



Mobilizing Communities to End the Epidemic: Communities Helping to End the Epidemic (CHEE)

Dr. Christopher Roby, COO

Ms. Kizmet Cleveland, Special Projects Coordinator



Community Health Center
Association of Mississippi

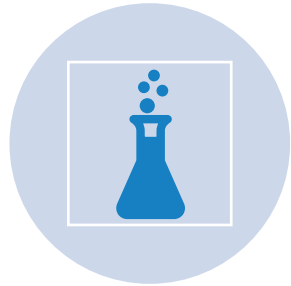
Together We Care

Learning Objectives

- Steps to mobilize community members around HIV prevention
- How to develop a tracking system for CHWs that work for them
- How to effectively involve CHWs in planning, implementing, and evaluating program activities
- How to sustain a community mobilization project past the funding cycle



What is this Initiative?



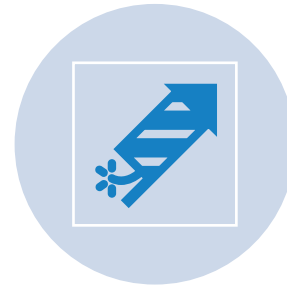
Gilead Science



Communities Helping to
End the Epidemic (CHEE)



Funded for \$250,000.00



January 1, 2022 – August
31, 2023



Who's involved?



Dr. Christophe Roby
Chief Operating Office
Project Director



Ms. Kizmet Cleveland
HIV Special Projects
Coordinator
Project Manager



Federally Qualified Health
Centers



Community Health Workers



Ms. Shermaile Williams, Grants Manager
Mr. Rashard Williams, Senior Accountant
Mrs. Sandi Munden, CFO
Mr. Terrence Shirley, CEO



What is the purpose of the program

The “Communities Helping to End the Epidemic” (CHEE) Project is designed to:

- 1.Reduce the number of new HIV infections
- 2.Increase the HIV Workforce
- 3.Increase HIV screenings in the non-clinical setting
- 4.Increase education and access to comprehensive HIV Primary Care and PrEP Services





Project Activities

- CHCAMS supported and develop coordinated social media marketing efforts and other mass education activities to raise awareness and prevention
- CHCAMS educated providers within federally qualified health centers to increase culturally competent screenings
- CHCAMS recruited and trained 10 individuals from across the state to become CHWs educated on HIV primary/prevention and Prep services
- Deployed all 10 CHWs to the various four regions of the state to conduct ten community events, of which 5 of those were required to be HIV screenings
- CHCAMS worked with partnering health centers across the state to organize and conduct training events to build their CHW workforce.
- CHWs conducted HIV screening events across the state to provide proper primary care and prevention services referrals at the nearest health center.
- Established a partnership with the Mississippi Community Health Worker Association (MSCHWA) to sustain CHW HIV training

What was the role a CHWs on the CHEE Project

- Participate in CHW training on June 13, 2022 (50 CHWs)
- Host ten (10) community events
 - Five (5) events will be HIV Testing Events
 - Five (5) events will be health education and promotion events
 - You must submit a list of your event with dates times and locations before you conduct them
- Each CHW will receive \$150.00 stipend per event hosted with a \$100.00 maximum allotment for refreshments and participants incentives
- Participate in HIV Rapid test training
- Screening of 3,7500 unique individuals
- Disseminate Safer Sex Kits
- Participate in monthly class with project team





MISSISSIPPI

ENDING THE HIV EPIDEMIC

One Day Conference




Monday, June 13, 2022
8:00 am - 4:30 pm

Sheraton Flowood
The Refuge
Hotel & Conference Center
2200 Refuge Blvd, Flowood, MS 39232



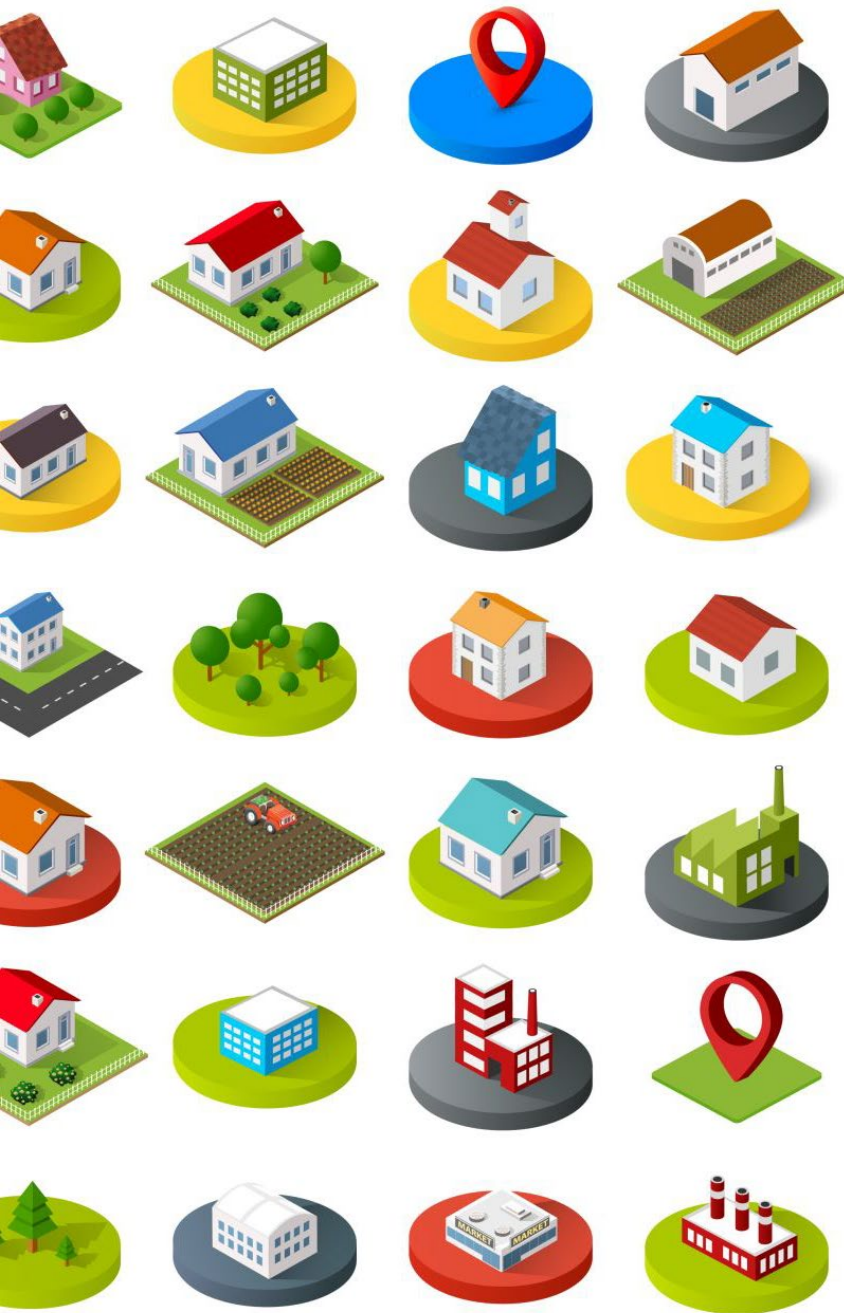






What are the expected outcomes for the program?

- There will be a total of ten (10) new CHWs trained and deployed to focus on HIV prevention and primary care
- There will be a total of 100 community events conducted among the 10 CHWs
- There will be a total of 3,7500 unique individuals screen for HIV and referred to either PrEP or primary care services
- Reduce new HIV infections by 20% among federally qualified health centers
- Increase transition of individuals across the HIV Care Continuum



Step in Mobilizing Community Members

- Identified and Accessed Communities
- Selected and Trained Community Spokespeople and Mobilizers (CHWs)
- Established a Formal Structure for Effective Information Flow
- Identify and Implement Community Mobilization Activities
- Ensured that CHWs bought into the Mission

Thing that had to be addressed up front

- Stigma surrounding HIV
 - Myths and Misconceptions
- Forcing CHWs to address their personal biases
- Cultural competency when dealing with diverse community members
- How to conduct effective conversation starters
- Being comfortable with the uncomfortable





The CHEE Project is funded by Gilead Zeroing In: Ending the HIV Epidemic (EHE) Program

HIV 101

Without treatment, HIV (Human Immunodeficiency Virus) can make a person very sick and even cause death. Learning the basics about HIV can keep you healthy and prevent transmission.

HIV CAN BE TRANSMITTED BY

- Sexual Contact
- Sharing Needles to Inject Drugs
- Mother to Baby During Pregnancy, Birth or Breastfeeding

HIV IS NOT TRANSMITTED BY

- Air or Water
- Saliva, Sweat, Tears or Closed-Mouth Kissing
- Insects or Pets
- Sharing Toilets, Food or Drinks

PROTECT YOURSELF FROM HIV

- Get tested at least once or more often if you are at risk.
- Use condoms the right way every time you have anal or vaginal sex.
- Choose activities with little to no risk like oral sex.
- Don't inject drugs, or if you do, don't share needles, syringes, or other drug injection equipment.
- If you are at risk for HIV, ask your health care provider if pre-exposure prophylaxis (PrEP) is right for you.
- If you think you've been exposed to HIV within the last 3 days, ask a health care provider about post-exposure prophylaxis (PEP) right away. PEP can prevent HIV, but it must be started within 72 hours.
- Get tested and treated for other STDs.



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FIND THE NEAREST HIV TESTING SITE

Visit chcams.org

Call 601.981.1817



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Tracking CHWs Work



Provided CHWs with laptops with Wi-Fi connection in rural communities



Developed tracking tools and forms that were easily understandable by CHWs and community members



Conducted monthly Zoom calls with CHWs to discuss issues in the field



Develop a referral system with community health centers for services



Developed google shared files to track incentives to participants

Meaningful involvement of CHWs

- Have the review materials before they are developed
- Allow them to provide input about the communities they will be working with
- Allow them to help determine what incentives work best for the various target populations.
- Allow them to determine when, where, and how they engage with community members
- Provide them with results of their work and highlight successes and areas for improvement
- Show them the benefits and impact of their great work



IN THE DARK ABOUT
YOUR STATUS?

**GET
CLARITY**

**SPEAK WITH YOUR PROVIDER TODAY
ABOUT HIV & THE MPOX VACCINE.**

Scan the QR Code for More Information



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IN THE DARK ABOUT
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**GET
ANSWERS**

**SPEAK WITH YOUR PROVIDER TODAY
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Scan the QR Code for More Information



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MONKEYPOX

What You Need to Know About Monkeypox

WHAT IS MONKEYPOX?

Monkeypox is a rare disease.

- If you get monkeypox, you may have fever, chills, sore muscles, headache, or tiredness and then get a rash.
 - Sometimes, you may get a rash first, followed by other symptoms.
 - You might only get a rash without having the other symptoms. The rash may look like pimples or blisters.
 - The rash is usually on the face, inside the mouth, and on other parts of your body like your hands, chest, and genitals.
- Even though you should get better in 2-4 weeks, you should see a healthcare provider as soon as you get symptoms that could be from monkeypox.
- If you have a weakened immune system (from HIV, cancer, an organ transplant, or other reason), are pregnant, or have other skin problems like eczema, you may become more severely ill from monkeypox.



HOW DO YOU GET MONKEYPOX?

Monkeypox does not spread easily between people.

- You can get monkeypox from close, skin-to-skin contact with a person who has a rash or scabs from monkeypox.
 - For example, this can include during hugging, cuddling, a massage, or close contact sports.
- It also includes contact with spit droplets during close conversation and kissing.
- It can also spread through sexual contact including touching the genitals, and oral, anal, or vaginal sex.
- You can also get monkeypox from contact with objects, fabrics (clothing, bedding, or towels), and surfaces that have been used by someone with monkeypox.



About Project CHEE

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How do you motivate citizens to become and remain involved?

Know your audience

Recognize strengths and match them with the program's needs

Recognize needs

Support other interests of group members

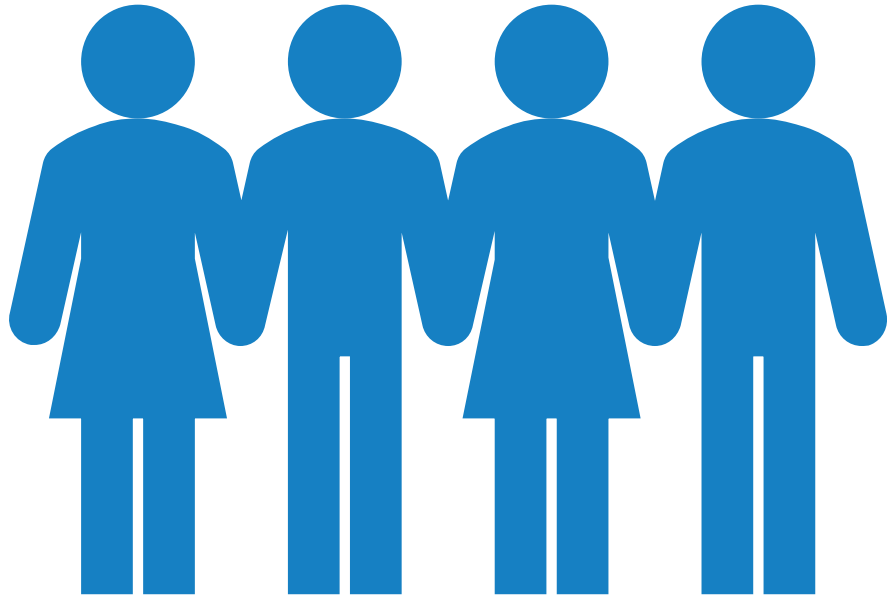
Recognize that groups are made of individuals

Ask people individually for their support

LISTEN

Show appreciation for each person's contributions

How do you sustain a community mobilization project?



- Get community buy-in
- Educate and empower community members
- Provide resources and tools that last past the funding period
- Find ways to incorporate activities into other funded projects
- Design program to not be specific
- Have a plan for sustainability as you are developing your program

Questions and Answers





Thank You!!

Christopher Roby, Ph.D.

Community Health Center Association of
Mississippi

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601-981-1817