Consumer Information Resources from Greater Than AIDS

NASTAD Technical Assistance Meeting
December 2, 2019
ENDING HIV TOGETHER.

• About KFF and Greater Than AIDS
• Tracking Poll: American Knowledge and Attitudes about HIV
• Information Resources that Increase Knowledge, Reduce Stigma
  • Customizable Ready-to-Use Landing Pages on greaterthan.org
  • FAQs – link, embed, or borrow language
  • Case Study: Baton Rouge, Louisiana EtHE
  • Real People. Real Stories. – Videos of clients and providers
  • #AsktheHIVDoc: All about Care & Treatment
• Free Downloadable Graphics
• How to Partner With Us
Kaiser Family Foundation

• A national non-profit organization, not affiliated with Kaiser Permanente, focused on health policy analysis, journalism and communication.

• KFF is dedicated to filling the need for trusted information on national health issues.

• Our work in HIV dates to the early 1990s and encompasses all of the Foundation’s core program areas.
There Are Still Gaps In Understanding of HIV Prevention and Treatment

Percent who are aware there is a prescription medication that helps lower the risk of getting HIV: 42%

Percent who know antiretrovirals are very effective at improving the health of people living with HIV: 27%

Percent who know antiretrovirals are very effective at preventing the spread of HIV: 15%

“With ongoing antiretroviral treatment, some people with HIV can become undetectable. Have you heard the term undetectable before, or not?”

Among Adults in the United States

- Yes, heard of it and know what it means: 39%
- Yes, heard of it but don't know what it means: 8%
- No, never heard of it before: 52%

SOURCE: KFF Health Tracking Poll (conducted March 13-18, 2019)
“In general, how comfortable would you be, personally…”

Among Adults in the United States

- **Working with someone who is living with HIV**
  - Very comfortable: 52%
  - Somewhat comfortable: 27%
  - Somewhat uncomfortable: 13%
  - Very uncomfortable: 6%

- **Having a close friendship with someone who is living with HIV**
  - Very comfortable: 54%
  - Somewhat comfortable: 23%
  - Somewhat uncomfortable: 14%
  - Very uncomfortable: 7%

- **Sharing a living space with someone who is living with HIV**
  - Very comfortable: 35%
  - Somewhat comfortable: 26%
  - Somewhat uncomfortable: 21%
  - Very uncomfortable: 16%

SOURCE: KFF Health Tracking Poll (conducted March 13-18, 2019)
Greater Than AIDS

A leading national public information program from KFF focused on HIV in the U.S., in communities and people most affected.

Launched in 2009, Greater Than AIDS builds on KFF’s more than two decades of experience developing and running large-scale HIV media campaigns in the U.S. and abroad, earning multiple Emmy and Peabody awards.

Partnerships with health departments and others reach communities and people most affected. Media messages and community outreach provide the latest on prevention, testing and treatment, as well as counter the stigma of HIV.
What Media Can Do …

- Inform and educate
- Connect to services
- Challenge social norms and confront stigma
- Build community
Knowledge is Power!

Advances in prevention and treatment are bringing us closer to ending HIV.

**Test**

HIV testing is recommended as part of routine health care. It is free, confidential, and fast. HIV testing is available across the U.S. Most places also offer other STD testing.

**PrEP**

For those who do not have HIV, PrEP, a once-daily pill available by prescription, offers another powerful means of protection. Most people pay little or nothing for PrEP.

**Treat**

Treatment offers significant health and preventative benefits for people living with HIV. The amount of virus in the body can be reduced to very low, even undetectable levels.

Find Testing, PrEP, & HIV Care Services Near You
Customizable State and Regional Homepages

Available in English and Spanish!

Including custom URLs – Texas.GreaterThan.org
Care & Treatment Information

**HIV Treatment FAQs**
Get answers to frequently-asked questions about HIV treatment. Why it matters, how well it works, when to start, how to get to and stay undetectable, and more.

**Getting Care**
Find HIV care, treatment and support services near you. In addition to medical care, also includes mental health, housing, and substance abuse, among other services.

**Ryan White & ADAP**
Learn about programs for people with HIV who are uninsured or underinsured and need financial aid with medical care and treatment. Other support also available.

**Living Well with HIV**
From diagnosis to care and treatment, real people share their journeys living with HIV. How they overcame the struggles they faced and went from surviving to thriving.

[WATCH NOW]
# HIV Treatment

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>What treatment is available for HIV?</td>
<td>+</td>
</tr>
<tr>
<td>How effective is HIV treatment?</td>
<td>+</td>
</tr>
<tr>
<td>When should HIV treatment begin?</td>
<td>+</td>
</tr>
<tr>
<td>What is treatment as prevention?</td>
<td>+</td>
</tr>
<tr>
<td>What is HIV undetectable (or virally suppressed)?</td>
<td>+</td>
</tr>
<tr>
<td>How does someone become HIV undetectable (or virally suppressed)?</td>
<td>+</td>
</tr>
<tr>
<td>What is HIV viral load?</td>
<td>+</td>
</tr>
<tr>
<td>What causes an HIV viral load to rise?</td>
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</tbody>
</table>

## HIV Basics

- How does someone get HIV? What are the symptoms? And more!

## HIV Testing

- Who should get tested? How often? What kind of tests are available? And more!

## PrEP

- Find out more about the pill to prevent HIV. How well it works? Who is it for?
What is HIV Undetectable?
Example:
Ending HIV Baton Rouge
Louisiana Department of Health
TOGETHER WE CAN END HIV.

There are more options than ever to prevent and treat HIV.

The medications used to treat people with HIV can reduce the amount of virus to undetectable levels. When the virus is undetectable, HIV is not transmitted sexually.*

And, for people who do not have HIV, PrEP is a once daily pill that provides added protection.

Find Out More!
EndingHIV.org/BatonRouge

HIV UNDETECTABLE.
Stay Healthy, Prevent HIV.

The medications used to treat HIV work to lower the amount of virus to undetectable levels.

Taking HIV medications every day as prescribed is the best way for someone with HIV to get and stay undetectable.

When the viral load is undetectable, HIV is not transmitted sexually.* In other words, undetectable is untransmittable.

PrEP THE PILL TO PREVENT HIV

PrEP is for people who do not have HIV and want added protection. When taken as prescribed, PrEP is highly effective in preventing HIV.

Most insurance, including Medicaid, covers PrEP. If you don’t have insurance, there are options.

Find Out More!
EndingHIV.org/BatonRouge

LOUISIANA DEPARTMENT OF HEALTH
A Proud Supporter of #UequalsU
Undetectable=Untransmittable
OUTDOOR
Billboard Designs

TOGETHER WE CAN END HIV!
Find Out More!
EndingHIV.org/BatonRouge

PrEP THE PILL TO PREVENT HIV
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HIV UNDETECTABLE.
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Real People. Real Stories.
Library of 250+ Videos at GreaterThan.org/Stories
Kahlib’s Story
(https://www.greaterthan.org/videos/kahlib/)

“I knew that I needed to be in care, but I didn’t know how I was going to pay for it. Things changed for me when I got connected to local services and on treatment.”
#AsktheHIVDoc: Answers to Common Questions from Top HIV Docs
Downloadable Materials
Digital Toolkit: GreaterThan.org/Materials
Ways to Use Messages!

• Incorporate messages into new client enrollment, education, and service provision.
• Use videos to educate staff.
• Link to the videos and graphics on your website.
• Play videos or hang posters for clients in your organization's waiting room or lobby.
• Share graphics on your social media platforms.
• Partner with Greater Than AIDS to promote your resources
Get the Word Out About Your Resources

Greater Than AIDS can provide support with paid media promotions for your resources:

• Facebook / Instagram Sponsored Posts
• Google Ads
• YouTube
• Digital Banner Ads for Dating Apps
• And More!
Join Us! Interest Form at GreaterThan.org/Partner

- Digital Campaigns
- Media Ready Assets
- Community Toolkits
- Events
- More!
For more information:

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