being offered to participants

Maryland AIDS Administration
March 23, 2008

Next Steps



- Conduct Training of Trainers for AIDS Administration staff and CBO partners
- Schedule with two new public sector partners (MSDE and ADAA):
 - Project preview meeting with agency leaders
 - Worksite training with staff
- Implement additional promotional efforts:
 - Provide video streaming /flyers for Why Women Cry IV Conference
 - Update AIDS Administration website with WWHIP information
- Create tracking tools for agency and individual commitments
- Consider options for general awareness campaign

Contact Information



The Maryland AIDS Administration

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Baltimore, Maryland 21202

Business Hours: 8:30 am - 5:00 pm EST

General Information: (410) 767-5227 or
1-800-358-9001

MD Relay Number: 1-800-735-2258

Media Inquiries: (410) 767-6490

www.dhmf.state.md.us/AIDS/