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GAY MEN IN HOUSTON ARE LIVING WITH HIV



HIV Prevention in the Gay Community

Social Marketing Campaign Community Meeting

GLBT Community Center
3400 Montrose Blvd., Suite 207
Houston, TX 77006

Thursday, March 1, 2007
6:30 PM to 8:30 PM



Welcome and Introductions



Background

- HDHHS Bureau of HIV/STD Prevention
 - Administrative Agency
 - Distribute approximately \$3 million
 - Funding from City, State, and Federal sources
 - Few Direct Services including DIS
 - Fund CBOs to provide
 - Counseling, Testing, and Referral Services
 - Health Education/Risk Reduction
 - Social Marketing
 - Comprehensive Risk Counseling Services



Background

- Current “HIV...It’s Real” Campaign
 - Launched World AIDS Day 2004
 - Product of the AA State of Emergency Task Force
 - Funded by City of Houston
 - Media includes:
 - Posters
 - Billboards
 - Transit
 - Radio Spots
 - Website (www.itsrealhouston.org)
 - Interactive Text Messaging



Meeting Objectives

- Identify volunteers to serve on a Community Advisory Group (CAG) for the expansion of the “HIV...It’s Real” campaign
- Identify volunteers to serve as campaign representatives (models)
- Raise community awareness



Current HIV/STD Trends



Total Estimated AIDS Cases

United States¹

(Reported through 12/05)

Alive 425,910 (44.5%)

Dead 530,756 (55.5%)

Total 956,666 (100%)

¹U.S. totals include data from the United States (50 states and the District of Columbia).

All national information comes from the HIV/AIDS Surveillance Report, Centers for Disease Control and Prevention, December 2005. To access this report on the internet, go to <http://www.cdc.gov/hiv/stats/hasrlink.htm>



Total Reported HIV/AIDS Cases

Texas

(Reported through 12/05)

Alive 56,012 (61.1%)

Dead 35,699 (38.9%)

Total 91,711 (100%)

Harris County

(Reported through 12/05)

Alive 17,049 (56.6%)

Dead 13,083 (43.4%)

Total 30,132 (100%)

NOTE: Harris County accounts for approximately 33% of the HIV/AIDS cases in the entire state of Texas.



How Do We Compare?

As of December 2005

Centers for Disease Control and Prevention

<u>STATE</u>	<u>CUMULATIVE AIDS CASES</u>	
• New York	172,377	(Rank 1)
• California	139,019	(Rank 2)
• Florida	100,809	(Rank 3)
• <i>Texas</i>	<i>67,227</i>	<i>(Rank 4)</i>
• New Jersey	48,431	(Rank 5)



How Do We Compare?

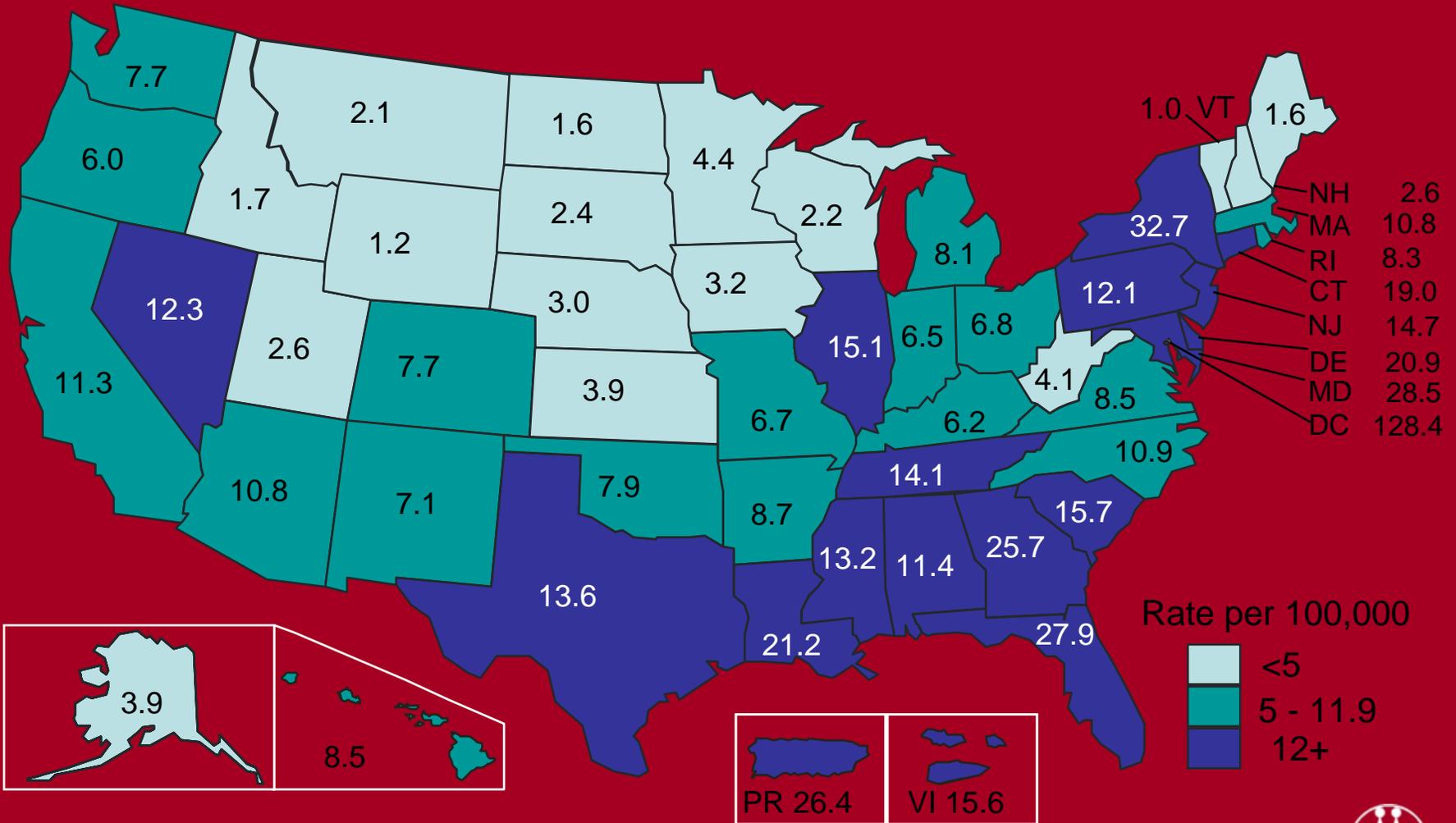
As of December 2005

Centers for Disease Control and Prevention

<u>CITY</u>	<u>CUMULATIVE AIDS CASES</u>	
• New York City	158,052	(Rank 1)
• Los Angeles	49,913	(Rank 2)
• San Francisco	30,277	(Rank 3)
• Miami	29,092	(Rank 4)
• Chicago	27,544	(Rank 5)
• Washington, D.C.	27,475	(Rank 6)
• <i>Houston</i>	<i>24,915</i>	<i>(Rank 7)</i>
• Atlanta	21,059	(Rank 8)
• Philadelphia	21,015	(Rank 9)

AIDS Rates per 100,000 Population

Reported January 2005 through December 2005
Centers for Disease Control and Prevention



Rate per 100,000

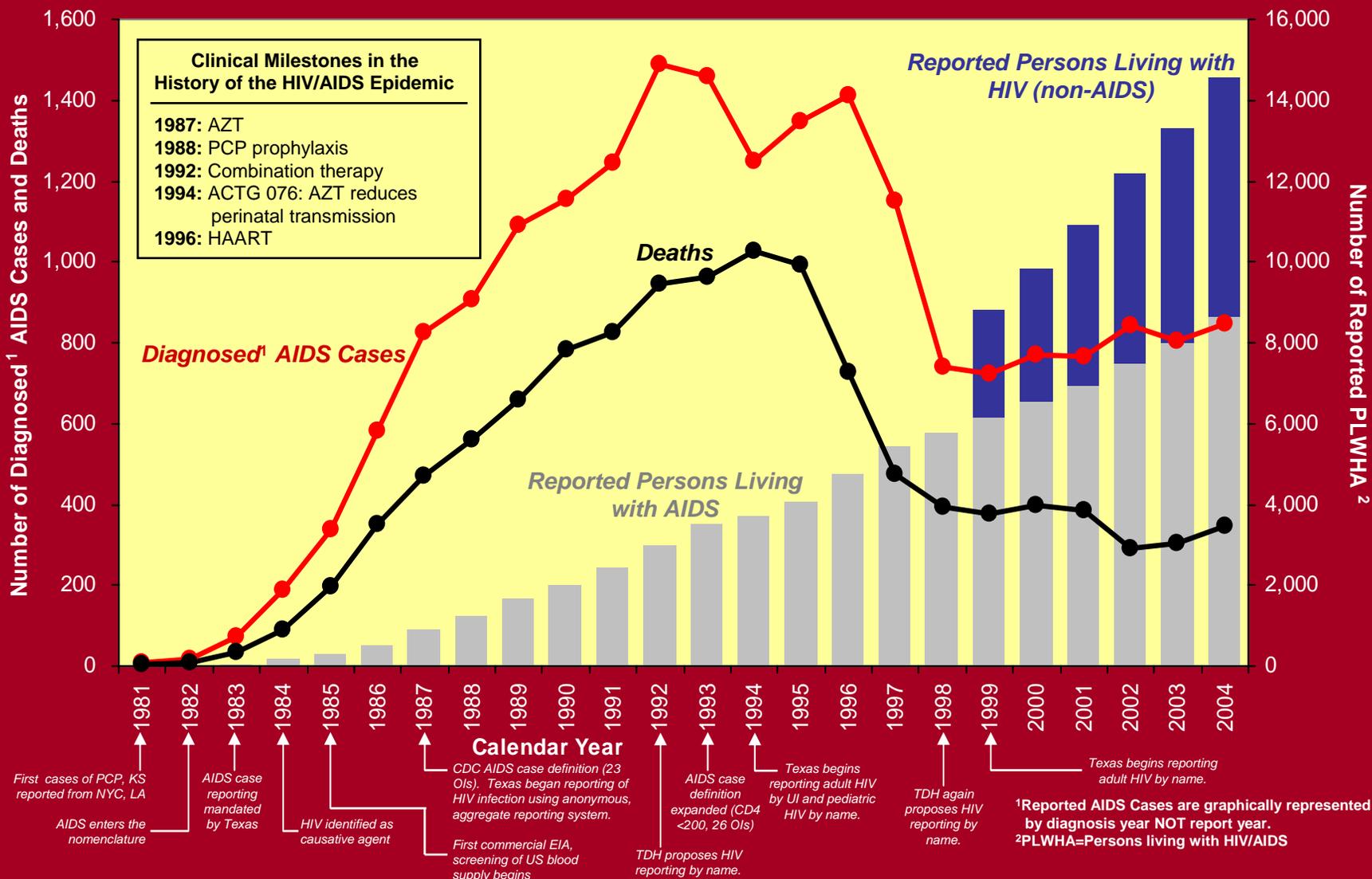
- < 5
- 5 - 11.9
- 12+

AIDS Cases Diagnosed¹, PLWHA² and Deaths

Houston/Harris County, Texas

1981 – 2004

As of February 1, 2006

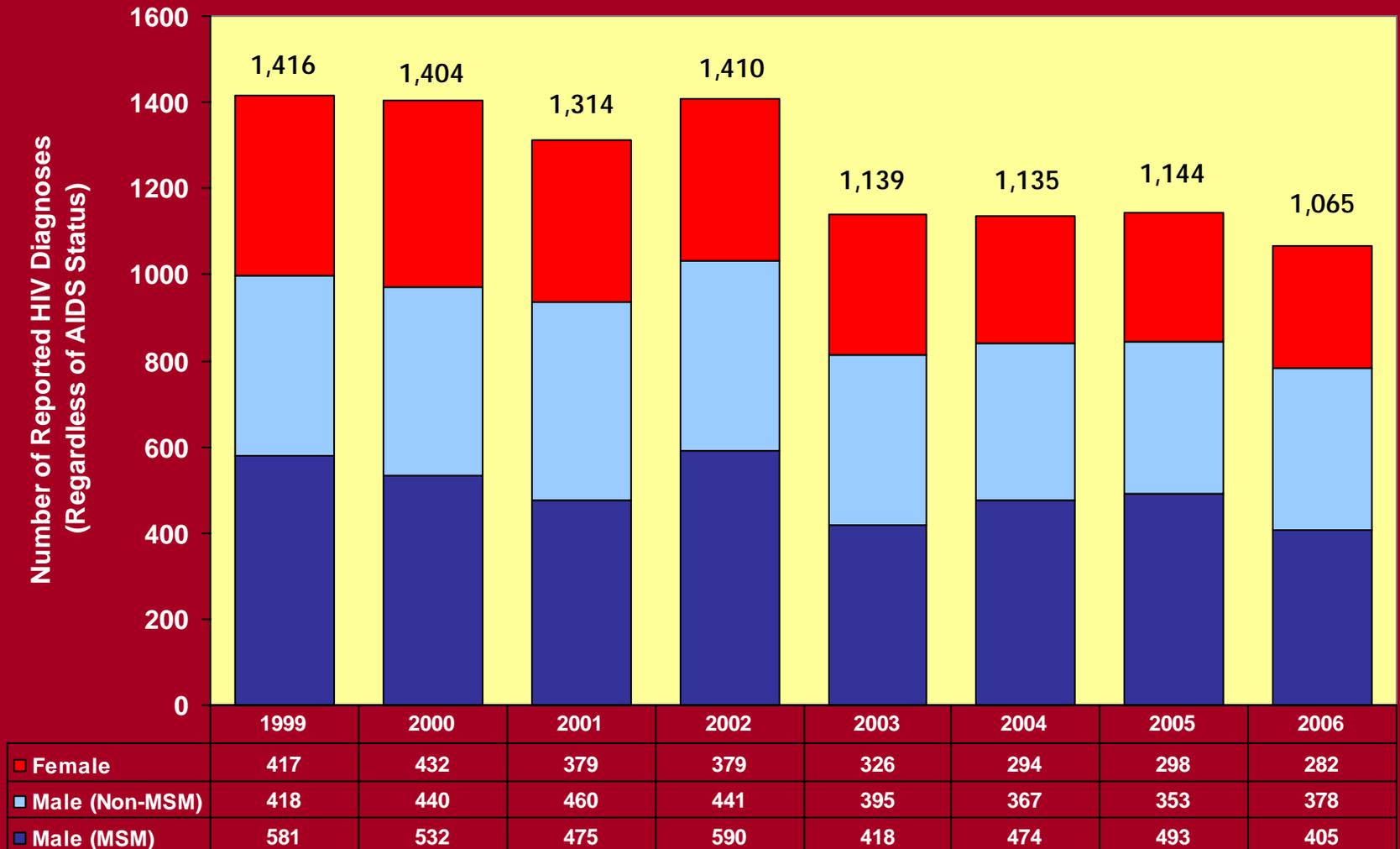


Total HIV Cases Diagnosed (Regardless of AIDS Status)

By Year of Diagnosis and Sex MSM BRG

Houston/Harris County as of February 28, 2007

NOTE: MSM includes MSM who also inject drugs.

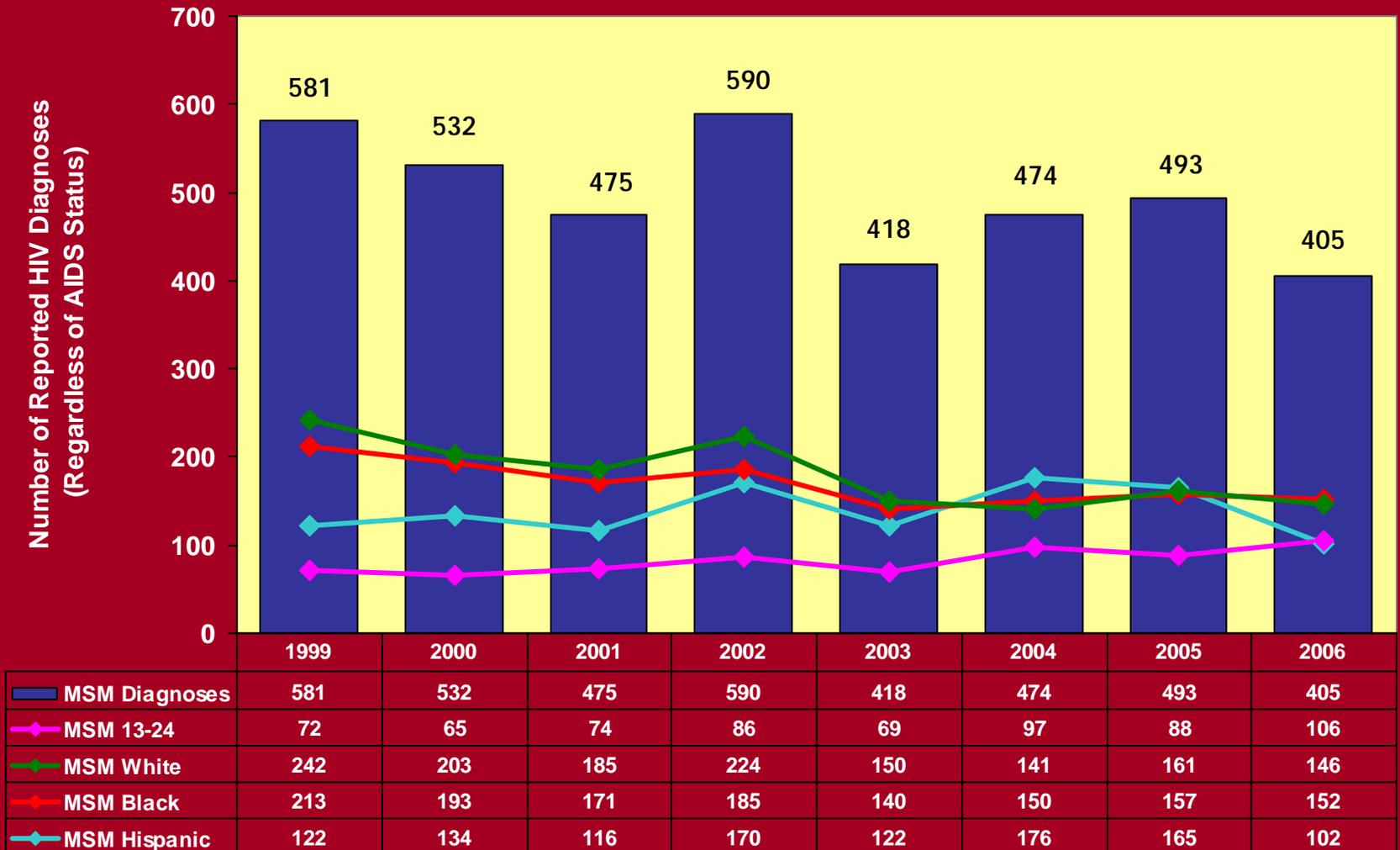


HIV Cases Diagnosed (Regardless of AIDS Status)

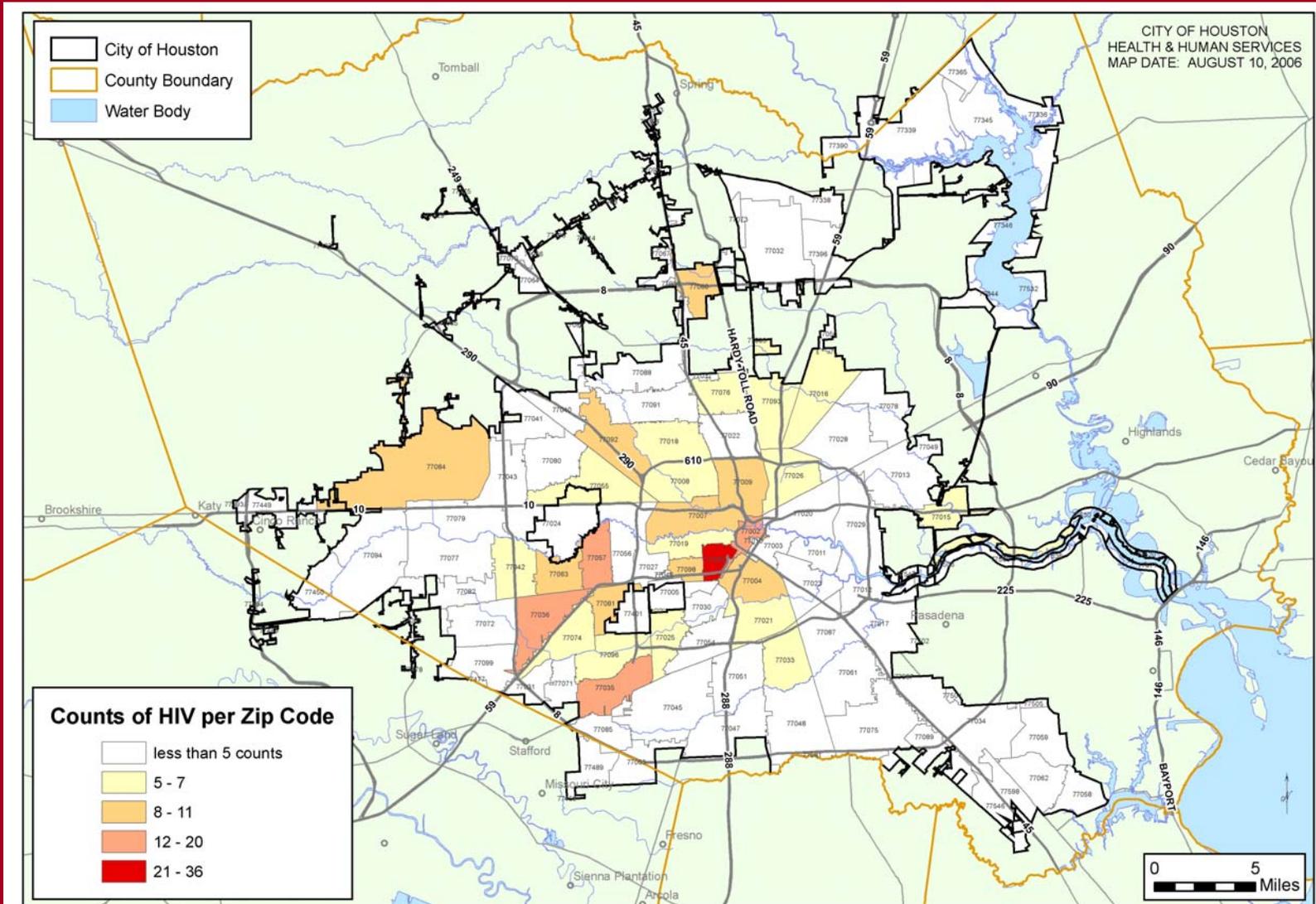
By Year of Diagnosis and Subpopulations – MSM BRG Only

Houston/Harris County as of February 28, 2007

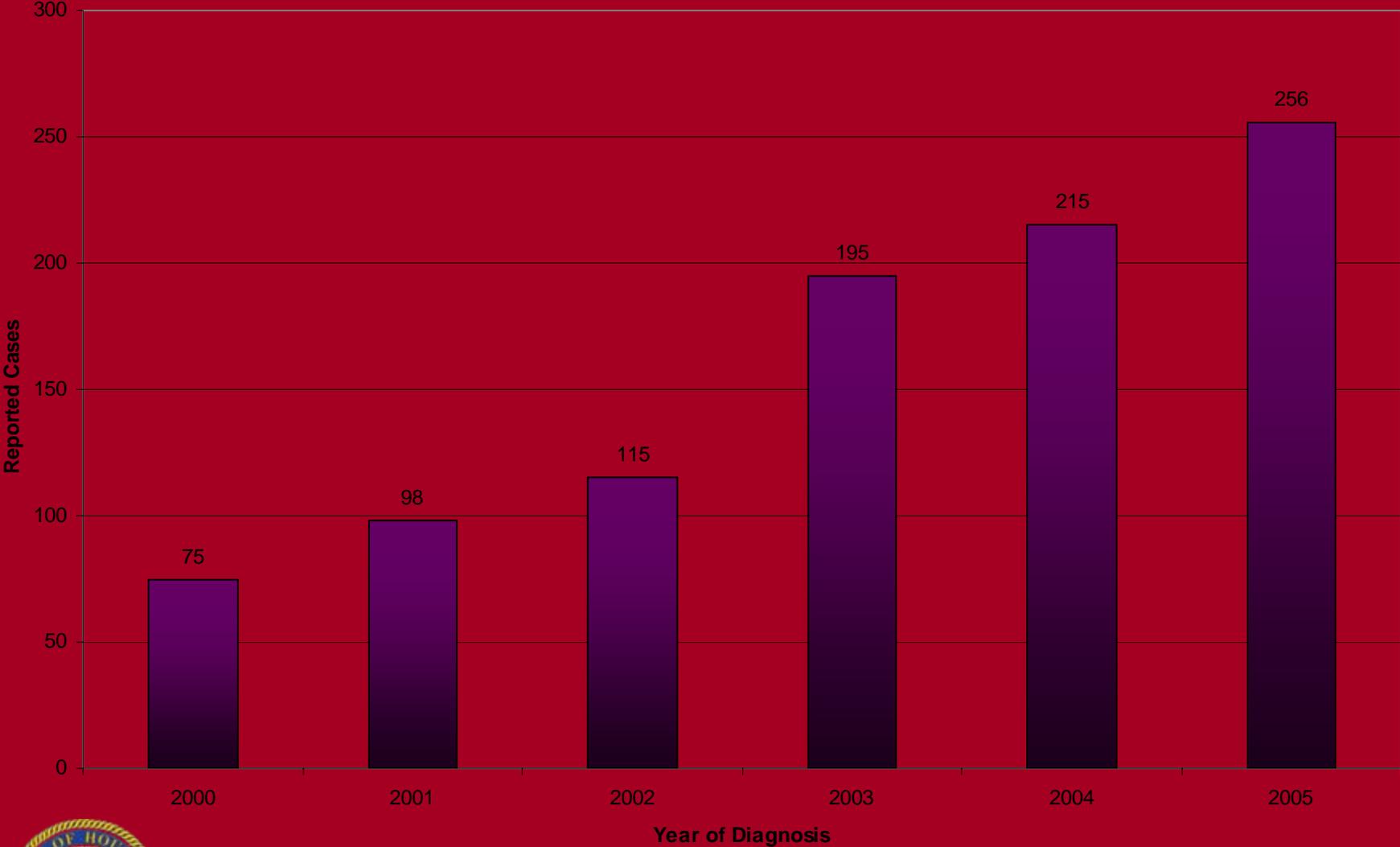
NOTE: MSM includes MSM who also inject drugs.



HIV Cases Diagnosed (Regardless of AIDS Status) in 2005 MSM Only (All Races/Ethnicities) by Zip Code Houston, Texas as of August 10, 2006



Primary and Secondary (P&S) Syphilis Cases, Houston/Harris Co., 2000-2005



Primary & Secondary Syphilis/HIV Co-infection

Houston/Harris County

2000-2005

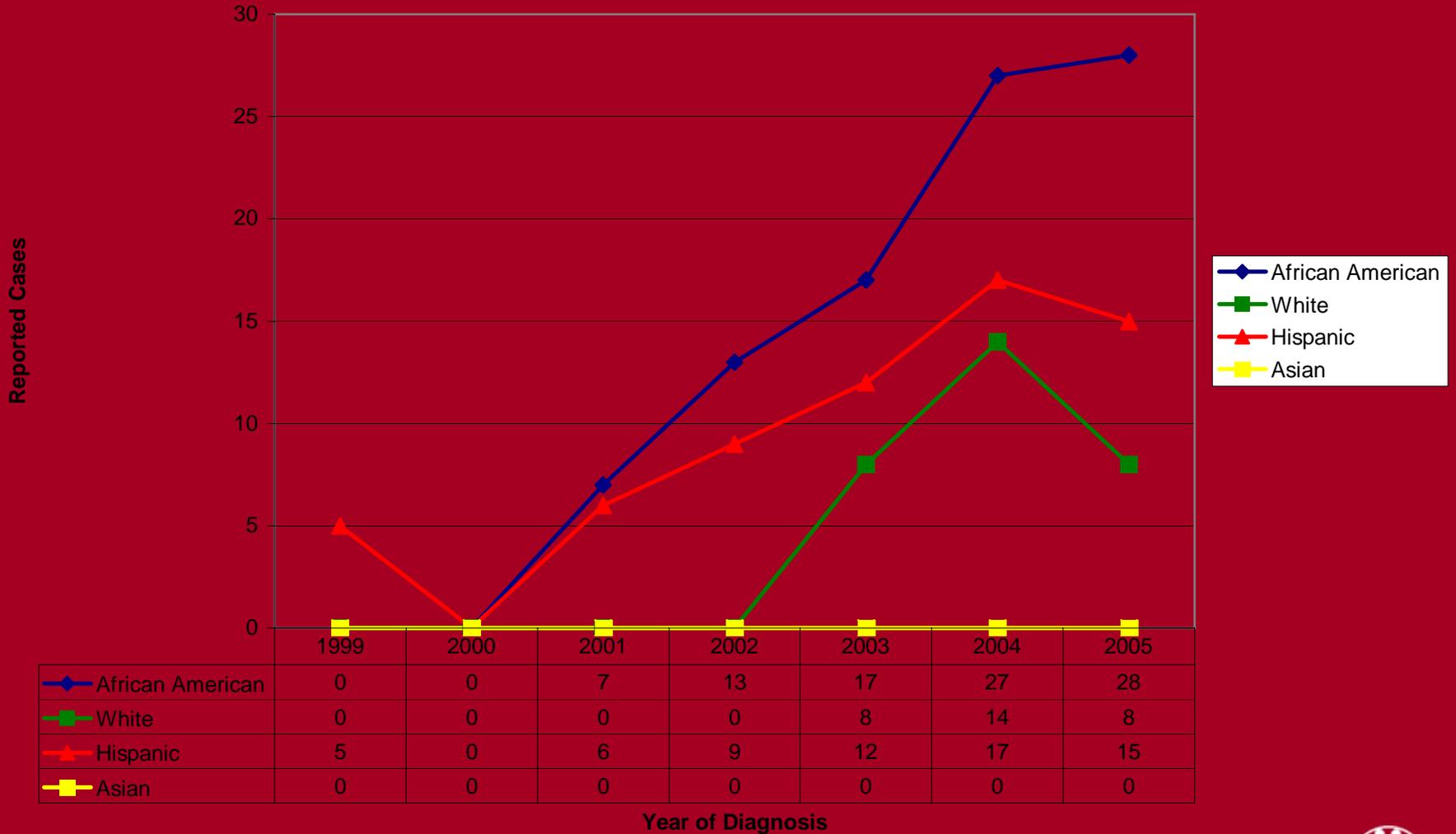
	Primary and Secondary Syphilis Count*	Syphilis/HIV Co-infection	% of P&S Cases Co-infected
2000	71	6	8.5%
2001	95	16	16.8%
2002	115	42	36.5%
2003	195	67	34.4%
2004	206	71	34.5%
2005	261	83	31.8%



*Excludes Congenital and Neurosyphilis Stages



Syphilis Cases (All Stages) Among YMSM (13-24 Yrs. of Age), by Race/Ethnicity, Houston/Harris Co., 1999-2005



*Zeros in the table represent cells less than 5 (0-4 cases)

Formative Research

- Presentation by Steven Walker from SUMA Partners



Questions and Answers



Current Campaign Goals

- Increase community awareness of the following:
 - HIV/STD testing locations in the community
 - HIV/STD transmission issues and methods
 - Various prevention strategies, i.e. how to protect yourself and your partner



Possible Campaign Goals

- To address underlying issues in the gay community that affect HIV transmission. Some examples identified at a recent, local HIV/STD conference (SCALE) include:
 - Self Esteem
 - Incarceration/Recently Released
 - Mental Health (e.g. guilt, shame, etc.)
 - Self Denial
 - Family and Culture
 - Religion
 - Lack of Community
- Increase HIV/STD testing in the gay community



Volunteer Roles and Responsibilities

- Community Advisory Group (CAG) Members
 - Attend HDHHS Fundamentals of HIV/STD Course
 - Attend monthly meetings until campaign has launched
 - Provide input into all aspects of the campaign including:
 - Media development
 - Message development
 - Media placement
 - Community intelligence
 - Site distribution
 - Respond to frequent email traffic
 - Assist with media distribution
 - Spread the message



Volunteer Roles and Responsibilities

- Campaign Representatives
 - Attend HDHHS Fundamentals of HIV/STD Course
 - Always represent the campaign message
 - Remember that you are “always on stage”
 - Know community resources to provide referrals
 - Assist with media distribution
 - Be prepared for frequent communication from the public, including flirting
 - Examples: Steve Walker and New Faces Campaign
 - Possible representation in the media, e.g. interviews. **These must always be coordinated by the Houston Department of Health and Human Services (HDHHS).**



Questions and Answers



Data Sources

National Data

The Centers for Disease Control and Prevention
HIV/AIDS Surveillance Report

December 2003

<http://www.cdc.gov/hiv/stats/hasrlink.htm>

Texas Data

Texas Department of Health
Bureau of HIV and STD Prevention
HIV/AIDS Surveillance Program

512.490.2560

<http://www.tdh.state.tx.us/hivstd/default.htm>

Houston Data

Houston Department of Health and Human Services
Bureau of Epidemiology
HIV/AIDS Surveillance Program

713.794.9441

<http://www.ci.houston.tx.us/departme/health/STD-mainpage.htm>



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Sign-Up

