

HIV Outreach and Education: Projected Work Plan

Pinellas 2016 Data Review:

- An annual decrease was observed in Pinellas County (-4.4%).
- Pinellas saw the highest increase among whites in 2016.
- Increase among Men who have Sex with Men (MSM) cases over the past three-year period.
- Pinellas had one of the highest increases among IDU (31%).
- Zip codes highest incidence of HIV (≥ 10 new cases in 2015 and/or 2016): 33701, 33705, 33711, 33712, 33713, 33764.

Social Media Community Outreach and Education (SMCOE) (sub contract):

- I. Goal: To provide outreach, education, and information for local services to high risk populations via Social Media.
- II. Objectives: Follow the Palm Beach C.O.S.M.O model to:
 - a. Increase outreach and education of HIV/AIDS and STDs to high risk groups in Pinellas County through Social Media and frequently used dating apps.
 - b. Create local Social Media campaign to increase testing, education, and awareness of linkage, PrEP and other prevention methods.
 - c. Reduce rates of new infection among high risk groups who use social media platforms.
- III. Activities Use Social Media Outreach workers used to:
 - a. Create social media campaign on traditional social media sites: Facebook, Instagram, and Twitter.
 - b. Provide outreach, education, and resource messages to high risk groups on social dating sites.
 - c. Create marketing campaign to push social media messages.
 - d. Participate in HIV/AIDS outreach efforts with local CBO's.
 - e. Create video messages for prevention and social media (i.e. vlogs) that can be used in various settings.

MSM Outreach & Education Workshop (sub contract):

- I. Goal: To provide outreach and education to MSMs within high incidence zip codes in Pinellas.
- II. Objectives: Follow Ujima Men's Collective model to provide opportunities for participants to:
 - a. Develop leadership, advocacy and pro-active decision-making skills related to sexual health.
 - b. Provide participants with the most current information and resources on HIV/AIDS and other STDs.
 - c. Provide testing services to all participants
- III. Activities:
 - a. Target MSM, Community Leaders, Community Based Organizations, Faith Based Organizations, and others for 1-day conference in South St. Pete (zip codes with highest incidence of new HIV cases).
 - b. Provide education/training on the following topics:
 - i. Linkage to Care

- ii. Test to Treat model
 - iii. PrEP
 - iv. Community resources for testing, treatment, PrEP, education, volunteer opportunities
 - v. Social Media and how it contributes to the spread of HIV and STDs
- c. Outreach testing services through mobile unit to include:
 - i. Rapid HIV
 - ii. Rapid Hep C
 - iii. Rapid Syphilis
- d. Live viewing of event through: Facebook and Youtube.

Women Outreach & Education Workshop (sub contract):

I. Goal: To provide outreach and education to women within high incidence zip codes in Pinellas.

II. Objectives:

- a. Develop leadership, advocacy and pro-active decision-making skills related to sexual health.
- b. Provide participants with the most current information and resources on HIV/AIDS and other STDs.
- c. Provide testing services to all participants

III. Activities:

- a. Target women, Community Leaders, Community Based Organizations, Faith Based Organizations, and others for 1-day conference in South St. Pete (zip codes with highest incidence of new HIV cases).
- b. Provide education/training on the following topics:
 - i. Linkage to Care
 - ii. Test to Treat model
 - iii. PrEP
 - iv. Community resources for testing, treatment, PrEP, education, volunteer opportunities
 - v. Social Media and how it contributes to the spread of HIV and STDs
- c. Outreach testing services through mobile unit to include:
 - i. Rapid HIV
 - ii. Rapid Hep C
 - iii. Rapid Syphilis
- d. Live viewing of event through: Facebook and Youtube.

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