1 in 17

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).

### Total Reported HIV/AIDS Cases

<table>
<thead>
<tr>
<th></th>
<th>Texas (Reported through 12/05)</th>
<th>Harris County (Reported through 12/05)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alive</td>
<td>56,012 (61.1%)</td>
<td>17,049 (56.6%)</td>
</tr>
<tr>
<td>Dead</td>
<td>35,699 (38.9%)</td>
<td>13,083 (43.4%)</td>
</tr>
<tr>
<td>Total</td>
<td>91,711 (100%)</td>
<td>30,132 (100%)</td>
</tr>
</tbody>
</table>

**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

<table>
<thead>
<tr>
<th>State</th>
<th>Cumulative AIDS Cases</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>172,377</td>
<td>(Rank 1)</td>
</tr>
<tr>
<td>California</td>
<td>139,019</td>
<td>(Rank 2)</td>
</tr>
<tr>
<td>Florida</td>
<td>100,809</td>
<td>(Rank 3)</td>
</tr>
<tr>
<td><strong>Texas</strong></td>
<td><strong>67,227</strong></td>
<td>(Rank 4)</td>
</tr>
<tr>
<td>New Jersey</td>
<td>48,431</td>
<td>(Rank 5)</td>
</tr>
</tbody>
</table>
## How Do We Compare?

As of December 2005
Centers for Disease Control and Prevention

<table>
<thead>
<tr>
<th>CITY</th>
<th>Cumulative AIDS Cases</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York City</td>
<td>158,052</td>
<td>(Rank 1)</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>49,913</td>
<td>(Rank 2)</td>
</tr>
<tr>
<td>San Francisco</td>
<td>30,277</td>
<td>(Rank 3)</td>
</tr>
<tr>
<td>Miami</td>
<td>29,092</td>
<td>(Rank 4)</td>
</tr>
<tr>
<td>Chicago</td>
<td>27,544</td>
<td>(Rank 5)</td>
</tr>
<tr>
<td>Washington, D.C.</td>
<td>27,475</td>
<td>(Rank 6)</td>
</tr>
<tr>
<td><strong>Houston</strong></td>
<td><strong>24,915</strong></td>
<td>(Rank 7)</td>
</tr>
<tr>
<td>Atlanta</td>
<td>21,059</td>
<td>(Rank 8)</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>21,015</td>
<td>(Rank 9)</td>
</tr>
</tbody>
</table>
AIDS Cases Diagnosed\(^1\), PLWHA\(^2\) and Deaths
Houston/Harris County, Texas
1981 - 2004
As of February 1, 2006

Clinical Milestones in the History of the HIV/AIDS Epidemic

1987: AZT
1988: PCP prophylaxis
1992: Combination therapy
1994: ACTG 076: AZT reduces perinatal transmission
1996: HAART

First cases of PCP, KS reported from NYC, LA
AIDS enters the nomenclature
AIDS case reporting mandated by Texas
HIV identified as causative agent
CDC AIDS case definition (23 OIs). Texas began reporting of HIV infection using anonymous, aggregate reporting system.
First commercial EIA, screening of US blood supply begins
AIDS case definition expanded (CD4 <200, 25 OIs)
Texas begins reporting adult HIV by UI and pediatric HIV by name.
Texas begins reporting adult HIV by name.
TDH again proposes HIV reporting by name.

\(^1\)Reported AIDS Cases are graphically represented by diagnosis year NOT report year.
\(^2\)PLWHA=Persons living with HIV/AIDS
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

Reported Cases

Year of Diagnosis

- 2000: 75
- 2001: 98
- 2002: 115
- 2003: 195
- 2004: 215
- 2005: 256
## Primary & Secondary Syphilis/ HIV Co-infection

Houston/ Harris County  
2000-2005

<table>
<thead>
<tr>
<th>Year</th>
<th>Primary and Secondary Syphilis Count*</th>
<th>Syphilis/HIV Co-infection</th>
<th>% of P&amp;S Cases Co-infected</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>71</td>
<td>6</td>
<td>8.5%</td>
</tr>
<tr>
<td>2001</td>
<td>95</td>
<td>16</td>
<td>16.8%</td>
</tr>
<tr>
<td>2002</td>
<td>115</td>
<td>42</td>
<td>36.5%</td>
</tr>
<tr>
<td>2003</td>
<td>195</td>
<td>67</td>
<td>34.4%</td>
</tr>
<tr>
<td>2004</td>
<td>206</td>
<td>71</td>
<td>34.5%</td>
</tr>
<tr>
<td>2005</td>
<td>261</td>
<td>83</td>
<td>31.8%</td>
</tr>
</tbody>
</table>

*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
Contact Information

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Sign-Up