

# Moving beyond homogenous messages:

How Native Americans are standing strong for inclusive HIV prevention

## **15 MINUTES in Focus**

to accelerate innovation and growth through strategic management

# 15 Minutes in Focus Series Learning Community

## Today's Goals: HIV Prevention Strategies to Address Diversity & Inclusion

**Diversity**

**Inclusion**

- Describe the need to promote inclusive messages
- Learn strategies from the NNHAAD example
- Access available resources





This is NOT Inclusion

# Translating HIV Prevention Messages



**Diversity = Who**

**Inclusion = Role**

*NATIONAL NATIVE HIV/AIDS AWARENESS DAY*



*Unity in  
CommUnity: Stand  
Strong for HIV  
Prevention*

*Honor Our Ancestors!  
Protect Our People!  
Take the Test!*



## Creating Diverse and Inclusive HIV Prevention Messages

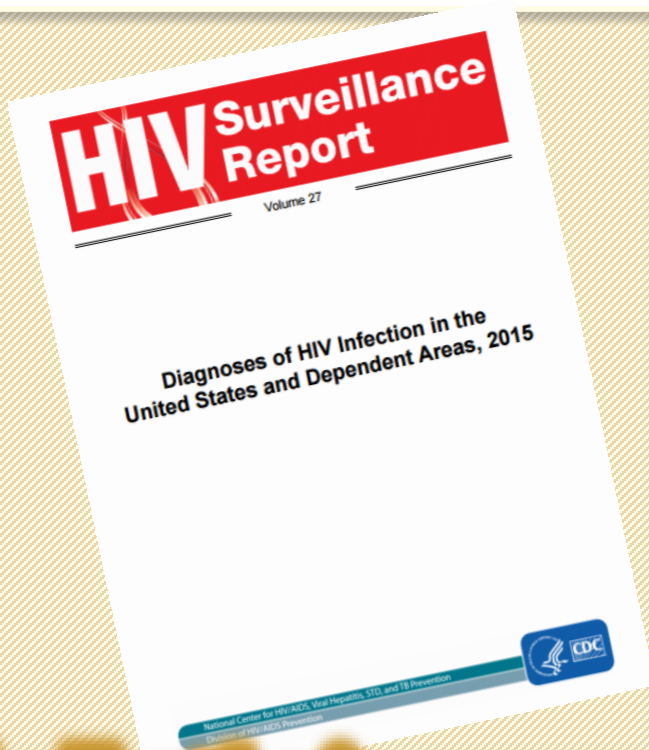
1. Review the surveillance data
2. Conduct environmental scan of available resources
3. Seek input from the community
4. Create an advisory council
5. Link to 1-2 national priorities
6. Craft messages that have community appeal





Let's walk through an example...

# Review Surveillance Data



**Of all ethnic groups, American Indians and Alaskan Natives have the lowest proportion of persons surviving more than 12, 24, and 36 months after an HIV diagnosis.**



# Conduct an Environmental Scan

**S**TOP

**C**LARIFY

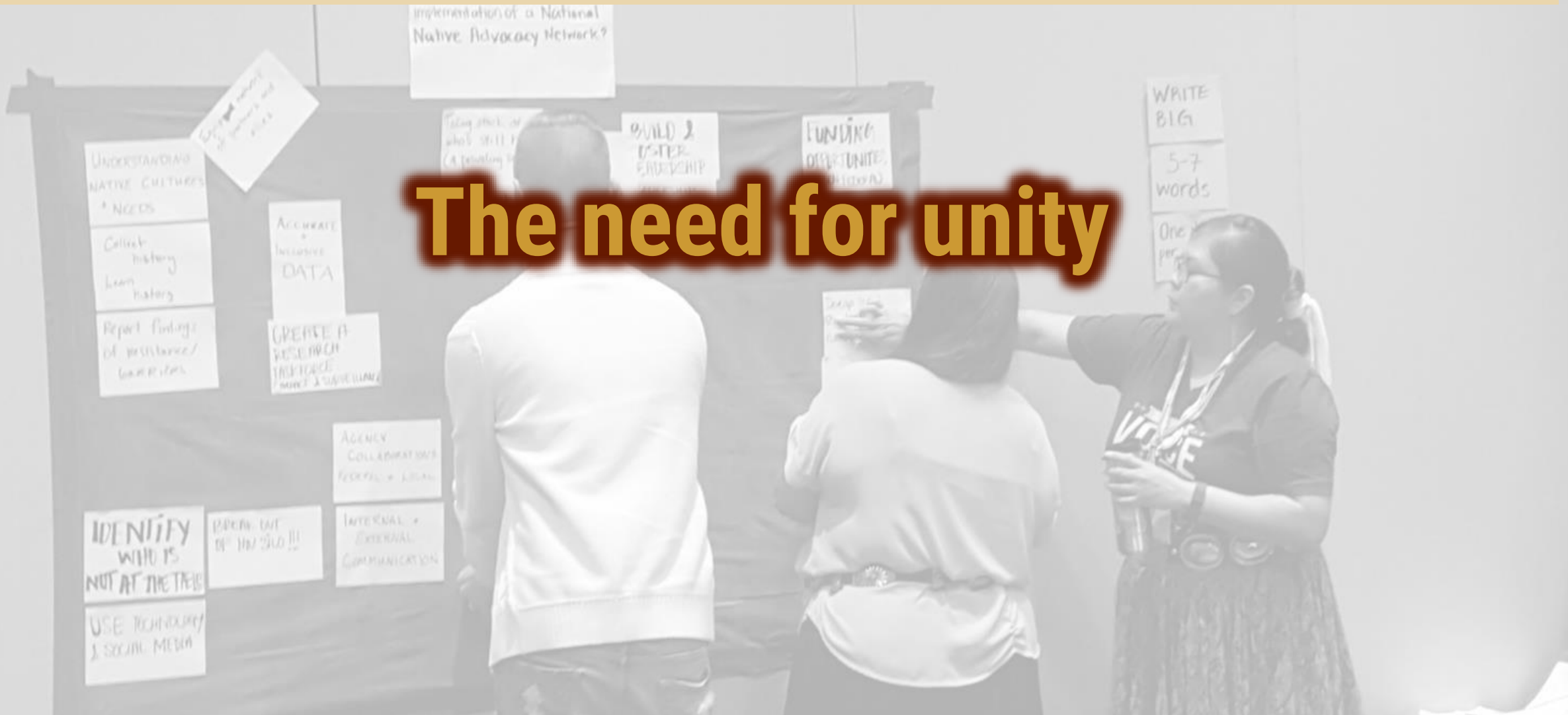
**A**SK

**N**OW



# Seek Community Input

**The need for unity**



# Create Advisory Council



♥ 12 likes

shell415 A beautiful night with community!  
#nationalnativeamericanhivawarenessday











MARCH 19, 2016



# Link to 1-2 National Priorities

12 NATIONAL HIV/AIDS STRATEGY: UPDATED TO 2020

## INDICATORS AT-A-GLANCE

-  INDICATOR 1 Increase the percentage of people living with HIV who know their serostatus to at least **90 percent**.
-  INDICATOR 2 Reduce the number of new diagnoses by at least **25 percent**.
-  INDICATOR 3 Reduce the percentage of young gay and bisexual men who have engaged in HIV-risk behaviors by at least **10 percent**.
-  INDICATOR 4 Increase the percentage of newly diagnosed persons linked to HIV medical care within one month of their HIV diagnosis to at least **85 percent**.
-  INDICATOR 5 Increase the percentage of persons with diagnosed HIV infection who are retained in HIV medical care to at least **90 percent**.
-  INDICATOR 6 Increase the percentage of persons with diagnosed HIV infection who are virally suppressed to at least **80 percent**.
-  INDICATOR 7 Reduce the percentage of persons in HIV medical care who are homeless to no more than **5 percent**.
-  INDICATOR 8 Reduce the death rate among persons with diagnosed HIV infection by at least **33 percent**.
-  INDICATOR 9 Reduce disparities in the rate of new diagnoses by at least **15 percent** in the following groups: gay and bisexual men, young Black gay and bisexual men, Black females, and persons living in the Southern United States.
-  INDICATOR 10 Increase the percentage of youth and persons who inject drugs with diagnosed HIV infection who are virally suppressed to at least **80 percent**.

INDICATOR 4: Increase the percentage of newly diagnosed persons linked to HIV medical care within one month of their HIV diagnosis to at least 85%.

# Craft Messages with Community Appeal

## Raise Our Voices for Medical Care –

The current recommendation is for people to engage in medical care immediately after a confirmed positive HIV test. When you wait a long time to get into care, it is more likely that the disease will progress to AIDS.



# Inclusion



# NNHAAD Resources

- <http://www.nnhaad.org/>
- <https://www.aids.gov/news-and-events/awareness-days/native/>
- <https://www.facebook.com/NNHAAD1/>
- <http://www.etr.org/cisp/>



Be mindful...and keep the inclusion conversation going

Thank You!

Pam Jumper Thurman  
Consultant  
[pjthurman@aol.com](mailto:pjthurman@aol.com)

BA Laris,  
Research Associate  
[bal@etr.org](mailto:bal@etr.org)

[http://www.etr.org/cisp/  
webinars/](http://www.etr.org/cisp/webinars/)

