

NATIONAL TRANS HIV TESTING DAY CONDENSED TOOLKIT

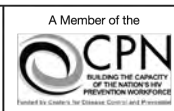


UCSF Capacity Building Assistance Partnership

Making high-impact HIV prevention possible!

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Center for AIDS Prevention Studies ■ Center of Excellence for Transgender Health ■ Alliance Health Project



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COMMUNITY ENGAGEMENT AND NATIONAL TRANSGENDER HIV TESTING DAY

This document will provide resources for health departments (HDs) to increase HIV testing engagement among trans communities. Through various sections, including outreach, this document covers practical strategies that will assist HDs to conduct activities that are known to be effective strategies for engaging trans people in HIV testing and prevention activities. The full version of the National Transgender HIV Testing Day (NTHTD) toolkit is available through the UCSF [Center of Excellence for Transgender Health \(CoE\)](#).

The document has been arranged in five different sections:

1. Organize a NTHTD event
2. Helping you meet your HIV testing goals
3. Ideas for events specific to trans HIV testing awareness
4. HIV testing engagement and outreach with trans people



I. ORGANIZE A NATIONAL TRANSGENDER HIV TESTING DAY

Health departments are encouraged to develop their own and/or support their grantees to develop an HIV testing campaign on this day targeting trans communities. By registering on [CoE's website](#), HDs/CBOs can partner with CoE and community based organizations to promote trans HIV testing and prevention services on a national scale for NTHTD. The campaign is using a social media hash tag #TransHIV.

Questions your organization should consider:

1. What resources, skills and knowledge does your HD have to plan an event to help bring awareness to those most at risk in your area?
2. Who and where are the trans community and trans leaders in your area?
 - Can you enlist their help?
3. How can the trans community/leaders help plan an event with your HD to assist those most at risk for HIV?
4. How can you engage local media?
 - Can they attend the event? Can you hold news conferences; submit an editorial or public service announcement?
5. How can social media help promote your event?
 - Does your organization have a Facebook page or twitter account?
6. How can your local businesses, faith institutions, universities and schools help?
 - Are they sensitive and non-discriminatory towards trans women and men?



REGISTER YOUR ORGANIZATION AS A HOST		
STEP 1	Partner with your local trans community	Partner with trans people in planning and hosting the event. Key members or leaders in your local trans community can help train your staff to sensitive issues and help your event be welcoming, respectful, sensitive and well informed. These key members may also consider being spokespeople for your event.
STEP 2	Set goals for your event	Define what your organization wants to accomplish. If your HD does not offer HIV testing, see the following <i>Ideas for events</i> section. Develop key take home messages to emphasize during your event using the national theme.
STEP 3	Engage your local traditional partners	These traditional partners must have an institutionalized <i>non-discrimination</i> policy and be welcoming, respectful and supportive of the trans community. Some examples include faith-based organizations, universities, schools and other CBOs.
STEP 4	Develop promotional and educational materials specific for trans people	Include the NTHTD promotional materials in your outreach materials. The images and language portrayed in your promotional materials should reflect the community you wish to serve. Inclusivity of the trans people in these materials is paramount in engagement of the trans community.
STEP 5	Understand the epidemiology of HIV in the trans community	Studies show a high prevalence of HIV in the trans community. Know the incidence and prevalence rate of HIV in your local trans community. It is important to remember that, although your local trans organization or the department of public health may have local prevalence rates of trans living with HIV, the numbers reported are likely an underestimate when taking into account fear of disclosure, fear of HIV testing, refusal of care and a single question data collection method on gender.
STEP 6	Utilize the NTHTD and Toolkit Resources section provided in this toolkit.	The CoE , Centers for Disease Control and Prevention (CDC), Act Against AIDS , Doing It campaign and AIDS.gov also have useful tools, such as fact sheets, graphics, posters, and more.



<p>STEP 7</p>	<p>Access capacity building assistance (CBA)</p>	<p>The CoE has a CBA project specific to trans focused interventions. The CBA Project provides trainings, capacity building, and technical assistance throughout the United States to promote knowledgeable, sensitive, and effective HIV/AIDS prevention for diverse trans communities, particularly trans communities of color. The goal of the CBA project is to increase the capacity of CDC-funded agencies to adapt, implement, and evaluate evidence-based HIV prevention interventions for trans communities. For more information about CBA services from the CoE visit http://transhealth.ucsf.edu/ or access CBA through the UCSF CBA Partnership Team: http://cba.ucsf.edu/</p> <p>*For more information regarding Health Department CBA services visit Shared Action^{HD}'s webpage, www.sharedactionhd.org, or contact them at 212-201-1595.</p> <p><i>*CBA Project is funded by CDC.</i></p>
<p>STEP 8</p>	<p>Register your event or HIV testing campaign</p>	<p>Go to the CoE website to start the registration process or for more information about NTHTD.</p>



II. HELPING YOU MEET YOUR HIV TESTING GOALS

Participating in, organizing, or supporting an NTHTD event does not only help you support the trans community but it helps you reach your HIV testing goals. In the last funding opportunity announcement (FOA) by CDC for health departments, PS12-1201, it emphasizes the implementation of high-impact HIV prevention activities. Out of three activities, HIV testing categories are directly related to two of them. The following is a brief summary of these two categories and the activities that directly affect and could potentially benefit you in reaching your HIV testing goals:

1. CORE PREVENTION PROGRAMS	
HIV testing:	<ul style="list-style-type: none"> Targeting testing programs in non-health care settings, particularly venues most likely to reach individuals with undiagnosed infections
Comprehensive prevention with HIV-positive individuals:	<ul style="list-style-type: none"> Providing linkages to care and treatment, and interventions to improve retention in care and treatment for people living with HIV Providing referrals to other medical and social services, such as substance abuse and mental health services
Condom distribution:	<ul style="list-style-type: none"> Providing condoms to people living with HIV and those at highest risk of infection
Social marketing, media, and mobilization:	<ul style="list-style-type: none"> Marketing campaigns to educate and inform high-risk populations, health care providers, and other relevant audiences about HIV Using current technology (e.g., social networking sites, texting, and web applications) to reach the highest-risk populations Increasing awareness through community mobilization, addressing stigma, and encouraging safe behaviors
PrEP and nPEP:	<ul style="list-style-type: none"> Planning, education, personnel, and other support for pre-exposure prophylaxis (PrEP) for men who have sex with men (MSM). Some trans people strongly object to being categorized as MSM (CDC funds may not be used for the purchase of PrEP medications). For more details on PrEP, see CDC's interim guidance at www.cdc.gov/hiv/prep/ Non-occupational post-exposure prophylaxis (nPEP) for high-risk groups



<p><i>*The core prevention work described above must be guided and supported by the following health department activities, which are also supported by CDC's core prevention funding:</i></p>	
<p>Capacity building and technical assistance:</p>	<ul style="list-style-type: none"> ▪ Offering CBA services for local HIV prevention service providers ▪ Training for health department and health care facility staff, community-based organizations, and other partners ▪ Offering peer-to-peer consultation and technical assistance
<p>Program planning, monitoring and evaluation, and quality assurance:</p>	<ul style="list-style-type: none"> ▪ Employing the most current epidemiological and surveillance data to guide planning ▪ Developing a comprehensive monitoring, evaluation, and quality assurance plan
<p>2. EXPANDED HIV TESTING FOR DISPROPORTIONATELY AFFECTED POPULATIONS</p>	
<p>Targeted HIV testing in non-health care venues</p>	<ul style="list-style-type: none"> ▪ Prioritizing up to 30% of funding towards high-risk individuals

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III. IDEAS FOR EVENTS SPECIFIC TO TRANS HIV TESTING AWARENESS

Providing HIV testing services for trans people on NTHTD on April 18th is not the only way to contribute to the NTHTD. Funders, providers and community advocates are encouraged to host community engagement events that promote HIV testing and status awareness among trans people.

Hold public forums about the impact of HIV/AIDS on your local trans community.	In addition to your epidemiological data, other information on trans data may be accessed through CDC. You may additionally have a panel of trans women and trans men speak at this forum on how HIV impacts their health and affects their community.
Invite a local celebrity or elected official to the forum.	You may additionally ask your local official to send a letter or memo to all city employees to recognize this day.
Collaborate with your grantees to organize a health fair focusing on trans health.	Ask people, organizations from your local community and resource guide to talk about HIV prevention services for the trans community. Highlight education about HIV testing options and other issues of HIV/AIDS impacting the trans community.
Have a fundraiser event to benefit the trans community directly	Offer HIV testing services if your agency has the capacity or invite a mobile van to deliver HIV counseling and testing services while potential testing participants attend this event.
Hold a movie night focusing on trans actors and actresses or trans specific issues.	HIV testing services may be offered during the movie reception.
Involve the trans community while promoting HIV testing.	Hold contests where the trans community develops posters or other promotional HIV prevention materials for your HD to use at future events.



IV. HIV TESTING ENGAGEMENT AND OUTREACH WITH TRANS PEOPLE

Participants can be engaged in HIV testing programs through community outreach. Traditionally, community outreach has involved going to where the community “hangs out” and informing them of HIV testing and prevention services. These outreach methods should be tailored to trans people’s needs and the specific aims of the engagement strategy (e.g. recruitment for testing, condom distribution, information dissemination). Involving trans community and stakeholder input is crucial to identifying appropriate spaces to conduct outreach.

The following tables review types of outreach, its benefits, its challenges and some recommendations.

Street Outreach – A strategy where outreach members provide health information, handouts, and safer sex supplies to places where trans people congregate.

Benefit	Challenge	Recommendations
<ul style="list-style-type: none"> ▪ Personable ▪ Can build on-going client relationship ▪ More responsive ▪ More accessible ▪ Hard to reach populations 	<ul style="list-style-type: none"> ▪ Potential for gossip about HIV status among peers ▪ Staff and client safety ▪ Costly ▪ Time consuming ▪ Familiarity with the location and street culture 	<ul style="list-style-type: none"> ▪ Always consider staff safety who are directly working on the streets; ▪ Develop policies to ensure that there is no breach of privacy; ▪ Conduct an assessment of the neighborhood including stakeholders, gatekeepers and commerce; ▪ Know the local law enforcement personnel to gain support; ▪ Provide trans specific health education materials and HIV prevention tools (condoms, lube, HIV testing information); ▪ Offer list of trans affirming community resources (food, shelters, showers).



Venue-Based Outreach - Staff goes to bars, clubs, and social spaces where trans people “hang out”.

Benefit	Challenge	Recommendations
<ul style="list-style-type: none"> ▪ Personable ▪ More responsive ▪ Larger segments of community ▪ Increased visibility 	<ul style="list-style-type: none"> ▪ Personal information such as HIV status or sexual partners may be “outed” by association. ▪ Resources (increased staffing) ▪ Only reach those who are able to go out ▪ Community or partnership buy-in 	<ul style="list-style-type: none"> ▪ Identify venues based on trans community input; ▪ Assess for appropriateness of HIV outreach site; ▪ Establish relationship with venue (management, staff, patrons); ▪ Develop a plan to evaluate the effectiveness of venue for trans people; ▪ Identify or establish community partnerships to increase capacity; ▪ Offer resources or incentives to maintain engagement.

Social Media Outreach – Facebook, Twitter, Instagram, texting, on-line chat and dating sites.

Benefit	Challenge	Recommendations
<ul style="list-style-type: none"> ▪ Available 24/7 ▪ Social network learning ▪ Privacy ▪ In the moment ▪ Targets a larger audience 	<ul style="list-style-type: none"> ▪ Responsiveness ▪ Access to and familiarity with technology ▪ Some social media is not trans specific ▪ Tracking/evaluation of effectiveness 	<ul style="list-style-type: none"> ▪ Develop clear and simple objectives for engaging trans people in HIV outreach (advertising a community event) via social media; ▪ Use texting features to receive information (program updates and information); ▪ When sending information, use a call text feature to deliver messages that will ensure confidentiality; ▪ Utilize social media hash tags to create social awareness and increase communication on subject matter (#TransHIV); ▪ Create an online presence by developing a community informed resource page; ▪ Make sure the information stays current and more importantly, that the resources you are providing are trans specific.



Peer Based Outreach - Social networks and peers who share knowledge and experiences.

Benefit	Challenge	Recommendations
<ul style="list-style-type: none"> ▪ Interpersonal connection ▪ Peer Modeling ▪ Social support ▪ Mutual benefit ▪ Community empowerment ▪ Reinforces follow-up to HIV testing 	<ul style="list-style-type: none"> ▪ Potential for gossip about HIV status among peers ▪ Peer availability ▪ On-going peer support ▪ Structural and institutional support 	<ul style="list-style-type: none"> ▪ Develop a trans peer-based outreach program (staffing, program support, training); ▪ Identify and recruit trans individuals via peer support and/or outreach; ▪ Cultivate trusting and supportive relationships among trans peers; ▪ Offer HIV incentives for continued engagement in HIV testing services (initial testing, repeat, follow-up); ▪ Be mindful of the values and norms of the local trans communities.

Mobile Testing - Mobile HIV testing vehicle at designated trans community sites.

Benefit	Challenge	Recommendations
<ul style="list-style-type: none"> ▪ Convenient to trans community members ▪ Time, day, location versatility ▪ Responsive to community needs ▪ Accesses hard-to-reach trans groups 	<ul style="list-style-type: none"> ▪ Personal information (HIV status, sexual partners) may be “outed” by association ▪ Resources ▪ Costly ▪ Safety 	<ul style="list-style-type: none"> ▪ Although mobile HIV testing in trans communities is the primary service, community outreach reinforces presence and provides opportunities for education and continued engagement; ▪ Engages people who do not normally go to traditional HIV testing sites; ▪ Familiarize with public parking to minimize traffic obstructions; ▪ Inform local law enforcement about mobile HIV testing activities; ▪ Provide continuous training and support to deescalate dangerous street activities.



V. CONSIDERATIONS AFTER YOUR NATIONAL TRANSGENDER HIV TESTING DAY CAMPAIGN

Here are some considerations after the NTHTD campaign to continue to engage trans people in HIV testing services and to know their status:

- Appreciation: Thank those who helped plan, contribute, and attend the event.
- Feedback: Ask organizers and participants after the event for feedback to improve next year's event.
- Self-evaluation: Have your staff do a self-evaluation on the event. Measure the outcome of your event against the goals that were set.
- Media: Engage with local media to report on the Day's events.
- On-going services: Continue to provide services, meetings, forums and educational groups throughout the year to the trans community. Continue to provide trans cultural sensitivity training to your staff.

Create your local trans community resource guide including HIV testing services. The purpose of this community resource guide is to highlight local, regional and state trans community services that are specific to trans HIV testing and prevention needs.

1. Compile a list that includes community and state resources and services they provide, their physical locations and their contact numbers.
2. Identify the key groups within the trans community who can be considered as a resource. Engage your local community to help identify and involve key leaders in the trans community.
3. Specific resources should reflect the needs of trans people, with the idea that in obtaining resources, trans people will also receive information about HIV testing and prevention services. For example, a resource may provide pro-bono law services or have an understanding of specific issue that the trans person may face in getting their name and/or gender mark changed, their driver's license updated or simply finding support.
4. Check for resources that have *non-discriminatory* policies and preferably are trans specific:
 - Internet
 - State or city institutions
 - Department of public health
 - Universities or local schools
 - Local hospitals or health clinics



- Medical facilities
 - Law enforcement agencies
 - Community-based organizations
 - Victim services for trans people
 - Advocacy groups for trans people
 - Food kitchens and distribution centers
 - Housing organizations
 - Emergency housing shelters, halfway houses, substance abuse homes
 - Legal services for trans people
 - Private sector
 - Local businesses who are supporters of the trans community
5. Make sure the resource list is current and updated. Add new resources as you and your organization become aware of them. Delete the ones that have become obsolete.